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PUBLISHER'S BINDING

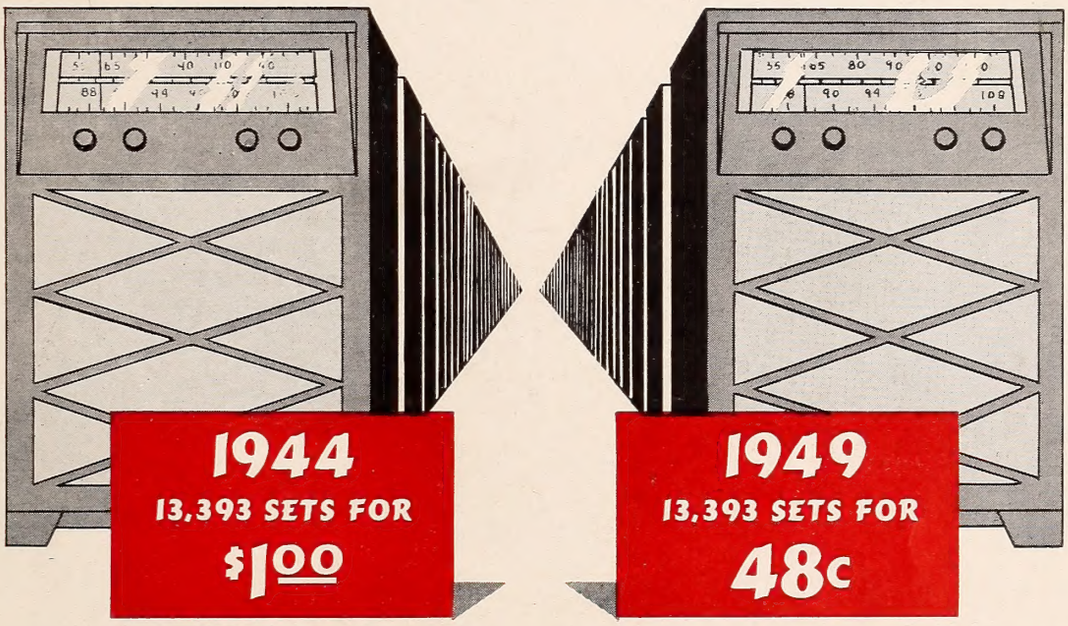
APRIL 3, 1950 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

WHO COSTS 52% LESS THAN IN 1944!



(WHO CLASS C, ¼ HOUR MAXIMUM DISCOUNT)

IN terms of Iowa's radio *homes*, WHO cost 10.6% less in 1949 than in 1944; in terms of *radio sets in homes, WHO cost 52% less than in 1944!*

The increased number of radio sets in Iowa's kitchens, dining rooms, bedrooms, etc.—and the additional listening they create—is even more important than the increase in radio homes. Modern research proves that *SETS* make the audience!

In 1944 there were 596,000 radio *homes* in Iowa; in 1949 there were 769,200! . . . In 1944 there were 904,000 radio *sets* in Iowa homes; in 1949 there were 2,140,000! And in addition to this tremendous increase, an exceptionally large bonus audience listens in cars, offices, barns, stores, service stations and hotels.

Thus WHO is actually a much better buy today than in 1944. Radio sets in Iowa *homes alone* have increased 136%, while WHO's rates have gone up only about 14%.

The 1949 Iowa Radio Audience Survey tells the whole story of Iowa's added listening. Write to WHO or Free & Peters for your free copy!

*The 1949 Iowa Radio Audience Survey is a "must" for every advertising, sales or marketing man who is interested in Iowa.

The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with 9,116 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

Kentuckiana leads the nation...

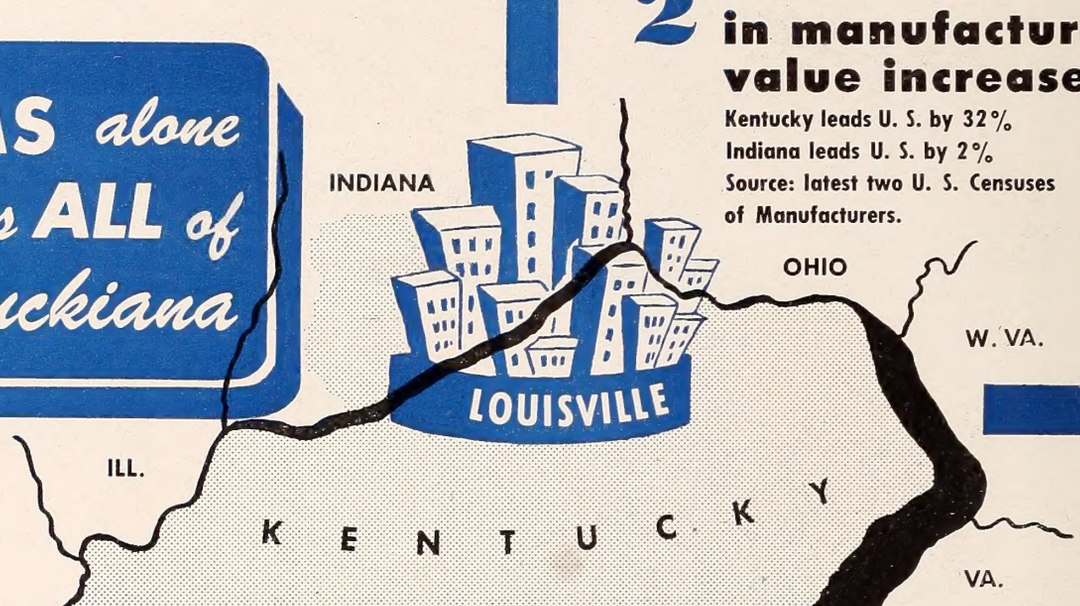
1 **in effective buying income increase**

U. S. increase—1%
Kentuckiana increase—5%
Source: 1949 and 1950 issues, Sales Management Survey of Buying Power.

2 **in manufacturing value increase**

Kentucky leads U. S. by 32%
Indiana leads U. S. by 2%
Source: latest two U. S. Censuses of Manufacturers.

WHAS *alone delivers* **ALL** *of Kentuckiana*



Kentuckiana's personal and industrial income continues to show healthy increases, even in the face of a national 'leveling off'. There are real sales opportunities in this rich-and-getting-richer market—*if* you remember that . . .
WHAS and WHAS alone delivers ALL of Kentuckiana (Kentucky plus a generous portion of Southern Indiana).

50,000 WATTS ★ 1 A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

CBS
WHAS
INCORPORATED • ESTABLISHED 1922
Louisville 2, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

IK 6540
B 85



There is no substitute for LOCAL Coverage

The more you can concentrate and localize your selling in New England the better pleased you will be with results. Every key market you approach through a local home-town station is bound to add to your sales.

You can reach each of these New England markets best through a locally accepted medium — the Yankee home-town station that gives direct access to the market and complete coverage of the trading zone to the outlying neighborhood shopping areas.

Yankee-Mutual programs have a tremendous following through Yankee's 27 home-town stations. You can tap this great reservoir of retail buying power with the kind of local, intensive selling that only a local home-town station can give you in each of these 27 top markets.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

WITH Assn. of National Advertisers, on one hand, espousing readjustment of radio rates to allow for TV tune-in, and American Assn. of Advertising Agencies on the other hand seeking to have radio generally pay 2% cash discount (90% do not), broadcasters attending conventions last week figure radio will have to prime itself for counter-attack.

AT LEAST one major network already is planning broadside to justify current radio rates by reciting chapter and verse on what it delivers now as against decade ago, and for how much less.

COCA-COLA Co. working on musical show as summer replacement for Edgar Bergen on CBS. No summer substitute planned for NBC thrice-weekly Morton Downey series. Beverage firm studying TV for autumn and return to radio co-op in 1951.

FINAL DRAFT of FCC staff study of transit radio reportedly submitted to top staff executives for approval. It recommends finding that transit radio is not "broadcasting" within meaning of current rules.

MGM, through Donahue & Coe, New York, planning augmented radio spot announcement campaign for its latest release "Annie Get Your Gun" beginning about May 1.

PLANS for disposition of WCON-TV under merger of *Atlanta Journal* and *Constitution* understood to be near completion. Atlanta Newspapers Inc., proposed merger firm acquiring *Journal's* WSB-AM-FM-TV, may seek WCON-TV's Channel 2 (54-60 mc) facilities, 1,000-ft. tower and transmitter plant for use by WSB-TV. WCON-FM also included. When WCON-FM-TV are licensed, WSB-TV's Channel 8 (180-186 mc) license would be given up and present WSB-FM dropped. WCON-AM permit is to be dropped. Several groups reportedly interested in WCON's 550 kc, 5 kw assignment. Fort Industry Co.'s WAGA Atlanta filed for it last week (see story page 20).

VYING WITH successful premiere of RCA's all-electronic full color tube in Washington last week (see page 44) was remarkable fidelity of simultaneous reception on black-and-white receiver. Brig. Gen. David Sarnoff, RCA chairman, supplied answer: RCA's color transmitting system makes possible the exceptional black-and-white picture—not receiver, a conventional model.

BBDO, NEW YORK, planning spot announcement campaign for Lever Bros. Jelke's Good Luck margarine in 30 markets starting in April. Contracts are for six weeks.

OVERWHELMING MAJORITY of response to recent NAB Research Department survey to all TV licensees confirms principle that new

(Continued on page 90)

Upcoming

April 3-5: Color Television hearings resume, Dept. of Commerce Auditorium, Washington.
April 4: Radio Pioneers Club annual dinner, Ritz Carlton Hotel, New York.
April 12-19: NAB Convention Week, Stevens Hotel, Chicago.
April 15: New England Radio Engineering meeting, Somerset Hotel, Boston.

(Other Upcomings on page 68)

Bulletins

FCC EXAMINER J. Fred Johnson Jr., conducting FCC hearings on G. A. (Dick) Richards' news policies in Los Angeles, said Friday afternoon he would call recess upon completion of FCC's direct presentation, expected not later than early this week. Resumption date not known. Earlier estimates indicated it may be in September. (See early story page 18.)

TV INDUSTRY PROBLEMS COVERED AT AAAA MEET

ARRIVAL of television in large markets draws advertisers' contacts away from network and local radio as well as from newspapers and other local media such as car cards, TV panel of American Assn. of Advertising Agencies was told Thursday night at Greenbrier Hotel, White Sulphur Springs, W. Va. (see main AAAA convention story page 15).

Main interest of agency executives at TV sessions centered on conversion of radio personnel to servicing video accounts.

Leonard T. Bush, Compton Advertising, New York, reported on radio-TV panel held by Assn. of National Advertisers at Homestead Hotel, Hot Springs, Va. (see ANA story page 15). Fairfax M. Cone, Foote, Cone & Belding, Chicago, presided at AAAA TV sessions with J. Davis Danforth, BBDO, New York, as moderator. Other panel members: Myron P. Kirk, Kudner Agency, New York; Henry G. Little, Campbell-Ewald, Detroit; John U. Reber, J. Walter Thompson Co., New York; Walter Craig, Benton & Bowles, New York; Roland Gillett, Young & Rubicam, New York.

Mr. Craig presented film showing major types of TV commercials.

At Friday AAAA session Ben Duffy, BBDO, New York, said 2% cash discount not accepted by over 90% of radio stations and pointed to "dangerous confusion" among TV stations on this discount. He noted that radio and television allow 15% agency commission even to agencies not set up "to give well-rounded service."

STROTZ DENIES NBC SPLIT

SIDNEY N. STROTZ, administrative vice president in charge of NBC Western Division, said Friday that reports he would leave network as result of NBC Hollywood organizational changes were "wholly unfounded" (see story page 20).

Business Briefly

COLUMBIA PROMOTION ● Columbia Records allocating approximately $2.5 million in advertising to promote its 33⅓ rpm records. Firm will sponsor half-hour of *The Show Goes On*, hour-long program featuring Robert Q. Lewis on CBS and CBS-TV from April 20 through June 18, resuming Sept. 24. Agency: McCann-Erickson, New York.

CO-OP CAMPAIGN ● Truscon Steel Co. (steel products), Youngstown, Ohio, to start cooperative advertising program for dealers. Spot announcements to be used.

NIELSEN, HOOPER NAMED IN $2.5 MILLION SUIT

SINDLINGER & Co., Philadelphia, operators of Radox, audience measurement system, filed $2.5 million damage suit against A. C. Nielsen Co. and C. E. Hooper Inc., charging them with conspiracy to monopolize trade, with "malicious and unlawful interference" with Sindlinger's business rights, and accusing Nielsen company of illegal filing of patent applications.

Suit, filed in U. S. District Court, Eastern Pennsylvania, alleged that Nielsen company, knowing that certain applications for patents on electronic measuring devices were about to be filed by Radox, filed patent applications of its own, blocking Radox patent plans. Patent dispute now pending in U. S. patent courts. Additionally, suit alleges defendants circulated "false rumors" about Radox, and "adopted a concerted system in furtherance of their monopolistic practices aimed at the discrediting of plaintiffs. . . ."

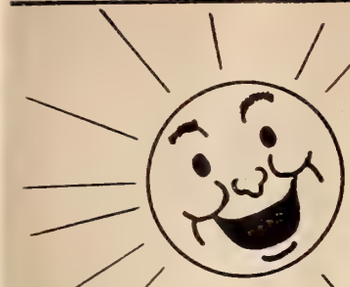
Suit described recent sale of part of Hooper service to Nielsen as granting "complete monopoly in the field of national network ratings" to Nielsen. It seeks injunction preventing continuance of alleged acts and invalidation of all contracts entered into by Nielsen and Hooper with customers since January 1946—date Radox alleges it began experimentation.

ABC PROMOTES BLAIR

LEONARD BLAIR, associated with ABC as a director of both sound and TV shows since 1947 in New York, named program manager of ABC's Central Division effective April 15. He succeeds Harold Stokes, resigned. John H. Norton Jr., vice president of ABC in charge of Central Division, said Mr. Blair will be in charge of standard broadcast programming for division and also WENR, ABC's O & O Chicago outlet. Mr. Norton also disclosed that A. J. Koelker, former Central Division manager of program sales development and station relations, who resigned last year, has rejoined Central Division as account executive in network sales.

DAVID IS WPTR MANAGER

RUSS DAVID, vice president in charge of engineering of WPTR Albany, has been appointed general manager succeeding Fred A. Ripley, resigned.



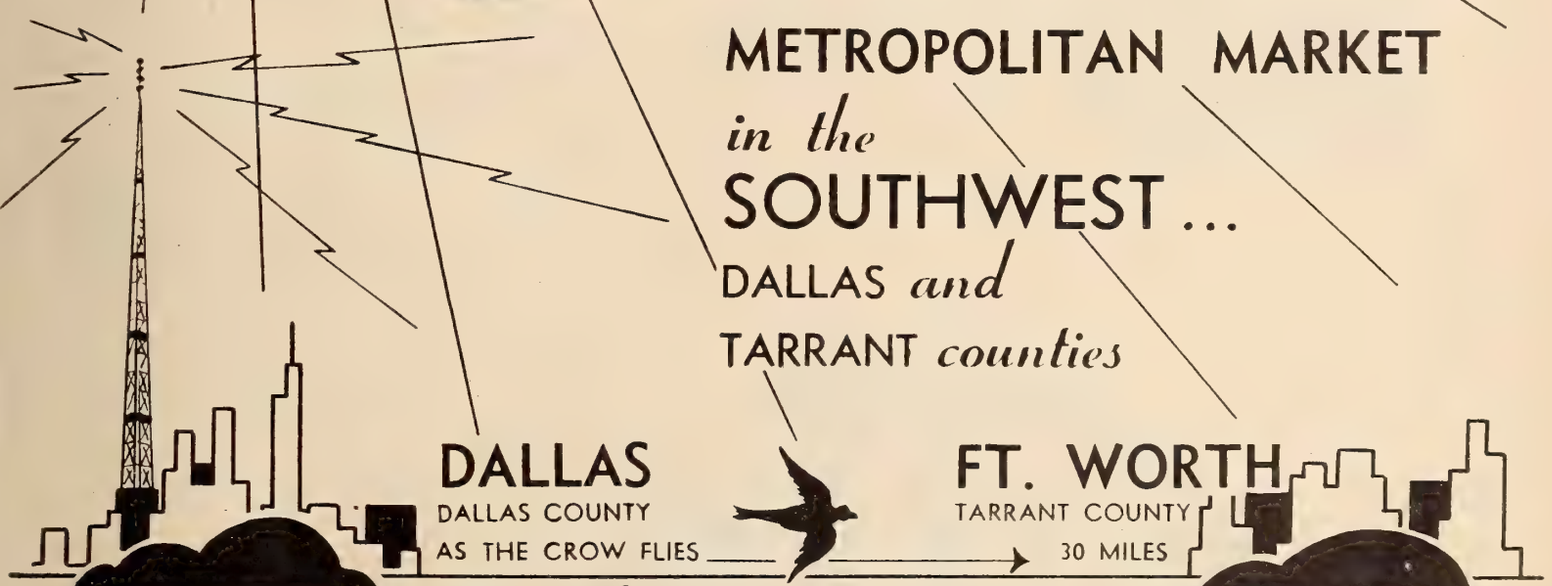
COVERS TEXAS
LIKE THE SUNSHINE

STATIONS

KRLD AND KRLD-TV

Straddle

THE LARGEST *Combined*
METROPOLITAN MARKET
in the
SOUTHWEST...
DALLAS *and*
TARRANT *counties*



DALLAS
DALLAS COUNTY
AS THE CROW FLIES

FT. WORTH
TARRANT COUNTY
30 MILES

POPULATION
560,000
RETAIL SALES
$799,204,000

SALES MANAGEMENT
1949 SURVEY

Exclusive AM and TV
CBS STATIONS

For Dallas and Fort Worth

50,000 WATTS

STUDIOS IN DALLAS AND FORT WORTH

POPULATION
354,600
RETAIL SALES
$430,999,000

SALES MANAGEMENT
1949 SURVEY

That Is Why **KRLD** *Is Your Best Buy*

AM • FM • TV

THE BRANHAM CO., *Exclusive Representatives*

WIP Produces!

Example #24

On her morning Chatter-Bar program Mary Biddle, WIP's Women's Director, offered a little booklet called "How To Eat and Grow Slim," thinking that a few hundred women might be interested. She was right . . . over 27 hundred asked for it!

WIP
Philadelphia
Basic Mutual
•
Represented Nationally by
EDWARD PETRY & CO.

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

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870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

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WASHINGTON HEADQUARTERS

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CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Bill Gabriel Jr., Elaine Haskell, Grace Motta, Lillian Oliver, Al Riley, Warren Sheets.

NEW YORK BUREAU 250 Park Ave., Zone 17, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin. **Bruce Robertson,** *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

Copyright 1950 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

BLACKBURN-HAMILTON COMPANY

are the ONLY Radio Station and Newspaper Brokers in the United States with offices on the East Coast, in the Middle West and on the West Coast!

A NATION-WIDE SERVICE AVAILABLE TO YOU

The individual Seller or Buyer is limited to his personal contacts in the radio and publishing industry. The BLACKBURN-HAMILTON COMPANY, with offices on the East and West Coasts and in the Middle West, acting as the confidential intermediary, assures the Seller and the Buyer of choice contacts selected by means of national surveys and area-office associations. Experience in negotiating the sale of newspaper plants and radio stations in all sections of the United States, emphasizes the value and need of BLACKBURN-HAMILTON COMPANY'S exclusive media brokerage service.

When a radio station or newspaper becomes available for sale through BLACKBURN-HAMILTON COMPANY, a thorough analysis of both the property and the market is made. Having accumulated a large number of qualified prospective buyers, these files are then carefully studied for the most desirable purchaser. In some cases, national advertising and direct mail will be used to achieve the widest possible coverage in developing the most qualified buyer. This preliminary work leading up to a sale is done on a confidential basis and the identity of the property is not revealed until negotiations have reached a definitely serious stage.

The BLACKBURN-HAMILTON COMPANY has handled millions of dollars worth of newspaper and radio station properties ranging in price from $15,000.00 to well over $1,000,000.00. We are equipped to render the same specialized service for transactions in all price brackets.

LAST MONTH...

The BLACKBURN-HAMILTON COMPANY handled transactions in Florida, Rhode Island, Michigan, Wisconsin, Iowa, Illinois and California for Sellers and were in touch with hundreds of Buyers located in 33 states.

LAST YEAR...

The BLACKBURN-HAMILTON COMPANY handled the sales of large daily papers, weekly newspapers, small and large radio stations in 27 states and were in touch with buyers from practically every state in the Union and some foreign buyers interested in properties. Only a nation-wide organization could have rendered this service for the radio and publishing industries.

APPRAISALS

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enables BLACKBURN-HAMILTON COMPANY to make accurate, impartial appraisals in minimum time.

NEGOTIATIONS

The advantages of an experienced intermediary are particularly valuable during the final negotiations in guiding a sale to a mutually agreeable conclusion. In the matter of tax problems, legal and transfer papers, the BLACKBURN-HAMILTON COMPANY cooperates fully with tax counsel and attorneys for both the Buyer and Seller. The handling of a large volume of sales passes on to both Buyer and Seller helpful experiences of others.

FINANCING

Sound requirements for financing are given careful consideration and every effort is made to assist clients in making fair and adequate financial arrangements in connection with newspaper and radio properties.

N.A.B. CONVENTION • CHICAGO • APRIL 12-19

Representatives of each of our offices will attend the meeting. Drop a note now to the nearest BLACKBURN-HAMILTON COMPANY office and we will set up an appointment for your convenience, or contact us at suite 1300-1301-1301A in the

HOTEL STEVENS, CHICAGO, AT N.A.B. TIME

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C. • James W. Blackburn, Washington Bldg., Sterling 4341
CHICAGO • Harold R. Murphy, 333 North Michigan, RAndolph 6-4550
SAN FRANCISCO • Ray V. Hamilton, 235 Montgomery Street, EXbrook 2-5672

This is Jean Joyce,



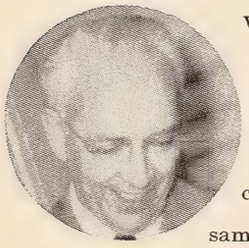
"Killian's Personal Shopper." She presents commercials written by Beulah Marsh of Killian's, Cedar Rapids' leading department store. Beulah and Jean are one and the same—have been ever since the store's 9 a.m. news program started 16 years ago (which makes it the second oldest continuously sponsored newscast in radio history).

This is A. L. Killian,



Chairman of the Board of Killian's. He knows that 75% of Cedar Rapids' morning listeners hear WMT (from a questionnaire recently mailed to 10,000 charge account customers); that Cedar Rapids' "Homes Using Sets" in the a.m. is 71% above the national average; that WMT covers the store's entire trading area (from mail stimulated by "The Wishing Well," Killian-sponsored afternoon program).

This is Bill Quarton,



WMT's general manager, who originally handled the Killian account as a salesman. Bill can quote statistics like an electronic computer—but they all prove the same two things—Eastern Iowa is a lush market for advertisers; WMT is the sellingest station in Eastern Iowa. Ask the Katz man for full details.

This is Eastern Iowa . . .

5000 watts
600 kc
Day & night

WMT
CEDAR RAPIDS

BASIC COLUMBIA NETWORK

Agencies



ALVIN J. HETFIELD, formerly management and sales consultant, appointed president of Van Diver & Crowe Inc., New York. He succeeds **VERNON H. VAN DIVER Sr.,** founder of agency, who continues as vice president.

MARJORIE CHILD HUSTED, former director of "Betty Crocker" home service department of General Mills, today (April 3) appointed advisor on consumer service for Dancer-Fitzgerald-Sample, New York. Mrs. Husted, who had served as consultant to Dept. of Agriculture and Bureau of Home Economics, was last year honored as "Advertising Woman of the Year" by Advertising Federation of America.



Mrs. Husted

BENTON & BOWLES, New York, because of expanding television activity, beginning April 15 will divide its television production into two departments. **HERBERT LEDER** will head television film department of agency and **MURRAY BOLEN,** of agency's Hollywood office, will come East to head television live department.

JACK ROME, formerly with Roy S. Durstine Inc., joins Biow Co., New York, as account executive for Philip Morris (tobacco) group.

HARRIET LINGO appointed account executive for Wasser, Kay & Phillips Inc., Pittsburgh. She formerly was public relations director of Christian Rural Overseas Program campaign to collect Friendship Food. Before that she was promotion manager of KMA Shenandoah, Iowa.

MAPLE Assoc., Chicago, changes name to **Robert Bruce Hicks Adv.,** and moves to larger quarters on ninth floor of Douglas Bldg., 20 E. Jackson Blvd., Chicago 4. Telephone: HArrison 7-6848.

JACK MILLER, formerly with Patch & Curtis, Long Beach, Calif., joins Denman & Betteridge Inc., Detroit.

JOSEPH P. QUIN Jr. elected vice president of Philip Ritter Co., New York.

CAROLYN FITTS, formerly with Benton & Bowles, New York, joins talent and program development department of Young & Rubicam, Hollywood.

ELIZABETH WENBERG, formerly with Walter McCreery Inc., San Francisco, joins copy department of Guild, Bascom & Bonfigli, same city.

BOB NYE, with radio department of Foote, Cone & Belding, Los Angeles, is the father of a boy, Robert Gerald Jr.

EVERARD W. MEADE, vice president and radio and television director, Young & Rubicam Inc., is in Hollywood for 10-day conferences.

New Addresses: LAWRENCE S. STEIN, Chicago advertising and public relations firm, moves to 116 S. Michigan Ave. Telephone: ANdover 3-1977. **ELLSWORTH ROSS Adv.,** Los Angeles, incorporates as Ellsworth Ross Inc. and moves to larger quarters at 3719 Wilshire Blvd. Phone is Dunkirk 8-3608. **VANCE SHELHAMER ADV. Inc.** moves to new quarters in Northern Life Tower (Room 1708), Seattle 1. Phone remains MAin 7056.



SPONSOR and agency confer with Alan Young in New York on the comedian's new CBS series (l to r): V. G. Carrier, assistant manager, Esso Standard Oil Co. advertising-sales promotion department, sponsor; Mr. Young, star of show; R. M. Gray, Esso's advertising-sales promotion manager, and Curt A. Peterson, radio director, Marschalk & Pratt Co., Esso agency.

This summer walk off with a pretty profit!



You can make your sales grow this Summer and stay in full bloom all through the year. By putting your product on WCCO *all year round* ... Fall, Winter, Spring *and Summer.*

That's because your customers in WCCO's rich Northwest territory spend more than $686,000,000 in retail sales during June, July and August. And you can reach them at a *low* Summer cost-per-thousand!

No wonder 60 big national spot and local advertisers (25% more than the year before) stayed on WCCO *all year round* last year. Without a Summer hiatus. They found that in the Twin Cities WCCO commands an average Summer daytime Hooper of 6.5. And now delivers 42% *more* Summer radio-families-per-dollar than in 1946!

To walk off with a pretty profit, ask us or Radio Sales about a hot WCCO sales-personality (like Larry Haeg, for example). And watch WCCO send your sales *up* with the temperature!

50,000 watts • 830 kilocycles

Minneapolis—St. Paul **WCCO**

Represented by Radio Sales

Columbia Owned

WGY completely blankets these 16 metropolitan markets*



AND...

Many other markets between and beyond

***HOOPER SURVEY, JANUARY, 1950**

Metropolitan population of 16 Market Area—1,247,000 (Approximately the same as Baltimore's Metropolitan Area).

Retail trading zone population of the 16 Markets numbers 1,843,556 (Source: Audit Bureau of Circulations.)

Represented Nationally by NBC Spot Sales

-810 on your dial
50,000 Powerful watts
affiliated with NBC

WGY

A GENERAL ELECTRIC STATION

New Business



HYGRADE FOOD PROD. Corp., Detroit, will begin radio and television campaign in major markets through Doyle Dane Bernbach Inc., Detroit. Stations not yet set.

MANHATTAN SOAP (Sweetheart and Blue White soaps), through Duane Jones, New York, signs six markets for spot campaign of 15 spots per week on Transit Radio. Contracts are effective April 19. **GENERAL FOODS** (Birdseye Frosted Foods), through Young & Rubicam Inc., purchases 15 spots weekly on Transit Radio. **CANADA DRY Co.** orders initial schedule of 18 spots per week for 52 weeks, on Transit Radio, starting with Worcester, Mass., on bottler co-op basis, indicating other markets will be added. Agency: J. M. Mathes, New York.

MINUTE MAID Corp., New York, appoints Ted Bates Inc., same city, to handle its advertising.

ROOSEVELT-FOR-GOVERNOR HEADQUARTERS, Los Angeles, starts ten-week series for Candidate James Roosevelt on ten CBS California stations, Friday, 7-7:15 p.m. (PST). Agency: Milton Weinberg Adv. Co., Los Angeles.

McCORMICK "Bee Brand," Baltimore (insect powder), through agency, Sullivan, Stauffer, Colwell & Bayles, New York, started one-minute spot announcement campaign April 1 in number of Southern markets.

WILDROOT Co., Buffalo, sponsoring *What's the Name of That Song* on 53 Don Lee-MBS western stations for two years, to use national TV spot after end of current cycle in May. Agency: BBDO, New York.

GUITARE LIPSTICK Inc., Los Angeles (non-smear lipstick), increasing television programming with start April 7 of half-hour weekly *Star Gazing* on WOR-TV New York; and April 9 with half-hour weekly *Grab Your Phone* on KPIX (TV) San Francisco. Both contracts for 26 weeks. Firm currently has *Star Gazing* on WGN-TV Chicago and *Your Handwriting Speaks* on KLAC-TV Hollywood. Guitare plans to extend half-hour programming during next three months into 11 other markets including Boston, Philadelphia, Detroit, Pittsburgh, Cleveland, St. Louis, Washington, Baltimore, Cincinnati, Milwaukee, Seattle. Agency: Raymond Keane Inc., Los Angeles.

FRANKENMUTH BREWING Co., Frankenmuth, Mich., purchases *Van Patrick's Sports Scripts* three times weekly over WJR Detroit. Fifteen-minute program will be supplemented by other sports show on WFDF Flint, plus spots and chain breaks on several upstate stations. Agency: Ruthrauff & Ryan, Detroit.

DICTOGRAPH PRODUCTS Inc., New York, appoints Atherton Adv., Los Angeles. Radio will be used.

Network Accounts • • •

EMERSON DRUG Co., Baltimore (Bromo Selter), begins sponsorship April 24, of *Hollywood Star Playhouse,* CBS, 8-8:30 p.m., EST. Show will replace *Inner Sanctum,* sponsored by Emerson for the past four years, and will originate in Hollywood. Agency: BBDO, New York.

FRANK H. LEE Co. (men's hats) renews sponsorship of *Robert Montgomery Speaking,* over ABC, for 42 additional weeks, effective Aug. 24. Program is heard Thursday, 9:45-10 p.m., EST, and was signed through Grey Adv., New York.

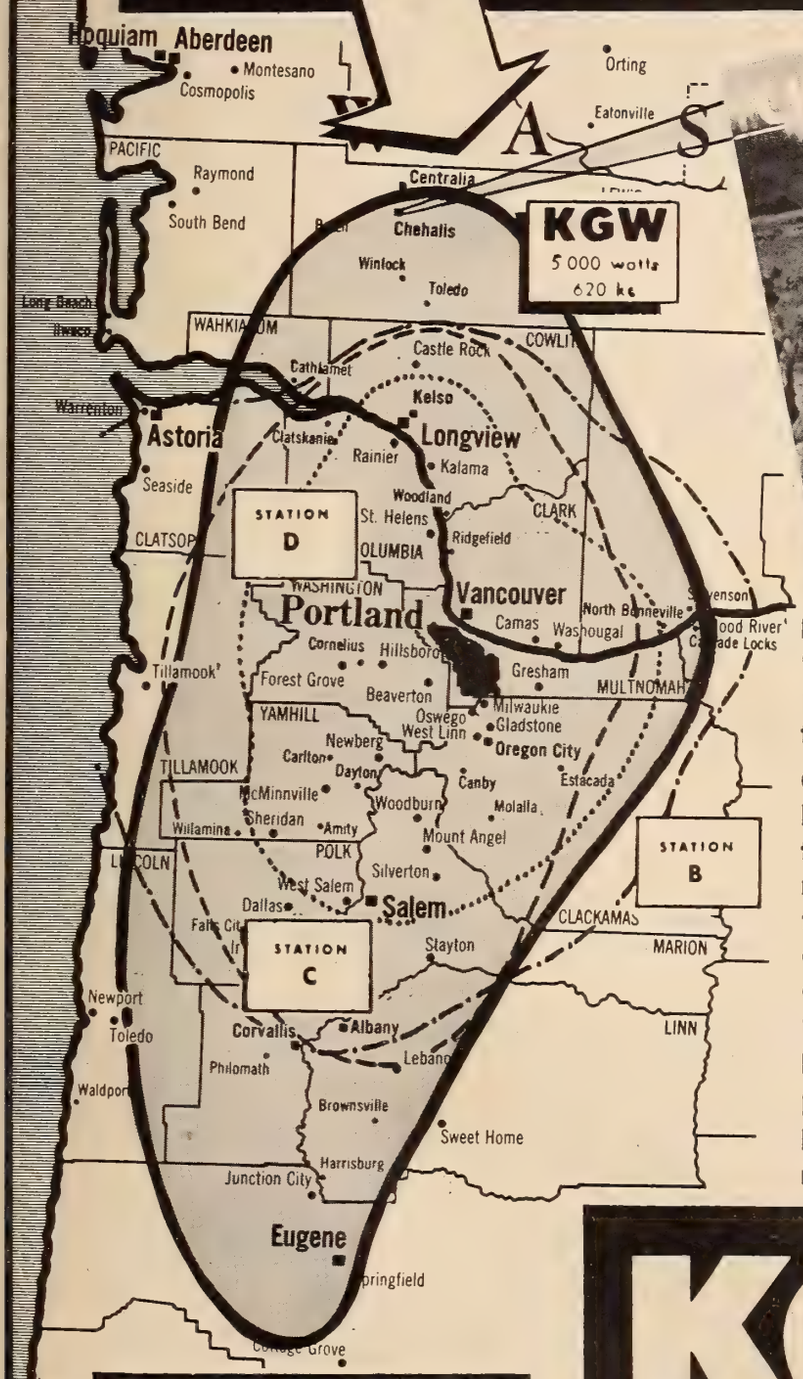
ANHEUSER-BUSCH Corp., St. Louis (Budweiser beer), which now sponsors *Ken Murray Show* on CBS-TV alternate Saturdays, 8-9 p.m., buys weekly schedule of same show, same time period, beginning next October after summer hiatus (June-September). Agency: D'Arcy Adv., St. Louis.

FRIGIDAIRE DIV. of General Motors, which is sponsoring special NBC-TV Easter show with Bob Hope, April 9, 4:30 to 6 p.m. CST, orders additional 11 stations to carry it by kinescope. Total is 27 cable and 28 non-cable cities. Agency: Foote, Cone & Belding, Chicago.

PETER PAUL Inc., Naugutuck, Conn., (Candy) and Taylor-Reed Corp., Mamaroneck, N. Y. (Cocoa-March Syrup), purchase portions of *Magic Cottage,* children's program heard Monday through Friday, 6:30-7 p. m. on DuMont network. Candy company, through Maxon Inc., New York, will sponsor final half of program on Wednesday beginning April 5, while Taylor-Reed, which placed contract direct, sponsors full half-hour segments on Monday, Tuesday, Thursday, Friday, and first 15-minute portion on Wednesday.

MAIDEN FORM BRASSIERE Co., through William H. Weintraub & Co., New York, renews sponsorship of *Vanity Fair,* Monday, Wednesday and Friday, 4:30-5 p.m., over three CBS-TV stations, effective April 17.

KGW *Delivers...* COMPREHENSIVE COVERAGE *of*



This chart, compiled from official, half-millivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's Comprehensive Coverage of the fastest-growing market in the nation.



. . . agriculturally rich

Diversity is the keynote of the Chehalis employment "family", and with this diversity goes stable buying power . . . GROWING buying power YOU can tap through KGW's COMPREHENSIVE COVERAGE.

Consider these few representative facts about Chehalis that in themselves spell success for the advertiser who captures this rich market: Surrounding resources of timber, minerals, and cheap power . . . four lumber mills, two fern packing companies, a crude drug plant, a cannery, a plant of one of the country's great food companies . . . well on its way to becoming the Turkey Capital of America . . . 85 per cent of homes owned by their occupants.

KGW's COMPREHENSIVE COVERAGE DELIVERS CHEHALIS . . . as it delivers the rest of the fastest-growing market in the nation.

KGW PORTLAND OREGON

NBC AFFILIATE

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

BROADCASTING WINS AGAIN !...

A VOTE OF



It's happened again!

Once more a whole survey-load of key advertisers and agencies have voiced their preference for BROADCAST-*TELECASTING!*

It came about this way: Big 50,000-watt WTOP in Washington, D. C., wanted to prove to itself just which publications are counted on most by leading radio advertisers and advertising agencies.

We didn't know a whisper about the survey until all the ballots had been counted. And guess what? BROADCASTING's whopping win (as usual) was overwhelming, conclusive and unmistakably significant!

BROADCASTING was first choice by 196% !

But who's surprised? It's been that way for some 20 years now. BROADCASTING, again and again, is the top choice of radio's top people—the ones who decide how to spend advertising dollars. This brand-new survey just beats the terrific truth home harder than ever.

And the truth, gentlemen, is this: *If you're wooing a bigger share of advertisers' budgets . . . tell 'em about yourself in BROADCASTING!*

IN A SURVEY OF ADVERTISERS AND AGENCIES

CONFIDENCE

Want the facts?

This is what the promotion manager of WTOP asked 800 advertisers and agency folk: "*Which publications (editorial and/or service) would YOU use if you were in my place trying to reach YOU? Please check first and second choices.*"

The results: *BROADCASTING was first with 196% more votes than the runner-up, a general advertising weekly; 392% more than the third choice, a radio publication.*



Remember,

we had nothing to do with all this

EXCEPT publish a magazine that consistently provides the best coverage of all phases of radio and TV . . . that offers the most reliable reporting and authoritative comment . . . that aggressively promotes broadcasting as America's greatest medium . . . that supplies advertisers and agencies with the kind of information they value most about the business of broadcasting. Only because of all this do we have any responsibility for the outcome of WTOP's very illuminating survey.

It's reason enough, though, for us to repeat that BROADCASTING-*TELECASTING* is your best route to the attention of men and women who make time-buying's biggest decisions. *Want to share their vote of confidence with us?*



"B. B. D. & O. say they're interested"

Yes, sir! The big boys are nibbling! The blue chips are falling on the table! Because big advertisers insist on *low-cost results*.

Have you got a pet account in your shop that would like to make a killing in the rich Baltimore market? There's a sure-fire way in radio.

You just buy W·I·T·H, the BIG independent with the BIG audience. Then you're sure to get more listeners-per-dollar than from any other station in town. W·I·T·H delivers what the blue chip accounts really want—those *low-cost results!*

Call in your Headley-Reed man for the whole W·I·T·H story today.

W·I·T·H

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* **HEADLEY-REED**

BROADCASTING
TELECASTING

Vol. 38, No. 14 WASHINGTON, D. C., APRIL 3, 1950 $7.00 A YEAR—25c A COPY

ANA Rates, Verified Radio-TV Research Chief Topics; Agencies Name Cone, Brockway and Wolfe AAAA

By J. FRANK BEATTY

THE NATION'S advertisers want broadcasters and telecasters to show them exactly what they can get for their advertising dollars, based on verified research data.

Executives who spend a heavy share of the nation's $5 billion advertising budget made this clear at the annual spring meeting of the Assn. of National Advertisers, held at The Homestead, Hot Springs, Va., Wednesday through Friday. They joined Friday night and Saturday with the American Assn. of Advertising Agencies in sessions held at the Greenbrier Hotel, White Sulphur Springs, W. Va. (see separate story this page).

All through the three-day program the subject of radio and television spiced the discussion, with emphasis on cost of buying the electronic media as compared with printed media and frequent concern over where TV money is coming from, as well as what TV's growth is doing to aural radio and other media.

Panel Is Highlight

Peak of the radio-television discussions came Thursday afternoon during an off-the-record panel in which all elements of the advertising industry participated. There the whole radio-TV controversy was laid wide open. By the time the advertisers had finished, it was clear they had been impressed with statements covering radio's permanence in the media field, TV's extensive support from new advertising sources and the prospects of TV as a basic national advertising medium.

The radio-television panel was moderated by A. N. Halverstadt, Procter & Gamble Co. Panel members included H. M. Chapin, General Foods Co.; D. W. Stewart, Texas Co.; Frank Stanton, CBS president; Niles Trammell, NBC board chairman; Leonard T. Bush, Compton Adv.; Marion Harper Jr., McCann-Erickson; A. C. Nielsen, head of the research firm bearing his name.

It was made clear to the advertisers that radio will always be an effective low-cost advertising medium. The 80 million sets in over 40 million homes just won't be silenced, it was pointed out. On radio's behalf, it was suggested that many programs and many periods of the day will always be effective. News, comedies, drama, mysteries, special events and other programming will hold the public's attention in the future as they have in the past and radio itself will always have a substantial audience, the ANA members were told.

As expected, the questioning mostly centered around television. Curiosity ran high on the prospects of lifting the "freeze" and providing TV service to rural areas. Color fascinates many advertisers, judging by the questioning, but they were warned of the complications that will cause its delay despite such developments as the tri-color tube.

Effectiveness of television is shown by a new study based on some 3,000 TV owners and non-owners, carefully selected, according to one broadcast member of the panel. The study shows that people with TV sets buy more advertised brands than those without TV.

The advertisers were assured

(Continued on page 87)



TOP OFFICERS elected by the AAAA last week in its meeting at White Sulphur Springs, W. Va., are (l to r): Fairfax M. Cone, board chairman of Foote, Cone & Belding, Chicago, as chairman of the board of directors; Louis N. Brockway, executive vice president of Young & Rubicam, New York, vice chairman; Ralph L. Wolfe, president of Wolfe-Jickling-Conkey Inc., Detroit, secretary-treasurer.

THE ADVERTISING industry, along with the rest of the business world, must unite with government to strengthen the nation's economy and lead the public into a solid front for the cold war, the American Assn. of Advertising Agencies was told at its Thursday-Saturday convention held at the Greenbrier Hotel, White Sulphur Springs, W. Va.

Though much of the agency executive's time was spent in detailed analysis of broadcasting and television as effective means of selling goods, the convention took on a sombre international hue Friday night and Saturday as the agency delegates met jointly with the Assn. of National Advertisers (see ANA story this page).

Elect Officers

Fairfax M. Cone, chairman of the board of Foote, Cone & Belding, Chicago, was elected chairman of the AAAA board of directors during Thursday's sessions. Elected vice chairman was Louis N. Brockway, executive vice president of Young & Rubicam, New York, and Ralph L. Wolfe, president of Wolfe - Jickling - Conkey, Detroit, was elected secretary-treasurer.

Mr. Cone succeeds Clarence B. Goshorn, president of Benton & Bowles, as head of AAAA.

Others elected were:

Directors-at-Large

John P. Cunningham, executive vice president of Cunningham & Walsh, New York (re-elected to fill Mr. Brockway's unexpired term).

Gordon E. Hyde, president of Federal Advertising Agency, New York.

Earle Ludgin, president of Earle Ludgin & Co., Chicago.

Henry M. Stevens, vice president of J. Walter Thompson Co., New York.

Directors Representing AAAA Sectional Councils

New York Council: J. Davis Danforth, executive vice president of BBDO, New York.

New England Council: Edward F. Chase, vice president of Harold Cabot & Co., Boston.

Atlantic Council: Wesley M. Ecoff,

(Continued on page 16)

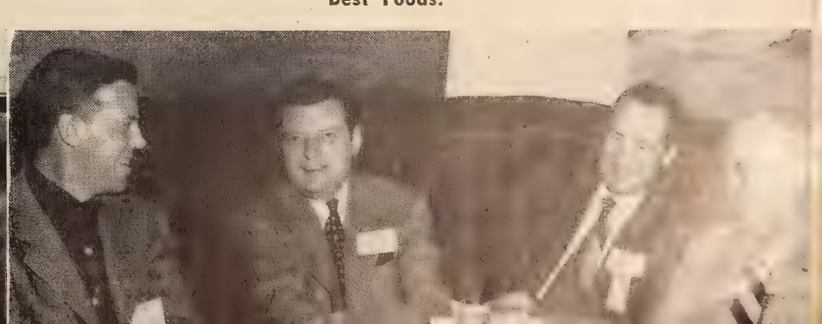
* * *

FORD CONTINGENT relaxes at the ANA meeting. L to r: Wilbur Donaldson, representing dealers; Gordon Eldredge, Ben Donaldson and Del Everett (other ANA pictures on page 16).



* * *

THREE BIG radio users at Homestead (l to r): Robert B. Brown, Bristol-Myers; Andrew C. Quale and Howard M. Chapin, General Foods; Albert Brown, Best Foods.





ANA DELEGATES talk with Paul B. West, association president. L to r: Wesley I. Nunn, Standard Oil Co. (Ind.); Mr. West; George Mosley, Seagram Distillers; J. R. Warwick, Warwick & Legler agency; Lee Waddington and Herbert S. Thompson, Miles Labs.



HOMESTEAD quintet at the ANA sessions included (l to r): E. F. Kalkhof, American Oil Co.; Fritz Haupt, Stanley H. Manson, Stromberg-Carlson; Frank Iula, American Oil; Frank Tucker, B. F. Goodrich Co. Sessions were held later in week with AAAA.

AAAA

(Continued from page 15)

president of Ecoff & James, Philadelphia.

Michigan Council: J. L. McQuigg, vice president of Geyer, Newell & Ganger, Detroit.

Central Council: Henry H. Haupt, vice president of BBDO, Chicago.

Pacific Council: George Weber, vice president of Mac Wilkins, Cole & Weber, Seattle.

Continuing in office are the following directors-at-large:

Robert D. Holbrook, president of Compton Advertising, New York.

Winthrop Hoyt, chairman of the board of Charles W. Hoyt Co., New York.

Abbott Kimball, president of Abbott Kimball Co., New York.

Lawrence L. Shenfield, president of Doherty, Clifford & Shenfield, New York.

Albert W. Sherer, vice president of McCann-Erickson, Chicago.

Focal point of the radio-television discussions came with the talk of Albert S. Dempewolff, Celanese Corp. of America, who presented a detailed analysis of Broadcast Measurement Bureau's study No. 2 (see separate account of Mr. Dempewolff's speech on page 21).

But the entry of overall business and diplomatic problems into the discussions provided a striking contrast to the usually clinical advertising sessions normally held by the AAAA.

Vergil D. Reed, associate director of research, J. Walter Thompson Co., described the 1950 decennial census from the marketing viewpoint. The count of television homes is one of the two new questions in the housing portion of the census, which also includes the usual radio homes tabulation. The second new item is the number of homes with kitchen sinks, he said.

Louis N. Brockway, vice chairman of The Advertising Council and chairman of its executive committee, said the Council's role is "a social obligation to the public weal" and added that it had supported 13 major campaigns and helped 23 others. The Council's work "is developing a new regard and attitude toward advertising," he declared.

Council Supported

In the Council's drive to promote understanding of the American economic system, the support included 2.5 billion radio listener impressions, he said. He cited support for a forest fire prevention drive and also the work being done by Benton & Bowles as task agency for the 1950 census.

Elaine Carrington, script writer, answered criticism of daytime serials by pointing to the intense attention they receive from listeners. She said the purpose of a radio serial is merely "to entertain listeners."

Every segment of the advertising industry must be alert to do its part in the current crisis, agency-advertiser executives were told. It was a straight-from-the-shoulder warning that the country faces dangers more serious than those of a decade ago, and the advertising industry once again must rally the nation behind a united effort to preserve business and democratic institutions.

Combined Meeting in '41

In the merged conventions were several hundred advertising executives who vividly remembered their historic 1941 meeting in the same Alleghany hills, a meeting that resulted in creation of the most potent non-military weapon in the nation's history — the combined effort of all advertising to unite the people in a fight for their very existence.

Not since that time had the two advertising associations met in joint conclave. Secretary of Commerce Charles Sawyer, completing two years in that key government post, spoke plain words to the group as he laid out the course they must follow. Secretary Sawyer spoke as a businessman of long experience, including ownership of two broadcast stations—WING Dayton and WIZE Springfield, Ohio.

His words brought reassurance to many advertising executives who have been concerned over hostile treatment at the hands of some governmental agencies.

Unhampered by Secretary Sawyer's official restraints, Stuart Peabody, Borden Co., chairman of the new Commerce Dept. Advertising Advisory Committee, keynoted the situation in this way: "Nine years ago we seemed to be standing on the verge of the most serious crisis yet to threaten the country. Today I think we all sense that we face an even greater one.

"Advertising responded to the last challenge and performed beyond the hopes of any one at that really historic meeting in 1941. Advertising can and must rise to this one. . . ."

America will grow stronger and richer in the next half-century if our interests and energies are balanced, Mr. Sawyer told the joint meeting, but "if we magnify our differences . . . America may go down in ruins; a traveler in the year 2000 who searches for the Washington Monument—that symbol of our unity and strength—may find only a pile of charred and broken granite."

Business' Role

In his two years as Secretary of Commerce, Mr. Sawyer said. he has been working to help American business in the belief that the capitalist system depends upon the continued successful operation of business. On the other hand, he said business must continue "its great contribution to our prosperous living, and it must by some method acquaint the American people with the extent and value of that contribution."

Advertising plays a part in each field, he said, explaining he is not "one of those who think that advertising is an adventitious appendix of American business."

Adds Stimulus

On the other hand, he continued, "business would be a shrunken and pitiable thing if it had not enjoyed the stimulus and the strength of advertising.

"To appraise properly the value of advertising one need only ask what would become of American business without advertising—if no housewife knew what was being made or offered for sale except as she found it while she wandered through a store by herself. Even a display in a window or a sign on a store is advertising; those things would not be done if we abolished advertising."

Mr. Sawyer declared he had formed the Advertising Advisory Committee because of his faith in advertising. Main task of this group, consisting of leaders in the advertising business, is "to suggest ways to improve the services of the Dept. of Commerce to advertising," he added.

Already this group is working on a survey of department services, Mr. Sawyer said, and he feels the group will find ways by which business and government can serve the public more effectively.

Reaction of Prices

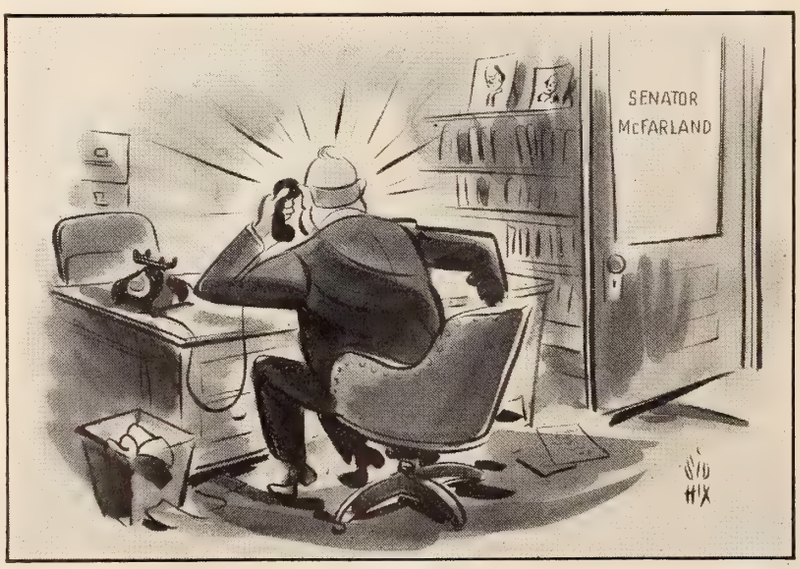
Reviewing the achievements of American business in improving living standards and setting "the tempo of our living," he cited instances in which prices are being reduced and products improved in quality.

"To contemplate the collapse or even the weakening" of American business—$200 billion or four-fifths of the national income in 1949—"is frightening," he declared. For the most part the growth of business has been healthy and normal, drawing the envy of the world.

Reviewing achievements of the Advertising Council in using the forces of advertising to help solve national problems and make democracy work, Mr. Sawyer said all business "should drop indifference or hostility to other segments of our life—including the government—and ask what they can do to help solve national problems and make democracy work."

"Agriculture and labor exercise the great political power at this

(Continued on page 75)



Drawn for BROADCASTING by Sid Hix

"No, Mr. Sadowski, S 1973 is the number of my bill NOT the date I wanted it passed!"

WFIL CUT PREMATURE

Say Representatives

EARLY reactions to WFIL Philadelphia's cutback in its AM nighttime rates, in the face of TV's growing impact [BROADCASTING, March 27], generally reflected a note of caution and "don't sell radio short" feeling among some station representative officials in New York last week.

While nearly all representatives contacted conceded that radio eventually must revise downward its present rate structure to meet video's increasing share of the broadcast audience, some officials thought such action "premature" at this time. Others felt otherwise, pointing out that economic necessity dictates a drop in AM nighttime rates commensurate with radio's loss of audience in such TV markets as Philaldelphia.

Timebuyers' Reaction

Agency timebuyers contacted described WFIL's action as justifiable, unsurprising and not only inevitable but necessary, citing the present differential in certain markets between day and night rates in the face of TV's inroads. Some felt it was time for radio managers, as one timebuyer put it, to "take a more realistic look at their rate structure."

WFIL Saturday put into effect its reclassification of Class A and Class B radio time periods, dropping nighttime rates and coincidently boosting its daytime rates. Move was intended to establish the rates for both on a more equitable basis.

Sample quotes from radio representative firms:

Frank Headley, H- R Representatives Inc.—"Our organization and station clients strongly feel that AM radio still is the greatest advertising medium. Generally speaking, this is neither the time nor the place to reduce AM nighttime rates."

George W. Bolling, the Bolling Co. Inc.—"Radio has been underselling itself on a cost-per-1000 basis. Television hasn't affected radio listening to such an extent that AM stations should cut their rates. When newspapers begin to decrease their rates because of loss of circulation, then that will be the time for such action by the radio industry. Of course, ultimately, the AM rate nighttime structure will have to be revised."

Jones Scovern, Free & Peters—"Radio is selling at a reasonable figure and two out of some 2,200 stations cutting rates in the United States doesn't indicate a trend of this time."

A member of one representative firm, who declined to be quoted, thought WFIL's nighttime rate slash was a "smart thing to do in recognition of the inroads in TV markets where televiewing commands a greater share of the broadcast audience. Network radio as we know it today is bound to take a beating."

'Move Inevitable'

He observed that increase in set ownership and eventual lifting of the TV "freeze" would make such a maneuver inevitable But, he added, daytime radio will be an important factor. Furthermore, there's a beginning of a trend whereby some large advertisers are moving their radio programming in heavy TV markets to daytime hours, he noted.

Agency comments:

Charles Wilds, head radio timebuyer, N. W. Ayer & Son—"With television cutting deeply into nighttime listening in certain markets the present differential between night and day radio rates is getting harder to justify. Sooner or later most radio managers will have to take a more realistic look at their rate structure."

Stanley Pulver, timebuyer, Dancer-Fitzgerald-Sample — "As television cuts into total listening to nighttime radio, some type of parallel rate reduction seems not only inevitable but necessary in order to continue to provide an efficient AM value for the advertising dollar."

George Kern, director of radio and television timebuying division of Benton & Bowles—"It is the sort of thing that doesn't come as a complete surprise. When we see the recent rating reports on radio and television we can expect more of it."

FOOTE ON LEAVE

Belding Becomes FC&B Head

EMERSON FOOTE, president and founder of Foote, Cone & Belding, New York, has taken a one-year leave of absence. Don Belding, who has been chairman of the executive committee and head of the Los Angeles office, has become president, until the return of Mr. Foote. The executive committee post will remain vacant.



Mr. Foote

Mr. Belding told BROADCASTING he plans to "spend considerably more time in the East" than he has in the past two years. He also explained that Mr. Foote had been working too hard and needed a rest. Mr. Foote is in Bermuda.

Peter Franceschi, FC&B's vice president and general manager of the agency's international division, will take over that department which Mr. Foote also headed. Louis Dillon will continue as executive vice president of the division.

All other posts at Foote, Cone & Belding will remain the same.

NAB EQUIPMENT SHOW

World's Largest

WORLD's largest exhibit of heavy and light broadcast equipment will be on display at the Hotel Stevens, Chicago, during NAB Convention Week April 12-19.

Newest developments in transmitting and antenna equipment along with studio accessories and late-model recording devices will be shown to delegates during the week. Exhibits will open Wednesday, April 12, when the NAB Engineering Conference gets under way as first feature of the annual industry get-together.

Heavy equipment will be shown in the Stevens Exposition Hall, on the basement level, with nearly 30,000 feet of space occupied by booths and services. Lighter equipment and services will center on the fifth floor, which NAB is billing as the "Magical Fifth."

Programs for main convention features were about complete at the weekend. Principal meetings are the Engineering Conference April 12-15; Independent's Day, Sunday April 16; FM Conference, Monday morning, April 17; Management Conference opening at noon, April 17, and closing Wednesday noon; TV meeting Wednesday morning as final event of the Management Conference.

Presiding at the TV session will be Dave Garroway, m. c. of the NBC-TV *Garroway-at-Large* program [BROADCASTING, March 27]. Appearing on the program with prominent television, advertiser, agency and manufacturing executives will be Burr Tillstrom and his NBC-TV *Kukla, Fran & Ollie* cast.

Mr. Tillstrom's troupe will open the meeting with a skit titled "The Morning After," with Mr. Tillstrom speaking on "A Show a Day."

The role of NAB in television will be discussed by Eugene S. Thomas, WOIC (TV) Washington, recently re-elected as an NAB TV director-at-large. His topic will be "NAB-TV." Taking part in a panel discussion will be Ernest Walling, NBC producer, speaking for networks on the topic, "I Produce It Nationally"; Robert D. Swezey, WDSU-TV New Orleans, recently re-elected an NAB TV director-at-large, speaking for stations on the subject, "I Produce It Locally"; "I Watch it," with Jack Mabley, radio-TV editor, Chicago *Daily News*, speaking for the public; "Welcome to Show Business," with a speaker to be announced.

Profit Motive Theme

Another panel will be based on the theme, "The Profit Motive." Jim Moran, of Courtesy Motor Sales Inc., Chicago, speaking for the advertiser, will have the subject "TV Has Paid Off for Me"; Marion Harper Jr., president of McCann-Erickson, will speak for the agency on "It Must Pay Off for My Clients"; William B. Ryan, KFI Los Angeles, NAB director-at-large-elect for large stations, speaking for the station on the topic, "And It Must Pay Off for Me." Ideas and questions from the floor will follow.

Robert C. Tait, president of Stromberg-Carlson Co., Rochester, is closing convention speaker. His topic is "Our Television Privilege."

Dr. Kenneth H. Baker, NAB research director and BMB acting president, will take part in the Monday morning meeting, in addition to speakers previously announced. Dr. Baker's topic will be, "How to Measure the FM Audience."

Planned for Monday afternoon is a labor-management panel with Chet Thomas, KXOK St. Louis, and Harold Essex, WSJS Winston-Salem, N. C., presenting the broadcasters' views; Daniel A. Tracy, IBEW president, and A. Frank Reel, AFRA executive secretary, speaking for labor. They will discuss special problems in broadcasters-employes relations. Judge Justin Miller, NAB president, will be moderator.

Credentials Committee

Credentials committee, which will officiate in voting of active NAB members at the business session, is made up of Edward Breen, KVFD Fort Dodge, Iowa, chairman; Leonard Kapner, WCAE Pittsburgh, and Lewis Avery, Avery-Knodel Inc. Certification cards now are in the mails for members. Non-attending member representatives may ballot by proxy. Such instructed voters must arrange for special admission cards to the general business session.

Entries for the 1950 BROADCASTING-NAB Golf Tournament to be held April 16 are being received by the Golf Committee, in care of BROADCASTING - TELECASTING, 870 National Press Bldg., Washington 4, D. C. Tournament will be held at the Tam O'Shanter course, where many of the nation's outstanding events have been staged. Blind bogey handicaps will give all entries a chance to win the two trophies. Tee-off time is 9:30 a.m., with buses leaving the Stevens at 8:45 a.m.

RICHARDS CASE

More FCC Witnesses Heard

CHARGES that G. A. (Dick) Richards wanted newscasters on his KMPC Los Angeles to "emphasize the things he liked and play down those he didn't" were reiterated by former employes paraded by FCC counsel through last week's sessions of the hearing on his news policies.

With the third week of the Los Angeles hearing near completion Friday, FCC counsel had not yet exhausted their list of witnesses in the case in which Mr. Richards' licenses for KMPC, WGAR Cleveland and WJR Detroit, as well as his plan to establish a trusteeship for the stations are at stake.

Tentative plans for a recess, possibly until September [BROADCASTING, March 27], remained unsettled but a decision was expected late Friday (see late developments, page 4). Examiner J. Fred Johnson Jr., conducting the hearing, had indicated need for a recess in order to take up his new duties as Chief Hearing Examiner today (Monday) and also because of other hearing assignments.

FCC General Counsel Benedict P. Cottone, however, asked FCC to require Judge Johnson to keep the hearing running. The Commission dismissed the petition on grounds that it was "premature," since the examiner had not ruled on the question of adjournment. Mr. Cottone was expected to press his petition again if an adjournment is called. He said he particularly felt there should be no recess until FCC has completed presentation of its case.

Calvert Testimony

Meanwhile, Charles Calvert, former KMPC production manager, testified purported instructions from Mr. Richards with respect to newscasts sometimes caused production difficulties at the station. He said newscasters complained that Mr. Richards would call them with instructions and changes at broadcast time.

Larry Thor, now a CBS Hollywood announcer-newscaster, who appeared during the second week of the hearing, returned to the stand and cited instances during his KMPC tenure in which he claimed Mr. Richards ordered repeat broadcasts of certain stories. His earlier appearance was interrupted to permit him to go through scripts and identify those he had broadcast while at KMPC.

From time to time as he leafed through scripts he identified marginal notes such as "This is a must on every newscast — from Mr. Richards."

Cross-examined by Hugh Fulton, trial counsel for Mr. Richards, he said there was nothing "false or deceptive" in the scripts he read, but that stories were out of proportion and some were "deceptive" in the way they were pieced together.

Eddie Lyon, KFWB Hollywood newscaster and one-time news director of KMPC, said he had had many discussions of news with Mr. Richards and that "discussions were instructions." He said Mr. Richards was a strong Republican and wanted the GOP picture emphasized on newscasts, and that he disliked Jews, Henry Wallace, and the CIO.

Mr. Lyon said he wanted to rebel at times but "hesitated often on the theory that it might be my job."

Claims Pressure

Under questioning by Mr. Fulton, he said that because of "economic pressure" he had given the station a false report on an affidavit he filed with FCC. He said he "prepared a statement [for the station] that would satisfy management so I wouldn't get the axe."

When defense counsel pursued this disclosure, Frederick W. Ford, FCC's chief counsel, accused Mr. Fulton of "brow-beating" by plying the witness with questions and not permitting him to answer.

Mr. Lyon contended he had been "ordered to slant news" and that he "did to a certain degree."

"We always read [Westbrook] Pegler," he testified. "That was a 'must.' I read Pegler every morning." He added: "Pegler's column had no business in a newscast."

Walter Carle, former news editor of KMPC and now Hollywood distributor of a coin-in-the-slot TV receiver set, testified March 24 that he never followed Mr. Richards' news orders if in his opinion they violated the "fundamentals of good news presentation." He said he received many such orders.

He testified Mr. Richards ordered the use of an editorial by Louis Bromfield appearing in the *Los Angeles Examiner*. He said he refused, and that Gene Carr, then assistant to Mr. Richards, relayed the order again, saying "Walter, if he loses his license, if he goes to jail, if he pays a $10,000 fine, this story must be on the air, in the next broadcast." Mr. Carle said it didn't go on.

Identifies Message

Mr. Carle identified a note from Mr. Richards which said: "Can you imagine Eleanor R. saying she never discussed the fourth term! Ridicule hell out of these kind of statements." Mr. Carle said he did nothing about this suggestion.

Under cross-examination, Mr. Carle identified a script broadcast by KMPC that paid tribute to Harry S. Truman upon his ascendency to the presidency and eulogized Franklin D. Roosevelt upon his death. Mr. Carle also testified that he was never "punished" for digressions from Mr. Richards' orders.

Fred Henry, now assistant general manager and program director of KLAC-AM-TV Hollywood, a former KMPC news employe, testified that he sometimes used newspaper items in newscasts upon Mr. Richards' orders. Under cross-examination, he said as far as he knew, KMPC never broadcast any false or deceiving statements while he was employed there.

Robert Horn, former KMPC newscaster, before returning to his disc m.c. assignment at WIP and WPEN Philadelphia on March 24 was brought back to the stand for continued cross-examination by Defense Counsel Fulton. He insisted he was not a Communist, belonged to no radical organizations and knew no one connected with the *Los Angeles People's World*, which had carried a story March 2, 1949, about Mr. Horn's supposed confidential affidavit given to FCC regarding KMPC news-slanting [BROADCASTING, March 27].

Also cross-examined March 24 was Jack Gardner, who said under defense counsel's questioning that he could give no dates for purported instructions from Mr. Richards, nor recall any order to deliberately

(Continued on page 76)

FCC Actions

FIVE new AM stations and one FM approved by FCC last week. Five existing stations were granted improved facilities. Ten transfers of ownership were approved. For details of these and other FCC actions see FCC Roundup on page 66 and Actions of the FCC on page 63.

FCC CHANGES

Hancock Heads Hearing Unit

IN A MOVE in line with its staff-wide reorganization, FCC last week changed the name of its Special Legal and Technical Group to the Office of Formal Hearing Assistants, and designated Parker D. Hancock as chief.

The group, composed of three attorneys, an engineer and an accountant, was set up last June to assist the Commission in work on decisions and opinions in hearing cases [BROADCASTING, June 6, 1949], separate from FCC's investigatory and prosecutory staff.

Hancock Is Chief

FCC's announcement of the change in the name of the group specified the following appointments:

Mr. Hancock, chief of the office; Sylvia D. Kessler, attorney-advisor; Horace E. Slone, electronic engineer; Charles S. Borum, accountant, and Herbert Scharfman, attorney-advisor.

The members are the same as those who have served on the group in recent months, except that Mr. Scharfman is substituted for Frederick W. Ford. Mr. Ford was reassigned a few weeks ago to take over the role of chief counsel for the Commission in the current hearing on the news policies of G. A. (Dick) Richards (see story above).

Duties of the Office were defined by the Commission in the following addition to its Rules, which heretofore did not specify the group's functions:

Office of Formal Hearing Assistants —Under the supervision of the Commission, in formal proceedings involving the taking of testimony, other than those solely involving rule-making, assists, advises and makes recommendations to the Commission, prepares digests of the record, conducts research, and, as may be directed by the Commission drafts orders, opinions and decisions, in connection with (1) appeal to and review by the Commission of initial decisions in such proceedings; (2) appeal to and review by the Commission of rulings on motions and petitions in such proceedings, and (3) determination by the Commission of petitions for rehearing, reconsideration and reargument following final decision in such proceedings.

Mr. Hancock, named chief of the Office, joined FCC after his release from the Army in June 1946. He was chief of the Commission Law Bureau's Review Branch from June 1948 until his appointment to the special group last June.

Miss Kessler, with FCC since 1943, was special legal assistant to the late Ray C. Wakefield during his tenure as Commissioner. Since July 1947 she has been a member of the Review Branch or the Special Legal and Technical Group.

Mr. Slone, a former assistant professor of electrical engineering at Clemson (S. C.) A. & M. College, and later teacher of technical electricity for the New York State Dept. of Education, has been with FCC since 1940, first as an assistant monitoring officer and, since 1946, as a radio engineer in Washington headquarters.

Joined FCC in 1946

Mr. Borum has been in Government service since 1941, when he joined the General Accounting Office. He also worked with the Federal Works Agency and the Federal Public Housing Authority before he joined the Commission in 1946.

Mr. Sharfman has been with the Commission since 1946. He served with the OPA from 1944-46, and previously practiced law in Allentown and Bethlehem, Pa.



NEW BOARD of directors of Canadian Assn. of Broadcasters for 1950-51 are (l to r): Malcolm Neill, CFNB Fredericton; Finlay MacDonald, CJCH Halifax; Frank Elphicke, CKWX Vancouver; Bill Burgoyne, CKTB St. Catherines; Harry Sedgwick, CFRB Toronto; E. A. Rawlinson, CKBI Prince Albert; Bill Guild, CJOC Lethbridge; Bill Rae, CKNW New Westminster; and Phil Lalonde, CKAC Montreal. Absent were Ken Soble, CHML Hamilton, and Dr. Charles Houde, CHNC New Carlisle. CAB meet last week at Niagara Falls, Ont.

* * * * * * * * *

BMI CANADA AIDED

CAB Votes More Funds

By JAMES MONTAGNES

BMI CANADA Ltd. received added strength last week when the Canadian Assn. of Broadcasters at its annual meeting voted unanimously to expand the service. Additional funds for BMI Canada will be made available through a service charge for material obtained.

Bob Burton of BMI, New York, estimated this would be about 30% in excess of present revenue through copyright fees of 2 cents per licensed receiver. CBC also will be asked to pay a contract service charge, it was reported.

Nearly 350 station officials, agency and advertiser executives, station representatives and others in the industry attended the four-day meeting at the General Brock Hotel, Niagara Falls, Ont. The session, which marked a quarter-century since the association's founding, also was attended by many American broadcasting industry executives.

Other actions which highlighted the meeting included:

- Changes in CAB contract forms for rates and discounts to follow contract forms approved by NAB.
- Deferment for one year consideration of a request to increase agency commission from 15% to 17%.
- Resolution adopted for an interchange of program ideas through CAB's head office at Ottawa.
- Canadian premiere of the All-Radio Presentation film, "Lightning That Talks."

The convention opened with the largest attendance of members and associates at closed meetings in the history of the association, under chairmanship of William Guild, CJOC Lethbridge.

New board of directors elected early Monday morning were: Mr. Guild; F. H. Elphicke, CKWX Vancouver; Bill Rae, CKNW New Westminster: E. A. Rawlinson, CKBI Prince Albert; Harry Sedgwick, CFRB Toronto; Ken Soble, CHML Hamilton; B. W. C. Burgoyne, CKTB St. Catherines; Phil Lalonde, CKAC Montreal; Finlay MacDonald, CJCH Halifax; Dr. Charles Houde, CHNC New Carlisle; and Malcolm Neill, CFNB Fredericton.

CAB Report Made

After address of welcome by Chairman Guild, Jim Allard, CAB general manager, reported on the year's activities. Highlighted was a report on NARBA sittings at Montreal, where interests of all member stations were closely watched and all necessary steps taken so that no CAB members would lose any frequency, or have to install expensive arrays. CAB was represented at sittings by George Chandler, CJOR Vancouver, chairman of the technical committee, and W. J. Bain, consultant engineer, Ottawa, formerly with Canadian Dept. of Transport.

Copyright was reported on, with Mr. Allard explaining that next year some new form of establishing a formula for payment of music copyright will have to be found. He intimated that the annual listener license fee might be dropped by Ottawa next year. Copyright fees are based on this at present with 14 cents being paid Composers, Authors and Publishers Assn. of Canada (CAPAC) for each licensed receiver at present, and a lesser sum to BMI Canada Ltd. He urged broadcasters to use more BMI music so that CAPAC would not be able to urge a formula based on gross revenue of stations for coming years.

On transmitter license fees Mr. Allard reported that the Dept. of Transport has acceded to a CAB request to deduct agency commissions and representatives' commissions from gross revenue on which a license fee is charged. It also is hoped under a new agreement now being finalized to deduct from gross revenue for transmitter license fee calculation all such items as artists' fees, line charges and recording charges billed to a sponsor but actually paid out.

Resolutions were adopted for an interchange of program ideas through CAB's head-office at Ottawa, and for certificates and insignia of service to employes of member stations with upwards of 25 years in broadcasting.

An amendment to the constitution was voted on at a special meeting whereby the words "radio broadcasting" in the CAB charter include "AM, FM, and television."

Pat Freeman, CAB sales director, reported to the meeting that after due research he has estimated radio broadcasting in Canada is now a $25 million a year business, that there are now upwards of 5 million radio sets in use less than 10 years old, a figure twice the combined circulation of daily papers in Canada. He urged greater research be done by CAB to back up sales departments, station representatives and station sales staffs on use of radio, to include summer listening, number of sets in each radio home, and amount of total advertising being done by local as well as national advertisers, with percentage of radio advertising. Such a national survey is now nearly complete at Toronto, covering some years back.

Development Stressed

Mr. Freeman stressed development of the United Kingdom advertisers whose products are now being pushed in Canada and who have little knowledge of radio advertising.

The 1951 Canadian census will have at least one question on radio homes after urging by CAB, Mr. Freeman reported.

The Monday afternoon meeting dealt with the 1951 convention, to be held at Montreal in March, appointment of Frank Ryan, CFRA Ottawa, as a trustee, and the decision to print station rate cards in book form annually.

Mr. Guild reported on the work of the CAB committee with the Royal Commission on Arts, Letters and Sciences, telling the only champions of free enterprise appearing before the Commission were CAB and various chambers of commerce. Final brief is to be

(Continued on page 70)

GROSS BILLINGS

AM Networks Total $15,373,547

TOTAL GROSS radio billings of the four major networks in February 1950 were $15,373,547, a decrease of $745,111 from the figure for the equivalent period of 1949, according to Publishers Information Bureau reports last week.

One network, CBS, showed a gain in February billings compared with last year.

Billings Off From 1949

Total billings for the first two months of this year also were off from 1949 levels—$32,458,587 in 1950, compared with $33,822,744 in 1949.

Only one network, CBS, showed a gain in billings for the first two months of the year.

Gross billings of the four television networks in February and in January-February 1950 were more than triple the figures of the same periods of 1949.

* * *

NETWORK RADIO

	February 1950	February 1949	Jan.-Feb. 1950	Jan.-Feb. 1949
ABC	$ 3,168,391	$ 3,845,658	$ 6,707,026	$ 7,913,579
CBS	5,599,079	5,315,910	11,732,703	11,199,738
MBS	1,401,403	1,677,258	3,080,291	3,553,382
NBC	5,204,674	5,279,832	10,938,567	11,156.045
TOTAL	$15,373,547	$16,118,658	$32,458,587	$33,822,744

NETWORK TELEVISION

	February 1950	February 1949	Jan.-Feb. 1950	Jan.-Feb. 1949
ABC	$ 200,133	$ 18,674	$ 434,082	$ 24,947
CBS	551,883	135,036	1,166,420	240,025
DuMont	..... *	72,200	..... *	123,530
NBC	978,243	353,055	2,020,396	613,748
TOTAL	$ 1,730,259	$ 578,965	$ 3,620,898	$ 1,002,250

* Not available

NBC VACANCIES

Three Top Posts Open, Managers Shifted

THREE top jobs were open at NBC last week, two of them having been on the market for several months and the third created by the sudden shifting of Thomas C. McCray from his post as radio program chief to Hollywood.

The network was looking for a man — who probably would be picked from outside the company —to become national program director of the radio network.

Since the reorganization of NBC was begun several months ago, the top job in the radio division and a staff-level public relations post have been open.

The way things shaped up last week, it looked as though NBC would concentrate its effort on filling Mr. McCray's job first.

Mr. McCray, who became program chief after the resignation last year of Ken R. Dyke, administrative vice president in charge of programs, will become supervisor of NBC radio operations in Hollywood.

His assignment to Hollywood was part of a general reorganization of the network's West Coast operations. Thomas B. McFadden, manager of NBC's New York stations, WNBC and WNBT (TV), last week was appointed manager of KNBH (TV) Los Angeles, the network's owned and operated station.

Harold J. Bock, former manager of KNBH, last week resigned from that job [CLOSED CIRCUIT, March 27] and took a leave of absence. His new assignment will be announced shortly, following several weeks' rest. Mr. Bock has been with NBC for the past 15 years and managed the station since it started operation in January 1949.

Coincident with the appointment of Mr. McFadden to Los Angeles, the network put the station under the control of James M. Gaines, director of owned and operated stations. Until then, the station had been under the wing of Sidney N. Strotz, administrative vice president in charge of the Western Div.

No Reason Cited

Although no official explanation of the reassignments last week was made, it was learned authoritatively that the network hoped to bolster its western operations. NBC executives were reported to have been concerned with the failure of KNBH to develop as rapidly as its other television stations.

The Boos, Allen & Hamilton formula was at work in last week's reshuffle on the West Coast. Mr. McCray, as supervisor of radio operations, will report to Charles R. Denny, who is heading the radio division in addition to his duties as NBC executive vice president pending appointment of a permanent radio chief.

Norman Blackburn, who recently was transferred from New York to be supervisor of television operations, reports to Sylvester L. (Pat) Weaver Jr., vice president in charge of television.

Mr. McFadden will report to Mr. Gaines, the chief of owned and operated stations.

Mr. Strotz remains as administrative vice president.

A successor to Mr. McFadden as manager of the New York stations will probably be selected this week.

HOPE-NBC

'No Deal' in Contract Talk

"MANY DISCUSSIONS" and "no deal" was the report tendered by principals involved in last week's negotiations in Hollywood between Bob Hope and NBC on signing the comedian to an exclusive radio and television contract. Niles Trammell, NBC chairman of the board, and Joseph McConnell, president, returned to New York late last week following the six day discussion with Mr. Hope in Palm Springs and Hollywood.

It is expected that further discussions will be taken up in New York with NBC as well as with CBS and DuMont, also reportedly interested in signing the comedian. Any future radio plans would hinge on the decision of Lever Bros., who currently has Mr. Hope under contract with four more years to go. Next option renewal comes up in June.

Schillin Resigns

A. B. SCHILLIN, resigned as vice president of WAAT and WATV (TV) Newark last week after 15 years with the station. Mr. Schillin will head his own company manufacturing electrically controlled deodorizers under the trade name of Scent-Flo Co., with headquarters in Newark.

Elton Joins Y&R

DAVE ELTON, formerly a producer on various network shows, including Eddie Cantor and *Ozzie & Harriet* and before that with NBC for 10 years, has rejoined Young & Rubicam, New York to supervise radio activities on the Borden account.

FORD DEALERS

Buy One-Timers on Networks

FORD DEALERS of America Inc., Detroit, is resuming a policy started last year of sponsoring shows on a one-time basis over the four major networks, through J. Walter Thompson, New York.

Over a 10-day period in April, beginning on the 11th with the *Adventures of Philip Marlowe*, 10-10:30 p.m., on CBS, the automobile dealers also will sponsor over that network April 12 and 19, *Lum 'n' Abner*, 10:30-11 p.m.; April 18, *Pursuit*, 10:30-11 p.m.; and on April 21, *Brodaway Is My Beat*, 9:30-10 p.m. On MBS, Ford dealers will use 9 one-time shows in April starting with *Adventures of the Falcon*, on April 9, 7-7:30 p.m.; April 11, *Mysterious Traveler*, 9:30-10 p.m.; April 14, *I Love a Mystery*, 7:45-8 p.m., and *Mutual Newsreel*, 10:15-10:30 p.m.; April 16, *The Saint*, 7:30-8 p.m.; April 17, *Adventures of Peter Salem*, 8:30-8:55 p.m.; April 25, *Mutual Newsreel* 10:15-10.30 p.m.; April 26, *Can You Top This?*, 8-8:30 p.m.; April 27, *I Love a Mystery*, 7:45-8 p.m. On NBC, Ford dealers will sponsor *Dangerous Pursuit*, April 10 and 17, 8-8:30 p.m. ABC will be used to sponsor *Blondie*, April 13, 8-8:30 p.m. and *Date With Judy*, April 20, 8:30-9 p.m.

CAMPBELL SOUP

Adds Morning Strip on NBC

CAMPBELL SOUP Co., which already sponsors *Double or Nothing* 2-2:30 p.m., Monday-Friday on NBC, last week bought a half-hour morning strip on the network for presentation of another edition of the same program. Total billings of the two half-hour presentations are said to be $3 million.

The new morning series, placed through Ward Wheelock Agency, starts May 1 and will be broadcast 10:30-11 a.m. Monday-Friday.

When Campbell starts its morning edition of *Double or Nothing* it will mark the only instance of the sale of five hours a week for a single program to a single sponsor in network radio, Harry C. Kopf, NBC vice president in charge of radio sales, said.

Wood to van der Linde

ROBERT C. WOOD, former vice president in charge of the New York office of Radio Features and Schwimmer & Scott, has joined Victor van der Linde Co., New York agency, in an executive capacity.

CBS Signs Moore

CBS, for both its AM and TV networks, has signed Garry Moore, comedian, to a five-year contract which will give CBS exclusive rights to the comedian's talent. Two radio shows and a five-a-week television show are being prepared as posibilities for Mr. Moore.

ATLANTA MERGER

WSB Transfer Papers Filed

FIRST STEP toward effecting merger of the Atlanta *Journal* and *Constitution* was taken last week in filing of transfer papers with FCC to assign the *Journal's* WSB-AM-FM-TV properties there to Atlanta Newspapers Inc., proposed new firm to be formed through the consolidation [BROADCASTING, March 20].

Meanwhile, an application also was filed with the Commission by Fort Industry Co.'s WAGA Atlanta to switch from 5 kw on 590 kc to 5 kw on 550 kc, the existing AM facility of the *Constitution's* WCON Atlanta. The bid revealed an offer to purchase the WCON-AM plant for $237,500.

Under the Commission's duopoly rule, which bans ownership of duplicate facilities in the same area, the *Constitution* in merging with the *Journal* would have to sell WCON-AM-FM to a third party, or discontinue them, and most likely drop WCON-TV, now under construction, since the Commission does not favor transfer of TV permits at this time. Fort Industry's WAGA operation also includes WAGA-FM and WAGA-TV there.

The merger in substance provides that the Journal Co., headed by former Gov. James M. Cox, acquires control of the combined operations while Clark Howell, publisher of the *Constitution*, becomes substantial minority owner. The papers, however, will continue as distinctly separate entities, it was indicated.

New Positions

Mr. Cox, presently chairman of the board of the *Journal*, is to become chairman of the board of Atlanta Newspapers Inc., while Mr. Howell, also president of the *Constitution*, would become vice chairman of the board of Atlanta Newspapers. J. Leonard Reinsch, managing director of the Cox radio properties, which include WIOD Miami, Fla., and WHIO Dayton, Ohio, in addition to WSB, would become a director of the new merger firm.

WSB, pioneer 50 kw clear channel station on 750 kc, will continue as basic NBC outlet there. WSB-FM is a Class B facility. WSB-TV, on Channel 8 (180-186 mc), began operations last year.

WCON is an ABC outlet and if the station is dropped or its facilities sold to WAGA, CBS outlet, it is presumed the ABC affiliation may go to WGST or WATL Atlanta. WGST now is Mutual. WCON-TV, assigned Channel 2 (54-60 mc), is scheduled to begin operations this summer. The WCON properties are estimated to entail an investment of nearly $1,000,000. Original cost of WSB plant was given as $1,181,029.

The Commissioner of Internal Revenue is being requested to rule that no taxable gain or income will accrue to the papers or their stockholders through the merger since no monetary considerations are involved. Balance sheet assets of the Atlanta Journal Co. were listed at $10,116,370.50 while those of the Constitution Pub. Co. were cited as $5,802,999.62.

Atlanta Newspapers Inc. will have an authorized capitalization of 580,000 shares common voting stock, $10 par, and 180,000 shares convertible preferred stock, $25 par. Of the common stock, 400,-

(Continued on page 78)

DEMPEWOLFF LAUDS BMB

At AAAA-ANA Meet

THE NEW BMB study provides information essential to intelligent timebuying, Arthur S. Dempewolff, Celanese Corp. of America, told the AAAA convention at White Sulphur Springs, W. Va., Saturday. Addressing both AAAA and ANA delegates, he described how the new data provide uniform standards for the purchase of radio time (see ANA and AAAA stories page 15).

Though BMB "is slower and more costly than necessary," he said the new BAM should be able to lick these problems.

Study No. 2 provides an "accurate blueprint of coverage," he said, and "shows where a station is listened to, to a satisfactory degree. It indicates which of two or more stations in any given area commands the greater total audience—in other words, which has the best coverage."

Armed with these facts, he declared, the timebuyer is in a position to make decisions in relation to station cost.

Cites Weakness

Mr. Dempewolff called the lack of nonsubscriber data one of the survey's weaknesses but explained that while it represented only one station out of three it nevertheless represented about 65% of the nation's listening. He broke down this figure to 75% of 50 kw stations, 50% of regionals and 20% of smaller outlets.

Offsetting this poor participation by little stations, he said, is the factor of local loyalty and inability of many local buyers to use BMB data.

Future studies will reflect changes more as a result of the job stations are doing rather than an evaluation of technical facilities, he said. Major programming changes and addition of new stations since the field work was done in Study No. 2 point to a continuing need for future studies, he said.

Referring to what BMB "won't do," Mr. Dempewolff explained it "won't tell you anything about your show or your time period. It won't smoke out the listening of the man who listens to five minutes of news on one station every day and never listens to that station again.

"Study No. 2 does catch up on the people who listen only to Jack Benny or *Grand Ole Opry*," he said, citing a WSM Nashville total night-time weekly audience of 1,800,000, with 1,100,000 families in the one-two days or nights a week class and therefore representing the *Grand Ole Opry* audience.



Mr. DEMPEWOLFF

"Since the BMB figures are a measure of total circulation, don't let stations trap you into deciding that you want maps of Study No. 2 made up based on coverage at a specific percentage level," he said. "There is a tendency to want to say 50% BMB means something that 30% BMB does not. Reserve the decision in regard to coverage values and don't let the stations make it for you.

'Valid Data'

"BMB gives you valid circulation data for station comparison. BMB data are valid for figuring cost-per-thousand for relative station costs. Whether or not it is valid for comparison with other media is questionable. After all, BMB data represent use whereas ABC circulation represents intended use." He added, though, that it is the only data for which there is any justification in figuring comparative media costs, and radio circulation constantly varies.

"The identical rating on two different stations tells you that there is a given percentage of the radio homes in a station's area listening to a particular show," he said. "Percentage of what area? In terms of listeners, you don't know what you are buying until you know the total coverage of the station. Without BMB you can't ever answer the problem of coverage from the outside nor can you determine when a group of regional stations gives you a better buy than one clear channel. There are such cases."

Calling engineering data or listenability measurements similar to potential magazine circulation in an area, he said BMB figures actually represent people who listen.

"There are five basic uses of BMB data—the first of which would be by station and network management," he said. "Second, the buying of network time; third, the buying of individual station time; fourth, serving advertisers' merchandising or accounting problems, and the fifth as a base for television calculations."

In the case of network buying, he said BMB can help figure supplementary station groups though the basic network is a rigid, prefabricated group. The new data will change many old ideas of station position, he predicted.

In comparing stations since the 1946 studies were issued, he recalled, one timebuyer "has found a few stations in some of the primary markets where their coverage has increased despite television."

The new figures will enable calculation of a high-cost station's coverage in relation to the cost as compared with smaller stations, and aid in deciding whether to use spots or programs. It will permit decisions between the small inside station versus the big outside station, he said.

Mr. Dempewolff said the new data will show if national radio advertising reaches a particular market; provide a basis for calculations of television inroads as well as the true picture of TV competition.

"Effective TV competition depends entirely on the station," he explained, and cited WSM, and WENR Chicago, as examples. He added that WCCO Minneapolis has 50% of its circulation outside the area of possible TV competition.

SPECIAL USES

Notaro Explains Process Of BMB Research

OVER 2,100,000 vote cards and the 75,000 station summary cards provide research material for many types of special radio coverage studies, according to Michael R. Notaro, president of Statistical Tabulating Co., the firm that processed Study No. 2 of BMB.

The cards currently are being used in preparation of Network Reports but are available for other purposes, subject to BMB approval, Mr. Notaro said.

The Station Summary cards, known in the trade as a "deck," provide a quick way of accumulating data now in the Station Reports, he explained. "For instance," he went on, "the gross (duplicated audience of any combination of stations) can be compiled mechanically, an important adjunct in the measurement of coverage of a spot radio campaign.

Breakdown Possible

"This gross audience figure can be broken down by sales territory or state or region to be correlated with sales, outlets or other marketing factors. By mechanical computation, the costs of a spot campaign can be allocated according to audience within each sales area.

"With the approval of BMB, a fund of unpublished data on nonsubscribers and less than 10% audience (especially valuable in TV and FM studies) might be released. Obtaining this approval may not be difficult if the nature of the request is such that data for an individual station within a county are not revealed, but are integrated with other information.

"The vote cards, too, are an important source of supplementary information. By compositing (bringing together the votes of the same family listening to different stations) a net unduplicated listening report can be compiled for any given combination of stations. Thus, for example, a regional network can determine how many different families are its listeners. If a family listened to two or more stations of the network, it would be counted only once."

Firm to Cooperate

Mr. Notaro said the firm will cooperate in working out plans and estimating costs on projects involving use of BMB punch cards and reports.

The tabulating company converted the 315,512 usable ballots received to punch card work decks and reports. Awarded the BMB contract in 1948, Mr. Notaro added a New York office to his Chicago and St. Louis units. All the time, BMB was passing through a series of financial crises. At one time Mr. Notaro personally carried a load in excess of $100,000 in order to keep the machines running.

First tabulating job was to create spread cards from the ballots. These were blown up into vote cards, one for each station mentioned by each respondent, and these in turn were summarized by station within each county and reported place.

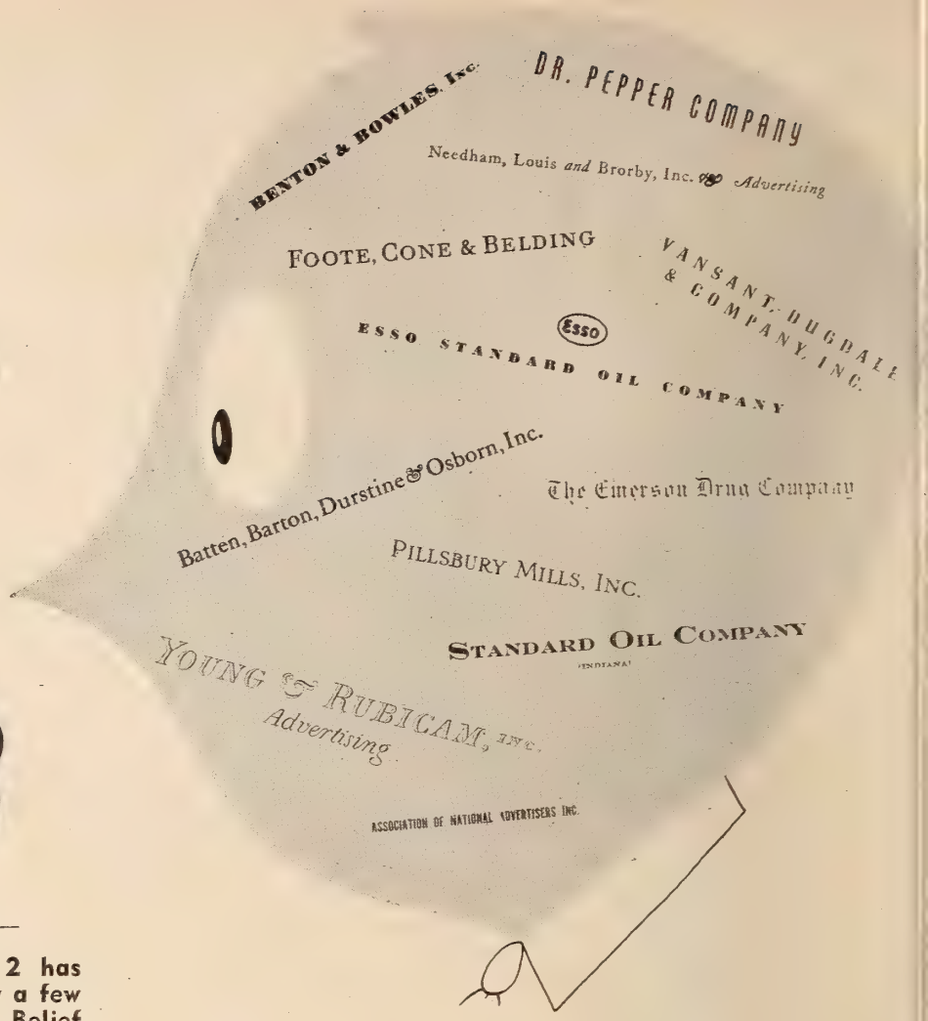
The vote cards were split into day and night separately, and again resummarized. This time the "breakout" data was accumulated.

BMB Analysis . . .

In this issue, BROADCASTING-TELECASTING presents the following articles giving various viewpoints and helpful hints on the use of BMB Study No. 2.

Trends study of station subscribers' reactions . . . . . page 24
Advertiser, agency opinion . . . . . page 22
Dempewolff praises study . . . . . page 21
Huber sees need for engineering formula . . . . . page 34
Special uses for BMB explained . . . . . page 21

Looking . . . At BMB



BROADCAST MEASUREMENT BUREAU'S Study No. 2 has been available to radio advertisers and agencies for only a few weeks but reaction seems to be generally favorable. Belief that this second study is a vast improvement over the first seems to be unanimous. Those who see possibility of improvement believe that radio is on the right track in offering such statistics. In this article BROADCASTING presents opinion from many of the top advertising men of the country. The cross-section sampled was picked at random to represent every class of radio advertiser.

STUDY No. 2 of Broadcast Measurement Bureau provides a new and impressive answer to the oft-uttered charge that the radio medium is guilty of inadequate and invalidated research.

This is the opinion of agency and advertiser spokesmen whose views on the new BMB study were asked by BROADCASTING.



Mr. GAMBLE

Many timebuyers and advertisers feel they should have more time to study the figures before offering definite views on their value and use. In nearly ever case, however, their preliminary analyses agree that Study No. 2 is much better than the first BMB survey.

Without exception they insist that radio must supply validated and standardized research material for those who buy time. One prominent agency official said BMB must be continued or all broadcasting will slip downward and money will go to other media.

Hopeful for BAM

In general there appears hope that the new Broadcast Audience Measurement Inc., projected successor to BMB, will provide more satisfactory material.

Some users of the air medium are extremely sharp in their criticism of a majority of broadcasters for their failure to join in the second study. The new BAM will remove the broadcaster objection that corporate control of BMB was divided equally among American Assn. of Advertising Agencies, Assn. of National Advertisers and NAB. Under the BAM structure NAB will have corporate control [BROADCASTING, March 20].

AAAA spokesmen insist that agencies must have validated as well as standardized research material to aid them in buying time. ANA concedes BMB Study No. 2 is not perfect but is pleased that new circulation data are provided. The study is described as the best timebuying aid. ANA pointedly suggests that the broadcasting industry should cooperate with its customers.

Many agency-advertiser executives refrained from offering suggestions on the application of new BMB data to their problems, holding that the subject would require long and careful study along with actual application of the figures to specific campaigns.

Coverage Data Appreciated

There was general appreciation of the additional coverage data, in which listening is shown by daily-weekly classifications instead of the weekly breakdown provided in the first study.

As to presentation of data by stations, **Frank Silvernail, BBDO, New York**, head timebuyer, wants figures in table form with the agency itself making up special maps to special conditions. On the other hand **Wesley I. Nunn, manager of the advertising department, Standard Oil Co. of Indiana, Chicago,** prefers supplemental maps showing the levels of listening. He is interested in depth of listening as well as quantitative coverage.

The comments presented herewith were obtained from a cross-section of agency and advertiser groups buying all types of radio time for a diversified list of products and services, supplemented by the overall viewpoints of AAAA and ANA spokesmen.

Frederic R. Gamble, president of the AAAA, told agency members of the BMB board that in order to make the best use of the broadcasting medium, agencies need "standardized and comparable audience measurements on which to base station and network selections for clients.

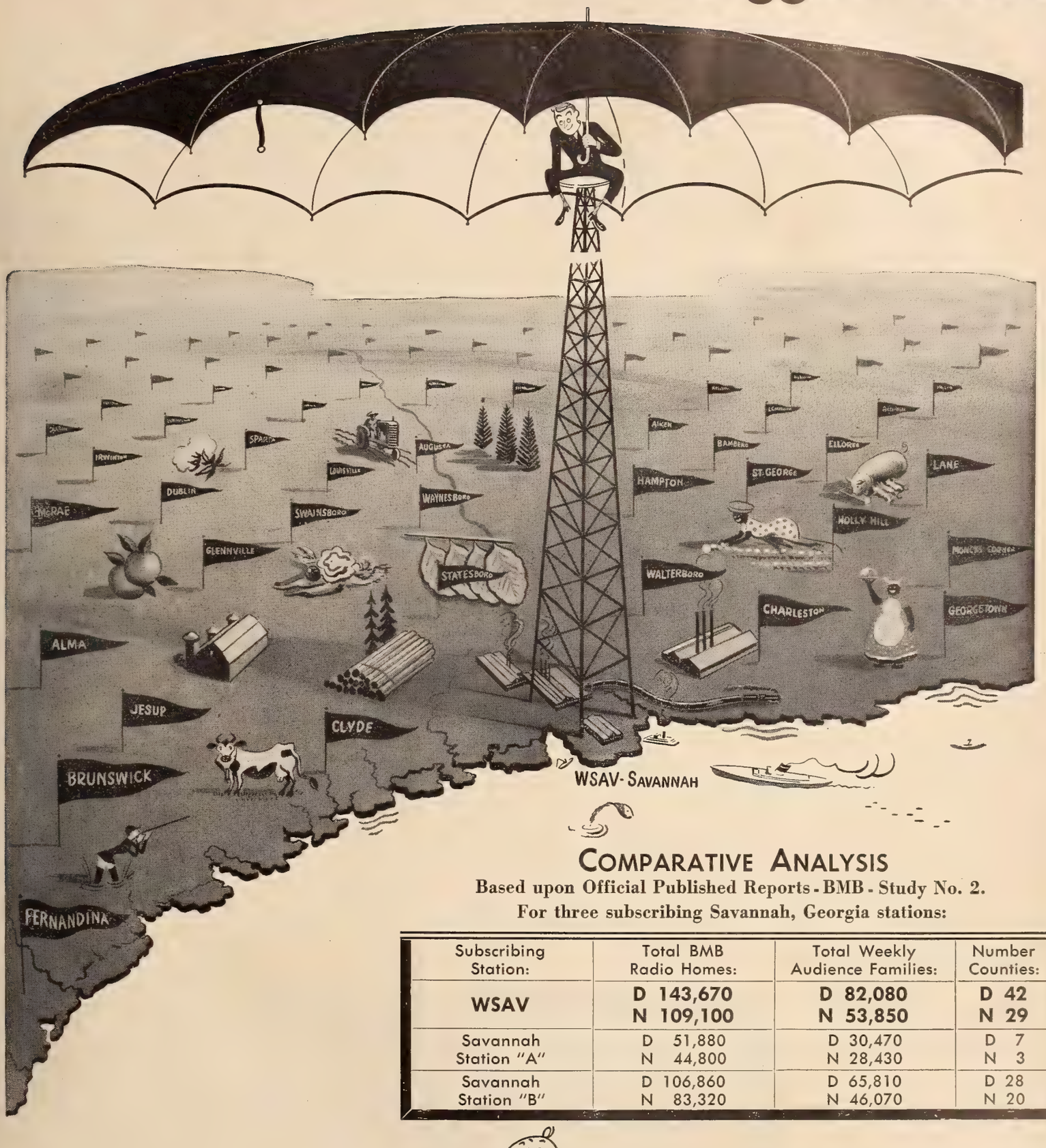
"This information, to be accepted without discount, should be vali-

(Continued on page 26)



Mr. SILVERNAIL

Biggest BMB



COMPARATIVE ANALYSIS

Based upon Official Published Reports - BMB - Study No. 2.
For three subscribing Savannah, Georgia stations:

Subscribing Station:	Total BMB Radio Homes:	Total Weekly Audience Families:	Number Counties:
WSAV	**D 143,670** **N 109,100**	**D 82,080** **N 53,850**	**D 42** **N 29**
Savannah Station "A"	D 51,880 N 44,800	D 30,470 N 28,430	D 7 N 3
Savannah Station "B"	D 106,860 N 83,320	D 65,810 N 46,070	D 28 N 20



It's 630 in Savannah **WSAV**

630 kc.
5,000 watts
Full Time

Represented by Hollingbery

BMB STUDY NO. 2 BETTER

'Trends' Finds Station Approval

By TYLER NOURSE

RESULTS of the second BMB study have been received with mild enthusiasm by subscribing broadcasters. Over 75% of them indicate they feel the survey is better than average. Some 25.9% of station officials describe the report as "excellent" while 50.9% feel it is "good."

Almost 95% of the subscribers feel the method of reporting listening by division of 6-7, 3-5 and 1-2 times a week is superior to the old method which did not attempt to classify audience.

Over 92% of subscribing station officials feel BMB or a similar service should be continued and 39.6% say future reports of this type should have financial support from agencies and advertisers. This differs from the proposed plans of Broadcast Audience Measurements Inc. [BROADCASTING, March 20] which would have broadcasters pay the bill.

BALLOT

A Continuing Study of Executive Opinion

These findings are based on replies received in BROADCASTING'S 22d TRENDS Survey—a continuing study of executive opinion in radio and its allied fields. For this survey a questionnaire was sent to the manager of each BMB subscribing station.

75% Rate Favorably

Following are summaries of answers received to questions asked in the survey:

How do you rate the second BMB report?
Excellent (25.9%) Good (50.9%) Average (15.5%) Poor (7.7%)

With approximately 95% of the respondents expressing an opinion on this question, a very slight majority of them, 50.9%, said they felt the second BMB survey to be good. "Excellent" was the vote of 25.9% while 15.5% said the survey was only average. A majority of the 7.7% of the stations which said the survey was poor were 250 w outlets which later in the questionnaire indicated the feeling that the BMB sample was too small or not broken down enough to give them a fair share of the audience. A few higher powered stations also rated the report as poor, including several 5 kw operations and one 50 kw outlet.

Were you a subscriber to the first BMB report?
Yes (77.5%) No (22.5%)

Since over three-quarters of the station respondents, 77.5%, were subscribers to BMB's first report, a sound basis for comparing the studies and evaluating them is established for the questions which follow.

The latest report shows listening 6-7, 3-5 and 1-2 times a week. Do you feel this makes the report more or less valuable?
More valuable (94.4%) Less valuable (5.6%)

Respondents who commented on this question were almost unanimous in their contention that the second BMB survey was more valuable than the first. Chief reason given by the 94.4% who felt this greater breakdown to be more valuable was that it gives a greater reflection of listener loyalty and does not give undue credit to stations for one-time-a-week listening to special top-rated shows.

Some Wanted More

A few felt the breakdown should have gone even further since a quarter-hour of listening to a station only once a week would show in the 1-2 times a week column. This they agreed, however, was better than having the one-time-a-week listener indicated as a regular listener.

From all parts of the country typical comment favoring the greater breakdown of listening regularity ran as follows:

"The knowledge of listening frequency gives a truer picture of the strength of a station."

"Gives better picture of audience in each county."

"Gives better picture of local station vs. out-of-town station."

"Indicates listeners as well as coverage."

"It indicates more accurately the station's position and popularity."

"It gives the local station a better break."

"Shows where regular listeners are from which real sales results can be expected."

"Enables timebuyers to distinguish between casual listeners and regular listeners."

"Gives a more accurate index to a station's regular listening audience."

Although the wide majority felt the increased breakdown to be beneficial, the 5.6% who felt the second BMB study to be less valuable backed up their contention with such arguments as:

"This will be difficult to explain to the local advertiser."

"It's still not fair to small markets —not a good tool for selling radio vs. other media."

". . . gives three or four different levels at which to judge a station as to coverage and who is to say which level is the correct one?"

"Don't feel the breakdown means much to stations that normally rate well in regular coverage areas."

"Not understood by many clients."

A few other station executives said the increased breakdown "makes little difference" or is "of no value."

Do you think this report gives you the information you need?
Yes (67.8%) No (19.2%) Don't know (13%)

On the surface it would appear that station executives feel the second BMB study provides all the needed information to be an effective selling tool. A number of the 67.8% who answered "yes" to this question, however, tempered their answer with such comments as: "Insofar as it goes"; "substantially, might be improved"; "except that county lines are too arbitrary"; "not ideal but best to date"; "*some* of the information"; "though it doesn't provide *all* the information we need"; "in part," etc.

FM Data Needed

Some station managers, particularly those operating small outlets in or near large cities, indicated they need information on counties where their station has 10% or less of the audience. The lack of information on FM in the original mailings also was rapped by a few managers who duplicate AM programs on FM. Where facilities had changed since the study was made the managers, of course, answered "no" to this question. The length of time necessary to compile the report also was rapped by a number of managers, as was the sample size which some felt to be too small.



GATHERED at party given at New York's Hampshire House in honor of Robert Young (2d l) and his NBC program *Father Knows Best* are (l to r): Mr. and Mrs. Young; Victor T. Norton, NBC administrative vice president; Charles R. Denny, NBC executive vice president, and Mrs. Denny.

A few of the more favorable comments on this question ran as follows:

"We know about where we are going and how deep."

"Indicates whether our program policy is meeting approval or not."

"It provides a good selling tool. It gives a means of comparison with the ABC report of the newspaper."

"It clearly indicates reaction of listeners in our area and is valuable sales ammunition. . . ."

"Provides a comprehensive coverage report."

Is the report for your station consistent with

	Yes	No	Don't know
Other coverage data you have?	74.6%	19.8%	5.6%
Your opinion of station's actual coverage?	71.6%	24.2%	4.2%

If no, do you feel BMB credits your station with too much (7.8%) or too little (92.2%) coverage?

Station managers, in the majority, felt that BMB's second study showed coverage for their stations which was fairly consistent with the material and knowledge which they had at hand. From the figures it may be seen that BMB coverage and such other material as coverage maps, mail maps, etc., tallied more closely than the manager's estimation of station coverage.

A number of those respondents who felt the report to be consistent with other coverage data indicated the feeling that it did not jibe with their own opinion.

Claim More Coverage

The vast majority of those who answered "no" in either case said the BMB data did not credit their station with enough coverage. A few of the managers said no coverage was shown in counties where mail response indicated good listening. New stations, or those which had recently changed facilities, hit the lag between the time material was gathered and issued. They indicated BMB was good for the time it was taken but probably could not be used now.

In what way will you use your BMB data?
Selling time locally (68.6%)
Selling time nationally (83.7%)
Rate adjustments or justification (24.9%)
Guidance for programming (38.8%)
Guidance for audience promotion (47.3%)
Guidance for merchandising activities (29.8%)
Other (specify) (1.2%)

The selling of time nationally is the chief use to which the BMB report will be put, with 83.7% of the station managers answering showing this as at least one of the uses. Since most stations indicated

(Continued on page 32)

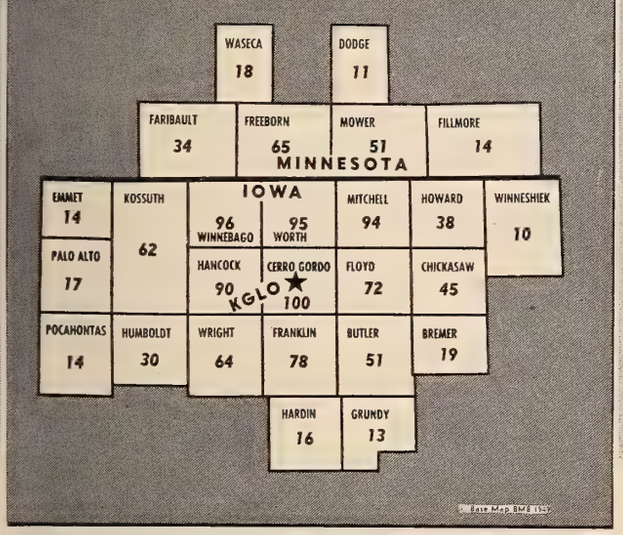


FOR COVERAGE WITH IMPACT!

kglo

KGLO-FM
MASON CITY, IOWA

NEW *BMB* FOR COVERAGE



Total Audience — DAY 69,740
NIGHT 48,220

NEW *HOOPER* FOR AUDIENCE IMPACT

TIME	Homes Using Sets	KGLO	A	B	C	D	E	F
Mon. Thru. Fri. 8:00 A.M. — 10:00 A.M.	23.7	**54.5**	19.9	10.9	1.9	6.1	0.5	2.9
Mon. Thru. Fri. 10:00 A:M. — 12:00 N.	24.4	**58.7**	19.1	8.4	4.2	6.3	2.1	0.5
Mon. Thru. Fri. 8:00 A.M. — 12:00 N.	24.0	**56.7**	19.5	9.6	3.0	6.2	1.3	1.7
Mon. Thru. Fri. 12:00 N. — 3:00 P.M.	27.4	**61.5**	17.0	8.8	2.3	9.0	0.2	0.5
Mon. Thru. Fri. 3:00 P.M. — 6:00 P.M.	21.1	**48.5**	19.2	23.4	1.4	9.1	0.8	0.5
Mon. Thru. Fri. 12:00 N. — 6:00 P.M.	24.2	**55.9**	18.0	14.4	1.9	9.0	0.4	0.5
Sun. Thru. Sat. 6:00 P.M. — 8:00 P.M.	38.6	**70.4**	14.3		0.9	12.3	0.5	
Sun. Thru. Sat. 8:00 P.M. — 10:00 P.M.	35.1	**62.3**	15.4		0.7	17.7	0.9	
Sun. Thru. Sat. 6:00 P.M. — 10:00 P.M.	36.8	**66.5**	14.8		0.8	14.9	0.7	

IN ONE OF THE RICHEST AREAS IN U. S. A.

Any way you look at it, there's no substitute for coverage plus audience impact. KGLO with a 50% or better BMB penetration of 12 farm rich Iowa and Minnesota counties has real coverage, and the Hooper Station Audience Index for Mason City shows that KGLO never has less than 48.5% of the available listeners and hits a fat 70.4 peak.

That's sure-enough dominance to merit a place in your radio coverage plans. Get complete details and availabilities from your Weed representative or write Walter J. Rothschild, National Sales Manager, Lee Stations, Quincy, Illinois.

Lee STATIONS

kglo MASON CITY, IOWA
1300 KC 5000 Watts • CBS Affiliate **KGLO-FM** 101.1 MC ERP 16,000 Watts

WTAD QUINCY, ILLINOIS
930 KC 1000 Watts • CBS Affiliate **WTAD-FM** 99.5 MC ERP 53,000 Watts

Represented By WEED & COMPANY — New York • Chicago • Detroit • Boston • Atlanta • Hollywood • San Francisco

A Look at BMB

(Continued from page 22)

dated by a tripartite organization representing agencies and advertisers as well as broadcasters."

Mr. Gamble recalled that BMB "was a first and logical step in this direction, despite its faults." He added that "a disappointingly large number of stations refrained from subscribing to BMB's second study," and recalled that he told the 1949 NAB convention that the biggest problem in BMB is the lack of support among broadcasters. At the convention he said broadcasters not satisfied with BMB should get in and try to improve it from the "inside."

Since that time, he continued, "considerable confidence has been expressed by broadcasters that their industry would rally to the support of a comprehensive research program if a different type of organization were set up to carry it out—one in which broadcasters would have administrative and financial control over the funds their subscriptions provide.

Cites BAM

"The new BAM is designed to give station subscribers just such corporate control. We earnestly hope it will succeed.

"Agencies and advertisers are to be represented on BAM research committees so as to validate the methods, as was done with BMB. They are mainly concerned with validation—and of course with seeing that industrywide measurement is continued.

"Agencies will participate in the operation of the radio and television research organization in order to contribute (1) to research integrity and (2) to the continuation of a needed service."

As trade association for national advertisers, ANA feels "the greatest service any station can perform for advertisers is to make the figures on non-subscriber stations available," according to **Peter W. Allport, of the ANA headquarters staff.**

While ANA would not give an official viewpoint, it provided BROADCASTING with an advertiser-member's comments and called them "about as close as we can come to an answer." Name of the member was not divulged. The remarks follow:

* * *



MR. NUNN

"The current BMB study is not perfect, nor will the next one be. It does not give you a handy package by which to base all your decisions on one measurement, nor does it take away from you the responsibility of judgment. Of course no other measurement does either.

Circulation Data

"It does, however, provide you with circulation figures on a station's audience. It does not give you information on program audiences. But the circulation data is a measurement that no program audience data can provide.

"There is nothing else like it. There is no other county-by-county and city-by-city information. And there is implication in the data provided by this new study which may be interesting to play with. For, in the figures on composition of total weekly audience there may be a relationship between the total weekly audience and those families who say they listen six or seven days a week which could provide an audience loyalty factor that could be useful for certain problems in timebuying.

"I seriously feel that BMB Study No. 2, with the type of information it has produced and with the potential of providing information on listening to all stations in the country, is going to give us the best radio timebuying aid we have ever had.

"It's an example of good industry cooperation to provide better information and it certainly has established understanding on the part of the broadcasting industry that there is much to be gained by cooperating with its customers in validating its product. If that alone were the only thing to come out of BMB it would be worth the money spent."

BBDO's Frank Silvernail says the use timebuyers will make of BMB data "will depend entirely on the particular advertiser, his distribution and his objective. No experienced timebuyer sets up general overall inflexible standards to be used under all conditions and clients."

How can stations make the BMB information easy for BBDO to use? Mr. Silvernail suggests they provide the material in table form used as released by BMB. "Then whether a client wants to consider only 40% response in a 6 or 7 times county or go all the way down to 10% in a 1 or 2 times county," he said, "the agency will be able to abstract just the data pertinent to the problem in hand.

Will Make Our Maps

"As for maps, we will probably make our own, to fit special conditions. Perhaps the most complete map for a station to make would show the three breakdown levels of percentages in each county, for our greater ease, in making our own maps."

On the other hand, Standard Oil's Wesley I. Nunn believes it would be "highly worthwhile for radio stations to prepare supplemental maps showing various levels of listening—in addition to the over-all maps furnished by BMB."

He continued: "While we have not had sufficient time to thoroughly analyze and digest the material that has just been received, we are most anxious, in the days of keen competition between stations, to get the qualitative or depth of listening, as well as the quantitative coverage of the stations.

"Since our operations are all on a county level, the station maps might be prepared so as to show the six sets of figures—three for days and three for nights—for each county with legend to support."

Mr. Nunn described his comments as "a very quick suggestion and as we get more into the BMB data this suggestion might not be as feasible as it now appears."

As an extensive buyer of radio time, **Vern Carrier, assistant manager of the marketing department, Esso Standard Oil Co.,** New York, does not believe that a standard cutoff figure should be set in measuring usable coverage from the new BMB reports.

"In the past, we have been using a 25% cutoff point," he said. "However, now that BMB reports show listening figures for various frequencies (one or two days or nights per week, three to five days or nights per week, and six or seven days or nights per week), the picture changes considerably.

"With these figures available, it is quite possible that we would want to consider both 25% and 50% coverage, and in some cases use no cutoff point at all and look at the total station audience in the three frequency brackets.

Should Be Flexible

"In my opinion the situation should be kept flexible enough, so that a station is in a position to provide BMB figures in any form requested by the advertiser or agency."

E. G. Eisenmenger, chief timebuyer, Leo Burnett Co., was enthusiastic about the improvement in the new study. His statement follows:

The arbitrary 50% cutoff point in measuring the usable coverage of a station as applied to the initial BMB study was primarily an expediency; the margin of error introduced was an advantage to some stations, and a very definite disadvantage to others.

However, the new study provides much more usable and definite information. The establishment of a standard cutoff level would nullify, to a great extent, the refinements of the 1949 study.

It would seem that the use of the "Average Daily Audience" figure (as explained on the first sheet of the station reports) for each station's penetration within each county above the 10% level would do much to utilize more effectively the improvements in this report; it would serve to remove most of the inconsistencies in arbitrarily "cutting-off" at the former 50% level. Thus a station's ability to deliver a certain number of impacts could readily be approximated, and its effectiveness against or in combination with other media be more accurately evaluated.

The further application of this method would provide the means whereby the "intensity of penetration" of the audience in each county could readily be determined with some margin of error and the cost of this penetration calculated. Thus it could be determined where sufficient consumer pressure was applied or where it was weak, and *to what degree.*

This is but one application of the improvements in the new BMB study; there are others which could well be utilized. An "area report," similar to that of the initial study, would provide us with means whereby the improvements in the No. 2 study could be compounded into the most valuable instrument available for exploiting radio to its fullest potential.



DISCUSSING the news program sponsored three nights weekly on WOR New York by Kidder, Peabody & Co., investment firm, are (l to r): Lyle Van, WOR newscaster; George A. Erickson, vice president of Doremus & Co., firm's agency, and Edwin S. Webster Jr., senior partner of Kidder, Peabody.

C. Burt Oliver, of the Houston branch of Foote, Cone & Belding and recently general manager of the Hollywood branch, is familiar with the new BMB reports since he is an agency member of the BMB board. "I have always felt that the broadcasting industry must provide some form of standardized coverage data and that BMB was the best answer we had to date."

Mr. Oliver said his conception of BMB "has always been that it is a dynamic, evolutionary organization, each report being better and more useful than the one before. It is my sincere hope that the broadcasting industry will find some way to continue this type of operation."

Analagous to ABC

Reflecting an advertiser viewpoint, **E. A. Clasen, advertising manager of Pillsbury Mills Inc.,** Minneapolis, considers BMB data comparable to Audit Bureau of Circulation data "only in a remote sense." However, he points out that other qualities of BMB data offset the lack of exact comparability and these make it possible to use the BMB figures in a manner analagous to ABC.

Mr. Clasen puts it this way, "We believe that listening to a program

(Continued on page 28)

not only the rich Fort Wayne area.. but a huge Midwest market covering 49 BMB counties!



It's a "package" of almost 300,000 Radio Families.. bigger than Baltimore.. delivered by

WOWO

FORT WAYNE ABC AFFILIATE

a BIG frog in a BIG pond!

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales



STATION AUDIENCES*

COUNTY	CITY	Radio Homes	DAYTIME Homes	DAYTIME %	NIGHTTIME Homes	NIGHTTIME %
FULTON		14960	10140	67	8060	53
	CANTON	(4380)	(3020)	(69)	(2960)	(68)
MARSHALL		4150	2210	53	1500	36
MASON		4770	3010	63	2170	45
PEORIA		50950	44410	87	46450	91
	PEORIA	(36820)	(32940)	(89)	(34100)	(93)
STARK		2720	1860	68	1390	51
TAZEWELL		18780	16850	89	16690	88
	PEKIN	(6750)	(6050)	(90)	(6230)	(92)
WOODFORD		5570	2750	49	1910	34
BUREAU		11810	1200	10		
HENDERSON		2580	280	11		
HENRY		12870	1350	10		
	KEWANEE	(6010)	(1150)	(19)		
KNOX		16780	2710	16		
LOGAN		9040	1080	12		
McDONOUGH		9160	1450	15		
SCHUYLER		3480	650	18		
STATION TOTAL			89,950		78,170	

Daytime 1946—70,480.
Daytime 1949—89,950 . . . UP 27.6%!
Nighttime 1946—60,800
Nighttime 1949—78,170 . . UP 28.6%!

AM WMBD FM
PEORIA
CBS Affiliate • 5000 Watts
Free & Peters, Inc., Nat'l. Reps.

A Look at BMB

(Continued from page 26)

is most likely to follow the pattern of listening to a station, and while the BMB data does not measure listening to a program, it provides a good relative measure of the probable program impact by counties.

"The data is most useful in obtaining a probability picture of the relative impact of a certain program by geographic areas. We can then compare networks, or parts of networks, or individual stations, to estimate the relative geographical impact of a program before it is put on the air.

"As a fairly large user of network and local radio, we feel that the BMB data is valuable to us and we use it consistently in measuring our advertising intensity, although, in so doing, we recognize the limitations of the data."

Melvin Brorby, vice president of Needham, Louis & Brorby, Chicago agency, thinks in two ways when he ponders the subject of BMB—as an agency operator and as an agency member of the BMB board. He voiced regret that the report was delayed in issuance and that it could not be published in the form of a one-volume area report similar to the 1946 study.

In any case, he says the BMB information "is just absolutely essential to agencies and advertisers to permit them to make proper use of radio." Obviously this is the case as television starts to make a strong impact, he noted.

"It seems just as obvious to me to comment that the BMB organization in some form or another needs to be kept alive," he said. "Otherwise the whole radio industry will move backwards, and money will undoubtedly flow from radio to other media.

"As to the specific increased usefulness of this present report over 1946, it is a little early to give complete reactions based on experience. I have asked our media, radio and research departments for their reactions, and I find them very favorable and very much pleased that the audience measurement has been carried farther than once-a-week listening. The absence of the area book does make it more difficult to use the figures, but that does not affect the fundamental need for the figures.

"I am sure you will find this experience a common denominator with all agencies."

50% Good Cutoff Point

George Kern, radio timebuyer of Benton & Bowles, New York, has found, on the basis of preliminary studies, "that for rule-of-thumb the 50% level is a good cutoff point for once-a-week listening. However, we expect to refine this by considering a range of 3 to 7 times-per-week listening.

"We will also, for certain studies of specific market and station comparisons, use the circulation figures.

"Until we can study the data and work out our own interpretations of the BMB reports, we could not suggest a generally 'most useful' way for stations to present their BMB information.

"In the meantime, what we would like is the BMB data on nonsubscriber stations!"

Ann Smith, speaking for Ralph H. Jones Co., Cincinnati and New York, declares the BMB data "come closer than anything else available on a national basis to providing, on a comparable basis, the relative sizes of audiences of radio stations. To that extent, the BMB figures are roughly comparable to ABC figures for potential audiences of magazines and newspapers. They show where readers or listeners are located, and are a measure of the size of the *potential* audience."

"Of course," she continued, "one cannot compare radio audiences with audiences for printed advertising on the basis of *potentials*, but only on the basis of actual reading or listening. The potentials, representing ABC circulation figures or BMB audience figures, are usable only as a base against which ad readership figures and program rating figures are applied to obtain some indication of the number of readers of an advertisement or of the number of listeners to a program.

Areas Under 25%

"We believe that in areas where less than 25% of the families listen to a station once a week or more often, the chances of getting listening to a specific program on that station are usually remote.

"For this reason, and to be conservative, we are inclined in most of our uses of BMB figures to eliminate from consideration those counties and areas for a particular station, where the BMB figures are under 25%. In other words, our uses of BMB audience figures are usually based upon audiences in counties where 25% or more of the families report listening to the station once a week or more often."

As **radio and television director of Van Sant, Douglas & Co., Baltimore, Robert V. Walsh** said the agency has been "very pleased with the BMB report as issued" but would be much more pleased if it "had some sort of assurance" that another report will follow as rapidly as this one becomes outdated.

"Certainly radio needs to fight with all the weapons at its command now that television is so strongly here," he said. "It would be tragic for radio not to use the strong weapon of research."

Mr. Walsh took the BMB report and separated the "good" from the "bad." On the good side he listed:

a. The job has been very well done. This report is much more significant now that it has breakdowns of night and daytime, days per week, listening figures. It is possible to analyze the comparative stature and weight of impact of the station with a good degree of accuracy.

b. The maps provided for the various

(Continued on page 73)



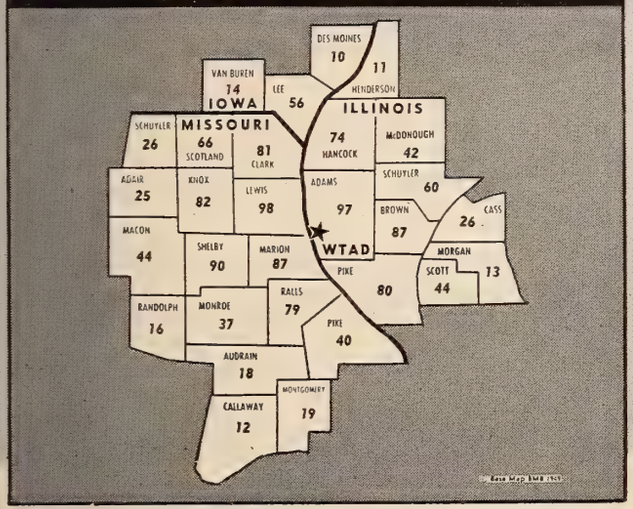
FOR COVERAGE WITH IMPACT!

WTAD

WTAD-FM

QUINCY, ILLINOIS

NEW *BMB* FOR COVERAGE



Total Audience — Day 88,210
Night 68,660

NEW *HOOPER* FOR AUDIENCE IMPACT

Covering not only Quincy, Ill., but Keokuk, Iowa, and Hannibal, Mo., as well (as shown by Hooper Survey, Dec. 1949-Jan. 1950)

TIME	Homes Using Sets	WTAD	A	B	C	D	E	F	G
Mon. thru Fri. 8:00 A.M.—12:00 Noon	24.9	**56.4**	16.1	1.5	7.3	0.8	3.6	6.5	0.4
Mon. thru Fri. 12:00 Noon—6:00 P.M.	23.3	**46.3**	21.6	2.3	7.2	1.2	5.9	6.1	1.2
Sun. thru Sat. 6:00 P.M.—10:30 P.M.	34.1	**65.7**	10.8	0.8		2.2		6.8	1.7
Sunday Afternoon 12:00 Noon—6:00 P.M.	22.1	**37.0**	22.1	26.8	1.2	7.0	0.8	21.7	7.4

IN ONE OF THE RICHEST AREAS IN THE U. S. A.

Any way you look at it, there's no substitute for coverage plus audience impact. WTAD with a 50% or better BMB penetration of 13 farm rich Illinois and Missouri counties has real coverage, and the Hooper Station Audience Index for Quincy, Keokuk and Hannibal shows that WTAD never has less than 37.0% of the available listeners and hits a fat 65.7 peak.

That's sure-enough dominance to merit a place in your radio coverage plans. Get complete details and availabilities from your Weed representative or write Walter J. Rothschild, National Sales Manager, Lee Stations, Quincy, Illinois.

Lee STATIONS

WTAD QUINCY, ILLINOIS 930 KC 1000 Watts • CBS Affiliate **WTAD-FM** 99.5 MC ERP 53,000 Watts

kglo MASON CITY, IOWA 1300 KC 5000 Watts • CBS Affiliate **KGLO-FM** 101.1 MC ERP 16,000 Watts

Represented By WEED & COMPANY — New York • Chicago • Detroit • Boston • Atlanta • Hollywood • San Francisco



Good Management makes a good station. Good Management will neither offer nor accept anything but a good value. When you buy time on a well-managed station, you therefore get your full money's worth—plus.

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000*
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	ABC	10,000
WISH	Indianapolis	ABC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

*CP

WJEJ
AM and FM
TOPS
Hagerstown Trade Area
Improving with Age
After 18 Years
WJEJ
Enjoys Highest Rating
In Its History
See
BMB Study #2
Compare with
BMB #1
Serving Even a Larger Area With
WJEJ-FM
FROM A 2310-FT. ELEVATION
WJEJ
AM and FM
HAGERSTOWN, MD.
Represented Nationally by
THE FRIEDENBERG AGENCY

BMB Study Better

(Continued from page 24)

more than one use for the report, figures above are the percent of the total sample which will use BMB in each of the given ways.

In 68.6% of the replies station managers said they would use the report for selling time locally while 47.3% will also be guided by it in audience promotion.

In addition to supplementing present coverage data which the station may have, some of the other uses to which the BMB report will be put include: Comparison with newspaper; guide to future expansion; engineering study; basis for requesting additional facilities.

Do you feel that BMB or a similar service should be continued?
Yes (96.3%) No (3.7%)

If yes, what structure do you think it should have?
Same as at present (27.9%)
With financial support from agencies and advertisers (39.6%)
Be operated by a privately owned research firm (13%)
On an entirely new format (19.5%)

If no, do you feel it is
Too costly? (66.7%)
Fails to provide effective sales material? (33.3%)

Although subscribing station managers were in accord on continuing BMB or a similar service, the structure which this organization should take is not nearly as well defined. In 39.6% of the cases, however, the managers who answered this part of the questionnaire indicated financial support should come from agencies and advertisers. A number of them tempered this answer with a "partial" and a corporate structure, with stations, agencies and advertisers participating advanced in a number of cases. A structure similar to BMI also was advanced, with 3.7% of all who replied indicating this structure by name.

In addition to the BMI type setup, some of the other comments on "structure" ran as follows:

"Part of NAB, with separate financing."

"Owned or controlled by NAB with minority stock held by AAAA and national advertisers."

"Private firm with NAB and station, agency, advertiser advice and guidance."

"Set up stock plan under supervision of NAB."

"Would like to see BMB divorced from NAB. However, NAB should be one of the agencies having membership such as AAAA's etc."

"Owned by broadcasters through stock ownership with service being sold to all subscribers similar to Hooper, Nielsen, etc., but with broadcasters owning corporation."

"Believe financial support should be from all users of the service."

"A corporation should be set up, owned by stations, agencies and advertisers."

"All parties who benefit should participate in cost. . . ."

". . . feel that financing is properly that of the stations and not the agencies and advertisers. . . ."

"Industry owned and operated."

"Believe broadcasting industry should take over operation and expenses. . . . agencies and advertisers represented on board of directors in minority. . . ."

"Tripartite financing is sound idea. . . ."

"Some plan must be devised so that all stations will be included. It should . . . include participation by agencies and manufacturers."

Remarks on Methods Used

Approximately 14% of the respondents also included comments on the BMB survey or its methods on this question.

Of these a little over 22% commented on the frequency of the studies and the time taken to deliver them. The general trend of thinking by these station managers indicated that the surveys should be taken more often and delivered faster since the radio picture changes so quickly at present. Another 19.5% said they would like to have a greater breakdown of information. The majority indicated a desire for morning, afternoon and evening information for each day of the week. The sample size, cost to stations and method of survey also was commented on by station managers on this question.

With 3.7% of the total sample indicating they did not feel BMB should be continued, two-thirds said they felt it too costly, with the remaining indicating that it fails to provide effective sales material. Of the 96.3% who voted for continuation of BMB or a similar service, approximately 8% also marked this section of the question regarding cost, while about 3% said BMB had failed to provide effective sales material.

Should BMB issue program ratings as well as coverage reports?
Yes (39.4%) No (60.6%)

On this issue over 92% of the respondents expressed an opinion with the majority, 60.6%, voting against such a move. An additional 5.7% who did not give a definite answer said it would depend on such factors as cost, frequency and size of sample.

Of the 39.4% who voted for BMB to issue program ratings, 74.1% outlined their reasons for favoring such a move. Standardization of program ratings was the chief reason given. A number of station managers also said they felt it would help by giving information on areas not presently covered by rating services. The need for a general program rating service was advanced by a number of managers along this line: "Coverage no good unless you know when they are listening and what they are listening to."

Opposition Gives Reasons

Those station executives who opposed such a move, 60.6%, expressed a reason in 70% of the cases. Of these about 20% said the length of time necessary to tabulate and report the findings would make them outdated before issuance. A slightly lesser number felt the present services to be adequate or said the cost of such a service under a BMB type set up probably would be prohibitive. The size of the sample was felt by a few broadcasters to be inadequate for program ratings. Several station managers expressed their opposition in this manner.

"For the same reason magazines sell on the strength of total circulation—not how many people actually read each ad. . . ."

". . . let's get a good ABC of radio established soundly and working first. . . ."

"No more than the ABC should issue continuing study of newspaper readership."

Do you find that agencies and advertisers place more value on BMB reports than on your usual coverage data?
Yes (80.5%) No (19.5%)

Do you believe that the BMB report is getting you business that you would lose if you did not have the reports?
Yes (56.6%) No (43.4%)

From the replies given to these questions it may be seen that in the opinion of BMB subscribing station executives the reports are valuable in the national field. Although this is conjecture on the part of station officials, it may be seen that 56.6% of them feel they have received additional business through BMB and 80.5% say they believe more value is placed on BMB than other station coverage data. For the feeling of agency executives on this question, see story page 22.

The NEW BMB shows WIOD has the BIGGEST LISTENIN' AUDIENCE in Its History!



For detailed information, call our Rep...
George P. Hollingbery Co.

WIOD
FIRST IN MIAMI

James M. LeGate, *General Manager*
5,000 WATTS • 610 KC • NBC

IN DES MOINES

REMARKABLE CHANGES ARE TAKING PLACE IN HOOPER RATINGS!

KSO is the only network station in Des Moines to show an increase in Hooper share of the audience—January-February 1950, as compared with the same period in 1949. All other network stations suffered a loss.

Percentage Gain or Loss

STATION B	— 6.9%
STATION C	—14.7%
STATION D	—17.6%
KSO	**+25.6%**

**Based on Jan.-Feb. 1950 Hooper Index T.R.P. as compared same period in 1949.*

PERCENTAGE KSO GAIN OVER ALL STATIONS

STATION B	— 6.9%	STATION C	—14.7%	STATION D	—17.6%
KSO	+25.6%	KSO	+25.6%	KSO	+25.6%
KSO gains	32.5%	KSO gains	40.3%	KSO gains	43.2%

**Based on Jan.-Feb. 1950 Hooper Index T.R.P. as compared same period in 1949.*

This remarkable change is a definite indication that in Des Moines the overwhelming trend is to KSO.

KSO

5000 watts 1460 kilocycles

CBS for Central Iowa

K. H. MURPHY, President
S. H. McGOVERN, Gen. Mgr.
HEADLEY-REED, Nat. Rep.

NEW BMB FORMULA

Engineering Basis Needed–Huber

By E. J. (Mike) HUBER

General Manager
KTRI Sioux City, Iowa

FOR YEARS the radio industry has been groping for a "radio ABC." No one will deny that we need an acceptable unit of measurement. But, what does the industry want to measure? Coverage (circulation) or audience (readership)? BMB as it exists today does not seem to be the answer. If it were, the curtain would not be coming down on the present setup; there would be greater acceptance for it; there would be less mixed reaction. So, where do we go from here?

Before we answer that question let's analyze the BMB formula as used in Study No. 1 and Study No. 2. It is a report of listening habits based upon a return of postcards mailed to every county in the United States. . . .

Industry Reaction

What is the reaction of the industry towards recall surveys? In the early days of radio that was the unit of measurement used—the old CAB reports. A number of years ago advertisers and agencies both decided that the recall method of measurement was not sound, feeling that a coincidental survey would be much better and, as a result, CAB was put in moth balls. Why then do we continue to spend thousands of dollars to reverse that decision? . . . People tune to programs, not stations

It was felt that by getting away from the once a week listening that Study No. 2 would be the answer. I believe that we will run into the same difficulty that we did with Study No. 1. What does six or seven times a week listening mean? Does it mean that these listeners tune to that station for every program throughout the day or night, or to just one favorite program that is on each day? . . .

A New Formula Needed

So, I repeat, where do we go from here? My own opinion is that we must get away from the "audience measurement" formula. We already have that in Hooper, Conlan and Nielsen, but not on a nationwide scale. Why not have a unit of measurement that changes every time a program shifts either from one station to another or from one network to another? A measurement that changes with every new station in a market, with every power and frequency change. Is it any wonder that timebuyers can't keep up with the so-called "coverage"? Space buyers don't go through this constant confusion in evaluating other media . . . why radio?

A formula must be found that will not invite a lot of "ifs" and "ands." During my 28 years in advertising and radio I have looked and listened to thousands of media presentations of every type and description. All, without exception, were based upon CIRCULATION according to ABC audit statements; not a word as to the number of subscribers who READ the advertisements.

Suggests Plan

Giving all these facts unbiased thinking gives me but one answer for a "measurement" formula that is sound, factual, and standard . . . physical coverage as established by engineering standards. Offhand I'd say that this could well be the 0.5mv contour. This feature is a common denominator for all stations; timebuyers wouldn't have to take a station's word for it if there was any question—the data is on hand in Washington. Radio's rates are based on this data, so why shouldn't the advertiser buy radio on that basis. Let's take a "for instance." A station has 200,000 radio families in its 0.5mv area; it is up to that station to program to invite as many of those 200,000 as possible to tune to that station. No matter how programs shifted from station to station; from network to network; how many new stations came into the picture, that station would still have its potential of 200,000 radio families! Program ratings, or station popularity does not, and will not, change the number of radio homes in a 0.5mv area.

So, why not solve this radio measurement dilemma based on a formula used by other media. Make it an engineering project, add engineering personnel to our research staffs. Use Hooper, Nielsen, Conlan or any other program rating, or program popularity service for the purpose for which they were established—to improve programming and increase listenership for stations and networks. I am convinced that approached from this angle radio will come up with a measurement plan that will be sound and acceptable to all.

Defense Radio Feature

SAMPLE SCRIPT of new monthly radio feature, to be inaugurated by the Defense Dept., has been prepared by the department's radio-TV branch for immediate mailing to women program directors and broadcasters, Charles Dillon, branch chief, has announced. Titled *Defense News for Women*, the news-feature series has NAB endorsement, Mr. Dillon added.

5000 WATTS

KELO

NBC

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

IN

THE NATION'S *MOST STABLE* BUSINESS MARKET*

KELO IS

1st by BMB
1st by CONLAN
1st in ADVERTISERS
1st in RESULTS

*SIOUX FALLS TRADE AREA

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

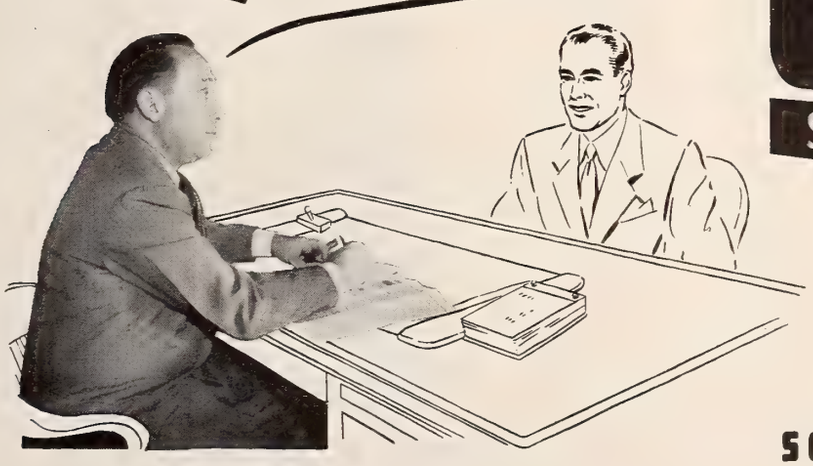
Let's talk about COSTS

Dollar for dollar, listener for listener, DAY AND NIGHT, there's no substitute for WOAI in the Southwest. Based on the new BMB and one-time rates for a WOAI chainbreak, every dollar you spend buys 11,516 listening families daytime; 10,732 listening families nighttime. This means:

316,700 families listen to WOAI regularly daytime*
590,250 families listen to WOAI regularly at night*

In the fast-growing WOAI market 740,700 families listen to WOAI at night every week; 395,350 families during the days. To sell the Southwest better, buy WOAI. The January-February Hooper shows WOAI has 83.3% more metropolitan audience in total rated periods than the second station in San Antonio. For a better buy . . . it's WOAI. Call your Petry man.

*Three or more times per week.



THERE IS NO SUBSTITUTE FOR

CLEAR CHANNEL: 50,000 WATTS

WOAI

SAN ANTONIO

IN THE SOUTHWEST

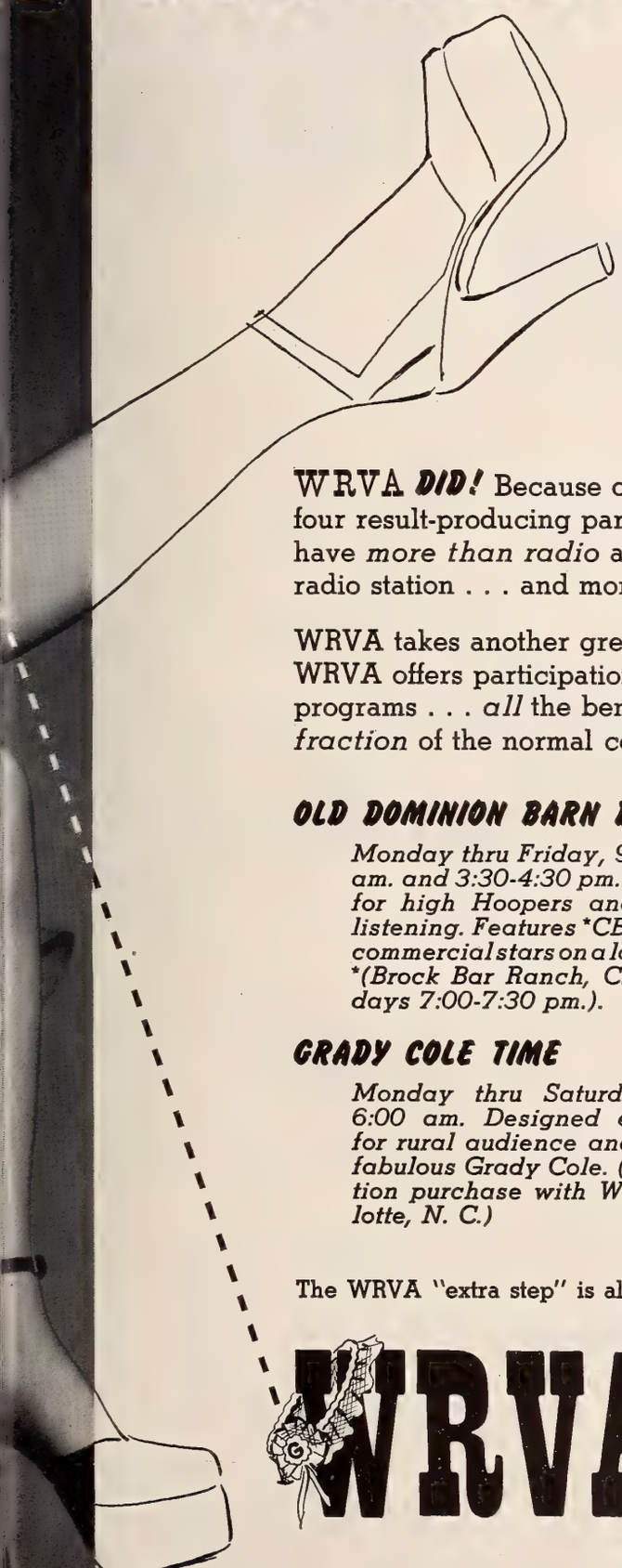
NBC TQN

Represented Nationally By
Edward Petry & Company, Inc.
NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS
DALLAS • SAN FRANCISCO • DETROIT • ATLANTA




*WH

O GOT GERTIE'S GARTER?



WRVA *DID!* Because of elastic budgets, WRVA is prepared to meet them with four result-producing participating programs. WRVA believes the small advertiser should have *more than radio* as a good medium . . . more than WRVA as a good radio station . . . and more than an announcement availability.

WRVA takes another great step! For little more than the cost of an announcement WRVA offers participation in well-established, well-promoted, and well-merchandised programs . . . *all* the benefits of top-notch programming and personalities . . . at a *fraction* of the normal cost. One of these great shows is a "natural" for you:

OLD DOMINION BARN DANCE

*Monday thru Friday, 9:00-10:00 am. and 3:30-4:30 pm. Designed for high Hoopers and general listening. Features *CBS network commercial stars on a local basis. *(Brock Bar Ranch, CBS, Saturdays 7:00-7:30 pm.).*

GRADY COLE TIME

Monday thru Saturday, 5:00-6:00 am. Designed especially for rural audience and features fabulous Grady Cole. (Combination purchase with WBT, Charlotte, N. C.)

CALLING ALL COOKS

Saturdays, 10:00-10:30 am. Audience participation quiz show broadcast from WRVA Theatre (average audience of 800). Radio show is part of two-hour entertainment. Product displays; samples distributed; with retail grocer merchandising plan; actual product demonstrations. Buy it weekly, bi-weekly, or once a month.

HOUSEWIFES PROTECTIVE LEAGUE

Monday thru Saturday, 5:00-5:30 pm. Features Mark Evans and is designed primarily for food and household products.

The WRVA "extra step" is all-important . . . particularly to those advertisers new to radio!

WRVA

50,000 WATTS

RICHMOND and NORFOLK, VA.

REPRESENTED BY RADIO SALES

Editorial

NARBA Now or Never

AT THIS moment there's no deal with Cuba on AM broadcast allocations. The on-again-off-again negotiations looking toward amicable settlement of assignments appear to be definitely off, now that the American delegation has returned from Havana empty-handed after eight vexatious weeks.

What will happen is anybody's guess. Cuba had tacitly accepted our plan for equitable allocations which would have resulted in minimum interference. Then for reasons hard to fathom, it submitted an outlandish counter-proposal.

Cuba now knows that the U. S. will accept nothing less than the Feb. 22 proposal. It knows that nothing short of an agreement subject to Senate ratification will be acceptable. It knows that the consequences of an "ether war" would be disastrous to it as well as to many stations in our Southern area. And it knows it would undermine American good-will.

The U. S. delegation, headed by FCC Commissioner Rosel H. Hyde, was conciliatory and acted in good faith. Anyone less patient would have pulled up stakes much earlier. Comr. Hyde exhausted every possible approach to agreement.

This latest episode shows the futility of attempting to work out bilateral agreements. The Montreal-postponed NARBA sessions are scheduled to resume—perhaps in Washington by Aug. 1. We hope Cuba will hold the line and adhere to the intent of the last NARBA until that conference is held. If the upcoming sessions fail, there would be little purpose in holding any future inter-American broadcasting sessions.

In Transit or Insolvent?

WHAT IS THE fate of FM, radio's erstwhile Wonder Boy? Is it a sleeping giant or a pigmy headed for extinction?

The question isn't pitched that way for the April 17 FM session at the NAB convention in Chicago. Yet there's no doubt what's in the minds of those who have poured dollars and zeal and inspiration into the medium hoping that one day it will get rolling.

Licenses and construction permits are being turned in—the latest by the *Milwaukee Journal* stations, whose head, Walter J. Damm, was one of the early FM enthusiasts. His reasons, as given to the FCC, are economic—FM hasn't developed the circulation expected. He concludes the public doesn't want it.

It's the same old story. An art or an industry cannot be artificially stimulated. The air lines provide the finest and swiftest means of transportation ever devised. Yet they do not make money in ratio to investment. FM is a superior *aural* service. To say it hasn't made money, is understatement.

When it became evident that, in most areas, conventional FM, horizontally competitive with AM, wasn't making expected strides, wiser broadcasting heads turned to specialized uses. There were born Transit Radio, in-store broadcasting, and other special services. The by-product tails were wagging the FM dogs.

Then came the wrecking crews. Medium maligned medium. The devastating catch phrase "captive audience" was resurrected, particularly as to transit radio, despite the fact that in virtually every poll 90% of the transit public liked it. The FCC, never one to shy away from controversy, moved in on the act—even before it got the invitation—and its judgment now is awaited as to whether transit radio and these other adaptations are in fact radiobroadcasting or something else—like mobile or point-to-point.

Transit Radio Inc. is tending to its knitting. It is tapping new sources of revenue—notably in the retail field where AM has never done better than 10% of the national volumes. Hence it is opening new dollar vistas. This process could help *all* of the radio media.

Transit radio obliquely is attacked as a monopoly since most of the street car and bus transports are singly-owned. That argument falls flat since contracts run for a stipulated number of years and the transit company becomes a free agent upon expiration.

We feel that, left to themselves, the specialized FM services can provide a solid financial base upon which this mode of broadcasting can develop—perhaps not spectacularly, but soundly. Service is not restricted to the transient or riding public. The in-home public seems to listen and like it too. These services can save FM lives and the FM medium.

The danger reposes in Government. The FCC, albeit with a wholly different membership, in the last decade did all but throttle FM by loving it to death. It planned its economy by assigning so many facilities to so many markets. It seriously maimed many AM facilities by tossing its engineering standards overboard through indiscriminate licensing with resultant degraded service. It was in a mood to do the same in TV, using its "planned economy" technique, but found the medium so volatile that it couldn't be stopped, even with such an artificial road-block as the "freeze."

The "captive radio" epithet will be overcome. It must, because all advertising is designed to "capture."

The FCC, under the Communications Act, is duty-bound to provide for the larger and more effective use of radio. If it should essay to restrict the uses of FM for specialized services, such as transit radio, it would not be promoting wider use of that now a-begging spectrum. It would be throwing an anchor to a drowning man.

Branded by Radio

IN AN IMPROMPTU song-fest following one of those Vodka-drenched banquets that were popular back in the days when Washington and Moscow were on speaking terms, a young American officer found himself in sudden limelight. The Russians, who had entertained with fervid singing of their native music, asked him to present an American folk song.

Responding amiably, he sang the first tune that came to mind. It was the Pepsi-Cola jingle.

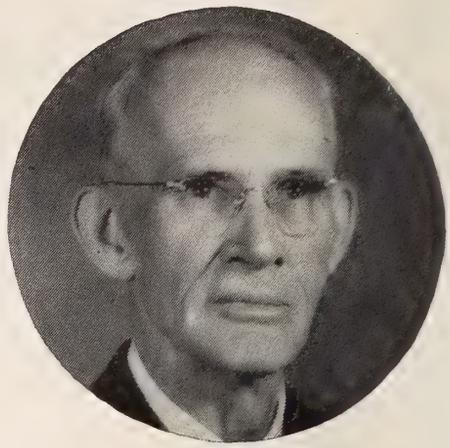
Our point in repeating this war-time anecdote is not political. Rather it is recalled as an illustration of the persuasiveness of radio in making an almost generic term out of a product's name and advertising slogan.

This week in New York the fifth annual conference of the Brand Names Foundation will be held. Chances are that if someone unexpectedly were called upon at that circumspect gathering to sing a folk song, he would sing the hymn to Pepsi-Cola, or some other radio-advertised product.

The part that radio has played (and that television is beginning to play) in making household words of brand names is incalculable. There isn't any better medium than radio for making the public name conscious.

For brand names, radio, like Pepsi-Cola, hits the spot.

Our Respects To—



JOSEPH MAYNARD GILLIAM

ABOUT the time Guglielmo Marconi was getting around to doing something about the wireless gleam he had in his eye another person destined to make his mark in the radio field was growing up on a Virginia plantation. Today the name of Joseph Maynard (Pop) Gilliam is illustrative of successful station ownership that goes back to the early '20s—the pioneer era of commercial broadcasting.

As president and general manager of KPBX Beaumont, Tex., "Pop" Gilliam today looks back to his plantation life and attributes to his father's training and common sense philosophy the success he has attained. The elder Gilliam, also owner of a small mill and a country store, implanted in his son a firm belief in work—hard work.

Born May 11, 1883, young Gilliam at the age of 16 decided to leave the plantation in the Sussex County community of Yale to go to Richmond. His first job was as a bundle wrapper in a dry goods store at a salary of $3 per week. He was soon promoted to helper in the white goods department with an increase to $5 per week, and was allowed to wait on customers. Next promotion was to assistant to the head salesman in the carpet, matting and linoleum department. There his salary was $7.50 per week.

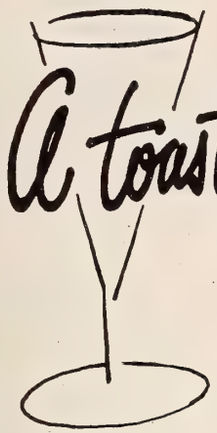
During this period, Mr. Gilliam's father kept insisting that he go back to school. He finally agreed to go to a preparatory school. Until that time his schooling had been in a one-room country school house which his father built and gave to the county. The elder Gilliam wanted his son eventually to study law but Joseph Gilliam decided otherwise and left the school to get a job as a book agent on a commission basis of 20%. He made over $100 the first month.

His school days were not ended, however. He decided to take a business course, but kept on selling books and went to school at night. It wasn't very long before he was made manager of the Southwest Publishing Co.'s branch office at Richmond.

In 1910, the president of the Southwest Publishing Co. at Nashville, Tenn., died. Young Gilliam received a wire to come to Nashville and was made vice president at a salary of $2,000 per year. Two years later he sold his stock and went into the wholesale jewelry business with headquarters in Nashville. In 1919 he moved his headquarters to New York City.

It was in New York that he became acquainted with one of the vice presidents of the

(Continued on page 40)



A toast for a very special occasion—

WIBA



on its 25th Anniversary!

For 25 years the number one station serving Madison and the 20-county Madison area.

Number one in listeners—morning, afternoon and night—according to Hooper, Conlan and BMB.

Number one in coverage of the Madison area, according to BMB and other surveys.

Badger Broadcasting Company

RADIO PARK MADISON, WISCONSIN

5,000 WATTS DAY AND NIGHT ON 1310

45,000 Watts FM on 101.5

Affiliated with NBC

Represented by Avery-Knodel, Inc.

Respects

(Continued from page 38)

AT&T Co., who also was manager of WEAF, later sold to RCA. Mr. and Mrs. Gilliam were invited to visit the WEAF studio and that's where the radio bug bit "Pop" Gilliam.

His first entry in the field was in 1922 when he bought the old KTAT Fort Worth. By 1926 he had purchased three other stations but each was a liability. Progress was sure, but slow.

In 1928, he commenced to strike pay dirt on his smallest station, KGKO Wichita Falls, a 250 watter built at a cost of $12,500, and later moved to Fort Worth. Over $26,000 was netted the first year. Expanding his activities still more in 1929, "Pop" Gilliam organized the Southwest Broadcasting Co. KOMA Oklahoma City and two stations in Texas were purchased by Mr. Gilliam and his associates, giving them a total of seven stations.

All of the stations but one were making a profit when "Pop" Gilliam got the idea he could make a fortune quicker drilling oil wells. He sold out his interest, went to East Texas and lost it all in about six months.

Broadcasting again beckoned. This time—in 1931—he went to Beaumont and in 1932 purchased KFDM from the Magnolia Petroleum Co., a Standard Oil subsidiary. "Pop" Gilliam found himself with a station that was never used commercially and discovered that local advertisers did not believe in radio advertising. "I don't know how we got by," he says, "but it finally commenced to pay off. We joined the NBC Blue Network in 1937, and in 1939 I sold the station to the present owners."

For the next 10 years he was in the building business and also dabbled in real estate, buying and selling, also making investments. Radio still figured strongly among his varied activities and interests and he did something more concrete about it in the fall of 1949 when he became associated with KPBX in a reorganization move.

As president of KPBX, Mr. Gilliam has for his associates the following Beaumont businessmen: S. L. Oakley, vice president; D. K. Maxted, second vice president; F. L. Beckenstein, secretary; W. L. Hammond, treasurer; and L. E. Stagg Sr., H. Waldo Graff, Gus A. Becker, C. E. Snowden, Walker M. Saussy and Eugene M. Zuckert, directors.

Wife Also a Virginian

Mrs. Gilliam is the former Virginia Blackburn Anderson of Lynchburg, Va. The Gilliams have no children but have had the pleasure of educating 15 young men and girls, two of them as foreign missionaries.

Practically all of his friends and business associates have been calling him "Pop" for about 25 years. He got that name at a station owners' meeting in Dallas about 1926 when someone called on one of the "Daddies" of commercial radio to say something. "From that time it has been 'Pop' and I really like it," he says.

Pointing out the difficulties faced in operating a radio station, Mr. Gilliam refers to his days with KFDM when he got the reputation of being the best "horse trader" in Beaumont. He traded advertising for automobiles, real estate and everything else of value that he could re-sell to get the money to keep going. He still has most of the real estate he traded for advertising and says it is now worth between $25,000 and $30,000.

That "Pop" Gilliam and his associates are putting KPBX over is shown by a total of over $40,000 in sales reported for the first two months of this year.

As for television, he says his organization already is preparing an application for TV for presentation to the FCC.

Mr. Gilliam formerly belonged to the Rotary Club, the Country Club and many other leading clubs, but of late years has devoted himself to business and church activities.

A nature lover, "Pop" Gilliam has 28 big oak trees in his yard, a variety of flowers, and homes for squirrels and birds. "They are my hobby," he says.



Management

LEO HOWARD, former national commercial manager of WKY Oklahoma City, appointed station manager of KDMS El Dorado, Ark., scheduled to go on air April 15.

RICHARD A. CLARK, sales manager of WRUN-AM-FM Utica, N. Y., appointed manager of stations in addition to his present duties. He succeeds **THOMAS E. MARTIN**, resigned.



Mr. Clark

JACK M. DRAUGHON, president and general manager of WSIX Nashville, is at Robertson County Hospital, Springfield, Tenn., on a weight reduction diet. He expects to return to his office within a few days.

R. R. SEAL resigns as manager of KOB Albuquerque, N. M. He formerly was in radio production in Hollywood. **ROLF S. NIELSEN**, program director and assistant manager, reportedly named acting manager of station.

HOWARD E. GURNEY, manager of WGVM Greenville, Miss., resigns due to ill health. **DAVID M. SEGAL**, owner of station, continues as active general manager.

HAROLD KRELSTEIN, vice president and general manager of WMPS Memphis, and Betty Dwyer have announced their marriage.

66

Another 6 Great Series ON



COLUMBIA LP Microgroove TRANSCRIPTIONS



"THE MEREDITH WILLSON SHOW"

A FULL 15 MINUTES ON A 10" DISC!

SPONSOR: FALSTAFF BREWING CORPORATION (ST. LOUIS, OMAHA, NEW ORLEANS)

Three times as much program per disc is only one outstanding advantage of the sensational Columbia LP Microgroove Transcriptions. Multiplied by 48 stations on a 3-per-week basis, it means substantial savings to the sponsor, Falstaff Brewing Corporation (St. Louis, Omaha, New Orleans). Columbia LP Transcriptions not only cost less per record, permit more program time per record—they save on packing, shipping, and storing! Let us supply the complete details. Call, phone or write.

DON'T MISS OUR EXHIBIT
NAB CONVENTION
APRIL 12
Suite 509

Columbia Transcriptions

A Division of Columbia Records, Inc.

Los Angeles: 8723 Alden Drive, Bradshaw 2-2759 • New York: 799 Seventh Avenue, Circle 5-7300
Chicago: Wrigley Building, 410 North Michigan Ave., Whitehall 6000

"Columbia," "Masterworks," and Trade Marks Reg. U. S. Pat. Off. Marcas Registradas

Commercial



JAMES GATENS, formerly commercial manager of *Greenville* (Miss.) *Democrat-Times*, appointed regional sales manager of WGVM Greenville, Miss. **EDWARD M. GUSS**, formerly account executive of WJPR Greenville, named local sales manager.

STEPHEN A. MACHCINSKI Jr., with Adam Young Television Inc. since 1946, appointed vice president of organization.

CHARLES F. KREITZER, sales manager of WKJF Pittsburgh, resigns to take position with U. S. Chamber of Commerce. **CHARLES E. SCHMELZ**, previously with *Pittsburgh Post Gazette*, replaces Mr. Kreitzer. **JOHN FLATTERY**, formerly with WMCK McKeesport, Pa., joins WKJF sales staff.

ROBERT BEILOH, former account executive of KCMC Texarkana, Tex., joins KTFS that city, as commercial manager.

TED BOYNTON, formerly promotion manager at WGAR Cleveland, moves to station's sales department.

KSMN Mason City, Iowa, appoints **WM. G. RAMBEAU Co.** as national representative.

WXGI Richmond, Va., becomes active member of Virginia Assn. of Broadcasters.

WATKINS NAMED

New WBBQ General Manager

APPOINTMENT of John W. Watkins, formerly commercial manager, as general manager of WBBQ Augusta, Ga., has been announced by the Savannah Broadcasting Co., operator of WBBQ and the Augusta Baseball Club. He replaces George G. Weiss, who has been granted an indefinite leave of absence.

Mr. Watkins has been commercial manager of WBBQ since its beginning in 1946. Previously he was connected with WHAS and WGRC Louisville, WCKY Cincinnati, WCSC Charleston, S. C., WING Dayton, Ohio, and WGAC Augusta. Mr. Weiss announced plans to move to New York to continue his work in radio. He retains his title as president of Savannah Broadcasting Co., and his 37% stock interest in the company, as well as 93% interest in WPAL Charleston, S. C.

Telecasting Insert
Pull Out for Filing

REPAIR WORK

Cite Radio, Phonograph Need

NEED for millions of replacement parts and new equipment and a vast amount of work for the serviceman is indicated for home radio sets and phonographs this year, according to Caldwell-Clements Inc., New York, publisher of the monthly magazine, *Radio & Television Retailing*.

In a listing of typical repair jobs now needing attention, the publisher estimates that 30 million tubes and 28 million capacitators will be needed in radios. Figures for other radio components include: 6 million volume controls, 6 million speakers, 10 million batteries, 10 million dial lights and 5 million dia drives. In addition, an estimated 2 million phonographs need repair, it was reported.

Caldwell-Clements estimate that 6 million portable radios are currently in use and that 90% of them will require new batteries. There is also a $450 million potential in converting 12-million home phonographs to three-speed operation, it was stated. The estimates were developed under the direction of Dr. Orestes H. Caldwell, editorial director of Caldwell-Clements Inc.

'FIGHT OF WEEK'

New Sports Network Feature

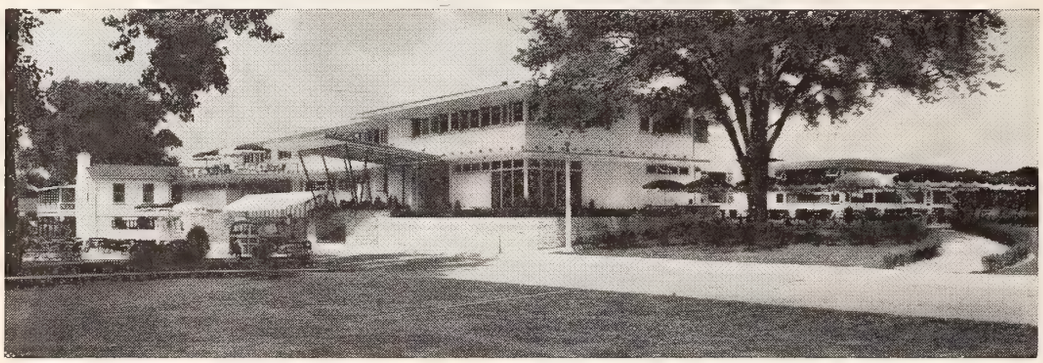
SPORTS Broadcast Network has started a series of sports shows called *Fight of the Week* to run for a 52-week period on 32 stations each Monday at 10 p.m., according to Jack Rensel, network general manager. More stations will be added, he said.

The network also has disclosed a new selling approach: National spots are being sold between the rounds of each fight. Program is broadcast direct from ringside through WPEN Philadelphia, key station for SBN, in whatever city the outstanding weekly boxing events are held. First broadcast was the Giosa-Montgomery contest in Philadelphia on March 27.

1950 BROADCASTING-NAB GOLF TOURNAMENT

— will be held April 16 at the famous —

TAM O'SHANTER COUNTRY CLUB



View of Tam O'Shanter, looking toward the club house.

Thanks to George May, NAB golfers will have the opportunity to play on the world famous TAM O'SHANTER course, scene of the country's outstanding golf tournaments. The date is Sunday, April 16.



George May

BROADCASTING-*Telecasting* will award silver cups to the low gross and low net winners. The usual blind bogey handicaps will apply, giving everyone an equal chance to win the trophies. Tee-off time 9:30 a.m. Free buses will leave the Stevens Hotel at 8:45. Please send in your reservation today. Use the coupon below.

BROADCASTING-*Telecasting*
870 National Press Bldg.
Washington 16, D. C.

ATTENTION: GOLF COMMITTEE

Enter me in the BROADCASTING-NAB Golf Tournament April 16.

Name .....

Company .....

World Contracts

WORLD Broadcasting System announces the signing of 15 new stations for its transcribed library service. Stations include:

KMOD Modesto, Calif.; WTND Orangeburg, S. C.; KENM Portales, N. M.; WJER Dover, Ohio; WDNE Elkins, W. Va.; WTTS Bloomington, Ind.; KQV Pittsburgh; KHQ Spokane, Wash.; WABB Mobile, Ala.; WABG Greenwood, Miss.; WEBC Duluth, Minn.; WMFG Hibbing, Minn.; WHLB Virginia, Minn.; WEAU Eau Claire, Wis.; WJMC Ricelake, Wis.

APRIL 3, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

THE ARIZONA STATION

An estimated 75% of the eyes, ears and pocketbooks of Arizona come under the influence of

KPHO-TV

The only TV station in the state, KPHO-TV covers Phoenix like the Arizona sun . . . is regularly received in Tucson to the south and Wickenberg to the north, and they are buying sets in both places. The type of market covered? Arizona is the nation's 3rd fastest growing state in retail sales, 4th in population.

The Edward Petry Company is happy to serve KPHO-TV as its representative for national advertising . . . and to welcome KPHO-TV into good television company like this:

WSB-TV . . . . . Atlanta
owned by The Atlanta Journal

WBAL-TV . . . . . Baltimore
owned by Hearst Radio, Inc.

WNAC-TV . . . . . Boston
owned by General Tire Co.

KFI-TV . . . . . Los Angeles
owned by Earle C. Anthony, Inc.

WHAS-TV . . . . . Louisville
owned by WHAS, Inc.

KSTP-TV . . . Minneapolis-St. Paul
owned by KSTP, Inc.

WTAR-TV . . . . . Norfolk
owned by WTAR Radio Corp.

WOAI-TV . . . . . San Antonio
owned by Southland Industries, Inc.

EDWARD PETRY AND CO. INC.

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

APRIL 3, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

RCA UNVEILS TRI-COLOR TUBE

Urges Color Standards

STRONG IMPETUS for FCC approval of color television was seen last week as RCA publicly unveiled its long-awaited tri-color picture tube and called for adoption of color standards based on quality and compatibility.

Performance of the three-gun single tube, one of two versions demonstrated, was acclaimed by most observers as superior to anything RCA had previously shown in its projection sets based on three color tubes, and RCA experts said refinements will continue.

Brig. Gen. David Sarnoff, RCA board chairman, hailed the tube as the point where "color television begins," and compared its impact on television with that of the atomic bomb in the field of warfare.

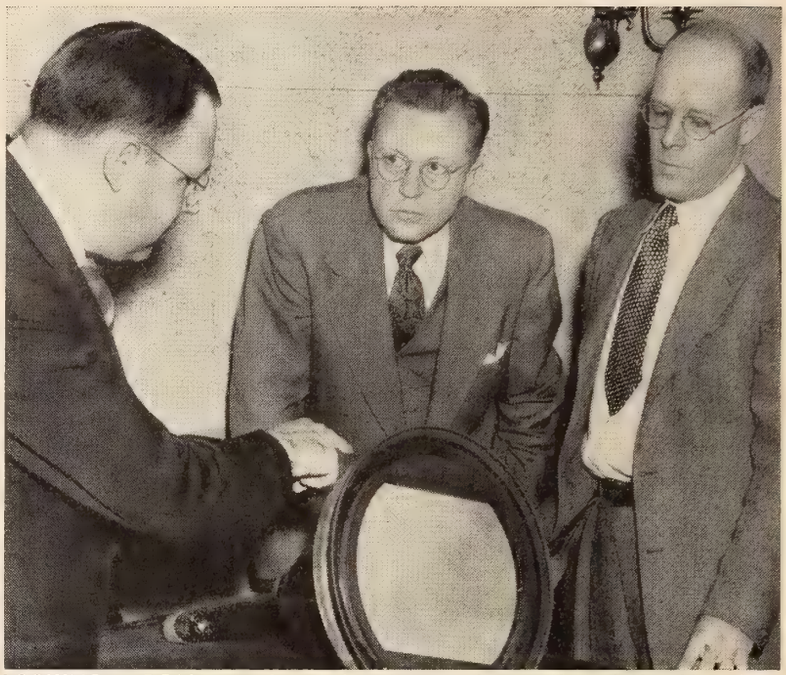
Estimates Cost

He estimated—making clear that it was an estimate—that color sets using the single tube might be built to sell for 20 to 25% more than comparable black-and-white models, and quoted RCA engineers' estimates that production might get into swing in one to two years.

The demonstration, presented in Washington Wednesday for newsmen and followed by showings for the industry on Thursday, also touched off exchanges between Gen. Sarnoff and President Frank Stanton of CBS, sponsor of the rival field-sequential color system.

Gen. Sarnoff called upon CBS to "move over just a little bit" and adopt the RCA dot-sequential system.

He claimed that if CBS continues to adopt other techniques and equipment—such as the RCA tricolor tube, and the "sampling" and "horizontal interlace" methods which RCA contends are inherent in the RCA system—then there will be little left of the CBS system except its non-compatible field-sequential basis.



LOOKING at RCA's new three-color picture tube are (l to r) Harold B. Law, E. W. Herold and Russell Law, RCA Labs research scientists.

In New York, CBS President Stanton issued a statement saying he was "happy to learn that RCA's three-color single tube is sufficiently far advanced to have been demonstrated," and that "we are looking forward to the official demonstration" in FCC's color proceedings on Thursday.

"We also are looking forward to an opportunity to use the tube with the CBS color television system, because when the single-tube is developed to the point where it is fully practicable for home use, and at an economic price, it can be used with the CBS system more simply than with any other color television system," Mr. Stanton said.

"I do not know how close to commercial reality this new tube is, but I hope that the public will not have to wait until the tube is perfected to enjoy color television. CBS has demonstrated, to the public as well as to the experts, that it has a color television system that works well now and inexpensively."

Sarnoff's Reply

A few hours later Gen. Sarnoff issued his reply.

"I have read Mr. Stanton's statement about the RCA color tube which he has given to the press today," he said. "While it is true that CBS can, and probably will, throw away its mechanical disk and replace it with an RCA color tube, this would not overcome the deficiencies inherent in the CBS system.

"It would still not be compatible with black-and-white. It would still have low instead of high definition pictures. It would still have color breakup and flicker. The only way I know how the CBS can overcome these deficiencies is to use the RCA all-electronic, fully

(Continued on Telecasting 14)

TV'S AD EFFECT

Won't Kill Others—Schachte

TELEVISION won't "eliminate" other media completely but will serve to weed out the "less effective" avenues of advertising numerically within their own ranks, Henry Schachte, national advertising manager of the Borden Co., said last Tuesday.

Mr. Schachte spoke as a member of an American Marketing Assn. TV panel comprising a representative from each of the major media —television, radio, advertisers, newspapers and magazines—discussing "The Effect of Television on Other Media."

Despite the inroads of TV on other leisure time habits— reading, visiting and movies—"all media will be substantially stronger, command more audience and probably cost more money," he told the AMA luncheon group.

TV hasn't blotted out other media, but it will, in the long run, serve indirectly to decrease the number of newspapers, magazines and even radio stations, all vying for the advertising dollar, according to Mr. Schachte.

Rate Question

Simultaneously, he added, "radio won't be sold by increasing daytime television rates." He identified no station but indicated that any increases are premature at this time.

Television and radio media were upheld, respectively, by Samuel Norcross, formerly of Audience Research Inc., and now TV department manager, William Esty Co., and John Karol, CBS national sales manager.

Mr. Norcross said TV revenue probably will derive from new money and from other media, which "are bound to be hurt though not too apparently." There are figures which indicate that 70% of TV's present business comes from additional appropriations, he added, citing statistics to show that of some 2,300 advertisers, about one-third hadn't previously used radio.

One reason advertisers have looked to video is its resultant "high sponsorship identification," he observed. In New York, for example, TV recently showed a 73% identification as compared to 41.5% for radio. He reasoned: "Television has everything but color"—and that is being considered now in Washington. Furthermore, TV has accentuated brand preferences

(Continued on Telecasting 15)

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PICTURE CODE

To Rule WOR-TV, WFIL-TV

INTENT to strictly adhere to the principles of the Motion Picture Production Code was voiced separately last week by WOR-TV New York and WFIL-TV Philadelphia.

WOR-TV President Theodore C. Streibert in his Monday announcement declared that the standards will apply to acceptance of commercial films and programs, including those produced by WOR-TV.

The MPP code, administered by a Production Code Administration, sets forth applications to crime, sex, vulgarity, obscenity, profanity, costumes, repellent subjects and other detailed prohibitions.

"Practically all the movies shown in television made for theatrical release were produced under the code," Mr. Streibert observed. "There is no reason why the live programs should not meet the same standards" developed by the motion picture industry over the past 20 years, he said.

Mr. Streibert felt they do "for the most part," but added that guides and specifications, clarifying acceptability and good taste, will assist in "insuring that the station meets its public responsibilities."

He also noted the exposure of TV to small groups of all ages and favored development, "before long," of an industry code incorporating principles peculiar to television and similar to that adopted by the radio industry over 10 years ago.

Walter W. Annenberg, editor and publisher of the Philadelphia *Inquirer* which owns the WFIL stations, in his Wednesday announcement specifically cited provisions of the code which refer to depiction of crime, use of vulgarity and restrictions as to costumes and dances.

In addition, Mr. Annenberg has asked the networks serving WFIL-TV—ABC and DuMont—to adopt the code for all network programs. He also called upon the owners and operators of other networks and stations to adopt a similar policy, pointing out that self-imposed regulation would obviate the threat of censorship by the federal government.

Less Awesome

THE average citizen feels much less awe of a television performer than he does of a movie, stage or even radio star, according to Ted Mack, m.c. of radio and TV shows. This was revealed by Mr. Mack last week when he was interviewed by George Dixon, syndicated columnist. "I think I have the explanation figured out," said Mr. Mack. "To see a stage or screen performer the viewer has to go to see them. But we (TV stars) go to the viewer. We come into their homes."

TV PRODUCERS

Basch Named Vice President

ELECTION of Charles J. Basch Jr., of Basch Radio and Television Productions, as vice president of National Society of Television Producers was announced last week by NSTP President Irvin Sulds.

Simultaneously, Mr. Sulds announced the election of West Hooker, president of West Hooker Telefeatures Inc., to the NSTP board of directors. He also reported that formal merger ceremonies between the New York and Hollywood independent packager groups would take place "within several weeks."

Actions resulted from the resignation of Henry White as vice president of the packaging group. Mr. White previously had relinquished the presidency of World Video to join CBS-TV as associate director of television programs [TELECASTING, March 20].

KLEE-TV SOLD

Houston 'Post' Is Buyer

TELEVISION's third major transfer—purchase of KLEE-TV Houston by the Houston *Post's* KPRC-AM-FM for $740,000—was reported last week in papers tendered for FCC approval.

W. Albert Lee, who has been operating KLEE-TV for 16 months, told the Commission that "demands of other interests and conservation of health" require that he dispose of the television facility. He will continue to own KLEE, 5 kw regional outlet on 610 kc. KLEE-TV is assigned Channel 2 (54-60 mc).

Ex-Gov. W. P. Hobby is president and 54% owner of the Houston *Post* and the KPRC radio properties while Oveta Culp Hobby is executive vice president. Another 45%-plus is held through trusts for W. P. Hobby Jr. and Jessica Oveta Hobby. Jack Harris, general manager of KPRC, would also head the newly acquired TV facility.

The KLEE-TV plant originally cost over $380,000, the application stated, with technical equipment totaling nearly $150,000. Mr. Lee indicated his investment in radio and television there amounted to $652,660.

Last major TV sale was $575,000 transfer of KBTV (TV) Dallas to WFAA-AM-FM there, approved by the Commission in early March [BROADCASTING, March 13]

CBC Video Plans

CANADIAN BROADCASTING Corp., will use Channel 2 for its first TV station at Montreal, it has been announced by Donald Manson, acting general manager of CBC. Two channels have been assigned the CBC for Montreal, Channels 2 and 5, but only one will be used at first. Channel 9 will be used for CBC TV outlet at Toronto. Both stations will start operations in the autumn of 1951.

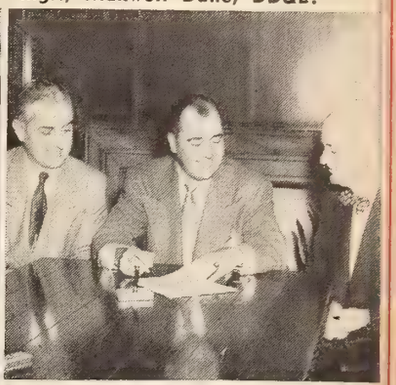




ARRANGING weekly wrestling telecasts on WOAI-TV San Antonio for one year are (l to r): seated, V. L. Sanderford, Seven-Up Bottling Co.; Jack Keasler, WOAI asst. gen. mgr.; E. A. Barabe, Grant's Hardware; standing, Matchmaker Frank Brown; Joe L. Stanton, pres., Southern Electric Co.

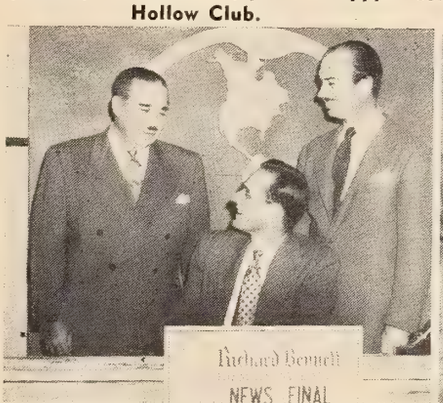
CONTRACT for 520 quarter hours for next 52 weeks on WXYZ-TV Detroit is set by (l to r): seated, Hugo Slotkin, pres., Hygrade Food Products Corp.; E. D. Erickson, his assistant; standing, Ned Doyle, Doyle, Dane & Bernbach Inc., New York; Len Kamins, WXYZ-TV sales mgr.; Maxwell Dane, DD&B.





IT'S golf lessons for WOW-TV Omaha viewers as Merle Meeks (seated), Meeks Service Garage, sets the contract to sponsor *Golf Clinic Series*. Looking on are Dick Drummy (l), WOW-TV sales, and Joe Herold, WOW-TV manager. Lessons will be given by Bill Schuhart, pro at Happy Hollow Club.

SPONSORSHIP of 28 of the 55 home baseball games of the Indianapolis American Assn. team on WFBM-TV Indianapolis is arranged by (l to r) William Kiley, WFBM commercial manager, Lou Randle, Associated Distributors (RCA Victor dealer), sponsor, and Ted Nicholas, WFBM account executive.



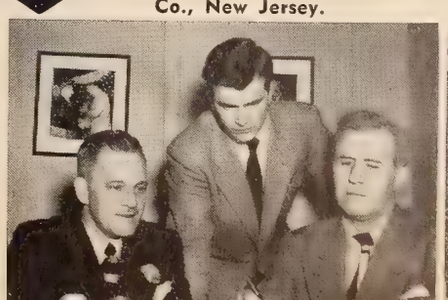


ATTENDING debut of *News Final*, nightly sign-off feature on WBAP-TV Fort Worth, are (l to r) Samuel Hart, of New York, pres., Richard Bennett Assoc. Inc., custom tailor, sponsor; Lillard Hill, WBAP-TV newscaster; Jack Holmes, WBAP-TV regional sales mgr. Agency is Hirshon-Garfield Inc.

BACKING for the *Admiral Magic Mirror Revue* on KGO-TV San Francisco is set by (l to r): seated, Gayle V. Grubb, gen. mgr., KGO-AM-FM-TV; A. J. Lindholm, v. p., McCormick & Co., Admiral distributor and show sponsor; standing, Vincent Francis, KGO-TV sales mgr.; Julian Kaufman, KGO-TV sales.

SETTING the deal for the Strongheart Dog Food daily announcement participation in *Jim Simpson Sports Revue* on WOIC (TV) Washington, are (l to r) W. Wayne Clark, pres., Washington Distributors; Jim Simpson, WOIC sports dir.; William Linn, sales-adv. dir., Doyle Pack Co., New Jersey.

DISTRIBUTION contracts for the 52 quarter-hour film series, *Kieran's Kaleidoscope*, to be released by United Artists, are arranged by (l to r) John Mitchell, director of television for United Artists; John Kieran, commentator and star of show, and Paul Moss, International Tele-Film.







See . . . Hecht Co. Direct Selling Shows Are a Low-Budget Dream

By JOHN OSBON

TYPICAL array of merchandise is displayed in WMAL-TV studio during the program while three models take orders for items as televiewers call them in. Handling some key products for use on the show are Announcer Jackson Weaver and Miss Crane.

* * *

SPRING COMES to Washington and Baltimore almost simultaneously, and the Hecht Co. stores, which traditionally boast a million-dollar advertising budget, bring spring right into the home by way of television.

And if TV's claim on advertisers' sales (plus ad) budgets ever becomes standard practice, Hecht Co. appears certain to be a forerunner in the retail field. An avid user of radio for some 15 years, the store currently maintains the largest TV schedule of any Capital department store.

Hecht Co. has brought its merchandising story to television on a direct sales basis with a rather unique technique. It goes after potential customers while they are seated in easy chairs in the comfort of their own living rooms.

The new sales (and public service) vehicle is its *Shop by Television*, launched on WMAL-TV Washington last Nov. 8, through the Harwood Martin Advertising Agency.

It started simply as a pre-Christmas merchandising experiment. Now, over four months later, store officials readily concede the show is "too good to drop" and have expanded it in point of time and coverage. In fact, Feb. 14 the feature was added to the schedule of Washington's WOIC (TV)—giving a two-station spread comparable to use of two similar newspaper ads on the same day and indicating a possible trend in retail advertising. WMAL-TV feeds the program to WOIC by microwave relay.

Other Features Follow

The *Shop by Television* show has been set as a profitable precedent for two other similar features. One, *Shopper's Review*, is telecast by WNBW (TV) Washington Monday through Saturday, 2-3 p.m. (through Robert J. Enders Agency). The other, *Television Shopper*, is originated by WOIC and fed to WNBW on Thursday at 8 p.m. (through the Martin agency).

Additionally, WBAL-TV Baltimore March 20 inaugurated a *TV Shoppers Revue*, Monday-Wednesday-Friday, 2-3 p.m., for that city's Hecht stores. That series also is handled by the Enders agency.

All programs stress merchandise to a similar or lesser degree than *Shop by Television*, and all have indicated excellent results, depending on the length of time each has been on television.

Still another showcase for Hecht items is the weekly NBC-TV *Leave It to the Girls*, which the store initiated as a network co-op feature on WNBW March 26.

Phone Ordering Catches On

Ordering through video is a basic idea, not particularly new, but the direct sales approach enabling viewers to order by telephone during the telecast—even open charge accounts—may be a harbinger of things to come.

That's exactly what Washington televiewers are doing during *Shop by Television*, 7:30-8 p.m. The format is simple, utilizing the talents of Ruth Crane, WMAL-TV's women's activities director and an old hand at TV; Jackson Weaver, announcer and ad lib artist, and a trio of models who grace the program at tableside, taking orders as fast as they come in.

Actually, the program is one continuous public service "commercial," with Miss Crane displaying and "selling" selected merchandise. She is aided and abetted by Mr. Weaver, who intersperses the continuity with humorous comments and asides.

One explanation for the program's success to date probably lies in the average housewife's incurable desire to window-shop. Actually, Miss Crane and Mr. Weaver help the viewer do just that—and they put the products across, as attested by dollar volume figures, number of items sold and public response.

The show is surprisingly inexpensive, with cost of each telecast running between $500 and $600 (including time and talent)—"about the cost of a full-page newspaper ad," according to James Rotto, Hecht's TV-minded sales and publicity director, who has a sharp eye for comparative merits of all media used by Hecht Co.

Dollar volume has mounted steadily since *Shop by Television* began last November as a quarter-hour experiment, with December spurring sales sharply during the pre-Christmas buying rush.

For example, last Dec. 6 the store offered a variety of items ranging from a 79c cake tin to a $9.95 punch bowl set. WMAL-TV tallied 124 calls during and immediately following the first program. In addition, the store recorded 11 new accounts (with and without orders). Following week, when the show expanded to 30 minutes, 255 units were sold.

Other figures, equally impressive from a direct sales point, included 134 calls and 209 items sold for Dec. 20, and 69 calls and 269 sales for Dec. 27.

The second phase, which got underway last January, has produced results equally good or better than the pre-Christmas weeks. Some tabulations:

Jan. 31—74 orders, 104 items sold, $583.82 in volume; Feb. 7—148 orders, 220 items, $731 volume; Feb. 14—216 orders, 379 items, $1,200 volume; Feb. 21—203 orders, 358 items, $1,064 volume; Feb. 28—646 orders, $2,600 volume. March's results were equally gratifying.

Switchboard Swamped

Prior to Feb. 28, five extra operators aided the three studio models until about 8:45—45 minutes after the show went off the air—with the greatest overflow of calls taking place shortly after 8 p.m.

Beginning with the Feb. 28 telecast, store officials decided to take on 40 additional operators to handle the overflow tabulated by the telephone company, according to WMAL-TV, which had maintained its own private line.

Direct sales are not the only indicator of response. There are a number of inquiries not reflected in sales. Also, Hecht Co. has no way of recording the number of people who made purchases the following day or weeks later, or the busy signals at jammed switchboards. How many people actually call back also is unknown.

Shop by Television is the brainstorm of Kenneth Berkeley, vice president and general manager of WMAL-AM-TV-FM, and Harwood Martin, head of the enterprising agency bearing his name. Mr. Martin ascribes Hecht Co.'s acceptance of the series to the "foresight and enthusiasm" of Mr. Rotto.

"Our feeling is that this represents the first program from which we have obtained tangible and immediate results," Mr. Rotto told TELECASTING. "During the 15 years or so we've used radio, we've been guided largely by blind faith with no assurance of definite results. We're well satisfied. In fact, we hit the bull's eye with the first show."

Mr. Rotto's thinking on the purpose of the show has undergone a change that seems to parallel the program's transition from the pre-Christmas to the post-Christmas phase when the program ceased to be a mere experiment.

Last January he had described sales as a "by-product in our campaign here" and as a valuable indicator "that people are hearing and seeing our products advertised and feel we are affording them a public service."

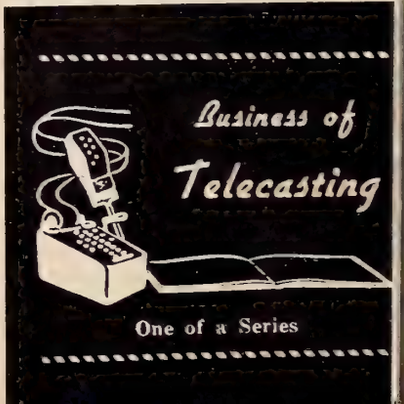
It Sold Merchandise

Last week, however, he observed: "We have thought enough of the program to expand it. . . . We wouldn't have gone in as deep as we have if it hadn't sold merchandise. . . ."

Hecht Co.'s plunge into TV via *Shop by Television* must be deeply satisfying to both Mr. Berkeley, who threw his station's all-out effort behind the venture, and Mr. Martin and his agency.

Mr. Martin took the idea to Mr. Rotto with the feeling that, unless Hecht Co. got into television, it wouldn't be in a position to fulfill its merchandising aims. And the programming has demonstrated, Mr. Martin believes, that TV can be a key factor for the store in terms of *per cost, per time.*

"The show has had a most stimulating reaction from Hecht's own buyers," he said. "And the reasons for its tremendous success are these: (1) We have actually tested audience reaction, and (2) the items selected were truly representative of the buying desires of the most people." These have included such articles as dolly nursery sets,



leatherette stationery sets, pillows and other "white" items, table radios, etc.

"The items must be timely and selective—not those you can buy in every other store—and the store must be well-stocked in them," Mr. Martin continued. "In addition, they must be items most in demand. If a product is good, it will pull on any program. Of course, there are other methods of merchandising. This was launched as an experiment—to do a selling job by display—and it has been more than successful."

It is such a model merchandising vehicle, in fact, that the program is tabbed for study by Lee Hart, now on leave from Broadcast Advertising Bureau, New York, according to WMAL-TV.

KECA-TV to 7 Days

KECA-TV Los Angeles, owned and operated by ABC, on March 14 started operating on a seven-night, 32½ hour weekly telecasting schedule.

PROPAGATION

Error Claimed in Basic Material

CHARGES of a "basic error" in one of the fundamental studies used by the government-industry Ad Hoc Committee on television propaganda and interference [BROADCASTING, June 13, 1949] were reported last week to be under study by a special subcommittee.

The subcommittee was named to redraft a special "addendum report" which one committee member insisted, in a highly technical 12-page memo, should include "a clear account of the basic flaw which got into [Volume I of the Committee report] by uncritical borrowing from the unreviewed Reference E."

Reference E dealt with methods for efficient allocation of broadcast frequencies above 50 mc and was prepared by K. A. Norton of the National Bureau of Standards and a group of other engineers from the Ad Hoc Committee.

Mr. Norton prepared the so-called "Norton's Curves" which FCC used in reallocating FM from the low to the high band, and which were and still are the object of stringent criticism by FM low-band advocates, including FM Inventor Edwin H. Armstrong.

Dr. Thomas J. Carroll of the Bureau of Standards is the author of the memorandum stingingly criticizing "Reference E." Instead of explaining the "basic flaw" which crept into Volume I via Reference E, he contended, "the proposed addendum contains even more controversial material on multiple interference based on the pitifully few facts deeply buried in Volume I under a facade of mathematical statistical jargon, which I feel we have no right to foist on a long suffering technical world of busy engineers and scientists."

Cites 'Confused Jargon'

He continued:

The only grounds for putting out Volume I in its present form last May was the representation that the TV freeze could not be lifted before the Committee acted. Since this hope has proved most illusory, any further action by the Committee should take the form of cleaning up the unreadable and erroneous material in Volume I and its unreviewed references, rather than in adding more confusion to a muddled situation. . . .

Such confused jargon . . . is not fit material on which to base public policy. The very considerable time I have felt constrained to spend studying Volume I and its references, and addendum, only deepens my first impressions that it is confused and foggy indeed, even when not actually erroneous, and that it should not be put forth under Committee auspices, or under any auspices for that matter, in its present form. . . .

His complaint appeared to be directed against "an erroneous way of combining space and time fluctuations" which he said was introduced in Volume I and Reference E. He charged:

. . . We have to thank Dr. C. H. Page of the Bureau [of Standards] for first detecting (August 1949) the basic error in the method of combining space and time fluctuations. The author of Reference E then apparently thought to make sense of the multitude of originally misunderstood calculations by adding a few words "at least" and "or greater" at several strategic spots in the report through an erratum sheet and to add at the end of the Aug. 1 version for the first time a meaningful definition of the basic symbol F (L, T).

None of the figure captions were altered, although practically everyone of them is erroneous in an important way, just as was the defining equation on which they were based. This legerdermain was illogically achieved in part by altering the definitions of grades of service, so as to fit the formerly misunderstood mathematics. These alterations in definitions do not stand up under close inspection, however.

Once the basic error is appreciated, the only rational thing to do is to back up and start over at the point where the original calculation left the primrose path, regardless of how many curves get tossed into the ash-can reserved for false starts. The only valid way of combining the assumed time and space variations was written down by the junior author of Reference E in his own report. . . . Unfortunately this correct continuation was discarded, in favor of the erroneous continuation. . . .

The Ad Hoc Committee report was used by the Commission in connection with its proposed TV allocations and standards. Just how much these would be affected by an "error" of the nature claimed by Dr. Carroll appeared difficult to ascertain. Some Committee authorities claimed neither the allocations nor the standards would be disturbed.

Voices Disapproval

Dr. Carroll expressed "strongest disapproval" of "the continued policy of acceptance of unreviewed 'references' to the report of the Ad Hoc Committee." He contended new technical material in these references should be published in regular journals and thus be subject to review.

"The technical material on which TV allocation policy is based should be even more carefully considered than that in the average technical publications. Actually, the unreviewed reference policy now being followed by the Ad Hoc Committee is having exactly the opposite effect."

The Ad Hoc Committee is headed by E. W. Allen, head of FCC's Technical Information Division. The subcommittee to redraft the "addendum report," which is concerned basically with evaluation of the cumulative effects of two or more interfering signals upon the desired signal, is composed of Ralph Harmon of Westinghouse, chairman; Stuart Bailey, of the consulting engineering firm of Jansky & Bailey; Harry Fine of FCC, and Morris Schulkin of the Bureau of Standards, one of the co-authors of Reference E.

'THE TV WOMEN'S CLUB'

WCAU-TV Series Seen as Network Preview

IF THE HAT tilts at the right angle, WCAU-TV (CBS) Philadelphia's new program for women may be the styled format for a nationwide television network women's club program.

The weekly half-hour show, *The Television Women's Club*, curtsied to the public on March 15. Sponsor is Proctor Electric Co. of Philadelphia. Initial series of 13 telecasts, 3-3:30 p.m. Wednesday, is being presented under auspices of the Pennsylvania Federation of Women's Clubs with nearby sister clubs participating.

Publicized by WCAU as the housewife's show, the program takes on complete feminine appeal. It is designed to beam into the home a women's-club type of entertainment—fashions, books, hobbies, art, beauty hints, gardening, child psychology, interior decorating, etc.

Network Possibilities

According to WCAU, the shows have been scheduled only for the Philadelphia area. But the telecasts are intended as a test for a network program cultivating housewives' listenership. Program backers have option on exclusive endorsement of the General Federation of Women's Clubs and its five million members. Mrs. Margaret D. Wahl, who is producing the show for Gray & Rogers, Proctor's advertising agency in Philadelphia, owns the rights to the program.

Mrs. Wahl, mother of four children and an experienced TV producer, looks to the TV type of entertainment she has formulated for incorporation into club meetings. The *Women's Club* could form the basis for discussions while presenting non-members advantages of member activities, she says.

Consultant in the program planning is Mrs. Henry R. Christman, radio and television chairman of the General Federation of Women's Clubs. Mrs. Christman says the program will "point out to all women what we are and do and stand for. Then we can interest many women in joining with the General Federation."

The programs originate from the auditorium studio of WCAU at 1622 Chestnut St. Studio audience is being drawn from club membership each week from one county of the nine-county Philadelphia area and from nearby New Jersey and Delaware.

* * *



AT contract signing for the new women's show are (l to r): Seated, Donald W. Thornburgh, WCAU Inc. president; Mrs. Wahl; Walter M. Schwartz, Proctor Electric Co. president; Mrs. Christman; standing, Charles Vanda, station's TV director; Bob Wahl, Gray & Rogers TV director; Russell K. Carter, G&R partner; Joseph Tiers of PEC; Robert S. Kampmann, G&R account executive, and Alex W. Rosenman, WCAU commercial manager.

Telestatus

Rorabaugh February Report

(Report 105)

TELEVISION advertising in February recovered slightly from its January slump to record 2,398 accounts active during the month. The gain was reflected in spot and local business.

In February, 39 additional spot advertisers brought the month's total to 438. Local business rose from 1,687 advertisers in January to 1,890 in February, a gain of 203. A loss of two was shown by the networks between the two months, bringing the February total to 71.

This information is based on the *Rorabaugh Report on Television Advertising*, published monthly by the N. C. Rorabaugh Co. Network figures cover the entire month of February and are received direct from the networks' headquarters. Spot and local material is obtained from the stations and covers the week Feb. 5-11. Five stations which were operating during the test week did not report and therefore are not included in the sections on spot and local business.

ABC-TV, which had 15 advertisers backing a like number of programs in January, dropped to 12 advertisers with 12 programs in February. Two of the advertisers which left the network between the two reports were short-term accounts which had bought time for special promotions.

In point of time purchased and number of stations used, Goodyear Tire and Rubber Co. was the largest ABC-TV advertiser for February. The firm placed *Paul Whiteman Goodyear Revue* on 41 stations for a half-hour Sunday night. Agency is Young & Rubicam, New York.

For both months a total of 28 advertisers was recorded by CBS-TV. Total programs dropped from 33 in January to 32 in February. In all, four accounts were dropped and three added. Those which went off were special one and two time programs. Two new quarter-hour shows and a participating sponsor were added.

Avco Purchase

The largest number of CBS-TV stations was purchased by Crosley Div. of Avco Mfg. Co. for *This Is Show Business*. The half-hour, Sunday show appeared on 53 outlets and was handled through Benton & Bowles, New York. Largest time purchaser on CBS-TV in February was Liggett & Myers Tobacco Co. for *Godfrey and His Friends*. The program appeared on 48 stations for an hour Wednesday night, through Cunningham & Walsh.

The DuMont Television Network had eight advertisers backing 10 programs in February, a gain of one each from the previous month.

The largest number of DuMont stations was purchased by Allen B. DuMont Labs for its *Morey Amsterdam Show*. There were 32 outlets airing the program for a half-hour Thursday night. Campbell-Ewald, New York, placed the business. Drug Store TV Productions bought the largest amount of DuMont time. The firm backed *Cavalcade of Stars* on 19 stations for an hour Saturday night through S. B. Fisher.

On NBC-TV 34 advertisers sponsored 36 different programs in February. This is the same number of sponsored programs as the network carried in January and one less advertiser. Two sponsors let their schedules expire between the two months while one new advertiser was added.

Largest NBC-TV advertiser in number of stations and time purchased during February was RCA Victor. Through J. Walter Thompson, New York, the firm places *Kukla, Fran & Ollie* on 57 stations for a half-hour on Monday and Friday nights.

In the spot field 39 new advertisers were added to the overall picture for the reporting stations. No large accounts, in number of stations bought, were added between January and February.

Hudson Motor Car Co., following the trend in automotive advertising for the introduction of new models, increased its schedule from three stations in January to 32 in February. Esso Standard Oil Co. added 21 stations to its roster for 22 in February.

Automotive Accounts

Of five automotive advertisers who started or added to their TV advertising in January, all had cut or discontinued activity in February. Biggest cut was made by Dodge Div. of Chrysler Corp. which went from 52 stations in January to six in February, according to Rorabaugh. Buick went from 54 to 19, Chevrolet dropped all 26 stations which it had used in January, DeSoto dropped its 10 and Plymouth went from 14 to one. Oldsmobile, which has been consistently active, dropped from 34 stations in January to 28 in February.

In terms of total number of accounts, WTMJ-TV Milwaukee was the leading station in the February Rorabaugh report. It had a total of 136 network, spot and local accounts. In the network field KSD-TV St. Louis topped the list with 54 accounts. Two stations, WGN-TV Chicago and WPTZ (TV) Philadelphia, had 52 spot advertisers each for honors in this field. The leading stations in number of local accounts was KFI-TV Los Angeles with 79, according to Rorabaugh. Eight of the reported stations had

(Continued on Telecasting 18)

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

	Network	Spot	Local	Total
1. Agriculture & Farming	..	3	..	3
2. Apparel, Footwear & Access.	4	13	100	117
3. Automotive, Automotive Equip. & Access.	8	13	240	261
4. Beer & Wine	4	90	12	106
5. Building Materials, Equip. & Fixtures	..	6	62	68
6. Confectionery & Soft Drinks	6	41	56	103
7. Consumer Service	..	3	156	159
8. Construction & Contractors	..	..	13	13
9. Drugs & Remedies	3	9	11	23
10. Entertainment & Amusements	..	..	29	29
11. Food & Food Products	9	117	288	414
12. Gasoline, Lubricants & Other Fuels	3	10	26	39
13. Horticulture	..	..	17	17
14. Household Furnishings, Equip. & Supplies	6	21	304	331
15. Industrial Materials	..	1	2	3
16. Insurance, Banking & Real Estate	1	3	104	108
17. Jewelry, Optical Goods & Cameras	1	13	40	54
18. Office Equip. & Supplies	..	5	10	15
19. Publishing & Media	2	4	25	31
20. Radios, TV Sets, Phonographs, Musical Instruments & Access.	7	12	201	220
21. Retail Stores & Shops	..	..	99	99
22. Smoking Materials	8	14	4	26
23. Soaps, Cleansers & Polishes	3	23	5	31
24. Sporting Goods & Toys	..	..	18	18
25. Toiletries	5	18	8	31
26. Transportation, Travel & Resorts	..	8	17	25
27. Miscellaneous	1	11	42	54
TOTAL	71	438	1,890	2,398

* * *

Weekly Television Summary— April 3, 1950 Telecasting Survey

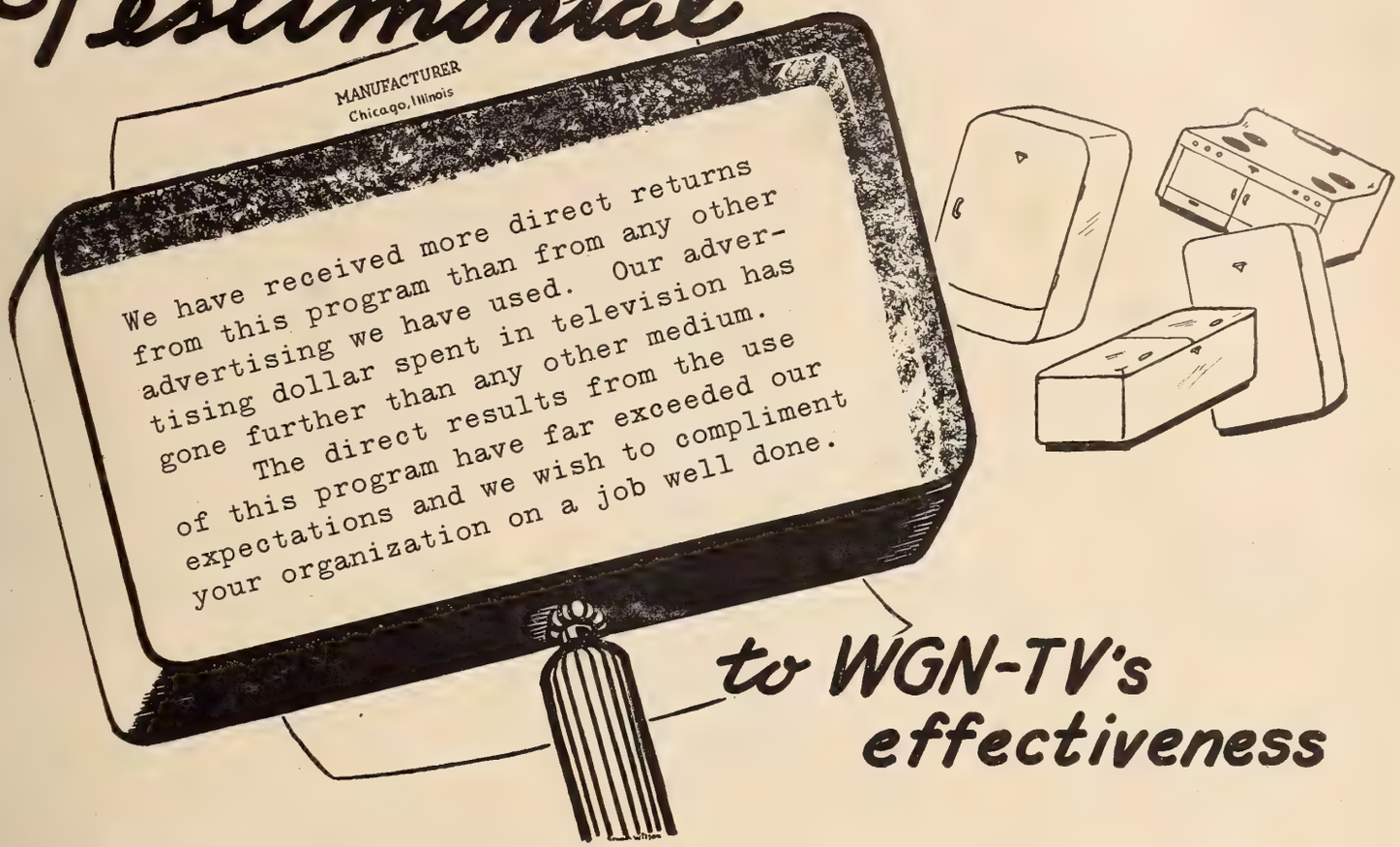
City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	2,475
Ames	WOI-TV	6,785
Atlanta	WAGA-TV, WSB-TV	31,500
Baltimore	WAAM, WBAL-TV, WMAR-TV	146,191
Binghamton	WNBF-TV	10,320
Birmingham	WAFM-TV, WBRC-TV	12,070
Bloomington	WTTV	5,000
Boston	WBZ-TV, WNAC-TV	276,980
Buffalo	WBEN-TV	75,693
Charlotte	WBTV	12,169
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	386,018
Cincinnati	WCPO-TV, WKRC-TV, WLWT	92,900
Cleveland	WEWS, WNBK, WXEL	176,474
Columbus	WBNS-TV, WLWC, WTVN	49,600
Dallas, Ft. Worth	KBTV, KRLD-TV, WBAP-TV	43,790
Davenport	WOC-TV	8,325
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	42,900
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	191,430
Erie	WICU	32,532
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	43,790
Grand Rapids	WLAV-TV	23,200
Greensboro	WFMY-TV	9,557
Houston	KLEE-TV	17,500
Huntington-Charleston	WSAZ-TV	6,578
Indianapolis	WFBM-TV	30,000
Jacksonville	WMBR-TV	8,200
Johnstown	WJAC-TV	16,560
Kalamazoo-Battle Creek	.....	8,046
Kansas City	WDAF-TV	28,901
Lancaster*	WGAL-TV	35,563
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	448,737
Louisville	WAVE-TV, WHAS-TV	25,901
Memphis	WMCT	24,172
Miami	WTVJ	20,125
Milwaukee	WTMJ-TV	89,419
Minn.-St. Paul	KSTP-TV, WTCN-TV	74,900
Nashville	.....	25
New Haven	WNHC-TV	71,100
New Orleans	WDSU-TV	19,897
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,060,000
Newark	WATV	Incl. in N. Y. Estimate
Norfolk	.....	4,192
Oklahoma City	WKY-TV	21,541
Omaha	WOW-TV, KMTV	19,612
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	405,000
Phoenix	KPHO-TV	4,500
Pittsburgh	WDTV	80,000
Portland, Ore.	.....	887
Providence	WJAR-TV	34,125
Richmond	WTVR	23,581
Rochester	WHAM-TV	31,056
Salt Lake City	KDYL-TV, KSL-TV	11,000
San Antonio	KEYL, WOAI-TV	12,133
San Diego	KFMB-TV	33,200
San Francisco	KGO-TV, KPIX, KRON-TV	43,442
Schenectady	WRGB	62,500
Seattle	KING-TV	24,450
St. Louis	KSD-TV	101,254
Syracuse	WHEN, WSYR-TV	33,758
Toledo	WSPD-TV	37,000
Tulsa	KOTV	16,730
Utica-Rome	WKTV	9,300
Washington	WMAL-TV, WNBW, WOIC, WTTG	109,360
Wilmington	WDEL-TV	30,322

* Lancaster and contiguous areas.

Total Markets on Air 59 Stations on Air 102 Sets in Use 4,770,493

Editor's Note: Sources of set estimates are based on data available frrom dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

Testimonial



to WGN-TV's effectiveness

Yes, if it's sales success you want—it's WGN-TV in Chicago. This testimonial to WGN-TV's effectiveness came from the advertising and sales promotion manager of a national manufacturer of electrical appliances. His enthusiastic testimonial to WGN-TV and its programs is typical.

This is another in WGN-TV's growing list of result stories—another reason why more and more companies are hiring WGN-TV as their top salesman in Chicago.

In Chicago . . . Channel 9
is more than a number
. . . it's a habit

DUMONT
WGN-TV
CHANNEL 9 · CHICAGO
The Chicago Tribune Television Station

FCC IS UPHELD

In Bay Area Channel Case

FCC'S "withdrawal" of a San Francisco television channel for possible assignment to Don Lee Broadcasting System was upheld last week by the U.S. Court of Appeals for the District of Columbia.

"No application having been either granted or denied, this court is given no jurisdiction . . . to review the Commission's order," the court said in dismissing an appeal of Edwin W. Pauley's Television California, a San Francisco television applicant.

The court's decision seemingly left the way clear for a new appeal after FCC acts on the San Francisco cases.

Don Lee Issue

The action which Television California sought to overturn was an FCC order severing Don Lee's San Francisco application from the others for that city and its withdrawal of one San Francisco channel pending determination of Don Lee's eligibility for it [BROADCASTING, May 24, 1948]. The Don Lee application at that time was linked with applications of its AM and FM stations for renewals, which FCC has since proposed to grant.

The court's brief decision maintained:

. . . The withdrawal of one channel until Don Lee's eligibility for it had been determined was neither a grant to Don Lee, which may never receive such channel, nor a denial to petitioner—who, for aught we can tell, may ultimately be awarded this very channel [No. 2].

Viewing the injury to petitioner at its worst, we have no more than a lessened statistical probability that petitioner will ultimately succeed in getting a station. This is hardly the sort of denial contemplated in [the Ashbacker case, in which the Supreme Court ruled that hearings are necessary on mutually exclusive applications], where there was an unmistakable grant to one of two applicants for a single frequency. . . .



WELCOME is given to Henry S. White (r), president of World Video Inc., to the CBS TV Network by Charles Underhill, CBS-TV director of programs. Mr. White is the network's new associate director of TV programs. [TELECASTING, March 20].

Telebuyer

GEORGE HARVEY negotiated his toughest sale 25 years ago when he convinced his father, a well known Chicago surgeon, that selling ranks among the great professions.

At the time, Mr. Harvey, now sales manager of WGN-TV Chicago, was completing a liberal arts course at the U. of Chicago. Dr. William Spencer Harvey, at the height of a 50-year career, hoped his son also would take up medicine — or perhaps law.

But young George was adamant. He had his heart set on sales, and to this day has never veered from his course. And his father, now 90, has lived to see him prosper.

George Wilkins Harvey was born on Chicago's south side Aug. 3, 1903. His mother's death when he was nine left George to be reared by a sister not much older than himself so he was carted off to boarding school. At Todd School, the Woodstock, Ill., institution where Orson Welles first blossomed as an actor, George was a sprinter. He also ran at Exeter, during his prep years, and later, at the U. of Chicago, added broad-jumping to his track-and-field repertoire. But his father would have preferred that he take up baseball, at which the elder Harvey starred as captain at Michigan. Dr. Harvey, a pitcher, reportedly was one of the first baseball players in the Midwest to throw a curve.



GEORGE

After taking an A.B. degree at Chicago in June 1925, George was selected by the National Cash Register Co. to attend that school in Dayton, and within a few months was selling NCR's products in Milwaukee. Nearly four years later he joined the advertising staff of *Motor*, one of International Magazines' string of trade journals, and within another year was selling piston rings of Wilkening Mfg. Co., Philadelphia. He called on every automotive jobber between Chicago and Denver before being transferred to the New York City territory. His next selling assignment shifted him to the territory between Pittsburgh and Kansas City with a line of rug underlays manufactured by Behr-Manning Corp., Troy, N. Y.

By 1935, George Harvey was just the type of salesman the *Chicago Tribune's* WGN needed to bolster its "Voice of the Midwest" claim. Two years later, he was shifted to Mutual's newly-organized Midwest Division, where he sold such network shows as *Keep Thin to Music* (calisthenics), *American Radio Warblers* (singing canaries), and Wheeling Steel Co.'s *Steel Makers*.

Back to WGN

WGN called him back a year later, however, and after several years' success lining up some of the station's most enduring accounts (Walgreen Co., Nelson Bros. Furniture Co., Hirsch Clothing, Local Loan Co.), Mr. Harvey was off to New York in 1942 to head up WGN's eastern sales office.

During the latter part of a four-year stretch in New York, George exposed himself to television "at every opportunity," so when the promotion to WGN-TV sales manager came in August 1948, he was well prepared. Under his leadership, the station's billing has increased 10 fold, and volume of local program sales is believed to be greater than in any other video operation.

The WGN-TV sales department under his direction currently has sold 24 locally produced live studio shows weekly, 16 live participation shows, 9 feature films including 3 remote commercials with the films, 5 sport remotes, and 11 newsreels.

"We may lose an account one day, but we try to add another slightly larger one," Mr. Harvey explains. "We now have over 100 legitimate advertisers—no Multiscope."

In 1935, Mr. Harvey married Elizabeth Drake, daughter of John B. Drake, one of the builders of the famous Chicago hotel of that name. There are two sons—George Jr., 8, who attends Harris School, of which his father is a trustee, and John William, 3. The family lives in an apartment overlooking Lincoln Park.

Mr. Harvey is president of the Chicago Television Council, and is a member of the Radio Executives Club of New York, Yale Club, and Delta Kappa Epilson fraternity. While in New York, he belonged to the Huguenot Yacht Club in Pelham Manor, as well as the Pelham Country Club. He is an amateur painter and photographer, and has been a "ham."

He has served on BAB's standardization committee on TV rate card practices and, last spring, organized a TV sales managers' group which met when the NAB held its convention in Chicago.

KTSL(TV) EXPANDS

Adds New Live, Film Shows

EXPANDING both its live and film programming, Don Lee's KTSL (TV) Hollywood has contracted with Nils T. Granlund, veteran showman, for two one-hour program packages for across-the-board weekly schedule, and has acquired 300 Western film features. New programming gets under way May 1, it was announced.

Mr. Granlund will produce and star in *Backstage With N. T. G.*, a behind-the-scenes amateur variety show to be telecast Monday through Friday, and *Hollywood Road to Fame*, to be aired Friday until the station goes on a six-day schedule, at which time it will move to Saturday. Both shows will be teletranscribed for national syndication, it was announced. Western films, contracted for last Monday (March 27), will be scheduled across-the-board nightly Monday through Friday under the title *Cowboy Caravan*.

SWEEP signal generator, especially designed for servicing FM and TV receivers, announced by Radio Tube Div., Sylvania Electric Products Inc., New York.

WRESTLING FILM

WLW Sells 20 TV Stations

PRODUCTION of wrestling film by WLW-Television, Cincinnati, has been optioned by over 20 video stations with more contracts under negotiation, Robert E. Dunville, president, Crosley Broadcasting Corp., revealed last week. Six major stations already signed include: WEWS (TV) Cleveland, WAFM-TV Birmingham, KTTV (TV) Los Angeles, WBKB (TV) Chicago, WBZ-TV Boston and WWJ-TV Dayton.

Films are made simultaneously with live telecasting of bouts from Crosley's WLWD (TV) Dayton studios each Saturday night. Editing eliminates slow sequences to full 55 minutes running time and allowance is made for integrated local commercials, according to Mr. Dunville. Matches were produced on commercial basis in a studio rather than the conventional arena. Sponsor of the live programs over Crosley's WLWT (TV) Cincinnati and WLWC (TV) Columbus, as well as WLWD, is Graybar Electric Co. on behalf of Raytheon TV sets. Series is for 13 weeks. Film Assoc., Dayton firm, makes film; Don Faust of WLW is in charge of production, and sales are handled through Russ Landers of WLW Promotions Inc.

SDG Brochure

TO INTRODUCE its film advisory council, a "new service designed to aid in production of motion pictures for television, commercial and industrial use," the Screen Directors Guild has issued a brochure describing the service to advertising agencies, advertisers and other members of the trade. Council, made up of 41 top directors, was formed for the purpose of exploring possibilities of improvement in use of films for television,

















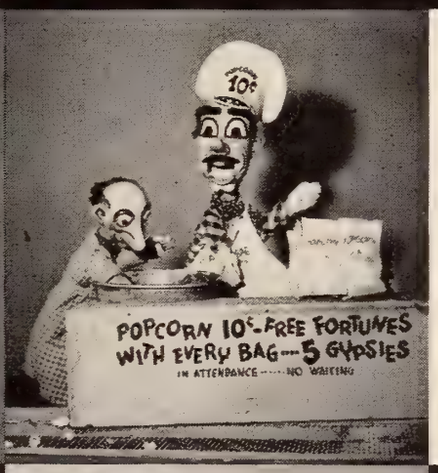




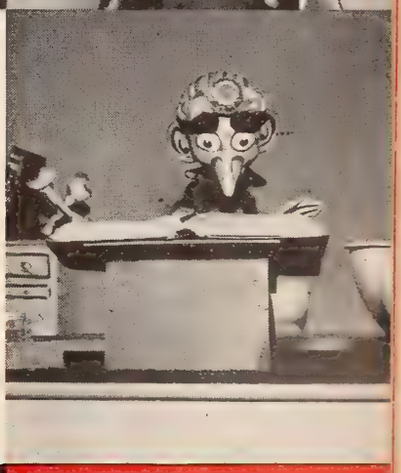


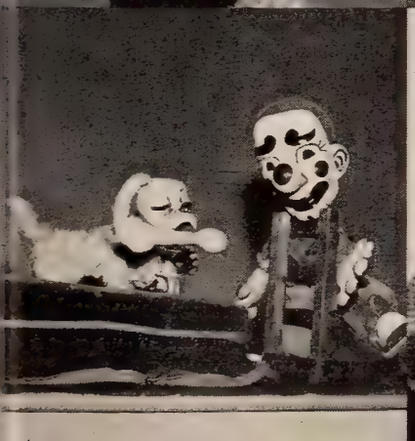






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with lasting appeal
for audiences in every
age group.









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CBS Package Program
now available
for sponsorship,
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TELECASTING

NETWORK SHOWSHEET

PM 5:00 | 15 | 30 | 45 | 6:00 | 15 | 30 | 45 | 7:00 | 15 | 30 | 45 | 8:00 | 15 | 30

SUNDAY

ABC

Canada Dry Co. Super Circus L (E-M)	*Super Circus* L (E-M)	Kellogg Co. Singing Lady L (E-M)	*Marshal of Gunsight Pass* F (E-M)		Goodyear Paul Whiteman Goodyear Review L (E-M)		*Carolyn Gilbert Show* L (E-M)	*Dr. Fix-Um* L (E-M)	*Think Fast* L (E-M)		*Ma*			

NBC DuMont CBS

Overseas Press Club	*Chuck Wagon*		*Mr. I. Magination*		*The Girls*		American Tobacco This Is Show Business		Lincoln-Mercury Toast of the Tow					

					Co-op Front Row Center L E-M) (NI)				Co-op Chicagoland Players L (E-M)					

NBC DuMont

Armed Forces Hour L					Local Sponsors (Co-op) Leave It To The Girls L		General Foods Aldrich Family L		Chesterfield Perry Como L		Col			

MONDAY

ABC

NBC DuMont CBS

Ted Steele Show	*Chuck Wagon*				*Lucky Pup*	*Bob Howard*	*Strictly for Laughs*	*Paul Arnold*	Oldsmobile CBS-TV News	*Parade of Stars*	International Silver Silver Theatre		Le Tea Ta	

		Co-op Small Fry Club L/F (E-M)			Co-op Magic Cottage L (E-M)		W. H. Johnson Candy Captain Video L/F (E-M)		Co-op Manhattan Spotlight L (E)	Co-op Vincent Lopez L (E-M)	*Newsweek Views the News* L (E-M)		The Al	

NBC DuMont

	Judy Splinters L	*Howdy Doody* L (E-M)	Mars Inc. Howdy Doody L (E-M)				RCA Victor Kukla, Fran & Ollie L (E-M)		Mohawk Roberta Quinlan L (E)	Reynolds News F (E-M)	Chevrolet Tele-Theatre L		Firesto Voic	

TUESDAY

ABC

NBC DuMont CBS

Ted Steele Show	*Chuck Wagon*				*Lucky Pup* L (E-M)	*Bob Howard*	*Strictly for Laughs*	*Paul Arnold*	CBS-TV News	*Life with Snarky Parker*	*Film Feature*			

		Co-op Small Fry Club L/F (E-M)			Co-op Magic Cottage L (E-M)		*Captain Video* L/F (E-M)			Co-op Vincent Lopez L(E-M)(NI)	*Court of Current Issu* (L) (E-M)			

NBC DuMont

	Judy Splinters L	*Howdy Doody* L (E-M)	C-P-P Howdy Doody L (E-M)				National Dairy Kukla, Fran & Ollie L (E-M)		*Wendy Barrie* L	Reynolds News F (E-M)	Texas Co. Milton Berle Show L			

WEDNESDAY

ABC

											On Trial L (E-M)		*Autho*	

NBC DuMont CBS

Ted Steele Show	*Chuck Wagon*				Quaker Chocolate & Conf. Lucky Pup	*Bob Howard*	*Strictly for Laughs*	*Paul Arnold*	Oldsmobile CBS-TV News	Masland Rug At Home Party	Liggett & Myers Tobac Godfrey and His Frie L (E-M)		K (NI	

		Co-op Small Fry Club L/F (E-M)			Co-op Magic Cottage* L (E-M)		*Captain Video* L/F (E-M)			Phillips Packing Co. Easy Aces F(E-M)(NI)				

NBC DuMont

	Judy Splinters L	*Howdy Doody* L (E-M)	Intnl. Shoe Howdy Doody L (E-M)				Ford Motor Co. Kukla, Fran & Ollie L (E-M)		Mohawk Roberta Quinlan	Reynolds News F (E-M)	Ballantine Ale & Beer Believe It or Not L		L T	

THURSDAY

ABC

									General Mills Lone Ranger* F (E-M)		Stop the Music Admiral & P. Lorilla L (E-M)			

NBC DuMont CBS

Ted Steele Show	*Chuck Wagon*				Bristol-Myers Ipana Lucky Pup	*Bob Howard*	*Strictly for Laughs*	*Paul Arnold*	CBS-TV News	*Life with Snarky Parker*	*The Show Goes On*			

		Co-op Small Fry Club L/F (E-M)			Co-op Magic Cottage L (E-M)		*Captain Video* L/F (E-M)			Co-op Vincent Lopez L (E-M)				

NBC DuMont

	Judy Splinters L	*Howdy Doody* L (E-M)	C-P-P Howdy Doody L (E-M)				National Dairy Kukla, Fran & Ollie L (E-M)		*Wendy Barrie* L	Reynolds News F (E-M)	*Sustainer From Chicago*		*One M*	

FRIDAY

ABC

											The Ruggles F (E-M)		*That*	

NBC DuMont CBS

Ted Steele Show	*Chuck Wagon*				Sundial Shoes Lucky Pup	*Bob Howard*	*Strictly for Laughs*	*Paul Arnold*	Oldsmobile CBS-TV News	*Life with Snarky Parker*	General Foods Mama		R. Man	

		Co-op Small Fry Club L/F (E-M)			Co-op Magic Cottage L (E-M)		*Captain Video* L/F (E-M)		Co-op, Manhattan Spotlight L (E) (M) (NI)	Co-op Vincent Lopez L (E-M)	Co-op Hands of Murder L (E-M) (NI)		Broadwa Edition o	

NBC DuMont

	Judy Splinters L	*Howdy Doody* L (E-M)	*Howdy Doody* L (E-M)				RCA Victor Kukla, Fran & Ollie L (E-M)		Mohawk Roberta Quinlan	Reynolds News F (E-M)	Miles Quiz Kids L		We	

SATURDAY

ABC

									Hollywood Screen Test L (E-M)		Paul Whiteman TV Teen Club L (E-M)		Grill Pau TV	

NBC DuMont CBS

Ted Steele Show	*Chuck Wagon*				*Lucky Pup*		*Blues by Bargy*	Mason Candy Kuda Bux	*John Reed King Show*		Anheuser-Busch Ken Murray Show 54th Street Revie			

									Captain Video L/F (E)		*Dinner Date* L (E-M)		Insi	

NBC DuMont

			Nature of Things L		*American Forum of the Air* L				*Waiting For The Break* L					

Programs in italics are sustaining. Time is EST.

L is live; F, Film; K, Kinescopic Recording; E, Eastern Network; M, Midwestern Network; NI, Nonintercon-nected stations.

CBS Daytime

Monday-through-Friday, 4-4:30 p.m., *Homemakers Exchange*, L (E-M); 4:30-5 p.m., *Vanity Fair*, L (E).

CBS Nighttime

Monday, 11:15-25 p.m., *Blues by Bargy*, 11:25-30 p.m., News.

ABC

* Lone Ranger Thurs. 7:30-8 p.m. sponsored on 5 stations in Southeast by American Bakeries Co. General Mills on remainder of network.

DuMont

* Peter Paul starts sponsorship of 6:45-7 p.m. segment of Magic ... April 5.

DuMont Daytime Schedu...

10:45 Morning Chapel
11:00 Your Television Sho...
12:00 Headline Cues—with ... F. Putnam

	8:00	15	30	45	9:00	15	30	45	11:00	PM 15
	Rules -M)	*Your Witness* L (E-M)	*Mysteries of Chinatown* F (E-M)	B. F. Goodrich Celebrity Time L (E-M)		Young People's Church of the Air Youth on the March L (E-M)				
		General Electric Fred Waring Show		B. F. Goodrich Celebrity Time		*One Week In Review*				
		Co-op Jamboree L (E-M)		*Bowling Headliners* L (E-M)						
	Theatre -M)	Philco Television Playhouse L (E-M)		Congoleum-Nairn Garroway at Large L (E-M)						
	pton's p Mixes Scouts	Philip Morris Candid Camera	General Foods The Goldbergs	Westinghouse Studio One					Doubleday Warren Hull	
	op gan Show -M)	Co-op Wrestling (From Sunnyside Arena) L (E-M) (NI)								
	ubber Co. Firestone	Admiral Lights Out L	American Tobacco Co. Lucky Strike Theatre L (E-M) (alternate weeks)			Local Sponsors (Co-op) Who Said That L (E-M)				
				Tomorrow's Champions (to midnite)						
		R. J. Reynolds Ed Wynn Show L (E)	Electric Auto-Lite Suspense	Co-op Wrestling					*Blues by Bargy*	
		Drug Store TV Prod. Cavalcade of Bands L (E-M) (NI)								
		Procter & Gamble Fireside Theater F	Pabst The Life of Riley F	P. Lorillard Original Amateur Hour L					Doubleday Ben Grauer Show L (E-NI)	
	ets Critics -M)	*A Couple of Joes* L (E-M)	Co-op Wrestling L (E-M)							
		Toni Co—TBA Stopette What's My Line (alternate weeks)	Boxing	Pabst Beer International Boxing Club Bouts					Sunset Appl. J. Matthews 11-11:30	
		The Plain-Clothesman L (E) (NI)	Co-op Famous Jury Trials L (E-M) (NI)							
	Bros. lock	Kraft Foods Co. TV Theatre L (E-M)		Bristol-Myers Break the Bank L						
		Esquire Boot Polish Blind Date L (E-M)	Packard Motors, Inc. Holiday Hotel L (E-M)	Chesebrough Mfg. Co. Blatz Brewing Co. Roller Derby						
		Esso Alan Young Show	H. H. Ayer Ilka Chase	*Beat the Clock*			TBA			
		Morey Amsterdam Show (Dumont Telesets) L (E-M) (NI)	Co-op Boxing (From Sunnyside Arena) L (E) (NI)							
	Family	Ford Dealers of America Kay Kyser L		U. S. Tobacco Martin Kane Private Eye L						
	rful Guy -M)	Libby, McNeill & Libby Auction-Aire L (E-M)	*The Little Revue* L (E-M)							
	ynolds st Crime	Ford TV Theatre of the Air The Play's The Thing		Household Finance People's Platform		*Capitol Cloak Room*			*After Hours*	
	Hollywood adline Clues	Mail Pouch Tobacco Co. Sports for All L/F (E-M) (NI)		Co-op Amateur Boxing L (E-M)						
	f People	Bonny Maid Versatile Varieties Bonafide Mills L (E-M-NI)	American Cig. & Cig Big Story (alternates with *Life Begins at 80*) L	Gillette Fights L			Chese-brough Greatest Fights (F)			
	e Polish iteman Club -M)	*Roller Derby* L (E-M) (To conclusion)								
		TBA	*Winner Take All*	*Film Theatre Of The Air*						
	p y King tective -M)	Drug Store TV Prod. Cavalcade of Stars L (E-M) (NI)		Co-op Wrestling L (E-M)						
		Saturday Night Revue L								

12:30 Johnny Olsen's Rumpus Room
1:00 Dennis James' Okay Mother
1:30 Man on the Street—with Dan Peterson
1:45 Margaret Johnson—songs
2:00-4:00 Matinee Time

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
April 3, 1950
Copyright 1950



What Happens to *Radio Listening* In TV Homes?

TV ownership is increasing by leaps and bounds in all Pulse markets . . . but that does not mean that moss is growing on the family radio! Radio sets-in-use in the three cities where data are available for both 1949 and 1950 actually show an increase.

Here is the evidence (all figures refer to ¼ hour sets-in-use for the entire week, 12 Noon to 12 Midnight):

◈

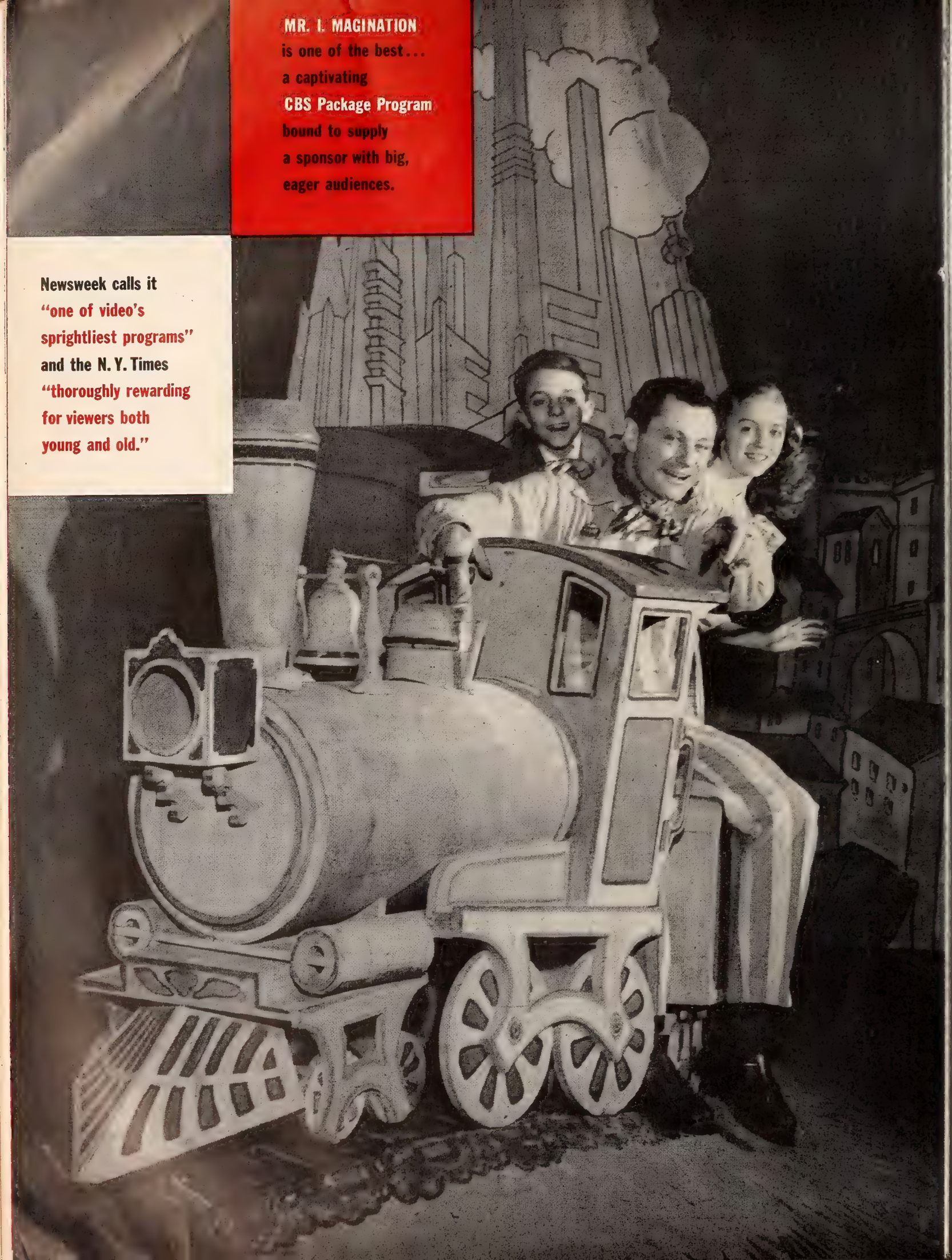
	TV Sets-in-Use Feb., 1949	TV Sets-in-Use Feb., 1950	Radio Sets-in-Use Feb., 1949	Radio Sets-in-Use Feb., 1950
New York	26.9	31.6	8.1	12.4
Philadelphia	29.5	28.0	10.6	11.9
Chicago	27.2	26.7	12.6	13.7
Boston	—	24.1	—	14.0
Cincinnati	—	33.7	—	12.3
Washington	—	23.3	—	13.6
Los Angeles	—	26.0	—	13.4
Cleveland	—	25.0	—	13.6

◈

MORAL: TV is undoubtedly here to stay, but don't sell radio short.

For Telefacts in the above cities

ASK THE PULSE
15 West 46th Street
New York 19, N. Y.


MR. I. MAGINATION
is one of the best...
a captivating
CBS Package Program
bound to supply
a sponsor with big,
eager audiences.
Newsweek calls it
"one of video's
sprightliest programs"
and the N. Y. Times
"thoroughly rewarding
for viewers both
young and old."

SDG EDICT SENT

Would Take Over TV Directors

FORMAL notification that it is taking over jurisdiction of all television directors of both live and filmed programs was sent by Screen Directors Guild to heads of all television stations in eight cities last Tuesday.

Cities included Los Angeles, Chicago, New York, Detroit, Philadelphia, Washington, Cleveland, San Francisco.

Wired announcements, signed by George Marshall, SDG president, followed an earlier statement by the guild of its intentions [TELECASTING, March 27]. They read:

This is to notify you that the Screen Directors Guild which for over 12 years has been bargaining representative for directors and assistant directors in the motion picture industry has included television directors within its organization and it will therefore hereafter act as the representative of and in the interests of both television and screen directors. We have conducted a survey of directors in the field of television in which many of our members are employed, and have found that the TV directors, by reason of similarity of their work, are actually members of our craft since they fulfill essentially the same functions as screen directors in that they direct action that appears upon a screen.

Our aim is to approve the directorial and artistic standards of the picture which moves across the screen, whether it reaches the public by projection on screen in theatre or by transmission to television screen in a home. This is to invite your cooperation with our organization as proper representative of TV directors.

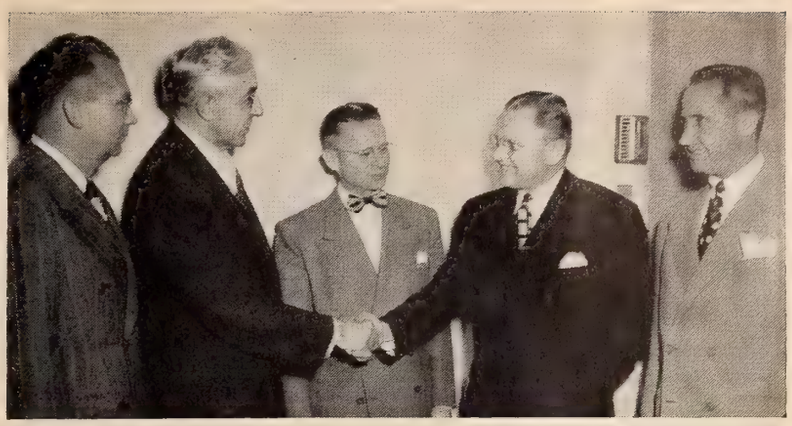
In the meantime, Radio and Television Directors Guild, which also claims jurisdiction over television directors, was continuing negotiations with ABC-TV Hollywood for contracts covering TV directors and planning similar negotiations with other TV stations.

TV ACADEMY AWARDS

KPIX 'Outstanding' Outlet

KPIX (TV) San Francisco has been voted the Golden Gate's outstanding television station for 1949 by the San Francisco chapter of the Academy of Television Arts and Sciences. The award was made at the chapter's first annual awards banquet on Friday, March 24, at the Fairmont Hotel.

Other awards went to the following: Ruby Hunter, heard on both KPIX and KGO-TV, outstanding TV personality; Dude Martin's *Hoffman Hayride*, sponsored by Hoffman Sales Corp. on KGO-TV, best live program and best live commercials; Pete Abenheim's *Cap'n Pete* on KRON-TV, best live children's program; KGO-TV's telecast of midnight Christmas Eve Mass, best live public service program; Calso Water's commercial short featuring a dancing puppet, best film commercial; KGO-TV's football telecasts, best live sports coverage; *Teletours*, KPIX man-on-the-street interview, best film show made locally.



CONGRATULATIONS on WHIO-TV Dayton, Ohio's first anniversary are given the station by Mayor Louis Lohrey (2d l) during a special ceremony. Dignitaries are (l to r): Harry Hall, president, Dayton Chamber of Commerce; Mayor Lohrey; Paul Flory, manager, Dayton Retail Merchants Assn.; Robert H. Moody, WHIO-TV general manager, and Harvey R. Young Jr., WHIO-TV commercial manager. Month-long celebration in February included open house at station's studios and honoring of local civic clubs and organizations.

NBC-N. U. COURSE

TV Added as Requirement

GENERAL survey of television has been added as a required course for the upcoming eighth annual NBC-Northwestern U. Summer Radio Institute, according to Co-Directors Judith Waller, NBC Chicago director of public affairs and education, and Don Fedderson, chairman of the radio department at Northwestern.

Radio and video training also will be given in dramatic and continuity writing, music, station management, sales, publicity and promotion. TV practices and procedures will be taught by George Heinemann, NBC Chicago TV operations supervisor.

Other NBC Chicago staff members who will teach include:

Louis Roen, announcer; Arthur Jacobson, TV program manager; Homer Heck, radio program manager; Robert Flanigan, national spot salesman; Jack Ryan, publicity chief; David Lasley, advertising and promotion manager; Don Marcotte, music director; Robert Guilbert, continuity acceptance manager and Miss Waller. Other teachers include Baskett Mosse, assistant professor, Medill School of Journalism; Mr. Feddersen; Lyle DeMoss, assistant general manager, WOW-AM-TV Omaha, and Charles Hunter, assistant professor of radio, Northwestern.

Most sessions will be conducted at NBC's Merchandise Mart studios in Chicago. Enrollment is limited to persons now employed in or "with considerable experience in" broadcasting, Miss Walker said. Students are selected on a competitive basis.

Approve TVA Contract

TELEVISION Authority membership of the Los Angeles area last March 20 voted approval of the national TVA wages and working conditions contract. The 500 attending members further voted to authorize the national TVA board to conclude the final wages contract sending along recommendations for it. With approval of the TVA contract by New York and Chicago groups, the final contract probably will be drawn up within a few weeks. Contract calls for $115 minimum for a one-hour show.

Small Fry Protest

AT least 22 Oklahoma youngsters don't like the idea of having adults decide what television programs they should watch, and they've made their dislike known to P. A. Sugg, manager of WKY-TV Oklahoma City. Mr. Sugg announced a policy against telecasting "horror story" programs until after 9 p.m. [TELECASTING, March 27], when it is presumed all small fry should be in bed. The day after the story of the new policy appeared in a local newspaper, the youngsters, all of them 11 and 12 years old, sent the station a letter on which the news story had been pasted. Above it were the words, "We protest!"

'FREEZE' HIT

Kelley Asks Congress Action

CONGRESS was asked last Tuesday by Rep. Augustine B. Kelley (D-Pa.) to do something about the FCC "freeze" on TV allocations. The appeal was made, he said, in answer to requests of residents in western Pennsylvania who wish to receive "the many wonders of television."

Rep. Kelley said his constituents have besieged him with inquiries on the situation. "Although there are seven applications from Greater Pittsburgh in the FCC files," he said, "there is just one TV outlet (WDTV) in that area—the very area that produced the world's pioneer radio broadcasting station (KDKA)."

He said that while he would not question the "sincerity" of the FCC stand on applications, "I do take issue with the reasoning behind the ruling." There would be little reason to hold up TV expansion, the Congressman added, any more than it would be in the automobile industry "merely because remarkable improvements are expected several years hence."

STOP GUESSING!



WGAL-TV

the ideal station for testing your TV sales campaign.

The only television station which reaches this large, prosperous section of Pennsylvania —including Lancaster, York, Lebanon, Reading, Harrisburg and adjacent area. This market fulfills all requirements for reliable testing. Viewing is unusually high and consistent because of interesting local programming and the top shows of four networks—NBC, CBS, ABC and DuMont. Write for information.

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WGAL-TV

CHANNEL 4

Lancaster, Penna.

Clair R. McCollough, *Pres.*

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ROBERT MEEKER ASSOCIATES

Los Angeles · San Francisco · New York · Chicago

NBC TV AFFILIATE

RCA Tri-Color Tube

(Continued from Telecasting 2)

compatible dot-sequential system of color television, and I hope they will."

On the "when" of color television, Gen. Sarnoff declared:

"I'm not as pessimisitc as Dr. DuMont [Allen B. DuMont, of DuMont Labs.], who says color is 10 to 20 years away. I'm not as unrealistic as the CBS spokesman who says color is here tonight or tomorrow."

More work remains to be done before color sets can be marketed, he emphasized. But, he added, this is no reason why FCC cannot proceed with standards.

Outlines Standards

The desirable minimum standards, he said, would provide (1) 6 mc bandwidths, as in monochrome; (2) a requirement that color pictures be not inferior to black-and-white, regardless of the color system employed, and (3) a requirement that the color system be compatible with black-and-white.

On the basis of those standards, Gen. Sarnoff said, "let the good old American system of competition express itself to the full."

He emphasized the compatibility of the RCA system, pointing out that the black-and-white reception of color in the demonstration appeared "somewhat better" than standard black-and-white. Many observers ranked the black-and-white performance among the best they had ever witnessed.

Meanwhile, the week produced these other developments in the color case:

● **FCC planned to attend an April 7 (Friday) demonstration by CBS in New York showing the operation of its system with the inclusion of dot sampling and horizontal interlace techniques which, CBS says, doubles overall resolution and increases horizontal resolution to the full 525 lines [TELECASTING, March 20].**

● **FCC agreed to send at least one Commissioner and members of its staff to San Francisco during the first week of May for a demonstration of Color Television Inc.'s system on its home grounds. This was conditioned upon CTI's giving assurance that there has been "a significant improvement in the performance of [its] system in color asd black-and-white reception" since the demonstrations in Washington earlier this year.**

● **For April, sessions of FCC's color hearing were scheduled as follows: Today through Wednesday, with official demonstration of the RCA tube on Thursday morning; April 10 and 11; April 17, 18, 19 and 20, and April 25-26. Authorities thought FCC may cancel sessions for the week of the 17th to avoid conflict with the NAB management conference in Chicago. In any event, the schedule nullified earlier hopes that by holding frequent sessions the entire proceeding would be completed by about mid-April.**

In a question-answer session after the Wednesday demonstration Gen. Sarnoff said he did foresee a time when RCA would not be building black-and-white sets, despite the advent of color.



FIRST telecast of the hour-long Ken Murray variety show for Budweiser over WTVJ (TV) Miami, was attended by August J. Busch Jr. (r), president of Anheuser-Busch Inc., (Budweiser). Mr. Busch made a special trip from St. Louis for the opening. Greeting him is Col. Mitchell Wolfson, WTVJ co-owner. Some 50 Miami and St. Louis representatives of Budweiser attended the premiere telecast.

Nor did he see any reason for the public to delay buying black-and-white sets now. He felt development of the color tube would be along lines permitting installation of the tube and appropriate circuits in monochrome sets.

He said he wanted to "lay at rest" any question as to RCA's position on color: "We are 100% for color television; we believe in it, we have done everything we knew to advance it, and we will continue to do all we can to advance it."

From a practical standpoint, he wanted to know, "who has more to gain from color television than the RCA?"

In another slap at the CBS system, he said he couldn't imagine how anyone could be interested in buying "a mechanical disc" after seeing a single-tube set.

Field-Test Need Seen

CBS, he said, claims its system is ready. But, he said, it will be necessary to field-test the system after the interlace principle is added. So, he asked, "how can it be said that such an unproven system is ahead of the RCA system?"

"RCA is farther ahead in the development of an all-electronic system than anyone else in the world," he added.

"The mechanical scanning disc in television now belongs to the ages," he said in a prepared statement. "As an expedient, it merely gave laboratory technicians something to play with while the proponents of electronics applied the modern and practical methods to develop an all-electronic, high-definition, completely compatible system of color television for the American public."

He said there was "nothing in the development of our system which we seek to preserve exclusively for ourselves," and that RCA would make its developments available to anyone who wanted to buy and use them too.

Gen. Sarnoff felt it would be "a matter of months" before the present hand-made tubes could be refined and production models built. Then would come the tooling-up process. Whether it would be one year, two years or three before mass production could get under way, he didn't know, though he pointed out that Dr. Elmer W. Engstrom, RCA Labs vice president in charge of research, has estimated one to two years will be needed to get into production.

Gen. Sarnoff made clear that "from the minute FCC approves standards"—assuming the RCA system is "not outlawed," and he said he did not expect it to be—RCA "will be working day and night to take these remaining steps to get instruments out as soon as possible."

He felt it was unnecessary for FCC to approve or disapprove color systems. Its function, he felt, is to set standards.

Two types of direct-view tri-color tube were shown, one employing a single gun and the other employing three guns. The sets were converted black-and-white table models, with pictures 9x12 inches. The set with the one-gun tube used 10 receiver tubes more than conventional black-and-white, while the one with the three-gun tube used 19 more.

Smaller Set

There was none of the massive cabinetry needed to house the earlier three-tube projection models. The back of the tri-color tube protruded about a foot at the back of the set, however.

The three-gun tube gave substantially better quality reproduction than the simpler single-gun model, although Gen Sarnoff felt there was no reason why the single-gun tube might not be the "ultimate answer" when refinements are completed. Meanwhile, work is continuing on both types.

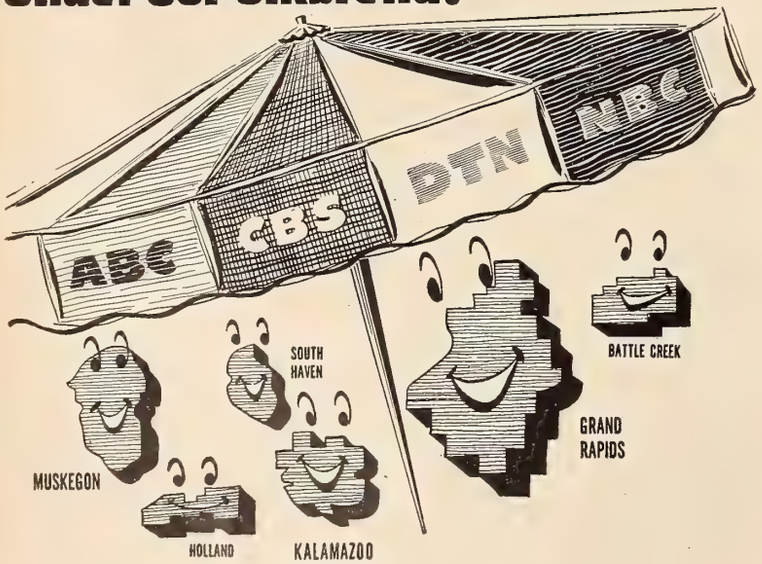
A 20-minute program of Latin-American music and dances was presented via RCA-NBC's WNBW (TV) Washington for the demonstration. The three-gun tube in particular showed clarity, sharpness, and faithfulness of reproduction which to most observers were considerably superior to the performance of RCA's earlier three-tube projection system. The color instability which marked the earlier demonstrations was not present.

Many observers, however, felt that the flesh tones particularly were short of natural.

The pictures on the single-gun tube were less bright than those on its triple-gun counter-part, and occasionally were overcast in part by a pinkish tint, especially when fast action was being shown. Dr. Engstrom conceded this one "can be a little better—it has been a bit better."

Dr. Engstrom explained that each tube has some 351,000 phosphor dots on its face. They are arranged in triangular groups of

nothing but smiles under our umbrella!



LEONARD A. VERSLUIS STATIONS
HY M. STEED, MANAGER

WLAV
AM-FM-TV

REPRESENTED BY
JOHN E. PEARSON CO.



THESE GREAT MARKETS
ONE MILLION PEOPLE . . .
LOOK FOR TV FROM

WLAV-TV
GRAND RAPIDS, CHANNEL 7

The only Michigan **TV** *Station outside Detroit*

three—one each for red, blue, and green. Thus the tube has 117,000 dots of each color. To increase picture detail, efforts are being made to increase the number of dots, perhaps by 100%.

Behind the tube face is a metal masking screen with 117,000 holes arranged so that they overlap each red, green and blue dot of a triangular group. As the red, green, or blue signal is beamed from the gun it passes through the masking screen and activates the appropriate dot.

A "very active" program is under way to refine the tube and lay groundwork for quantity production, Dr. Engstrom reported.

He said it is easier to build large tri-color tubes than small ones, and that RCA probably would start with tubes approximately the size of those demonstrated.

He introduced Gen. Sarnoff as the man "who gave us the stimulus, the encouragement and the drive" in development of the tube.

"Without his indefatigable leadership and faith in our ability," Dr. Engstrom continued, "we would not have reached this goal at least for many years to come.

"He saw what was needed, and, applying wartime techniques, directed us at forced draft. Such tactics are not always productive of speed in achievement when applied to creative effort dependent for success on new knowledge and new scientific principles. But Gen. Sarnoff has taught us that the word 'impossible' has no place in our vocabulary."

Cites Color Tube Work

Gen. Sarnoff said that never in 40 years had he witnessed "so much ingenuity, so much of brain power, so much know-how as are represented in this single color tube."

He felt that when "measured in comparison with every major development in radio and television over the past 50 years, this color tube will take its place in the annals of television as a revolutionary and epoch-making invention.

"When historians at the close of the 20th Century evaluate the most important scientific developments, I will predict that this tube will be among the great inventions of the second half of this century. As the master key to practical color television, it is an outstanding development of our time.

"We are on the threshold of a new era in television—the era of color. We can see ahead to the commercial development of practical and simplified color receivers. Our generation is assured of clear and natural color television programs. Generations yet to come will see around the world in color because this tube, which will go down in history as the father of future television picture tubes, is the key to greater achievements destined to come."

The demonstration was the second outside the laboratories. The first occurred March 23 when the tube was shown to a group of FCC Commissioners and staff [BROADCASTING, March 27].

Meanwhile, FCC's tentative agreement to send at least one Commissioner to witness CTI demonstrations in San Francisco was based on a CTI petition for an official show there [TELECASTING, March 27]. CTI claimed its Washington showings were made under "abnormal conditions" and that a more representative demonstration could be presented on its home grounds.

FCC also noted that CTI has not yet supplied information and field-test data previously requested by the Commission, and asked CTI to present a statement on its plans in that respect.

"In addition," FCC told CTI, "it is expected that at the time of the demonstration of the CTI system at San Francisco you will have made co-channel and adjacent-channel tests and determined the ratios, and will be in a position to offer evidence concerning the effect of such interference."

TV's Ad Effect

(Continued from Telecasting 2)

in comparisons between present television and pre-television (or radio only) homes.

Additionally, with respect to advertiser acceptance of video and TV's demand on leisure habits, total TV advertisers have mushroomed from 32 in 1947 to about 2,300, and programming has jumped in New York from 29½ hours to 328.

Mr. Karol, one of AMA's founders, stressed the importance of "better research" looking toward proper evaluation of video in relation to other media. Current concern of large advertisers, he added, is the question: How extensive is the coverage we can get now from television?" There has been considerable confusion on this phase, Mr. Karol said.

Printed media were represented on the panel by Vince Kelley, vice president of Jann & Kelley Inc., newspaper representative, and president of the New York Chapter, American Assn. of Newspaper Representatives, and MacLean Hoggson, vice president of McCall Corp. and advertising director, *Redbook* magazine.

Mr. Kelley felt that TV will not hurt newspapers, "at least circulation," and stressed they had grown prosperous coincident with radio. Citing the past 20-year period, he noted that daily circulation had risen from 38 million to 52 million and on Sundays from 26 million to 46 million.

Describing television as "principally an entertainment medium," he acknowledged that sound media had spurred "greater demand" for news but insisted that the public "demands more than radio or TV can give."

He conceded however, that once TV circulation has increased, it will "broaden the base of brand merchandise and also advertising budgets."

Mr. Hoggson also expressed hope that television would stimulate advertising activity and general prosperity. He felt frequency of issue may affect the loss of time in reading periods because of TV.

Redbook magazine has made a small beginning in an attempt to measure the effect of TV on magazine sales by comparison of TV and non-TV areas, he said. Results were not conclusive: Sales in some video areas were below those in certain non-video territories, but on the other hand, the magazine's circulation jumped in New York, top TV market.

Compare TV

TELEVISION's influence on other media, discussed at the American Marketing Assn. TV panel, can be gleaned from comparative figures revealed last Tuesday by Samuel Norcross of William Esty Co. They are based on a survey prepared by Audience Research Inc. covering New York, Philadelphia and Los Angeles. Radio listening in TV homes, 28%; in non-TV homes, 62%. Magazine reading in TV homes, 23%; in non-TV homes, 30%. Newspaper reading in TV homes, 64%; in non-TV homes, 69%. Book reading in TV homes, 15%; in non-TV homes, 25%.

Open Ike

Market Data Idea

EDITOR, TELECASTING:

. . . Your publication carries the "Weekly Television Summary" which makes note of the total markets in operation and number of stations telecasting. This list increases every few weeks. When this happens, we . . . would like to know . . . the time of added areas and stations . . . without checking back through our records . . . Just by way of suggestion for another added item to your excellent service.

Harvey Pergament
Calvacade Pictures Inc.
Hollywood

[EDITOR's NOTE: Acting on Mr. Pergament's suggestion, the Weekly Television Summary now identifies stations going on the air during the preceding week.]

* * *

'Reel Takes' Praised

EDITOR, TELECASTING:

. . . The "Reel Takes" story [TELECASTING, Jan 16] . . . is consistent with the high-powered, refreshing and intelligent approach which your publication reflects. . . .

Walter Lowendahl
Exec. Vice President
Transfilm Inc., New York

famous firsts in T-V

In 1887 Heinrich Hertz first proved that electromagnetic waves could be sent through space.

★

Blair-TV Inc. was the first exclusive representative of television stations. The first company to recognize and act on the television stations' real need for hard hitting, single minded, exclusive representation.

BLAIR TV INC.

REPRESENTING

Birmingham	WBRC-TV
Columbus	WBNS-TV
Los Angeles	KTSL
New Orleans	WDSU-TV
Omaha	WOW-TV
Richmond	WTVR
Salt Lake City	KDYL-TV
Seattle	KING-TV

SCIENCE VIA VIDEO

Book Reviews Programming Techniques

SCIENCE VIA TELEVISION. By Lynn Poole. Baltimore: Johns Hopkins Press, 198pp., $3.50 cloth, $2 paper.

FOR THE BEGINNER who would like to learn, or the expert who would like to review TV programming techniques, Lynn Poole's *Science Via Television* is a how-to-do-it treatise that fills both needs.

A realistic guide for planning and producing all kinds of TV programs of the informational type, the volume evolved from Mr. Poole's experience with *The Johns Hopkins Science Review*, a weekly half-hour series which began early in 1948 on WMAR-TV Baltimore and later was aired on the eastern network of CBS-TV. Mr. Poole, director of public relations for The Johns Hopkins U., Baltimore, was originator of the pioneer series as well as its writer, coordinator and director.

The book tackles the problems of presenting an informational program in step-by-step fashion, beginning with "the master plan" and working through rehearsals and the actual telecasting. Concrete illustration of these problems and their solution is given through use of examples from the *Science Review* series. The volume concludes with summaries of typical science programs used in the series.

'Master Plan' Needed

The author strongly emphasizes that the "production of a successful telecast demands careful planning, unremitting labor and attention to every detail. One show on supersonic flight required 200 man-hours preparation," he said. Thus, he explains the need for a "logical master plan to be followed from start to finish." Mr. Poole lists the following 10 points for inclusion in the master plan:

(1) Definition of program's purpose; (2) form of presentation (straight demonstration, roundtable discussion, interview, dramatization, others); (3) selection of subject; (4) development of major theme; (5) selection of visual material; (6) writing the script; (7) planning camera angles and operation; (8) setting the stage; (9) preliminary rehearsals; (10) final rehearsals with camera.

Mr. Poole stresses that each program must have a fixed purpose since once the purpose has been defined, "a course of action has been laid out, a guide has been chosen for all future planning of this particular telecast . . . The program will be, in effect, the statement of purpose."

Straightforward demonstration is considered the simplest program to produce and is the style more often used for science programs because it is inexpensive, sustains continuous action and is ideal for securing unusual camera shots.

Although roundtable discussion shows can become exciting when debate is heated, Mr. Poole states that this format presents production obstacles for TV. One solution he suggests is seating of participants at two tables, placed V-shaped, with the moderator at the apex of the V. Participants then can have visual material on a low side stand and cameras can move about more freely.

Interview Technique

The interview on TV is most effective when limited to only a few minutes, Mr. Poole suggests, and explains "it is judicious to resort to an interview only from necessity." Although the interview show has problems of production similar to the roundtable format, it can be activated through use of visual material which illustrates points of discussion, he says.

Urging the program planner not to by-pass dramatization completely since it is ideal for science shows, the author, however, notes that this format is difficult to sustain and almost impossible to do unless sufficient time and money are available. Other types of formats can be used, Mr. Poole says, depending on individual imagination and resources.

One chapter is devoted exclusively to program participants and is a survey of station technical and program personnel with whom the prospective program planner or guest must be familiar. Mr. Poole lists a producer-director, technical director, floor manager, cameramen, boom-mike operator, video-audio controllers, announcer, lighting technician and coordinator. The latter is a new term for the science program personality corresponding to the m.c. or moderator of other type programs.

Separate Appearances

As to actual on-air participants, the author urges use of the "no more than absolutely necessary" rule. He suggests where more than one guest is involved that each appear separately in rotation. Too many people and voices confuse and tire the viewer, he warns, and present studio problems as well.

Mr. Poole considers the selection of subject of "prime importance" since the "right subject can carry along a mediocre presentation" and the "wrong choice can counterbalance a topflight production." Six key questions are given as a selection gauge. These are:

(1) Will the subject interest a large number of people? Why? What proof have you? (2) Can the subject be sufficiently simplified for easy understanding by the lay public? (3) Will it offend viewers? (4) Is there enough visual material available to sustain dramatic action throughout the program? (5) Can the camera transmit the material? (6) Can the program be given in the allotted time?

The author explains that each telecast must have a strong central theme the same as a novel or play. The theme, when properly developed and adhered to, gives "coherent direction to the program," "prevents confusing digressions from the subject" and "provides a working outline for preparing all details" of the program. Once a theme is chosen, he warns against use of any material or sequence which does not strengthen the theme no matter how telegenic such material might be.

In choosing the visual material, Mr. Poole explains it must incorporate action, be simple, easy to manipulate, catch and hold attention, and promote "viewer-identification." To illustrate the latter, he explains a common cup of coffee might be used for an experiment in lieu of some liquid unknown to the layman.

Stresses Script

Considerable detail and illustration are given by the author on writing the script. Mr. Poole states the writer must know his subject well before beginning to write and must be able to visualize the action as he writes. Simplicity is stressed.

Additional sections discuss techniques for program openings and closings, setting the stage, camera angles and operation, and rehearsals. Mr. Poole says most anything can be telecast if it can be seen through a microscope or will fit into the studio. The author also recommends extensive rehearsing to assure perfect performance of even the most informal appearing program.

Prior to joining Johns Hopkins in 1946 as director of public relations, Mr. Poole for several years was a public relations officer in the Army Air Force. He prepared and was responsible for five travelling exhibitions in the U.S. From 1937 to 1942 he was director of education at the Walters Art Gallery, Baltimore, where he instituted art classes for both children and adults.





C. E. HOOPER (l), president, C. E. Hooper Inc., contributor of his radio-rating service to The Advertising Council for the past seven years, explains to T. S. Repplier, Advertising Council president, his new TV-rating service. Mr. Repplier thanked Mr. Hooper for his cooperation with the public service organization which will now have access to the new Hooper television audience research on the same basis.

THEATRE VIDEO

Halpern Cites Movies' Role

BY adding theatre television to quality film products, the motion picture industry can go forward to the greatest heights it has ever reached, according to Nathan L. Halpern, television consultant to the Fabian Theatres, American Theatres Corp., Century Theatres and Theatre Owners of America.

Speaking before the Theatre Owners of Oklahoma in Oklahoma City last Tuesday, Mr. Halpern said that "having achieved past success in film exhibition, it is within the grasp of the industry to take a new lease on life by developing theatre television into a potent force alongside film features."

In his address, titled "Programs for Theatre Television," Mr. Halpern pointed out that the motion picture industry has the greatest collection of talent, creative forces and program skills ever assembled. "Out of this program know-how," he stated, "can come energies for theatre television to improve and increase the income and welfare of all segments of the motion picture industry. What is more natural than that these program producers, trained for presentation of shows on theatre screens, should develop outstanding shows for the same theatre screens through television?"

Citing the rapid growth of television, Mr. Halpern said that where there was only a single theatre television installation six months ago, there now are 16 installations of equipment in theatres or on order with manufacturers awaiting production.

TV Behind Bars

TELEVISION has gone to jail. RCA last month demonstrated its new industrial TV system to the New York City Dept. of Correction, placing its chain cameras in Manhattan's city prison. System, RCA says, permitted Commissioner of Correction Albert Williams, who authorized the demonstration, to observe prisoners during relaxation and exercise periods, as well as at work. Camera used, RCA points out, is comparable to size of a personal-type 16mm movie camera and weighs only 8 lbs. System was shown as a new use for TV as a monitor of operations in a danger area.

Film Report

PEP BOYS of Calif., Los Angeles (auto appliances), has purchased 36 of 10-minute *Dugout Dope* TV programs. Series will precede telecasting of home games of Los Angeles Angels baseball games on KFI-TV Los Angeles, April 4 through Oct. 1. Agency: **Milton Weinberg Adv.**, Los Angeles. . . . **William F. Koch**, formerly with Ingersoll-Rand Co., and **Richard D. Farrell**, freelance writer, have joined writing staff of **Transfilm Inc.**, New York. **T. J. Dunford**, in charge of slidefilm for same firm, has been promoted to general production manager.

"The Triumphant Hour," feature-length religious film for TV, has been produced by **Jerry Fairbanks Inc.**, Hollywood. Film sponsored by *Family Theatre* and **Catholic Church** will be telecast Easter Sunday on NBC and other TV stations. Cast of more than 50 took part in production which features resurrection and ascension. Founder of MBS *Family Hour*, **Rev. Patric Peyton**, produced film.

* * *

Richard E. Jones, vice president of WJBK-TV Detroit, announced one of largest purchases of film for television use, with **Fort Industry's** contract for 49 first-run feature pictures. Filmed and released by **Eagle-Lion Pictures**, series of 1946-47-48 releases bore package price of $12,250. Films are scheduled to begin in May.

Glen Allvine has resigned from New York State Dept, of Commerce, where he was in charge of motion picture and television activities, to produce TV series for **Star Television Corp.**, New York. . . . Four stations have purchased **INS-Telenews** TV newsreel review. They are: **WGN-TV** Chicago, **KSD-TV** St. Louis, **KEYL-TV** San Antonio and **WTAR-TV** Norfolk. *This Week in Sports*, INS-Telenews sports reel, purchased by **WFIL-TV** Philadelphia and **WTVJ (TV)** Miami.

* * *

Five Star Productions, Hollywood, has announced completion of 64 TV spots for 10 advertisers. Included are 12 spots for **Country Club Beer** through **Potts-Turnbull**, Kansas City; 12 for **7-Eleven Stores of Texas** through **George M. Wessells Co.**, Los Angeles; 13 *There's a Reason* syndicated films for **United Film Service**, Kansas City; six each for **Thoro-fed Dog Food** and **Kal-Kan**; one **Siller's Paint**, all through **McNeill & McCleery**, Los Angeles; four for **L. B. Hair Products** through **Glasser-Gailey**; four for **Real Gold Fresh Frozen Orange Juice**, agency: **J. Walter Thompson Co.**, Los Angeles; four of series of 14 spots for **Butter-nut Bread** through **R. J. Potts-Calkins & Holden**, Kansas City; two of series of five for **MacFarlane's Candy**, through **Dan B. Miner Co.**, Los Angeles.



EXAMINING picture tube at the RMA exhibit for foreign technicians at the CCIR sessions are (l to r): RMA President R. C. Cosgrove; William H. J. McIntyre, chairman of the U. S. delegation to London CCIR conference; Dr. W. R. G. Baker, director of RMA engineering dept.

* * *

CCIR MEET

Technicians Witness TV Demonstrations

BY THE END of 1954 television should be available to 33 million families within the United States, Dr. W. R. G. Baker, director of the RMA Engineering Department told representatives of 12 European nations in New York last week.

Dr. Baker spoke to the visiting engineers who, together with representatives of the United States, comprise Study Group 11 of the International Radio Consultative Committee (CCIR) here for a two-weeks inspection of television in the United States at the invitation of the State Dept.

In reviewing the television situation Dr. Baker pointed out that until the freeze is lifted we will be limited to a maximum of 109 stations serving 63 market areas which represent a total retail sales volume of over 87 billion dollars on an annual basis.

Welcomed by TV

Delegates heard welcoming talks, directly from Washington, by Under Secretary of State James E. Webb and FCC Chairman Wayne Coy, via the DuMont TV Network. Francis Colt de Wolf, chief of the Telecommunications Policy Staff of the State Dept., presided.

Participants in the opening ceremony also included R. C. Cosgrove, president of the Radio Mfrs. Assn.

The visiting engineers are in this country preparatory to seeking an international accord on TV transmission standards at a conference in London in May.

The group visited television studios and transmitters of most of the major stations and manufacturers in the New York area.

On Wednesday the group saw a demonstration of Phonevision and heard an address by H. C. Bonfig, vice president, Zenith Radio Corp. Pointing out the heavy costs of developing television he said that this system "will enable the showing of fine pictures for those who wish to pay their 'admission' on a basis that will be highly profitable for all concerned and save the consumer more than half of what it would cost him and his family to see the same entertainment in the theatre."

Today (April 3) the group is slated to witness demonstrations at the RCA Labs, Princeton, N. J. Planned for tomorrow's itinerary are demonstrations of TV receivers and cameras at RCA plants in Camden, N. J. On Wednesday, the technicians are to visit the Philco Corp. plants in Philadelphia, witness demonstrations and also inspect the Philco TV transmitter.

On Thursday, the three principal color TV proponents—RCA, CBS and CTI— will explain their systems at a conference at the State Dept. in Washington. The following day, demonstrations of the three color systems will be given in Washington.

Following the American demonstrations, the study group will go to Paris for French TV demonstrations April 20-22; to Eindhoven for Dutch demonstrations on April 24-25, and to London for British demonstrations, April 27-May 4.

Purpose of the United States demonstrations, the State Dept. stated, is to show in full technical detail currently used United States systems to permit the engineers attending from the various nations to decide for themselves which of the several television systems is the best.

All four demonstrations are part of the work of Study Group 11 of CCIR, a sub-organ of the International Telecommunication Union charged with the study of technical radio and television questions.

The following countries, in addition to the United States, are members of the CCIR Study Group: Austria, Belgium, Czechoslovakia, Denmark, France, Hungard, Italy, The Netherland, Sweden, Switzerland, United Kingdom and Yugoslavia.

TV AND SPORTS

L. A. Chamber Plans Study

AIMING to achieve healthier relationship between television and athletics, Los Angeles Chamber of Commerce has appointed a subcommittee of its television committee composed of representatives from television, sports and public offices to study the present situation and to plan future policies.

According to Arthur F. Kelly, vice president of Western Air Lines, who will head the project, the study will be a "friendly, cooperative pursuit" of two main objectives: (1) to develop rational, open-minded, business-like interpretation of inter-relationship of sports and television; (2) to establish common ground for sports and television to base present and future policies and their relations with each other, in light of public interest and community advancement. Public service aspects of the picture will be analyzed by two panels of experts.

H. L. Hoffman, head of Hoffman Radio & Television Corp., Los Angeles will moderate for television interests; William H. Nicholas, Memorial Coliseum manager, for sports. Panel members have not yet been named.

Other sub-committee members include Don Fedderson, manager, KLAC-AM-TV Hollywood; Walter McCreery, head, Walter McCreery Inc., Beverly Hills; Richard A. Moore, ABC Western Division television director; Tom Harmon, sportscaster, in addition to representatives from other fields.

CHEAPER--
BUY THE
1/4 DOZEN!

10% OFF! Advertisers using the three-station facilities of WLW-Television are now entitled to an additional 10% discount.

40% OFF! WLW-Television's summer rates are effective between May 1 and September 30—with discounts up to 40%.

1000% UP! TV set ownership in the WLW-Television area has increased more than 1000% during the last year—totals 157,900 as of February 1.

WLW-TELEVISION

WLW-T CINCINNATI · WLW-D DAYTON · WLW-C COLUMBUS

Crosley Broadcasting Corporation
CINCINNATI 2, OHIO

UHF STATION

Bridgeport Experiment Favorable, Lohnes

TELEVISION in the UHF band, as broadcast by RCA and NBC at Bridgeport, Conn. is relatively free from undesired effects of noise, according to George M. Lohnes, member of the consulting engineering firm of Craven, Lohnes & Culver. Mr. Lohnes said he was "very favorably impressed" by the operation.

Mr. Lohnes also is impressed with the progress of UHF transmitting and receiving equipment, he said, after inspecting the Bridgeport operation. This developmental station was described as having great promise by Richard W. Davis, general manager of WELI New Haven, Conn. [TELECASTING, Feb. 6].

SUBJECT of UHF telecasting developments is slated high on agenda of forthcoming NAB engineering conference in Chicago April 12-15.

In a statement prepared for TELECASTING, Mr. Lohnes said:

Several weeks ago I read with considerable interest the Bridgeport UHF story written by Dick Davis. My interest in this article was twofold: First, the part that UHF is going to play in future TV allocations, and second, my personal relationship with Dick Davis.

During the past couple of weeks I happened to be on a field job in the New England area and when I started knocking out a few miles toward home I stopped off in New Haven for a short visit with Mr. Davis and a visit to the UHF operation over in Bridgeport.

Sometime ago we had a similar experimental UHF operation in Washington and I happened to be one of the persons provided with a converter for use in conjunction with the TV receiver in my home. Frankly, I was not favorably impressed with any of the results obtained in my own case. Perhaps I was biased, as a result of my experience, and did not approach the Bridgeport operation in anything but a skeptical frame of mind.

During the course of my visit we stopped off at the transmitter in Bridgeport, saw the station in operation and then went to a receiving location which represented anything but a good location and saw the same program on two receivers. One receiver was tuned to a New York VHF station and the other was a current model popular receiver with a converter installed inside the cabinet. This receiver was tuned to the Bridgeport UHF station. I could go on into considerable detail regarding the setup, but it is all there in Bridgeport and I will skip that for now.

Two things impressed me after this visit: First, the development of the UHF transmitting and receiving equipment, and second, the freedom of the UHF picture from the undesired effects of noise. Of course, engineers have had some knowledge of the noise problem in the UHF region, but I am a member of the "Missouri" school of thought and admit that I was very favorably impressed as a result of what I saw in Bridgeport.

Telestatus

(Continued from Telecasting 6)

total accounts in excess of 100 in February.

Advertisers of food and food products continue to be the leading user of television (see table). There were 414 different accounts active in February. This classification also led in the network and spot field while locally advertisers of household equipment and accessories were most active.

* * *

Hooperatings Show Television's Leadership

THE FIVE most popular programs in all New York homes, according to the latest Hooperatings, are television shows. Of the first 15 programs in all homes, nine were television and six radio.

Ratings follow for all New York homes:

SPONSORED NETWORK PROGRAMS	
1. Milton Berle	28.7 TV
2. Godfrey's Talent Scouts	20.7 TV
3. Toast of Town	18.3 TV
4. Lights Out	17.9 TV
5. The Goldbergs	16.8 TV
6. Jack Benny	14.7 Radio
7. Godfrey's Talent Scouts	14.7 Radio
8. My Friend Irma	13.6 Radio
9. Studio One	13.2 TV
10. Radio Theatre	13.2 Radio

Based on the Baltimore January-February report of Hooper, WMAR-TV Baltimore reports that television has captured more than 50% of the night broadcast audience in that city.

According to the Hooper Station Audience Index, the three television stations in Baltimore attracted 50.2% of the average Sunday-through-Saturday audience between 6 and 10:30 p.m.

* * *

New Rate Policy Initiated by WPIX (TV)

NEW RATE card providing reduction of time costs to advertisers using its facilities on long-term basis has been published by WPIX (TV) New York. Effective date of rates listed on card No. 2 was March 15.

Under the new scale of frequency discounts, time classifications and weekly strip rates, basic rates remain the same but new time classifications are set up: Class A, 7-10 p.m.; Class B, 5-7 p.m. and 10-11 p.m.; Class C, all other times. Scale of frequency discounts range from 2½% for 13 times to 20% for 260 times.

New weekly strip rates now permit a sponsor to air a six-a-week program at a five-a-week rate subject to additional discounts of 5% and 10% for 26 and 52 consecutive weeks, respectively, it was explained.

* * *

Nielsen TV Ratings For New York

NIELSEN TV ratings for the New York area released last week show Milton Berle's *Texaco Star Theatre* as the leader among programs telecast two or more times during the four weeks ended March 11. The Nielsen evening, once-a-week ratings for New York are reported as follows:

Rank	Program	(Number of Telecasts)	Nielsen-TV-Rating Homes %	Homes (000)	% TV Homes Using (At Telecast Time) TV %	Radio %
1	Texaco Star Theatre	(4)	75.5	757	82.6	8.2
2	Godfrey's Talent Scouts	(4)	59.9	601	80.0	5.7
3	Toast of Town	(4)	56.3	565	72.8	3.9
4	Godfrey & Friends	(4)	43.0	431	76.6	8.1
5	Lights Out	(4)	39.1	392	82.0	4.9
6	Gillette Boxing	(4)	38.5	386	66.6	4.1
7	Man Against Crime	(4)	37.7	378	71.0	7.0
8	Studio One	(4)	36.5	366	68.5	3.5
9	Philco TV Playhouse	(4)	36.1	362	73.4	4.5
10	The Goldbergs	(4)	35.9	360	82.2	4.0

NOTE: Number of homes is obtained by applying the rating (%) to 1,003,000—the Feb. 1, 1950, NTI estimate of total TV homes in the "New York" area.

Copyright 1950 by A. C. NIELSEN CO.

Te-Ve



Drawn for TELECASTING by John Zeigler

WSM-TV PLANS

Opening Seen by Late Summer

PREDICTING television in Nashville by late summer, officials of WSM-TV have announced plans for the station's installation after FCC granted modification and extension of the construction permit March 7.

Hookup of the station's own relay with the coaxial cable, which is slated to reach Louisville in October, will bring network TV to Nashville, officials said. Total cost of the WSM-TV installation, including transmitter and microwave relay system between Nashville and Louisville will be approximately $400,000, it was reported.

The transmitter will be located at 14th and Compton Aves. The relay system will consist of transmitters and receivers at five points between the two cities. All equipment for construction and installation of WSM-TV is on order and work will begin immediately, it was stated.

SET EXCISES

Would Hit Sales—Elliott

A 10% FEDERAL excise tax on TV sets will jump costs on receivers enough to make it difficult for "hundreds of thousands" of people to purchase them, according to Joseph B. Elliott, vice president in charge, RCA Victor consumer products.

In an address before the American Bankers Assn. in Chicago last Wednesday, Mr. Elliott warned the proposed excise tax would partially nullify progress made by TV set manufacturers in leveling prices. Also mentioned by Mr. Elliott was a "universal TV receiver capable of bringing in both present and UHF TV signals and also a UHF adapter . . . in addition to present types of sets" should the FCC assign channels in the UHF band.

WDTV (TV) Expands

WDTV (TV) Pittsburgh has contracted for 7,500 square feet of space in the city's Chamber of Commerce Bldg. in line with expansion of its studios for locally produced shows, Donald A. Stewart, general manager, has announced. Mr. Stewart said the DuMont TV Network outlet will move its administrative offices to the second floor of the building about May 1.



The electron tube that rivals the human eye

Invention of the iconoscope—TV's first all-electronic "eye"—led to supersensitive RCA image orthicon television cameras

No. 3 in a series outlining high points in television history

Photos from the historical collection of RCA

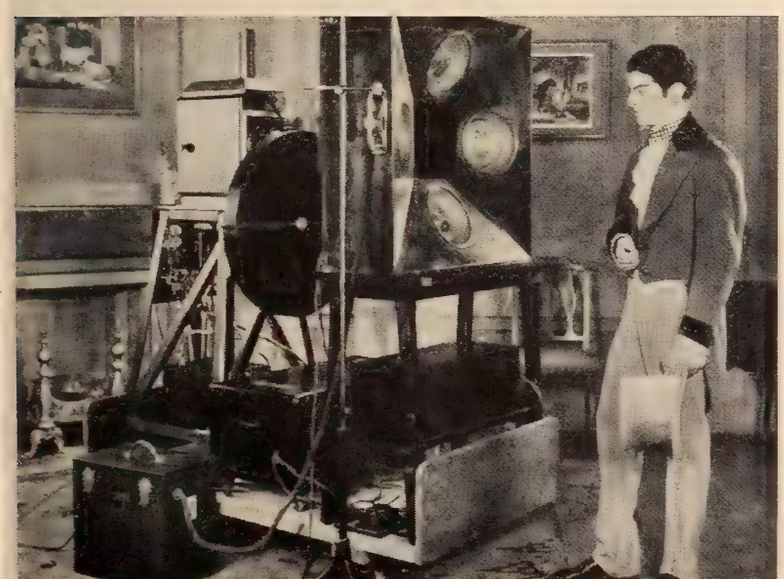


Dr. V. K. Zworykin *of RCA Laboratories with his iconoscope tube. Its successor, the image orthicon, has been developed by RCA scientists to have up to 1000 times greater sensitivity.*

● Had you attempted to invent a television camera from scratch, odds are you'd have followed the same path as early experimenters—and tried to develop it on mechanical principles.

Illogical? Yes, in the light of what we now know about electronics. But remember, electronics was a young science in television's infancy. The best existing way to take pictures in motion was with a mechanical device—the "movie" camera. To follow such a lead seemed logical.

Then the *iconoscope* was invented by Dr. V. K. Zworykin, now of RCA Laboratories. This all-electronic "eye" for television cameras had no moving parts, no chance of mechanical failure!



Mechanical scanning equipment, *used at RCA-NBC experimental television station W2XBS in 1928, long before the RCA image orthicon camera.*

Basing their research on principles uncovered by Dr. Zworykin's iconoscope, RCA scientists next developed the image orthicon pick-up tube—eye of today's supersensitive RCA image orthicon television camera. So keen is this instrument's vision that it sees by candlelight or by the faint flicker of a match.

Despite its simplicity of operation, the RCA image orthicon tube is a highly complex electronic device. Integrated, within its slim 14-inch length, are the essentials of 3 tubes—a phototube, a cathode ray tube, and an electron multiplier!

The phototube converts a light image into an electron image which is electrically transferred to a glass target, and then scanned by an electron beam to create a radio signal. The electron multiplier then takes the signal, and greatly amplifies its strength so that it can travel over the circuits which lead to the broadcast transmitter.

Inside the tube itself, more than 200 separate parts are assembled with watchmaker precision. For example, a tiny piece of polished nickel is pierced with a hole only one-tenth the thickness of a human hair . . . a copper mesh with 250,000 holes to a square inch is used . . . and the glass target is bubble-thin! Yet all are assembled and made to work—at RCA's Lancaster Tube Plant—with magnificent precision.

Actually 100 to 1000 times as sensitive as its parent, the *iconoscope*, RCA's image orthicon pickup tube literally rivals the human eye. And when an outdoor telecast may start in daylight and wind up in dusk—that's a necessity!

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ACTIONS OF THE FCC

MARCH 24 to MARCH 31

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

March 24 Applications . . .

ACCEPTED FOR FILING

License for CP

KMOD Modesto, Calif.—License for CP new AM station.

KSDO San Diego, Calif.—License for CP AM station to change hours of operation, increase power etc.

KSUB Cedar City, Utah—License for CP AM station to change frequency etc.

AM—950 kc

Tri-State Bcstg. Co., Summerville, Ga.—CP new AM station on 910 kc, 1 kw D AMENDED to request 950 kc.

License Renewal

Request for license renewal AM station: KTMS Santa Barbara, Calif.; KAAA Red Wing, Minn.

Modification of CP

Mod. CP new FM station for extension of completion date: KBMT San Bernardino; WAUX - FM Waukesha, Wis.

Request for Reinstatement

WLAB-FM Lebanon, Pa.—Application for reinstatement of CP which expired 11-29-49.

APPLICATION RETURNED

KFMB-TV San Diego, Calif.—RETURNED 3-21-50 request for extension of completion date.

March 27 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner George E. Sterling

KPAS Banning, Calif.—Granted petition requesting dismissal of application.

WMIN St. Paul, Minn.—Granted petition of WMIN requesting dismissal without prejudice of application; on Commission's own motion, application of Owatonna Bcstg. Co. is removed from hearing docket.

Pratt Bcstg. Co., Pratt, Kan.—Granted petition to accept late appearance in proceeding upon application.

WWNR Beckley, W. Va.—Granted leave to amend application so as to specify 500 w N in lieu of 1 kw, and for removal of application, as amended, from hearing docket.

Houston Bcstrs., Albany, Ga.—Granted petition requesting dismissal without prejudice of application.

Coston-Tompkins Bcstg. Co., and David W. Jeffries, Ironton, Ohio—Granted request of James Goodrich Coston for indefinite continuance of hearing, presently set for March 29 at Washington, D. C., re applications of Coston-Tompkins Bcstg. Co. and that of David W. Jeffries.

KNEU and KCSU Provo, Utah—Granted petition of KNEU requesting dismissal without prejudice of application; on Commission's own motion, application of Central KCSU is removed from hearing docket.

KVOG Ogden, Utah—On Commission's own motion action of March 15 granting petition for intervention in proceeding in Dockets 9559 and 9560 is set aside and petition is denied.

By Examiner Jack P. Blume

Radio Reading, Reading, Pa.—Granted leave to amend application so as to (1) change applicant from individual to co-partnership composed of John J. Keel and Lloyd W. Dennis Jr., tr/as Radio Reading; (2) to change facilities requested from 1400 kc 250 w to 1510 kc 1 kw U DA-1; (3) to substitute completely new engineering data; and (4) to supply new data as to legal and financial qualifications of applicant partnership; it is further ordered that application as amended, is hereby removed from hearing status and referred to Broadcast License Branch for issuance of new file number, pursuant to requirements of Sec. 1.373(i) of Commission's rules and regulations.

By Examiner J. D. Cunningham

WJIG Tullahoma, Tenn.—Granted request to accept appearance of Raymond L. Prescott Jr. filed in proceeding in Docket 9544.

WHIT New Bern, N. C. and WELS Kinston, N. C.—Granted petition of WHIT to amend application so as to change operating pattern and reduce interference which its proposal would cause to existing station in Roanoke, Va., and granted petition of WELS for continuance of hearing upon application and that of WHIT from April 5, to May 8 in Washington, D. C.

By Examiner Fanney N. Litvin

FCC General Counsel—Granted petition requesting that hearing now scheduled for April 24 in Washington, D. C. re applications of Louis Wasmer, Pasco,

(Continued on page 64)

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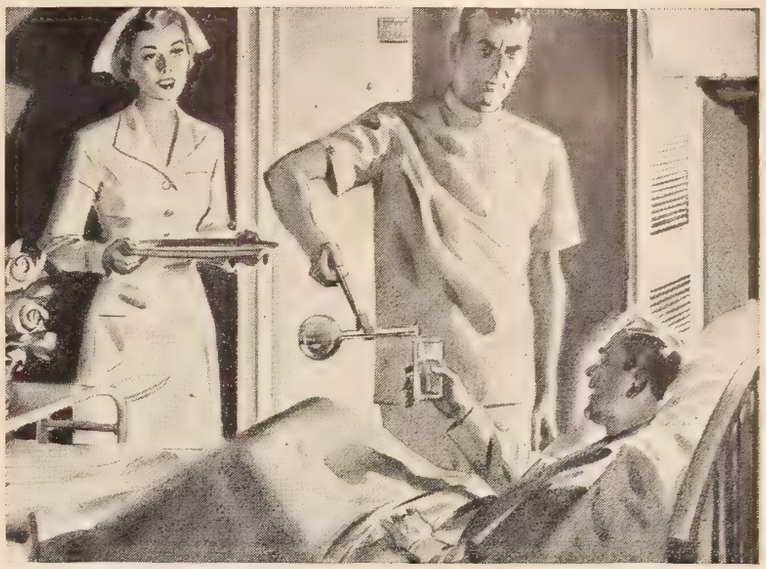
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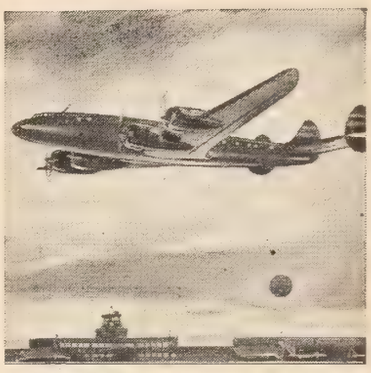
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FCC Actions

(Continued from page 63)

Decisions Cont.:

Wash. and that of Cascade Bcstg. Co. Inc., Richland, Wash. be continued to May 22.

By Examiner Basil P. Cooper

Henry Lee Taylor, San Antonio, Tex. —Granted continuance of hearing in proceeding re application and that of Wintergarden Bcstg. Co., Crystal City, Tex. from March 30 to June 5 in Washington, D. C.

March 27 Applications . . .

ACCEPTED FOR FILING

AM—1490 kc

WAPF McComb, Miss.—CP AM station to change from 1010 kc 250 w unl. to 1490 kc 250 w unl.

AM—1280 kc

John Townsend, North Platte, Neb.—CP new AM station on 1010 kc 1 kw D AMENDED to request 1280 kc.

Modification of License

KWK St. Louis, Mo.—Mod. license to change corporate name from Thomas Patrick Inc. to KWK Inc.

License Renewal

Request for license renewal AM station: WHAY New Britain, Conn.; KFNF Shenandoah, Ia.

Modification of CP

Mod. CP new FM station for extension of completion date: WBGE-FM Atlanta, Ga.; WRGK Brookfield, Ill.; KOWN Conway, Ark.

Modification of License

KWK-FM St. Louis, Mo.—Mod. license to change corporate name from Thomas Patrick Inc. to KWK Inc.

License for CP

License for CP new FM station: KTUL-FM Tulsa, Okla.; WITJ Ithaca, N. Y.

FM—107.1 mc

KFSA-FM Fort Smith, Ark.—Class B FM station Ch. 299 (107.7 mc) AMENDED to Class A, Ch. 296 (107.1 mc).

KVLC-FM Little Rock, Ark.—Mod. CP new FM station to change from Class B, Ch. 231 (94.1 mc) to Class A, Ch. 237 (95.3 mc) and change power to 392 w, ant. to 115 ft.

WERC-FM Erie, Pa.—Mod. CP new FM station to change ERP to 9.7 kw, ant. to 512 ft.

Mod. CP new commercial TV station for extension of completion date: WKZO-TV Kalamazoo, Mich. to 10-24-50; KEYL San Antonio, Tex. to 7-7-50.

March 28 Decisions . . .

BY THE SECRETARY

WERE Cleveland, Ohio—Granted license new AM station and specify studio location; 1300 kc 5 kw unl. DA-1.

American Bcstg. Co. Inc., Area of Washington, D. C.—Granted request to cancel licenses for remote pickups KA-3021-22.

KMYR Bcstg. Co., Denver, Col.—Granted licenses for new remote pickups KAA-922, KA-5237-38.

Isle of Dreams Bcstg. Corp., Miami, Fla.—Granted license new remote pickup KA-3239.

Hagerstown Bcstg Co., Hagerstown, Md.—Granted license for new STL KGA-79.

K A Y L - F M Storm Lake, Iowa—Granted license new FM station; Chan. 268 (101.5 mc) 8.9 kw, 370 ft.

W S P A - F M Spartanburg, S. C.—Granted license for new FM station; Chan. 255 (98.9 mc) 4.9 kw, 520 ft.

Hearst Radio Inc., Area Baltimore, Md.—Granted license to use facilities of STL KGB-64 as a new exper. TV remote pickup KA-6174.

The Connecticut Bcstg. Co., Hartford, Conn.—Granted mod. license to change frequencies from 33.38, 35.02, 37.62 and 39.82 mc. to 26.17, 26.27 and 26.37 mc, KA-5475.

National Bcstg. Co. Inc., New York—Granted mod. license to change frequencies of remote pickup KA-4687 from 31.22, 35.62, 37.02, 39.26 mc to 26.11, 26.15, 26.25, 26.35, 26.45 mc.

Voice of the Rockies Inc, Colorado Springs, Col.—Granted CP for new remote pickup KAB-342.

American Bcstg. Co. Inc., Portable, Area of Chicago—Granted CP for new remote pickup KA-6176.

WRAC Racine, Wis.—Granted mod. CP for approval of ant., trans. and sutdio locations.

Following were granted mod. CPs for extension of completion dates as shown: WCOH-FM Newnan, Ga. to 9-30-50; WTCN-FM Minneapolis to 10-5-50; KFI-FM Los Angeles to 10-16-50; WELI-FM New Haven, Conn. to 10-10-50; WWOL-FM Buffalo, N. Y. to 10-1-50; KOMA-FM Oklahoma City, Okla. to 10-1-50; WPRA Mayaguez, P. R. to 5-19-50 subject to condition that permittee, after construction, shall submit measurements to prove that proposed trans. meets Commission's Standards of Good Engineering Practice; KA-5136 Arecibo, P. R. to 6-15-50; KFUO-FM Clayton, Mo. to 9-24-50; WFMB Mayodan, N. C. to 10-13-50; WCBS-TV New York to 10-10-50; KE2XEK Area New Brunswick, N. J. to 10-9-50; KSL-TV Salt Lake City, Utah to 10-15-50.

WGRA Cairo, Ga.—Granted license new AM station; 1300 kc 1 kw D. Cond.

WEAS Decatur, Ga.—Granted license install new ground system.

KLIF Oak Cliff, Tex.—Granted license change frequency, power, hours of operation and install DA-N and change type trans.; 1190 kc 1 kw unl. DA-N.

WTPS New Orleans—Granted license change hours of operation, change power and install DA-N; 940 kc 1 kw-D, 500 w-N DA-N.

KGBC Galveston, Tex.—Granted license to use presently licensed aux. trans. as main trans. for nighttime operation. Granted license to use presently licensed 1 kw main trans. as aux. trans. for nighttime operation with power of 250 w.

WHBI Newark, N. J.—Granted CP to install aux. trans. at present location of main trans.; 1280 kw.

WGSV Guntersville, Ala.—Granted mod. CP to change trans. location, and change type trans.

WSMP St. Marys, Pa.—Granted mod. CP for approval of ant. and trans. location.

KCRV Caruthersville, Mo.—Granted mod. CP to change type of trans.

WGAD Gadsden, Ala.—Granted mod. CP for extension of completion date to 6-15-50.

KRLD-TV Dallas, Tex.—Same to 10-1-50.

KTRY Bastrop, La.—Granted voluntary assignment of license from partnership to new corporation, Morehouse Bcstg. Co. Inc.; no monetary consideration involved.

WDAF-TV Kansas City, Mo.—Granted license to change studio location.

Westinghouse Radio Stations Inc., Area Boston, Mass.—Granted CP new exper. TV relay KA-6148.

KBIO, Inc., Burley, Ida. — Granted CP new remote pickup KA-6149.

Central Washington Bcstrs. Inc., Ellensburg, Wash.—Granted CP and license new remote pickup KA-3523.

Mosby's Inc., Missoula, Mont. — Granted CP and license new remote pickup KA-2989.

WJBW-FM New Orleans—Granted mod. CP for extension of completion date to 10-3-50 on condition that construction be completed or interim operation be provided by that date.

WISR-AM-FM Butler, Pa.—Granted voluntary assignment of license from individual to newly formed corporation, Butler Bcstg. Co. Inc.

WDSU-FM New Orleans — Granted mod. CP for extension of completion date to 9-28-50.

WPRT Prestonsburg, Ky.—Same to 7-28-50.

Middlesex Bcstg. Corp., Cambridge, Mass.—Granted license for new remote pickup KA-5627.

Savannah Bcstg. Co., Savannah, Ga. —Granted mod. license to change frequency to 26.15, 26.25, 26.35 mc KA-5564.

Hollywood Bcstg. Co., Hollywood, Fla.—Granted CP new remote pickup KA-6128.

KMYR Bcstg. Co., Denver, Col.—Granted CP for new remote pickup KA-6131.

Mid-Hudson Bcstrs. Inc., Poughkeepsie, N. Y.—Granted CPs for new remote pickup KA-6132, 33.

Fort Worth Bcstg. Co., Fort Worth, Tex.—Granted CP and license new remote pickups KA-6132-33.

KMTR Radio Corp., Area Los Angeles—Granted CP new exp. TV relay KA-6129.

March 29 Decisions . . .

BY COMMISSION EN BANC

Renewal Granted

WGWD Gadsden, Ala.—On petition granted renewal of license without hearing, for period ending May 1, 1952.

WDMJ Marquette, Mich.—Granted renewal of license for period ending Feb. 1, 1953.

Hearing Designated

KXLR No. Little Rock: KWEM West Memphis, Ark.; KHOZ Harrison, Ark.; KWAK Stuttgart, Ark.—By order Commission designated May 1, as date and Little Rock, Ark., as place for consolidated hearing on applications for renewal of licenses of KXLR KWEM KHOZ and KWAK.

License Extended

WKPT-FM Kingsport, Tenn.—Present license further extended on temporary basis to May 1.

KVWC-FM Vernon, Tex.—Same.

Commission granted further temporary extension of licenses until June 1 of Crosley Bcstg. Corp. exper. TV relay stations KQA-40 and KQA-44, and Philco Television Bcstg. Corp. exper. TV relay stations KGB-50 to KGB-59 inclusive.

FM—98.9 mc

WKBZ-FM Muskegon, Mich.—Amended revised tentative allocation plan for Class B FM stations to substitute Ch. 255 (98.9 mc) for Ch. 293 (106.5 mc) at Muskegon, and granted WKBZ-FM application to shift channels accordingly.

Request Denied

KMAR Bakersfield, Calif.—Denied request for KMAR (FM) to suspend operation until Commission acts on licensee's application for new AM station at Bakersfield.

Rule Waived

KOZY Kansas City, Mo.—Waived Sec. 3.261 of rules to allow KOZY (FM) to remain silent for 60 days pending relocation of trans. and studios.

Following FM stations granted changes in present facilities.

KDTH-FM Dubuque, Ia.—To change power from 180 kw to 45 kw, and ant. from 655 ft. to 650 ft.

W P E N - F M Philadelphia, Pa.—To change ant. from 366 to 310 ft.

WLFM Braddock, Pa.—Change studio location from Pittsburgh to Braddock; power from 20 kw to 6.9 kw, subject to request to measure power of WLOA by indirect method during construction of FM ant. and subject to submission of new WLOA ant. resistance measurements upon completion of FM ant. construction.

WTCN-FM Minneapolis, Minn.—Change power from 400 kw to 11 kw, and ant. from 480 ft. to 450 ft.

WGBA-FM Columbus, Ga.—Change power from 9 kw to 2.3 kw, ant. from 600 ft. to 60 ft., subject to power of WGBA being determined by indirect method during install. of FM ant. and to new WGBA ant. resistance measurements being submitted upon completion of FM ant. construction.

WNOW-FM York, Pa.—Change power from 17 kw to 14.5 kw.

WAVU-FM Albertville, Ala.—Change power from 3.2 kw to 4.5 kw, subject to power of WAVU being determined by indirect method during install. of FM ant. and submission of FCC Form 302 and new WAVU ant. resistance measurements upon completion of FM ant. construction.

WFSS Coram, N. Y.—Change frequency from Ch. 277 (103.3 mc) to Channel 248 (97.5 mc) power from 1.8 kw to 15 kw and ant. from 535 ft. to 530 ft.

Hearing Designated

The Southeastern Bcstg. System, Waycross, Ga.—Designated for hearing in Washington on July 3 application for new station on 790 kc, 1 kw D only, and made WLBE Eustis, Fla., party to proceeding.

Oral Argument Scheduled

In view of written comments Commission scheduled oral argument at Washington May 12 in matter of Dec. 8, 1949 proposed amendment to Sec. 3.661(b) of rules relating to separate operation of aur. and vis. trans. of TV stations.

Modification of License

KWJJ Portland, Ore.—Granted mod. license to change daytime DA pattern (DA-1 to DA-2).

Hearing Ordered

KCRA Sacramento, Calif.—Ordered hearing at Washington July 5 on application to change facilities from 1320 kc 1 kw unl. DA-N. to 1320 kc 5 kw unl. DA. and made KWBR Oakland, Calif. party to proceeding.

Hearing Designated

KCBQ San Diego, Calif. and KLOK San Jose, Calif.—Designated for consolidated hearing at Washington on July 7, application of KCBQ for mod. license to increase nighttime power on 1170 kc from 1 kw to 5 kw, employing daytime DA for night use, and application of KLOK for CP to change operation on 1170 kc with 5 kw from D only to unl. using DA-N and made KVOO Tulsa, party to proceeding.

Application Denied

Zenith Radio Corp., Chicago—Denied application KS2XBS to change trans. location, trans. and ant. systems, and increase operating power output of exp. TV station from 1 kw (vis. and aur.) to 5 kw vis. 2.5 kw aur. in connection with "Phonevision" tests authorized by Commission Feb. 8, 1950.

Hearing Ordered

Buttery Bcst. Inc., Billings, Mont. and KFXD Nampa, Ida.—Ordered application of Buttery Broadcast Inc. for new station on 590 kc. 5 kw. unl. DA-N, and application of KFXD to increase power on 580 kc from 1 kw, unl. DA-DN to 5 kw unl. DA-N, for consolidated hearing at time and place to be designated later; made WIBW Topeka, Kan. party to proceeding; denied several petitions by Buttery and KFXD seeking grants without hearing.

Authority Extended

WTNJ Trenton, N. J.—Extended authority to operate with 250 w utilizing 1 kw trans. to April 17 but advised WTNJ that in view of fact that it has had since Aug. 17, 1949 to make relatively simple change in trans., this authority will not be extended and unless construction is completed and proper license application filed in time to allow program tests to be authorized by April 17 station must cease operation.

(Continued on page 66)



LITERALLY up to her neck in letters is this CKEY Toronto tabulater. Station reports it pulled a total of 127,847 letters as a result of drives by two of CKEY's local shows. *Mother Parkers Musical Mysteries*, Saturday evening at 7:30, drew 51,565 letters in a single week prior to the awarding of a new automobile by Mother Parkers Tea Co. Another show, *Pick the Hits*, Monday through Friday at 12:05, in a four week period reportedly brought an avalanche of 76,282 letters, 29,896 received in a single week.

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Pan American Orchestra
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National Symphonic Band
Aeolian String Symphony
Hank Keene and His Gang
International Folk Songs
Folk Songs by Oscar Brand
The Barbershop Balladeers
American Concert Orchestra
Rosalie Allen, Folk Singer
Tex Fletcher and Ranch Hands
New World Symphony Orchestra
Songs of Faith, Bill Osborne
Stamps Baxter Gospel Quartets
Eddie Brown's Salon Orchestra
Eddie Alkire's Modern Hawaiians
Charles Magnante, Accordion Solos
Ray Smith's Rocky Mountain Rangers
Trinity Choir of St. Paul's Chapel
Sacred Melodies, Carillon and Organ
Anna Kaskas, Metropolitan Opera Star
Square Dances called by Ed Durlacher
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FCC Actions

(Continued from page 64)

March 29 Applications . . .

ACCEPTED FOR FILING

License for CP

KCLF Clifton, Ariz.—License for CP new AM station.

License Renewal

WHAK Rogers City, Mich.—Request for license renewal AM station.

WKPT-FM Kingsport, Tenn.—Request for license renewal FM station.

Modification of CP

WAMS-FM Wilmington, Del.—Mod. CP new FM station for extension of completion date.

KFVS-FM Cape Girardeau, Mo.—Mod. CP new FM station to change ERP to 8.1 kw, ant. to 150 ft.

FM—102.9 mc

KRE-FM Berkeley, Calif.—CP FM station to change ERP to 9.9 kw, ant. to —67 ft.

License for CP

WHNC-FM Henderson, N. C.—License for CP new FM station.

WHHM-FM Memphis, Tenn.—License for CP new FM station (reinstated).

WUOT Knoxville, Tenn.—License for CP new noncommercial FM station.

Modification of CP

WDLJ Evanston, Ill.—Mod. CP new noncommercial FM station for extension of completion date.

WNAC-TV Boston, Mass.—Mod. CP new commercial TV station to request change from Ch. 7 (174-180 mc) to Ch. 2 (54-60 mc) ERP from 26.6 kw vis., 13.3 kw aur., to 15.1 kw vis., 7.6 kw aur.

Mod. CP new commercial TV station for extension of completion date: WTTV Bloomington, Ind.; WOC-TV Davenport, Ia.

License for CP

WNBQ Chicago—License for CP new commercial TV station.

March 30 Applications . . .

ACCEPTED FOR FILING

AM—930 kc

KIUP Durango, Col.—CP to change from 1400 kc 250 w unl. to 930 kc 1 kw unl. DA-N.

AM—1280 kc

WSAT Salisbury, N. C.—CP to change from 1280 kc 1 kw D to 1280 kc 1 kw unl. DA-N.

AM—1510 kc

John J. Keel tr/as Radio Reading, Reading, Pa.—CP new AM station on 1400 kc 250 w unl. AMENDED to change to 1510 kc 1 kw unl. DA-1 and change name of applicant to John J. Keel and Lloyd W. Dennis Jr., d/b as Radio Reading.

License for CP

License for CP new AM station: WFMH Cullman, Ala.; KDIA Auburn, Calif.

WKNA Charleston, W. Va.—License for CP to increase power, change to DA-2 etc.

License Renewal

Request for license renewal AM station: WORA Mayaguez, P. R.; KPHO Phoenix, Ariz.; KWDM Des Moines, Ia.; KRAM Las Vegas, Nev.; WRFC Athens, Ga.; WGLS Decatur, Ga.; KAKC Tulsa, Okla.; WTYC Rock Hill, S. C.

Request for license renewal FM station: KWKW-FM Pasadena, Calif.; WSTC-FM Stamford, Conn.; WNAE-FM Warren, Pa.; WFRO-FM Fremont, Ohio; WHKW Madison, Wis.

License for CP

WJAC-FM Johnstown, Pa.—License for CP to make changes in existing station.

Modification of CP

Mod. CP new FM station for extension of completion date: WXRT Chicago; KRFM Fresno, Calif.

KWFM National City, Calif.—Mod. CP new FM station to change from Class A to Class B, Ch. 284 (104.7 mc) ERP .96 kw and change studio location to San Diego.

TENDERED FOR FILING

AM—770 kc

KOB Albuquerque, N. M.—Request for SSA on 770 kc 50 kw-D 25 kw-N for period of next regular license or extension thereof.

AM—1370 kc

KAST Astoria, Ore.—Mod. CP to change from using DA-DN to DA-N.

APPLICATION DISMISSED

Grant A. Wood, Hyattsville, Md.—DISMISSED March 8 application for AM station on 1540 kc 1 kw D.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO MARCH 30

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,115	2,082	189		301	265
FM Stations	708	493	262	*4	46	24
TV Stations	102	35	74		348	182

* Two on the air.

CALL ASSIGNMENTS: KCIM Carroll, Ia. (Carroll Bcstg. Co., 1380 kc, 1 kw unlimited, directional); KFTV Paris, Tex. (Lamar County Bcstg. Co., 1250 kc, 500 w day); KPYL Puyallup, Wash. (W. Gordon Allen, 1400 kc, 100 w unlimited); KRIZ Phoenix, Ariz. (Howard M. Loeb, 1230 kc, 250 w unlimited); KRXL Roseburg, Wash. (Umpqua Bcstrs. Inc., 1240 kc, 250 w unlimited); KVIM New Iberia, La. (1570 kc, 1 kw day); KVAS Astoria, Ore. (Clatsop Video Bcstrs., 1050 kc, 250 w day); WCTA-FM Andalusia, Ala. (Andalusia Bcstg. Co. Inc., (98.1 mc) Channel 251); WELC Welch, W. Va. (Pocahontas Bcstg. Co., 1150 kc, 1 kw day); WEVD-FM New York (Debs Memorial Radio Fund Inc., (107.5 mc.) Channel 298); WINS-FM New York (Crosley Bcstg. Corp., (105.1 mc.) Channel 286); WIRD North Attleboro, Mass. (Jackson Assoc. Inc., 1320 kc 1 kw unlimited DA-2); WJIV Savannah, Ga. (Eurith Dickinson Rivers Jr., 900 kc, 1 kw day); WMPM Smithfield, N. C. changed from WLNJ (Selma-Smithfield Bcstg. Co.); WRAC Racine, Wis. (Belle City Bcstg. Co., 1460 kc, 500 w day).

* * *

Docket Actions . . .

INITIAL DECISIONS

WRIB Providence, R. I.—Initial decision by Examiner Leo Resnick to grant application of WRIB to increase power from 250 w to 1 kw daytime on 1220 kc. Initial decision March 30.

KPMO Pomona, Calif.—Initial decision by Examiner Jack P. Blume to deny application for renewal of license of KPMO and dismissal of request for consent to assignment of license from Myron E. Kluge and Dean Wickstrom d/b as Valley Bcstg. Co. to Dean H. Wickstrom and Warner H. J. Sorenson d/b as Valley Bcstg. Co. KPMO is assigned 1600 kc, 500 w. Initial decision March 30.

OPINIONS AND ORDERS

WKUL and The Voice of Cullman, Cullman, Ala.—By memorandum opinion and order denied petition of Cullman Bcstg. Co., licensee of WKUL, for rehearing of Commission's opinion and order of Dec. 21, 1949, which granted The Voice of Cullman new station and denied earlier petition of Cullman Bcstg. requesting hearing be designated for application of Voice of Cullman. Action by Commission en banc. Order March 27.

WOAP Owosso, Mich.—Adopted memorandum opinion and order holding that sunrise operation proposed by WOAP would not conform with Sec. 3.87 of rules relating to computation of skywave to skywave interference. Decision March 29.

KERB Kermit, Tex., and KROD El Paso, Tex.—By memorandum opinion and order denied petition of KROD requesting commission to rehear or conduct initial hearing on grant made Sept. 7, 1949, for mod. CP KERB to change from 610 kc, 1 kw day to 600 kc, 1 kw day, directional. Decision March 29.

WJAX-TV Jacksonville, Fla.—Scheduled oral argument April 14 on FCC general counsel's exceptions to initial decision to grant extension of completion date [BROADCASTING, Feb. 6].

George F. Haddican, Delano, Calif.—Scheduled oral argument April 14 on initial decision to deny new AM station on 1340 kc with 250 w fulltime [BROADCASTING, Dec. 12, 1949].

WCUM Cumberland, Md.—Ordered that oral argument set April 14 be continued to April 28 on initial decision to grant power boost from 100 w to 250 w, on 1490 kc [BROADCASTING, Nov. 14, 1949].

Carolina-Piedmont Bcstrs. Inc., Lincolnton, N. C.—Ordered that effectiveness of initial decision, to deny bid for new station on 1050 kc with 1 kw day, be stayed pending further review by Commission [BROADCASTING, Jan. 2].

Non-Docket Actions . . .

AM GRANTS

Red Lion, Pa.—Rev. John M. Norris granted new station on 1440 kc, 1 kw daytime. Estimated construction cost: $27,200. Rev. Norris, sole owner, has ½ interest in Norris Cigar Co., and has extensive property interests. Granted March 29.

Mayaguez, P. R.—Mayaguez Radio Corp. granted new station on 1300 kc, 1 kw unlimited. Estimated construction cost: $20,200. Principals include: Alberto Sanabria, dry goods, president, 17.37%; Jose A. Fabregas, certified public accountant, treasurer, 0.4%; Patricio R. Fermaintt, public secretary, 0.4%; Charles Torres, service station, 13.04%; Rafael Redondo, radio parts, etc., 13.04%; Eugenio B. Cesani, hardware, 13.04%; Regino Cabassa Jr., radios, refrigerators, 13.04%; Jose Gonzalez Rivera, liquors, 8.68%; Luis Acosta Jr., real estate, 4.34%; Augusto Valentin, 10.86%; Luis R. Rivera, real estate, 6.51%. Granted March 29.

Lenoir City, Tenn.—Arthur Wilkerson Lumber Co. granted new station on 730 kc, 500 w unlimited. Estimated construction cost $19,780. Arthur Wilkerson, lumber dealer, is sole owner. Granted March 29.

Gaylord, Mich. — Midwestern Bcstg. Co. granted new station on 900 kc, 1 kw day. Estimated construction cost: $25,000. Midwestern Bcstg. Co. is licensee of WTCM Traverse City, Mich., WMBN Petoskey, WATT Cadillac and WATZ Alpena. Granted March 29.

Leadville, Col.—Vir N. James granted new station on 1230 kc, 250 w unlimited. Mr. James is licensee of KVRH Salida, Col. Granted March 29.

WMON Montgomery, W. Va.—Granted switch from 1340 kc, 250 w unlimited to 790 kc, 1 kw day, 500 w night DA-N. Granted March 29.

KFRD Rosenberg, Tex.—Granted increase in power from 500 w day to 1 kw day on 980 kc. Granted March 29.

KBOR Brownsville, Tex. — Granted increase in hours of operation from daytime to unlimited, directional night. Eng. cond. Granted March 29.

KCHC El Paso, Tex.—Granted increase from 500 w day to 1 kw day on 860 kc. Granted March 29.

WORK York, Pa. — Granted switch from 1350 kc, 1 kw unlimited DA-N to 1350 kc, 5 kw day, 1 kw night, directional night. Granted March 29.

KJCK Junction City, Kan.—Granted switch from 1570 kc, 1 kw day to 1420 kc, 1 kw day. Granted March 29.

FM GRANT

Sanford, N. C.—Sanford Bcstg. Co. granted new Class A FM station. Ch. 276 (103.1 mc), ERP 325 w, ant. 185 ft. above average terrain. Co-partners: Thomas Burke Buchanan, radio and record shop owner, and Thomas E. Barker, insurance business. Granted March 29.

TRANSFER GRANTS

WESX Salem, Mass.—Granted assignment of license from North Shore Bcstg. Co. to new firm North Shore Bcstg. Corp., owned equally by James D. Asher and Joseph H. Tobin, each 48.2% owner of WJDA Quincy, Mass. Consideration $75,000. Charles W. Phelan, sole owner of assignor, retires because of ill health. WESX is assigned 1230 kc, 250 w. Granted March 29.

WFVG Fuquay Springs, N. C.—Granted assignment of license from S. S. Adcock, licensee to S. S. Adcock, J. M. Stephenson and W. J. Davis d/b as Radio Station WFVG. Mr. Stephenson and Mr. Davis acquire 60% interest from Mr. Adcock for $34,000. Mr. Stephenson has farming interests, saw mill and general store. Mr. Davis is a student at Jacksonville Institute of Radio & Television. WFVG is assigned 1 kw day on 1460 kc. Granted March 29.

KLAS Las Vegas, Nev. — Granted transfer of control of Las Vegas Bcstrs. Inc., from C. L. McCarthy, E. L. Barker, Duncan A. Scott and W. R. Steffner to Frederick G. Stoye. R. G. Jolley, A. J. Brown and R. W. Eldredge for consideration of $25,400. Mr. Stoye is general manager of KLAS and prior to transfer held 20% interest. Mr. Jolley is owner of White Bunny Ice Cream Co., Las Vegas Brick and Tile Co., and other interests. Each of four partners will have 25% interest. KLAS operates with 250 w on 1230 kc. Granted March 29.

KRIS Corpus Christi, Tex.—Granted transfer of control in Gulf Coast Bcstg. Co., licensee, which buys holdings of following minor stockholders: Houston Harte, 12.25%; Isobel C. Harte, 10%; Eva May Hanks, 11.25%; Jean Kinsolving Barnard, 5%; Bernard Hanks estate, 11.25%. Consideration is $228,000. Chief owner and manager of KRIS is T. Frank Smith. KRIS is assigned 1 kw on 1360 kc. Granted March 29.

WCRA Effingham, Ill.—Granted transfer of control in Effingham Bcstg. Co., licensee, from Willard and Mabel Thompson to Joseph E. McNaughton through transfer of 210 sh. of stock. This is simple stock transaction involving no money and unmarred by restriction save FCC authority. WCRA is assigned 1090 kc, 250 w daytime. Granted March 29.

KLKC Parsons, Kan. — Granted transfer of control of Community Bcstg. Co. Inc., licensee, to Sun Pub. Co. through transfer of 251 sh. of capital stock for $12,550. Sun Pub. Co. now holds 51% interest in licensee corp. KLKC is assigned 1540 kc, 250 w day. Granted March 29.

KMHT Marshall, Tex. — Granted transfer of control of Marshall Bcstg. Co., licensee, to Fort Worth Bcstg. Co. for consideration of $52,500. Principals in Fort Worth Bcstg. include: Frank M. Skinner, owner of clothing stores in Fort Worth and Austin, also farming and ranching interests, president, 98%; John R. Crouse, vice president and chief engineer KXOL Fort Worth, vice president, .33%, and Russ N. Lamb general manager KXOL, 1.67%. KMHT is assigned 1450 kc, 250 w unlimited. Granted March 29.

KTLN Denver, Col.—Granted assignment of license from Alf. M. Landon tr/as Landon Bcstg. Co. to Leonard Coe. Mr. Coe, who is general manager and 35% owner KVLC Little Rock, Ark., will pay $5,000 for station. Mr. Landon is withdrawing because of other business interests. KTLN operates with 1 kw day on 990 kc. Granted March 29.

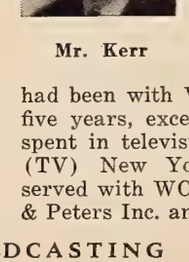
WTOR Torrington, Conn.—Granted transfer of control in Torrington

(Continued on page 69)

KERR JOINS TR

Named Eastern Sales Manager

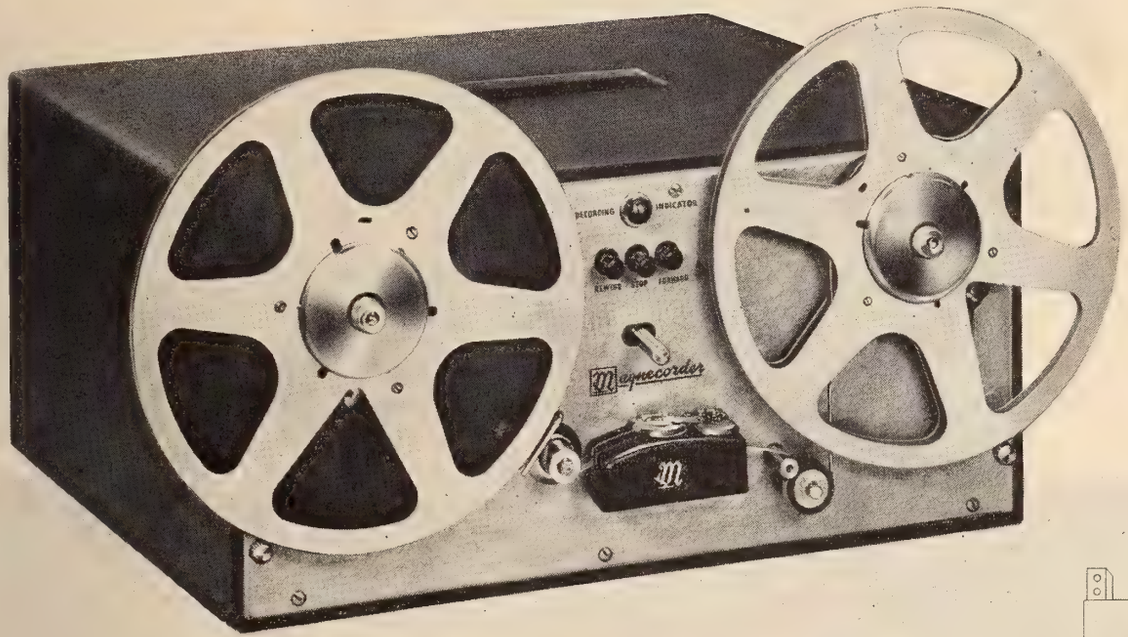
ALLAN W. KERR, formerly with WCBS New York, has joined Transit Radio Inc. as eastern sales manager, succeeding William H. Ensign, who resigned to become an account executive at ABC [BROADCASTING, March 20].



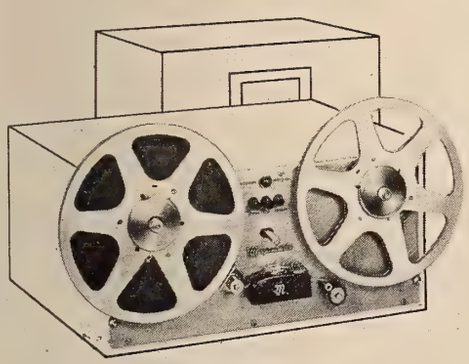
Mr. Kerr

Mr. Kerr will make his headquarters at Transit Radio's New York offices, 250 Park Ave. He had been with WCBS for the past five years, except for five months spent in television sales at WPIX (TV) New York. He also has served with WOV New York, Free & Peters Inc. and the Rambeau Co.

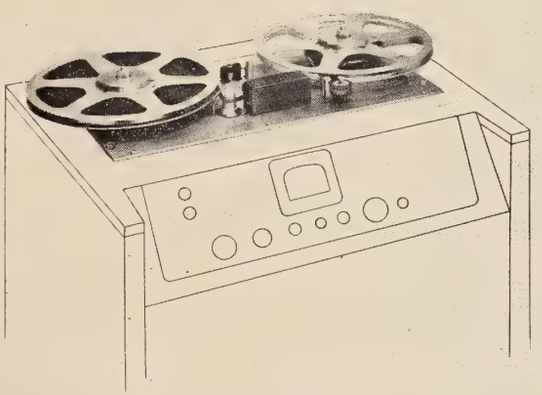
Announcing the NEW Magnecorder PT7



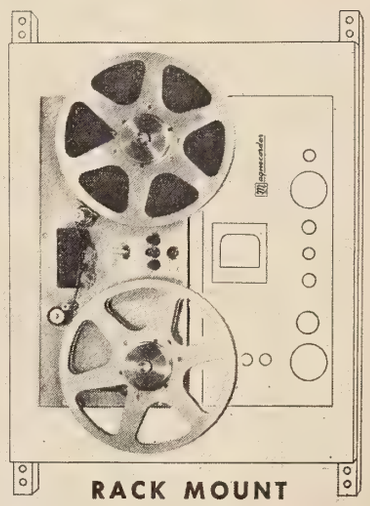
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Two-speed hysteresis synchronous motor prevents timing errors, lost program time.

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Now get long playing time even on portable equipment. No overlap on rack mount.

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The PT7 Recorder Mechanism and Amplifiers incorporate Magnecord's exclusive Unit Construction. The same equipment can be used in console cabinet, rack mount, or for portable operation. New PT7-P amplifier features high-level mixing for 3 high impedance microphones.

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Separate buttons for "Forward," "Rewind," and "Stop" can be operated by remote control.

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NBC OREGON MEET

Discuss Summer Schedules

APPROXIMATELY 24 representatives of NBC Western Network stations are meeting today (April 3) with six NBC Hollywood executives at Timberline Lodge, near Portland (Ore.) to discuss sales, programming and promotion plans. Summer schedules and Daylight Saving Time will come in for special discussion.

Greater part of the day's session is being devoted to talks by Charles Denny Jr., NBC executive vice president, and Sidney N. Strotz, administrative vice president in charge of Western Division. Co-chairmen of the meeting are Ewing C. Kelly, president and general manager, KCRA Sacramento, and Walter Wagstaff, general manager, KIDO Boise, western members of NBC Stations Planning and Advisory Committee. KGW Portland, managed by H. Quenton Cox, is host station for meeting.

NBC executives attending the meeting are Messrs. Denny and Strotz; Frank A. Berend, Western Network sales manager; Helen Murray Hall, manager of advertising and promotion; Henry Maas, manager of sales and traffic department, and Jennings Pierce, manager of station relations for NBC Western Division.

Station executives attending include Paul Bartlett, owner, and Gene de Young, manager, KERO Bakersfield; Ed Yocum, general and commercial manager, KGHL Billings, Mont.; Walter Wagstaff, Ed Craney and Arne Anzjon of Montana's "Z" network; Hal Brown, general manager, KMJ Fresno; Pat Kelly, program director, KFI Los Angeles; Pete Watts and Harlan Jones, KMED Medford; Henry Fletcher, general and commercial manager, KSEI Pocatello, Ida.; Mr. Cox and Arden X. Pangborn, KGW Portland; Ewing Kelly; S. S. Fox, KDYL Salt Lake City; Tom Sharp and John Merino, KFSD San Diego; John Elwood, KNBC San Francisco; Harry Butcher, KIST Santa Barbara; O. W. Fisher and Ray Baker, KOMO Seattle; R. O. Dunning, KHQ Spokane; Florence Gardner, KTFI Twin Falls, Ida.; J. A. Murphy, KIT Yakima, Wash.

ZOTOS DRIVE

Plans To Expand M-G-M Show

SALES AFFILIATES Inc., New York (Zotos fluid wave), is expected shortly to add two Nebraska markets—Lincoln and Grand Island—to its present slate of nine stations carrying *The Adventures of Maisie*, one of eight M-G-M radio attractions.

Plans call for further expansion sometime this fall following the usual slump months of July and August, according to Getschal-Richard Inc., advertising agency which handles the Zotos account. Firm has distributors in 66 key markets. Program currently is sponsored by Sales Affiliates in New York; Des Moines and Cedar Rapids, Iowa; Kansas City and Columbia, Mo.; Topeka and Wichita, Kan.; Omaha, Neb., and Sioux Falls, S. D. Campaign got underway early in February.



FINDING much in common are these Virginia Associated Press Broadcasters who met in Richmond on March 21 with Oliver S. Gramling (3d l), AP assistant general manager for radio. L to r: Fred L. Hart, WLPM Suffolk general manager and VAPB vice president; Jack Weldon, WWOD Lynchburg general manager, retiring VAPB president; Mr. Gramling; and John Eure, WDBJ Roanoke news editor and new VAPB president.

FURR ELECTED

Heads Dixie FM Network

RAY A. FURR, manager of WIST (FM) Charlotte, N. C., was re-elected president of the Dixie FM Network at a meeting a fortnight ago. Also named were Ed Anderson, president and general manager of WBBO Forest City, first vice president; Gaines Kelley, general manager of WFMY-FM-TV Greensboro, second vice president, and Mel J. Warner, general manager of WFMA (FM) Rocky Mount, N. C., secretary-treasurer.

The members also voted to make April "FM Month" in North Carolina. Mr. Furr said April was chosen because of the many baseball games to be broadcast by FM stations during this period. Also discussed were network program plans.

Stations in the network include WFMA WFMY WIST WBBO, WGBR Goldsboro, WFNC Fayetteville, WRAL Raleigh, WBBB Burlington, WAIR Winston-Salem, WHPE High Point, WSTP Salisbury, WGNC Gastonia, WSIC Statesville, WMBC Greenville, S. C.

* * *



L to r: Seated, Messrs. Anderson and Furr; standing, Messrs. Warner and Kelley.

Upcoming

April 12-19: NAB convention, Stevens Hotel, Chicago:
Engineering Conference, April 12-15;
Unaffiliated Stations Conference, April 16;
FM Stations Conference, April 17;
Management Conference, April 17-19.

April 15-16; Second annual meeting, University Assn. for Professional Radio Education, Stevens Hotel, Chicago.

DODGERS' GAMES

New N. Y. Network To Cover

ARRANGEMENTS for additional radio coverage of Brooklyn Dodgers' baseball games were nearly set last week following an announcement confirming formation of an upstate New York regional network. Eight stations already have signed and others are expected to join before season opens April 18.

The announcement was made jointly last Monday by Harold G. Roettger, Dodgers publicity director, and James Stevenson, who simultaneously was retained as radio consultant to the club. Mr. Stevenson heads his own radio-television package production firm in New York City.

The network was organized by Mr. Stevenson through Baseball Broadcasting Co., which he set up March 1 for the purpose of baseball radio coverage.

Still to be completed are arrangements for sponsorship of the games and selection of an announcer, according to Mr. Roettger. It was believed the schedule would be sold to local advertisers on a co-op basis.

Stations included thus far in the regional network: WPTR Albany, WKRT Cortland, WWSC Glens Falls, WWHG Hornell, WHLD Niagara Falls, WEAV Plattsburg, WSAY Rochester, and WNDR Syracuse. At least 30 other stations (in Pennsylvania, New England and upper New York state) also have expressed interest in the games, according to Mr. Stevenson.

CBS SALARIES

Stanton Highest Paid

FRANK STANTON, CBS president, was given a $34,740 bonus, in addition to his $100,000.16 salary, in 1949 and is now the highest paid executive in network radio.

William S. Paley, CBS chairman of the board, was paid a salary of $100,000.16—the same as Mr. Stanton's in 1949 — but received no bonus. His total income from CBS was considerably greater than Mr. Stanton's however, because of his stockholdings in the company.

Information on officers' salaries was contained in a proxy statement issued last week in advance of the CBS annual stockholders' meeting April 19.

In addition to salaries and bonuses, $17,604.79 was put into the pension and insurance plans for Mr. Paley and $13,270.26 for Mr. Stanton.

Edward R. Murrow, who is a director of the corporation, received $121,944.48 in fees, salaries and commissions for his work as a director and as a broadcaster and recording star.

Joseph H. Ream, executive vice president, received a salary of $50,000.08, a bonus of $11,977.50, and Edward Wallerstein, president of the CBS subsidiary, Columbia Records Inc., was paid $60,000 salary and a $3,208.50 bonus.

Mr. Paley's 1949 remuneration represented an increase of $28,269.31 over 1948, and Mr. Stanton's was up $24,941.36.

Stock Control

Mr. Paley owns or controls 98,510 shares of Class A stock and 251,900 shares of Class B stock. He owns beneficially 88,510 shares of Class A, or 9.23% of the total outstanding, and 223,500 shares of Class B, or 29.45% of the total outstanding.

In the aggregate he owns directly 18.17% of all outstanding stock of the company.

The proxy statement also disclosed that CBS paid WCAU and WCAU-TV Philadelphia an aggregate of $435,071.22 for broadcasting network commercial programs in 1949.

The CBS annual report to stockholders also was in the mail last week.

Consolidated net income for 1949 was $4,184,079, or $2.44 per share, as compared with $5.041,682 or $2.94 per share for 1948 [BROADCASTING, Feb. 20].

Cash dividends paid during 1949 amounted to $2,404,293, or $1.40 per share, as compared with $3,434,704 or $2 per share in 1948. A total of $1,779,786 in undistributed profits was added to surplus in 1949.

A joint message to stockholders signed by Messrs. Paley and Stanton said that CBS was following an organizational policy of integrating radio and television.

(The opposite approach is being taken in the reorganization of NBC.)

FCC Roundup

(Continued from page 66)

Bcstg. Co., Inc., licensee, from Joseph R. Schifini et al. to Harold Thomas. Mr. Thomas, president of WATR Waterbury, purchases 51% of stock for $5,000. WTOR is assigned 1490 kc, 250 w. Granted March 29.

WDSR Lake City, Fla.—Granted assignment of license from Alfred H. Temple, Alma Horn Temple and Dr. Frederick Fayne Kumm, co-partnership d/b as Deep South Radioways, to partnership of same name. Dr. Kumm withdraws and sells his 20% interest to Alma Temple for $7,200, increasing her holdings to 45%. WDSR is assigned 250 w unlimited on 1340 kc. Granted March 28.

Deletions . . .

FIVE FM authorizations and one AM license reported deleted last week by FCC. Total since Jan. 1, AM 21; FM 10; TV 2. Deletions and reasons for withdrawal follow:

WENY-FM Elmira, N. Y.—Elmira Star-Gazette Inc. License. FM not well received by public.

KVSO-FM Ardmore, Okla.—John F. Easley. License. Too expensive to have transmitter repaired.

WMUS-FM Muskegon, Mich.—Greater Muskegon Bcstrs. Inc. License. Operational costs and maintenance exceed revenue.

WSAZ-FM Huntington, W. Va. — WSAZ Inc. CP. Using resources for development of TV.

WKFM Sandusky, Ohio — Sandusky Newspapers Inc. CP. Not economical to continue.

WGLN Glens Falls, N. Y.—Glens Falls Pub. Corp. License March 4. Result of merger with WWSC there [BROADCASTING, March 6].

New Applications . . .

AM APPLICATIONS

Crossett, Ark.—Ashley County Bcstg. Co., 1240 kc, 250 w unlimited. Estimated construction cost: $7,503.89. Principals: J. Cecil Fleet Sr., general law practice, 50%, and John H. Fleet, chief engineer KSTL St. Louis, Mo., 30%. Filed March 29.

North Seattle, Wash. — Suburban Bcstg. Co., 1590 kc, 250 w day. Estimated construction cost: $12,800. Charles Deans Calley Jr., applicant, is owner Pacific Exports Ltd., general export and import company, specializing in export of lumbers and metals. Filed March 24.

Menominee, Wis.—Capital City Bcstg. Co. Inc., 1450 kc, 250 w unlimited. Estimated construction cost: $18,693.54. Principals in Capital Bcstg. are Thornton G. Simpson, George L. Heleniak and William F. Johns Jr., each have 33⅓% interest. Mr. Johns has extensive radio interests which include WKLK Cloquet, Minn., WOSH Oshkosh, Wis., WSHB Stillwater, Minn., and others. Filed March 24.

Ukiah, Calif. — Arnold C. Werner, 1340 kc, 250 w unlimited. Estimated construction cost $11,800. Mr. Werner is applicant for AM station at Sunnyside, Wash. Filed March 30.

TV APPLICATION

Danville, Va.—Piedmont Bcstg. Corp., ch. 7 (174-180 mc), 2.65 kw. vis., 1.33 kw aur. Estimated construction cost $30,500. Piedmont Bcstg. is licensee of AM station WBTM Danville. Filed March 29.

TRANSFER REQUESTS

WSB-AM-FM-TV Atlanta — Assignment of license from The Atlanta Journal Co. to Atlanta Newspapers Inc., proposed new firm to be composed of merged Atlanta Journal Co. and Constitution Pub. Co. See story page 20. Filed March 30.

WSNY Schenectady, N. Y.—Acquisition of control of Western Gateway Bcstg. Corp., license, through purchase by Winslow P. Leighton of 33 sh held by George R. Nelson for $41,200 and 4 sh held by William G. Avery for $2,800. Mr. Leighton now holds 32 of total 99 sh issued. See story this issue. Filed March 30.

WSAN-AM-FM Allentown, Pa. — Transfer of control from John C. Shumberger Sr., Fred W. Weiler, estate of Royal W. Weiler, David A. Miller, Samuel W. Miller, Donald P. Miller, Miller Assoc., Cole-Chronicle Newspapers Inc., and B. Bryan Musselman, a corporation d/b as Lehigh Valley Bcstg. Co., to a partnership of B. Bryan Musselman, Olivia P. Musselman and Reuel H. Musselman d/b as Lehigh Valley Bcstg. Co., for consideration of $214,564.64. B. Bryan Musselman, vice president and general manager, will have 60%; Olivia P., office manager of WSAN, 20%, and Reuel H., chief engineer WSAN, 20%. In turn Musselmans request formal change of licensee from corporation to a partnership for practical reasons. Filed March 30.

Senators on WASH (FM)

AFTERNOON home and away games of the Washington Senators baseball team will be broadcast weekdays for the 1950 season on WASH (FM) Washington by Chesterfield cigarettes, through Cunningham & Walsh, New York. The schedule does not include Sundays, however. Broadcasts will be the same as those carried on WWDC (AM only) Washington, with Arch McDonald and Bob Wolff as announcers. WWDC will carry all daytime games AM only and night and Sunday games on both AM and FM. WTTG (TV) Washington will telecast all at-home games. Chesterfield sponsors the games on all three stations.

WKJG LABOR

NLRB Upholds Examiner

NATIONAL Labor Relations Board last Tuesday upheld a trial examiner's intermediate finding that WKJG Fort Wayne, Ind., had engaged in certain unfair labor practices in negotiations with NABET (National Assn. of Broadcast Engineers and Technicians).

Complaint was filed Jan 28, 1949, against WKJG, licensed to Northeastern Indiana Broadcasting Co.

WKJG claims that the findings of Examiner W. Gerard Ryan last October were not supported by substantial evidence, and that he "followed the pattern of ignoring all the evidence given by (WKJG) and with studied design gave credence to the evidence of the union." The finding, WKJG contended, was that its witnesses "were falsifiers while the (union witnesses) were truthful."

NLRB, in its order, noted: "The Supreme Court has recently held that even if a trial examiner believes every witness for a union and disbelieves every witness for an employer, this does not manifest such bias and prejudice as to invalidate an order of this board adopting (such) findings. . . ." NRLB added that it was "reluctant" to "disturb credibility findings."

WKJG was ordered to "cease and desist" from "refusal to bargain collectively" with the union; "discouraging membership" in NABET; and "interrogating employes concerning their union membership, activities," etc.

Reginald Allen

REGINALD ALLEN, 40, WTOP-CBS Washington announcer for the past 12 years, died last Wednesday of cancer. During the war he was program director of the Armed Forces Network at Eniwetok. A bachelor, Mr. Allen left his parents, a brother, and a sister.

NEW!

REVOLUTIONARY!

Collins announces the first really new one kilowatt AM transmitter to bring you the full benefits of post-war research and development.

This transmitter, the Collins 20V, is the product of new engineering techniques resulting from research conducted during the last five years, and only now available in terms of tubes and other components.

The 20V provides new economies to help you meet ever stiffening competition. It emphasizes the obsolescence of one kilowatt transmitters which represent the engineering of pre-war 1940.

Equip in 1950 for the years ahead. Write, wire or phone your nearest Collins representative for further information. And see the new 20V next week in the Collins booth at the NAB Show, Stevens Hotel, Chicago.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St. NEW YORK 18 | 2700 W. Olive Ave. BURBANK | 1330 N. Industrial Blvd. DALLAS 2 | Dogwood Rd., Fountain City KNOXVILLE | 417 Rosalyn Ave. DAYTONA BEACH

BMI Canada Aided

(Continued from page 19)

presented at Ottawa April 11-13, when CAB will present, at the commission's request, a list of specific sections of the Canadian Broadcasting Act and rules and regulations of CBC, which hinder development of radio, in its opinion, with specific reasons.

A total of more than 500 questions have been listed by the commission for the CAB to answer at this final sitting. Mr. Guild reported that Charles A. Siepmann, one of the authors of the famous FCC Blue Book, has been retained by the Royal Commission to analyze briefs which have been presented to it on radio.

At the Tuesday morning session, Mr. Burton of BMI reported that in the past three years BMI Canada Ltd. has released 3,500 Canadian works, has signed up 70 Canadian composers and 22 music publishers. He told the Canadian broadcasters that "not one cent" of BMI Canada Ltd. funds goes to the parent organization, BMI in the United States.

Decision Necessary

He emphasized to the group that they soon would have to make major decisions on the growth of BMI Canada in view of the ending of the present contract in two years with BMI Canada and with CAPAC. At the Tuesday afternoon meeting, it was unanimously decided to give BMI Canada more funds through a service charge for material obtained.

Annual meeting of Bureau of Broadcast Measurement (BBM) followed, with Lou Phenner, president, as chairman. He reported 114 stations, or 80% of all Canadian stations, now are members of BBM. Good progress is being made on the 1950 survey which should be ready late this summer, he said, and finances are adequate to take care of this survey. The 1950 survey will have figures on a similar basis to the BMB figures, on more than once a week listening.

Dr. Ken Baker of BMB, New York, explained to Canadian broadcasters some of the ways in which they could use the additional figures and reported on what U. S. broadcasters are doing with these figures.

New BBM directors elected included:

Representing advertisers, C. R. Vint, Colgate-Palmolive-Peet, Toronto, was elected for three year term, and E. B. Cooper, Imperial Oil Ltd., Toronto, for two years; for advertising agencies, G. F. Mills, Spitzer & Mills, Toronto, for three years, and S. B. Smith, James Lovick Ltd., Toronto, for two years; for stations, W. T. Cranston, CKOC Hamilton, for three year term.

Don Henshaw, account executive of MacLaren Adv. Co., Toronto, guest speaker at the Tuesday luncheon, urged broadcasters to become better acquainted with agency executives, not to be rebuffed if the agency door was not opened rapidly, but to make sincere efforts to get to know the executives and their thinking.

Rates Covered

Tuesday afternoon meeting dealt mainly with rates and discounts. Resolutions were adopted to follow NAB contract forms in making changes in the CAB contract form.

A discussion of a request for an increase from 15% to 17% in advertising agency commissions followed presentations by agency executives on this question. Agencies pointed to increased costs of operations. At a closed meeting of members, it was resolved to defer the matter for a year.

CJOB Winnipeg was presented the first annual Canadian General Electric Award for station efficiency on air time at the annual dinner on Tuesday. Dr. Robert Stanforth of UNESCO, dinner speaker, urged Canadian broadcasters to watch against the growth of government bureaucracy in broadcasting by preservation of the free enterprise system.

The broadcasters were told of television pitfalls by Samuel H. Cuff, president of the Retailers Television Film Service Inc., New York, at the Wednesday afternoon session. Mr. Cuff discussed American station experience, along with data on the minimum cost of establishing a TV station, programming and engineering problems. John J. Gillin Jr., president of WOW-AM-TV Omaha, Neb., detailed experience in operating his television station, especially preparations before opening the outlet. An idea panel discussion followed, in which stations reported on new program, personnel and Transit Radio developments.

An information panel constituting American and Canadian agency representives dealt with Canadian television prospects, role of the station representative, per inquiry business and discounts. Opinion of the gathering was largely against per inquiry business.

Stations urged giving the representatives more sales data to pass to agency timebuyers. Considering the prospects of advertising on Canadian television, the majority feeling was that national advertisers would not change major AM programs because of Toronto and Montreal TV markets.

Mitchell Speaks

An overflow meeting Thursday afternoon heard Maurice B. Mitchell, director of BAB, give data on surveys now being made on radio vs. newspaper advertising. He said that results will be made available to the Canadian stations. Mr. Mitchell also covered merchandising, per inquiry and the effect of television on radio rates.

Of the several hundred broadcasters who saw the Canadian premier of "Lightning That Talks," the majority felt it to be a good sales help. The film in its present and short version is being made available to Canadian stations.

The convention went on record as condemning all forms of per inquiry advertising.



BROADCASTERS at Canadian convention at Niagara Falls include Mike Hopkins (standing), CKLB Oshawa; (seated l to r facing camera) Murray Brown, CFPL London; Pete McGurk, Weed & Co., New York; Gordon Keeble, CFCF Montreal; (seated back to camera) Vic George, CFCF Montreal; Spence Caldwell, S. W. Caldwell Ltd., Toronto, and Keith Chase, CFPL London.

1930—1950
20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy
in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

CAB REGISTRATION

A-E

Archibald, E. Gordon, CHOV Pembroke, Ont.; Aston, J. P., Northern Electric Co. Ltd., Montreal; Armstrong, W. M. and Mrs., Can. Nat. Telegraphs, Toronto; Allen, A. E., CN—CP Communications Dept., Toronto; Avery, R. J., Ronalds Advertising Agency Ltd., Toronto; Arnot, Geo. A., Wm. Wright, Toronto; Allard, T. G., CAB; Alexander, J. L., Toronto;

Browne, James Jr., CKOV Kelowna, B.C.; Ball, Alan, C., Canadian Advertising, Toronto; Blackburn, Walter J. and Brown, Murray T., CFPL London, Ont.; Boyling, J. S., CHAB Moose Jaw, Sask.; Burgoyne, W. B. C., CKTB St. Catharines, Ont.; Burgoyne, H. B., CKTB St. Catharines, Ont.; Beardall, Jack and Mrs., CFCO Chatham, Ont.; Beardall, Eleanor, CFCO Chatham, Ont.; Bedford, B. H., CHVC Niagara Falls, Ont.; Blick, J. O., CJOB Winnipeg, Man.; Botterill, Norman, CKRM, Regina, Sask.; Burns, Arthur, Radio Advertising Services Inc.; Burton, Robert J., BMI (Canada) Ltd., New York; Bourassa, George, CKAC Montreal; Barnes, Wade, RCA Recorded Program Services, New York; Bowden, Ralph F., Elliott-Haynes Ltd., Montreal; Baer, Russ, CHEX Peterborough, Ont.; Barrow, F. A., Canadian Marconi Co., Montreal; Barker, C. G., Kingsway Film Equipment Ltd., Toronto; Browne, Cecil, Dept. of Transport, Ottawa; Beatty, Ruth, CAB, Toronto; Brandt, Otto, ABC, New York; Brown, Norman C., Robin Hood Flour, Toronto; Byles, Bill, Young & Rubicam, Toronto;

Chase, Keith S., CFPL London, Ont.; Cooke, Hal, CKEY Toronto, Ont.; Collins, Alfred H., CKLB Oshawa, Ont.; Campeau, J. E., and Carter, W. J. CKLW Windsor, Ont.; Chandler, George C., CJOR Vancouver, B.C.; Cranston, W. T., CKOC Hamilton, Ont.; Crittenden, H. A., CKCK Regina, Sask.; Chevrier, H. F., Bureau of Broadcast Measurement, Toronto; Carson, H. R. and Copeland, Clare, All-Canada Radio Facilities Ltd., Calgary; Chisholm, K. G, RCA Victor, Toronto; Clark, Alex L. and Cairns, R. S. (Bud), Kingsway Film Equipment, Toronto; Conder, Stan, Central Mortgage and Housing Corp., Ottawa; Caldwell, S. W., S. W. Caldwell Ltd., Toronto; Campbell, Robt. J. Walter Thompson, Toronto; Carpenter, Robt., MBS, New York; Clochessy, Henry, Compton Advertising, New York; Cromwell, George A., CHSJ, St. John; Curran, Phil R., British United Press, Montreal;

Dales, Walter A., Walter A. Dales Radioscripts, Montreal; Dallin, Vern, CFQC Saskatoon, Sask.; DuPont, J. Arthur, CJAD Montreal; Davidson, Jack M., Northern Broadcasting Co., Toronto; Dyer, V. D. L., MacLaren Advertising Co. Ltd., Toronto; Dippie, Wilf. C., Radio Representative Ltd., Montreal; Dougall, H. F., CKPR, Fort William, Ont.; Desaulniers, R. R., Canadian Marconi Co., Montreal; Demers, Jacques, CKVM Ville Marie P.Q.; Day, Robert E., Bulova Watch Co. Ltd., Toronto; Davis, Ken. W., Wm. Wright, Montreal; Diaz, Ray A., ABC, New York; Donato, N. V., C. P. MacGregor Co., New York; Duggan, M. J., Press News Limited, Toronto; Dibble, Muriel, Compton Adv., New York; Davis, Don. K., CKEY Toronto;

Elphicke, Frank H., CKWX Vancouver, B.C.; Edgar, Harry M., CJKL Kirkland Lake, Ont.; Elliott, Walter E., Elliott-Haynes Ltd., Toronto; Elliott, M. M. (Pete), Canadian Marconi Co., Montreal; Edwards, C. P., Dept. of Transport, Ottawa; Evans, T. A., CAB, Ottawa; Edwards, C. B., Press News Limited, Toronto;

F-N

Fairley, E. Chris, CFCA-FM Kitchener, Ont.; Fitzpatrick, B. S. L., Imperial Tobacco Co. of Can., Toronto; Ferris, Gordon, Household Finance Corp., Toronto; Ford, Rolly, CHUM Toronto, Ont.; Follett, C. J., Bureau of Broadcast Measurement, Toronto; Freeman, Harvey, CKGB Timmins, Ont.; Flint, H. Harrison, CKSF Cornwall, Ont.; Freeman, A. F. P. (Pat), CAB, Toronto; Foster, John R., Ahearn & Soper Co. Ltd., Ottawa; Fulton, F. F., Northern Electric Co., Montreal; Fling, Wentworth D., Fairchild Recording Equipment Corp., New York;

Guild, Mr. and Mrs. Wm. M., CJOC Lethbridge; Gilchrist, C. W., Dept. of National Health & Welfare, Ottawa; Gaetz, Gerry, CJCA Edmonton, Alta.; George, W. V., CFCF Montreal; Gormley, Paul, Dept. of Agriculture, Ottawa; Gillin, J. J., WOW Omaha; Gunther, Frank A., Radio Engineering Labs. Cleveland; Guerrette, George, CJEM Edmunston, CJBR Rimouski;

Hopkins, Michael, CKLB Oshawa, Ont.; Haverlin, Carl, BMI (Canada) Ltd., New York; Hunt, A. B., Northern Electric Co. Ltd., Montreal; Herbert, G. F., All-Can. Radio Facilities, Toronto; Hall, Burt, All-Canada Radio

Facilities Ltd., Montreal; Hardy, Jos. A., Jos. A. Hardy & Co. Ltd., Montreal; Haig, A. M., CJBQ Belleville, Ont.; Hawkins, Wm. N., CFOS Owen Sound, Ont.; Hirtle, John F., CKBW Bridgewater, N.S.; Huson, A. Gordon, United Kingdom Information Office, Ottawa; Hyland, J. G., CJIC Sault Ste. Marie; Holden, Waldo, CFRB Toronto, Ont.; Hutton, L. A. B., CN and CP Telegraphs, Ottawa; Holroyd, W. H., Can. General Electric Co. Ltd., Toronto; Hart, Ralph, Spitzer & Mills Ltd., Toronto; Hofstetter, Roy, CKWS Kingston, Ont.; Hill, John C., Kingsway Film Equip. Ltd., Toronto; Henning, W. I., Robin Hood Flour, Montreal; Hannon, William A., Employers Reinsurance Corp.;

Jones, Ruth, Benton & Bowles Inc., New York; Judge, Ralph, Horace N. Stovin & Co., Montreal; Keeble, G. F., CFCF Montreal; Keenan, H. J., Northern Electric Co. Ltd., Montreal; Kerr, David I., CJSH-FM Hamilton, Ont.; Knudsen, Frank, Kingsway Film Equipment Ltd., Toronto; Kern, George, Benton & Bowles Inc., New York; Kerton, Ethel, CAB, Ottawa; Kavanagh, E. F., National Broadcast Sales, Toronto;

Langlois, John D., Lang-Worth Inc., New York; Lee, Bob, CHUM Toronto, Ont.; Lynds, Fred, CKCW Moncton, N.B.; Lynch, F. J. J., CKLW Windsor, Ont.; Lepage, Henri, CHRC Quebec City; Lalonde, Phil, CKAC Montreal; Leslie, Roy C., Canadian Bridge Co., Montreal; Lethbridge, Hume A., CJNB North Battleford; Liddle, G. and Liddle, Jack, CKCR Kitchener, Ont.; Lindsey, W. A., Baker Advertising Agency, Toronto; Love, James A., CFCN Calgary, Alta.; Large, R. F., CFCY Charlottetown, P.E.I.; Loney, D. R., Ronalds Advertising Agency, Toronto; Legate, B. E., MacLaren Advertising Co., Toronto; Lemire, J. P., CKCH Hull, P.Q.; Langlais, Lt. Col. Paul, Radio Programme Prod., Montreal; Lown, Bert, Assoc. Program Service, New York; Leslie, R. A., Nat. Broadcast Sales, Toronto;

M-R

MacKay, Stuart, All-Canada Radio Facilities; MacDonald, E. F., CJCH Halifax, N.S.; MacNeil, Neil, Canadian Representative for CARE, Ottawa; Matthews, Richard P., Federal Electric Man. Co., Montreal; Miller, Alex M., Can. Assn. of Advertising Agencies, Toronto; Moon, Wm. Harold, BMI Canada Limited, Toronto; Mitchell, Wm., All-Canada Radio Facilities, Toronto; Mercer, Donald J., RCA Recorded Program Services, New York; Moran, Mary, MacLaren Advertising Co., Toronto; Miller, Geo., CHLO St. Thomas, Ont.; Mitchell, W. Clyde, CKCR Kitchener, Ont.; Mitchell, Jim, CKCR Kitchener, Ont.; Messner, A. J., CJOB Winnipeg, Man.; Moffat, Lloyd E., CKY Winnipeg, Man.; Metcalf, Fred, CJOY Guelph, Ont.; Moore, Lloyd, CFRB Toronto, Ont.; Miller, E. W., RCA Victor Co., Montreal; Midgley, C. E., CBS, New York; Malone, Thomas F., Adam J. Young Jr., New York; Macaulay, R. Cameron, Kingsway Film Equip., Toronto; Mulvihill, Paul, National Broadcast Sales, Toronto; Montagnes, Mr. and Mrs. James, BROADCASTING, Toronto; Madonna, N. R., Donald Cooke Inc., New York; McLeod, J. D. Penn, Penn McLeod & Assoc. Ltd., Vancouver; McKim, Don, All-Canada Radio Facilities Ltd., Toronto; McCurdy, B. P., CJCH Halifax, N.S.; McQuarrie, Athol, Bureau of Broadcast Measurement, Toronto; McDermott, Andy, Horace N. Stovin & Co., Toronto; McGurk, Peter A., Weed & Co., New York; McCurdy, G. E., McCurdy Radio Industries; McLean, P. G., Canadian Pacific Comm., Montreal; McGill, T. J., Tuckett Tobacco Co. Ltd., Hamilton; McIntosh, Frank H., Kingsway Film Equip., Toronto; McLaughlin, Miss Dorothy, Donald Cooke Inc., New York; McGuire, R. E., National Programs Ltd., Toronto;

Neill, D. Malcolm, CFNB Fredericton, N.B.; Nelson, Blair, CFQC Saskatoon, Sask.; Novek, Ralph, Radio Advertising Serv. Inc.,; Napiere, Mark, J. Walter Thompson Co.; Nichol, A. F., BMI, New York; Newton, Mary W., Foster Advertising Agency, Toronto; Parker, Ralph H., CFPA Port Arthur, Ont.; Phenner, L. E., Bureau of Broadcast Measurement, Toronto; Potts, Lyman, CKOC Hamilton, Ont.; Piggott, E. J., Ontario Dist. for Presto Recording Corp., Toronto; Pichrem, Cliff O., CFCH North Bay, Ont.; Provost, Marcel, French Radio Associates, Montreal; Parent, Marguerite, CAB, Ottawa; Partridge, J. L., Can. Gen. Electric, Toronto;

Quinney, G. B., CJSH-FM Hamilton, Ont.; Roskin, Lewis R., CJDC Dawson Creek, B.C.; Reinhart, Robt. A., CFPL London, Ont.; Ritchie, S. C., CKLW Windsor, Ont.; Rae, Wm. Jr., CKNW New Westminster, B.C.; Rawlinson, E. A., CKBI Prince Albert, Sask.; Richardson, Herbert, Bank of Canada, Ottawa; Rogers, A. G. CJRW Summerside, P.E.I.; Rogers, Ellsworth, CFRB Toronto, Ont.; Rosenfeld, M., MacLaren Advertising Co.; Rice, G. R. A., CFRN, Edmonton, Ont.; Rutter, Andrew Jr., Quaker Oats Co.; Rogers, Lt. Col. K. S. and Mrs., CFCY Charlottetown, P.E.I.; Rooney, Leonard A., Raytheon Manufacturing Co., New York;

S-Y

Slayton, Alair, Harold F. Stanfield Ltd., Toronto; Stubbs, Leigh, CHUM Toronto, Ont.; Sifton, Clifford, All-Canada Radio Facilities, Toronto; Stovin, W. H., CJBQ Belleville, Ont.; Scully, Basil, CJIC Sault Ste. Marie; Sloan, Tom., British Broadcasting Corp., Toronto; Slaybaugh, C. C., Morse International Inc., New York; Slatter, Wallace, CJOY Guelph, Ont.; Stovin, Horace, Horace N. Stovin & Co., Toronto; Scott, E. L., CPR Communications Dept., Montreal; Sedgwick, Harry, CFRB Toronto, Ont.; Snelgrove, Ralph, CKBB Barrie, Ont.; Snelgrove, H. J., CKBB Barrie, Ont.; Speers, William A., CKRC Winnipeg, Man.; Smart, J. G., Canadian General Electric Co., Toronto; Slatter, Jack, Radio Representative Ltd., Toronto; Scott, Jim, Radio Representatives Ltd., Montreal; Schudt, Wm., CBS, New York; Smith, Arnold W. Federal Electric Mfg. Co., Montreal; Soble, Mr. and Mrs. Ken, CHML Hamilton; Sherwood, Alex, Standard Radio, New York; Stone, Robert, Sesac Inc., New York; Scarlett, C. Al, Russell T. Kelley Ltd., Toronto; Stanforth, Dr. Robert, UNESCO, Lake Success; Slatter, Wallace, CJOY Guelph;

Tait, Bob, All-Canada Radio Facilities Ltd., Toronto; Tierney, S. T., Canadian Bridge Co. Ltd., Toronto; Todd, Wm. E., William Wright Co., Montreal; Trowhill, Mr. and Mrs. Geo. T., Can. National Telegraphs, Toronto; Tapp, Jim, National Broadcast Sales, Montreal; Turrall, Jack, CKEY, Toronto; Wingrove, W. C., CKTB St. Catharines, Ont.; Westmoreland, L. A., CKOC Hamilton, Ont.; Wood, H. H., RCA Recorded Program Services, New York; Whitehouse, Jack, H. N. Stovin & Co., Winnipeg; Walker, H. S., RCA Recorded Program Services, Montreal; Weed, Joseph J. and Weed, Neal, Weed & Co., New York; Whitemore, R. D., Dept. of Nat. Health & Welfare, Ottawa; Ward, W. G., Canadian General Electric Co., Toronto; Wright, C. W., Wm. Wright, Toronto; White, John R., Can. National Telegraphs, Toronto; Williams, Hal. B., Dominion Broadcasting Co., Toronto; Yuill, Mr. and Mrs. J. H., CHAT Medicine Hat.; Young, Adam J. Jr., Adam J. Young Jr. Inc., New York; Young, George CBC, Toronto.

WSNY TRANSFER

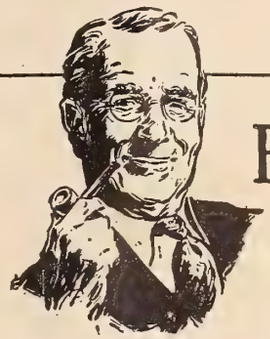
Would End Long Dispute

TWO-YEAR old ownership dispute among principals in WSNY Schenectady, N. Y., moved toward final settlement last week as an application was filed for FCC approval to the acquisition of control by Winslow Leighton, president-treasurer. He would purchase minor interests held by George R. Nelson and William G. Avery.

Simultaneously FCC was asked to: Dismiss complaints filed against WSNY by Mr. Nelson and on which the Commission has scheduled hearing [BROADCASTING, May 9, 1949]; renew the station's license on a regular basis, and dismiss the application of Mr. Nelson's Public Service Broadcasting Corp. which seeks a new station there on WSNY's assignment, 250 w on 1240 kc.

BASEBALL
SOUND EFFECT RECORDS
5 D/F SPEEDY-Q DISCS OVER ALL REQUIREMENTS $10. or [2. ea]
Order C.O.D. today while supply lasts
CHAS. MICHELSON, Inc.
23 WEST 47th ST., N. Y. 19
PL 7-0695

Advertisement



From where I sit
by Joe Marsh

"Curfew Shall Not Ring Tonight"

Our ten o'clock curfew lasted for over 50 years, but the town council finally voted it out. I dropped in at the meeting in Town Hall last week just in time to hear Smiley Roberts.

"The curfew is old-fashioned," says Smiley. "We ought to be grown-up enough by now to behave like grown-ups. Seeing to it that our kids get to bed is the responsibility of each family." Then Judge Cunningham adds, "Most of us are in bed when the curfew horn blows anyway. It wakes me up just when I'm getting to sleep!"

What the Judge said was good for a laugh, but Smiley just about summed up how folks think in this town. We believe that the democratic tradition of "live and let live" is the only *way to live.*

From where I sit, it's not the American way to regulate your life by a horn—any more than it's right to criticize *my* caring for a temperate glass of beer now and then. Think what you wish, say what you wish, but don't ask your neighbor to do exactly as you do!

Joe Marsh

Copyright, 1950, United States Brewers Foundation

"VIC" DIEHM says:

Watch



Your



Profits



Triple!!

when you air your Sales Message on

WAZL

HAZLETON, PENNA.

for further Enlightenment write to Vic Diehm

or

Robert Meeker Associates

521 Fifth Avenue, New York City 17, N. Y.

Feature of the Week

ONE mention by Arthur Godfrey of a "little, inspirational magazine" has resulted in the publisher being swamped with mail and the probability that the single reference will bring from 60,000 to 70,000 more subscribers. This story of the overwhelming mail response that the non-sectarian magazine, *Guideposts*, received was revealed last week by Frank E. Mason, a Loudoun County, Va., publisher.

The story, according to Mr. Mason, was told originally by Lowell Thomas at a gathering in the Pawling, N. Y., home of Raymond Thornburg, publisher of *Guideposts* and brother-in-law of Mr. Thomas.

About 11:15 a.m. Friday, March 17, on the CBS *Chesterfield Hour*, Mr. Godfrey told how *Guideposts*, through personal experience stories of such famous persons as Eddie Rickenbacker, Gene Tunney, Kate Smith, Mary Pickford, Babe Ruth, Cardinal Spellman and Lowell Thomas had helped thousands of Americans to the paths of happiness through spiritual understanding.

Less than 24 hours after the Godfrey broadcast, Mr. Thomas related, the Pawling Post Office was swamped with a deluge of mail. Assisted by the 18 neighbors he had called in to open envelopes and enter subscriptions, Mr. Thornburg had tabulated 11,571 replies to the broadcast by nightfall.



The man whose influence has swamped Guideposts' *mail—Arthur Godfrey*

Wednesday's mail brought in 23,631 more letters and subscriptions and by the following Wednesday, nearly 56,905 replies had been received with the letters still pouring in.

On All Accounts

EVER SINCE he built his first crystal set at the age of 12, Ed Stodel has been in radio. In those days he had to call Hamburger's Department Store, Los Angeles, to request their going on the air.

There have been many changes since then, of course. The May Co. now stands where Hamburger's did; radio goes on the air with or without request; and Ed has given up crystal set making in favor of being owner-president of Stodel Adv. Co., Los Angeles.



ED

Heading towards its 15th birthday, Ed's agency, which is responsible for many West Coasters going around singing "Eastern Columbia, Broadway at Ninth," now carries approximately one-quarter million dollars of radio and television billing annually. Most outstanding user of radio is that department store which has replaced Hamburger's in his affection—Eastern-Columbia.

The Eastern department store was Ed's first client in 1935, and he continued as its agency when the firm merged with Columbia, with whom it shared a building, in 1939. The famous E-C radio jingle was developed by the agency in 1944 and has since been carried into store's television advertising [TELECASTING, March 20].

Currently spending approximately $1,200 per week on radio and about $600 weekly on television in Los Angeles, Eastern-Columbia has 20 basic spots weekly on the four Los Angeles network stations—KECA KFI KNX KHJ; six television spots weekly on KTLA (TV) KFI-TV KTTV (TV) plus two weekly participations on KFI-TV. Throughout the year basic schedules are supplemented with special radio and TV campaigns.

Other accounts serviced by the agency include Felix Chevrolet Los Angeles (dealers) currently sponsoring hour and one-half weekly *Sunday Matinee* on KFI-TV Los Angeles; National Silver Co. which plans to go into television again in the near future; and special radio and television campaigns on the West Coast for Warner Bros., for whom Ed handles West Coast advertising; and national campaigns for Republic Pictures. Agency recently established a record for the latter on the San Francisco premiere of its "Sands of Iwo Jima." Newsreel of the

(Continued on page 74)



WHAT EVERY

Sponsor

Agency

Station

SHOULD KNOW

. . . there's fingertip information on exactly how hundreds of national spot and network advertisers used radio and television in 1949.

It's all in the

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

NAB CONVENTION ISSUE

APRIL 17th

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COMPANY

ADDRESS

CITY ZONE STATE

A Look at BMB

(Continued from page 28)

stations give us excellent visualization of what the figures mean. This is a good strong point in talking to non-radio personnel.

c. This truly monumental job appears to have been handled very well all along the line. I even think that its form, that is, looseleaf and adaptable to filing, is superior to the cumbersome book used the last time. It will be admittedly more difficult to discuss specific areas, compare stations within those areas, but I believe that difficulty is not enormous.

On the bad side:

The limited scope of approximately 650 stations subscribing and being surveyed is unfortunate, but I am glad to hear from BMB that provisions have been made so that we can get further information if desired on non-subscribing stations. Frankly, this agency has done whatever it could to push the BMB idea with local stations and other stations with which we do business. I can't say that we've been successful.

In many ways, it is rather disgraceful that the operating part of the radio industry has not seen fit to give BMB necessary support. Radio research has, by and large, been inadequate.

BMB provided an excellent opportunity for radio to answer these charges, and it would seem that the operating part (by that I mean the stations concerned) did not meet this challenge. Naturally, my sentiments are colored by the fact that in the major market of Baltimore, not one station is a subscriber.

Lewis F. Bonham, Director of Advertising and Sales Promotion of The Mennen Co. plans to use the new BMB station coverage maps extensively. He says: "We believe that the new BMB station coverage maps will enable us to better evaluate rate cards in a selective spot operation like ours."

Colgate - Palmolive - Peet Co. is represented on the ANA Radio & Television Steering Committee and subscribes to the ANA policy on BMB, according to **James C. Douglass, C-P-P radio coordinator.** ANA is participating in plans to form the new BAM [BROADCASTING, March 20].

Charles H. Pinkham, research director of Lydia E. Pinkham Medicine Co., Lynn, Mass., has not yet completed a study of the BMB Study No. 2, he told BROADCASTING, but is expected to give his views later. **A. H. Caperton, advertising manager of Dr. Pepper Co.,** said he had not yet had time to make a detailed report of the new figures. **Ben R. Donaldson, director of advertising and sales promotion, Ford Motor Co.,** explained the company has not examined the figures closely since it has not been using network radio time recently.

D. E. Robinson, member of the firm of **Price, Robinson & Frank,** Chicago agency, has not yet made a study of the figures. **John H. Kelly, executive vice president of Emerson Drug Co.,** Baltimore, said Emerson's advertising department is reviewing the BMB data in relation to its advertising and sales approach.

Frank Coulter Jr., manager of radio media, Young & Rubicam, New York, said the agency is reviewing the figures to ascertain their application to clients. **Patrick H. Gorham, advertising manager of Philip Morris & Co.,** New York, is analyzing the figures but has not yet arrived at definite conclusions. **H. S. Thompson, advertising manager of Miles Labs, Elkhart, Ind.,** is in the same position.

Mr. Albert S. Dempewolff, advertising manager of Celenese Corp. of America, spoke before the AAAA meeting last week (see separate story) on the second BMB study.

The QUA in WQUA means QUAlity Service and QUAntity Audience among the 225,000 People in the QUAD Cities

DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE

WQUA FULL-TIME MUTUAL

RADIO CENTER, MOLINE, ILL.

COST STUDY

NAB Surveys Broadcasters

DATA is being gathered by the NAB for its second annual study of radio station operating costs, it was announced last week with the mailing of questionnaires to station owners and managers. Tabulations will be made and then analyzed by Richard P. Doherty, NAB's Employe - Employer Relations Dept. director.

All material collected from questionnaires will be sorted according to station types and sizes, gross incomes and geographical regions. Analysis is expected to offer managers comparative figures covering the entire industry. Replies covering total broadcast revenues and expenses will be kept confidential, NAB said.

This year's survey, NAB said, was initiated in response to enthusiastic comments from broadcasters who used the first annual survey made last year as a yardstick against which they measured their own operating costs. The 1948 study also was used by Mr. Doherty as basis of a cost-control session he conducted last fall at each of the 17 NAB district meetings.

FIRST Florida peacetime heroism medals given four National Guardsmen who rescued seven WIRA Ft. Pierce, Fla., staff members during hurricane last August.

SADOWSKI

Sees Subcommittee Life By First of May

REP. GEORGE SADOWSKI (D-Mich.) has no intention of permitting his House Interstate and Foreign Commerce radio subcommittee to founder this Congressional session and expects the group to reactivate itself about the end of April or beginning of May.

These opinions were given to BROADCASTING last week by Rep. Sadowski, who has chaired the subcommittee during this session of Congress and who has authored a radio bill of his own.

The Congressman also revealed that the so-called FCC "model bill" [BROADCASTING, March 6], containing substantial departures from the Senate-okayed McFarland Bill (S 1973) to reorganize FCC procedure, will be thrown into the House hopper. It will be sponsored by either himself or by Rep. Robert Crosser (D-Ohio), chairman of the House committee, the Michigan legislator said.

Introduction of the bill would be a formality, however, as subcommittee staff members already are preparing summary charts showing point by point how Sen. Ernest W. McFarland (D-Ariz.) and the FCC differ in their approach to the agency's functions.

Staff members meanwhile confirmed the report that the McFarland Bill and the FCC "model bill" probably will be given priority by subcommittee members when hearings get underway [CLOSED CIRCUIT, March 27]. Rep. Sadowski, however, believes his bill to set up an overall frequency allocations board (HR 6949) still may be considered. Other spokesmen close to the Congressional group agreed with the possibility, providing the time schedule permits. The pressing time matter also would apply to the new Sheppard Bill (HR 7310) which would require the licensing of networks.

Rep. Sadowski, who only now is beginning to shake off the effects of a serious illness which has kept him away from his Washington desk for several weeks, told BROADCASTING that he plans to resume leadership of the subcommittee providing Chairman Crosser, of the full committee, is in agreement. Rep. Crosser apparently wants the group to proceed as soon as possible with the pending radio legislation, consideration of which has been in abeyance for a good measure of this year.

Rep. Crosser told BROADCASTING last Wednesday that he has his sights on an early revival of the subcommittee and that his concern for Rep. Sadowski's health has been the main reason for the delay in setting a date for the hearings.

As yet, Rep. Sadowski said, he hasn't had time to scrutinize the possible effects of President Truman's new Communications Policy Board whose function coincides with the proposed board his bill would establish.

WOC

FIRST in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. 1420 Kc. • WOC-FM 47 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5
22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 8,000 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

Basic NBC Affiliate
Col. B. J. Palmer, President
Ernest Sanders, General Manager



DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives

On All Accounts

(Continued from page 72)

premiere was filmed from 8-8:30 p.m. and an hour and one half later it was beamed on KPIX (TV) San Francisco.

Edward Charles Stodel was born in 1909 in Los Angeles. There he received his early schooling. In 1927 he launched simultaneously into a formal education at UCLA and an informal one at Los Angeles *Herald-Express* as a cub reporter. Two years later the applied education had won out over the theoretical one as the cub advanced to the higher glories of assistant motion picture editor, feature writer and interviewer.

When the newspaper became affiliated with KMTP (now KLAC) in 1928, Ed became the *Voice of the Herald-Express* doing a nightly newscast direct from the editorial rooms. He remained with the paper until 1931 during which time he wrote and acted on various shows.

Continues Free Lancing

Ed's next step upon leaving the paper was to join the Hollywood office of *Zitz Theatrical Weekly* where he remained two years. During this time he continued freelance radio writing and producing. Upon leaving there he continued his freelance work in addition to writing stories for national magazines in his spare time. At one time during this period he served an eight-month term with KFI as writer-producer.

On June 1, 1935, with the $75 he had saved during this time he opened an advertising agency. His staff consisted of one associate who was to act as salesman, and one secretary. The former association was short-lived when Ed found his would-be salesman deep in a copy of *How To Sell Advertising*.

Ed launched his first account, the Eastern Department Store into its first regular broadcast, a quarter-hour magazine format show, *Inside Stories of Hollywood* in that year. And since that first broadcast, which resulted in selling of 11 sewing machines amounting to approximately $500 in sales within the next day and one half, the store has been sold on radio.

In 1943 his agency suspended operations for three years while its owner-president served as combat correspondent with the U. S. Marine Corps. Ed chalked up a few honors there, too, by doing an eyewitness account of the first tank battle ever recorded over three major networks, ABC CBS NBC; and doing the first official broadcast on the first American-liberated island, Guam.

Discharged in 1945 on the East Coast, Ed spent several months in New York learning more about a new love that had come into his life—television. The following year he became temporarily affiliated with Hillman-Shane Agency in Los Angeles, and a short while later hung out the Stodel shutter there again.

Still enthusiastic about radio, Ed feels that television is inevitable. It is his contention, however, that daytime radio will continue to be the best buy for a long time.

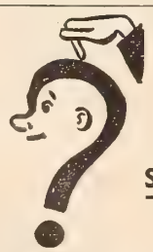
The Stodels—she is the former Charlotte Levine—have two children, Jacqueline, 5, and Jeffrey Craig, 2. They make their home in Los Angeles.

Ed is presently State Athletic Chairman of the American Legion, past commander of the Los Angeles post of the Legion, and president of the Marine Corps News Assn., Los Angeles.

In the realm of hobbies he lists fishing, boating and history reading. He hasn't ridden on an animal of any sort since his last trip on a water buffalo one New Year's Eve in Guam.

CBC Bars Bingo

RADIO BINGO has been ruled off the Canadian air, effective May 1, by announcement of the Canadian Broadcasting Corp.'s board of governors at Ottawa. Hearings on the subject were held at both Toronto and Ottawa in February and March, with stations and service clubs showing how money was spent for charitable purposes, religious organizations and moving picture interests opposing bingo games on the air.

WHY  ARE MADISON ADVERTISERS SWITCHING TO WISC?

Madison merchants, who are on the scene, can best evaluate a station's worth in producing SALES. And that's what WISC delivers . . . sales . . . NOT stories. Get the facts on the job WISC does locally—and draw your own conclusions!

WISC

Madison, Wisc. ABC 1000 watts

Member Arrowhead Network

Represented nationally by: KA-TEL Regionally by: BULMER-JOHNSON, Inc. Mpls.

WCAU PROMOTES *Thornburgh, Vanda, Pryor Elevated*

PROMOTIONS in the top command at WCAU-AM-FM-TV Philadelphia were announced last week. Donald W. Thornburgh, president of the WCAU stations, was named a member of the board of directors of WCAU Inc., and two departmental heads were made vice presidents at the board's annual meeting on March 27.

Charles Vanda, director of television, was named vice president in charge of television, and Robert N. Pryor, director of promotion and publicity, was promoted to vice president in charge of that operation.



Mr. Thornburgh

All members of the board were re-elected and officers will continue in their respective capacities, the station said. Mr. Thornburgh assumed the presidency of WCAU on Aug. 1, 1949. He formerly was vice president of CBS in charge of its Western Division. Mr. Vanda, former executive producer for that same division, became TV director last January. He had joined the station's staff in September 1949.



Mr. Pryor



Mr. Vanda

Mr. Pryor has been public relations and promotion director at WCAU since November 1944. He has been identified with developing prize-winning programs, *Career Forum*, the "Crusade for Better Drinking Water," *It's Up to You*, the *U. of Pennsylvania Forum* and other public service programs, the station said.

WMOR REALIGNS

Kisau Heads New Board

BOARD of directors of WMOR (FM) Chicago resigned in a body last Monday at a stockholders meeting and was succeed by a new slate after several months of internal policy conflict. Donald F. Kisau, executive vice president of the Chicago Restaurant Assn., succeeds Bernard I. Miller as president. Mr. Miller also was station manager. No successor to that post had been named late last week.

Re-elected board members include Dario L. Toffenetti, Chicago and New York restaurant owner who resigned as board chairman two months ago; Ralph J. Wood Jr., former WMOR station manager, and Morris Alexander. New directors are Albert Vodicka, Edward Olin, Mr. Kisau and Meyer Field, the last of whom is not a stockholder. No board chairman was elected.

It is understood the new management is seriously considering installation and programming to FM receivers and speakers in Chicago-area manufacturing concerns, restaurants and shops. WMOR expects to retain its in-store broadcasting service during the day.

Mr. Miller and Chief Announcer Jack Pitman have organized B. I. Miller Co., radio-TV package firm. They have several properties.

FTC Testifies

SENATE Appropriations subcommittee that is holding hearings on the 1950-51 omnibus budget bill last week heard testimony by Federal Trade Commission officials. Acting Chairman Lowell B. Mason and Comr. James M. Mead testified along with FTC assistants. The FCC is scheduled to testify on its budget requests in mid-April, subcommittee spokesmen said. The House is scheduled to debate this week the budget recommendations of its appropriations group [BROADCASTING, March 27].

NEBRASKA U. MEET

Workshop Has Annual Session

FOURTEEN of Nebraska's 21 stations attended the sixth annual U. of Nebraska Radio Workshop which was held last month (March 17-18) on the campus, according to William C. Dempsey, the university's director of radio.

The two-day conference included panel discussions and a luncheon meeting at which Carl F. Borgmann, dean of faculties, presented the broadcasters with a plaque for their public service in cooperating with the university. Stations represented by panel speakers included KODY North Platte, KFAB and WOW-AM-TV, both Omaha; KGFW Kearney, KOLN, KLMS and KFOR all Lincoln; KWBE Beatrice.



Preparing copy —auditioning dry runs for TV—split second timing—all along the line it's

RUSH RUSH RUSH

Build up energy push and go for the RUSH with KEVETTS the candy like tablet that as a food supplement supplies energy to help put *you* over the top.

At your food dealer or drug store

or write to

Kevo and Kevetts E-3

Azusa, California

AAAA

(Continued from page 16)

time," Secretary Sawyer said, urging business to "regain some of that lost influence—so that business, as well as agriculture and labor, becomes a major concern of government and the public at large."

Business must tell the American people what it has achieved, he said, and with advertising is in the best position to "do the most effective work. I believe in more, not less, effective advertising." In turn advertising must have the help of educators, he insisted, and employes must be sold on the benefits they receive from business.

Mr. Peabody, as chairman of the Commerce Dept. committee, recalled that the great majority of economists now accept advertising as a valuable, if not essential, part of the distribution process. He said the industry stands higher in public esteem as well as in the minds of responsible government officials than was the case prior to the war and postwar activities of the Advertising Council.

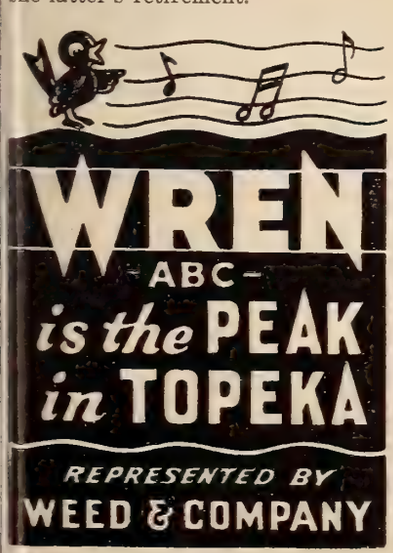
The nation must be kept strong if the capitalistic system is to survive and if Russia is to be contained, he said, with advertising taking leadership in bringing about a healthy and expanding economy.

"Advertising played a major part in putting the people solidly behind total war," he said, and now must serve the country in three ways—selling more goods than ever before, developing public support for the nation's new foreign policy and showing Americans (and other peoples, as well) the contribution of business to their well-being and security.

Mr. Peabody reminded that Secretary Sawyer "is not a politician in business but a businessman in politics, a combination all too rare in recent years."

AT&T Names Bagnall

VERNON BAGNALL, assistant to Harry H. Carter, general commercial manager of the Long Lines Dept. of AT&T, will succeed to Mr. Carter's post May 1 upon the latter's retirement.



Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Lewis Hits Networks

EDITOR, BROADCASTING:

Can you take it, Mr. Mike???

Five years ago when we first opened the doors of the National Laugh Enterprises, we would have feared reprisals if we opened our mouths to shout criticisms of the networks. . . .

. . . But we have been still too long. Where else but in their laps does the blame belong—1. for not developing writers; 2. for not developing entertainers; 3. for not developing comedians and comedy writers. . . .

. . . It takes time to make comedians, and comedy writers. We have opened a FREE SCHOOL for comedians, we have developed a text-book for comedy writers (*Radio Comedy: HOW to Write It* by Henley), we have comedy forums, discussions at Gagwriter luncheons; and we publish a magazine, *Comedy World*, to show them through our TALENT SHOWCASE how wonderful our writers are.

BUT DO THEY DO ANYTHING??? NO, NO, NO, NO, NO! . . . Every week they rise to speak at banquets saying they seek new writers of comedy, new comedians—every week they soothe themselves into this false security that they are trying their best. TELEVISION HAS MADE THE PUBLIC AWARE OF HOW BADLY UNPREPARED NETWORKS ARE TO ENTERTAIN—Maybe they should give the "Right To Entertain" back to the movies.

George Lewis
National Laugh Enterprises
New York

[EDITOR's NOTE: This, we assume, is no laughing matter. Or is it?]

* * *

BAB's Award Role

EDITOR, BROADCASTING:

. . . Your story ["All Ears Are to Sears," BROADCASTING, March 27] . . . made several references to the awards won by this Sears store [Burlington, Vt.] in the NRDGA advertising competition. The contest to which you refer is actually the NRDGA-BAB Annual Radio Competition. It was initiated by NAB three years ago and it is actually organized and conducted each year by this department of the association. We prepare the rules and regulations, solicit the entries, appoint the judges, do the actual physical screening of every entry, and submit the final contestants—about 20 in number—to the board of judges. We are, of course, present at the judging and have had no little influence on the results.

Finally, the awards are made at the NRDGA Convention each year by a member of our staff. In 1949 and 1950 I had the pleasure of performing this task.

Begun in 1946, this competition has attracted an increased number of contestants each year and we have had the satisfaction of adjusting the requirements until awards are now granted on the basis of performance in terms of results instead of merely being assigned to the sponsors of those programs which sound best on transcriptions. Thus, BAB has the distinction of cooperating in one of the few advertising competitions which is actually based on return for the advertising dollar . . .

Maurice B. Mitchell
Director
Broadcast Advertising Bureau
New York

WEAT SALE

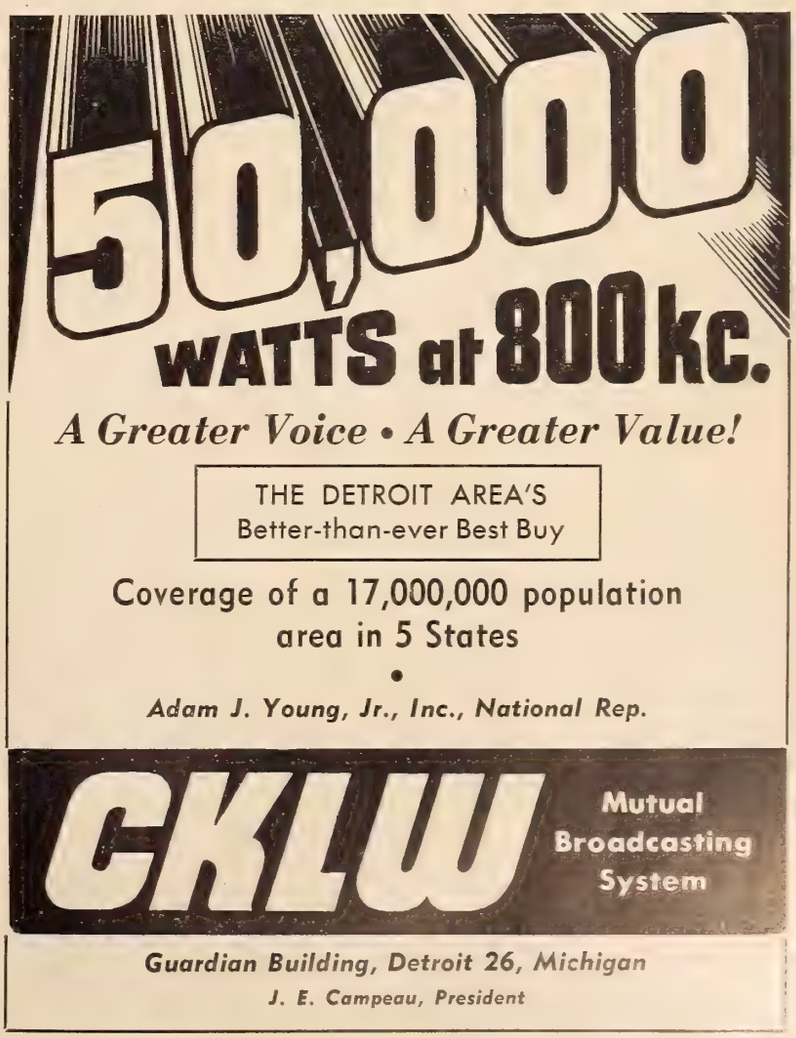
Brewster Buys for $60,000

SALE of WEAT Lake Worth, Fla., was announced last week, subject to FCC approval. Warren H. Brewster, prominent New England broadcaster and stockholder in WLNH Laconia, N. H., will purchase the station for $60,000. Present owner is R. W. Rounsaville. Mr. Rounsaville has broadcast interests in Georgia and Tennessee.

Mr. Brewster will move to Florida and devote his entire time to the station if the transfer is approved. Blackburn-Hamilton Co. handled the transaction. WEAT, an NBC affiliate, is assigned 250 w fulltime on 1490 kc.

Michelson Sells

CHARLES R. MICHELSON Inc., New York, last week announced sale of three transcribed quarter-hour programs for spring sponsorship over eight stations by Blackstone Washing Machine Corp. and local dealers. The programs, *Blackstone, Magic Detective, The Phil Brito Show* and *Smilin' Ed McConnell*, will be heard over KFJI Klamath Falls, Ore.; WFOM Marietta, Ga.; KGYN Guymon, Okla.; WIHL Hammond, La.; WTBC Tuscaloosa, Ala.; KTTS Springfield, Mo.; WRNO Orangeburg, S. C., and WGRA Cairo, Ga.



Richards

(Continued from page 18)

broadcast anything that was untrue.

After identifying 243 news scripts he broadcast at KMPC, William Kenneally, now news editor of KFMV Hollywood, admitted he could not pick out one in which there was false or deceiving information, where any big news event was omitted or where any racial prejudice was shown.

Mr. Kenneally agreed that a story about Mrs. Roosevelt in one of the scripts "possibly" was commendatory and that another gave "pretty fair and impartial treatment" to the Israeli side in a story about the Palestine situation.

When Mr. Kenneally was called for re-direct examination by FCC Counsel Ford, the newscaster identified a script about a Presidential address. After a comparatively brief mention of the speech, three pages of the newscript were devoted to critical comment by Republican Congressmen, and a "rebuttal" speech by Sen. Taft (R.-Ohio) was quoted in length.

Saw Nothing 'False'

This, Mr. Kenneally said, was an example of how he followed "general instructions" relative to content of KMPC newscasts.

Under cross-examination, Mr. Kenneally admitted there was nothing "false or deceptive" in the script. He said, however, that he didn't think the script "fair or objective" inasmuch as it contained no favorable comment on the President's speech. It was, in his opinion, a "biased presentation." KMPC had carried a broadcast of the President's speech and had rebroadcast it several times during the day, he conceded under questioning by Mr. Fulton.

Other examples of adherence to "general instructions" as cited by Mr. Kenneally were: Emphasis on Gen. Douglas MacArthur's birthday; inclusion of a "station plug" concerning a speech by Harold Stassen which KMPC was to broadcast an hour later; "headline" mention of charges of grain speculation by top officials in the Democratic administration; and mention of the arrest of Charles Chaplin's son for intoxication because he had been told that "Chaplin is not liked by Richards and to govern myself accordingly."

Staff meetings at which Mr. Richards expounded his personal views were described by Chester (Tiny) G. Renier, former program director of KMPC, now manager of the Pasadena Institute of Radio.

"I do not doubt but that the news broadcasters got the impression that Richards' words were to be regarded as instructions," Mr. Renier said.

"Mr. Richards frequently said that he would 'like to see his views given prominence in the news.'"

When Examiner Johnson asked if FCC rules were pointed out to Mr. Richards at these speech-making meetings, the witness replied:

"Yes, but I'm afraid he didn't give the rules much consideration. He respected the rules, but he always said it was his station and he was going to run it the way he wanted to."

Mr. Renier testified that he resigned at one time because continued telephone calls from Mr. Richards were "getting beyond my endurance." General Manager Robert O. Reynolds promised he would attempt to cut them down, Mr. Renier said.

Mr. Richards gave anti-Democratic, anti-administration and anti-Jewish lectures at staff meetings, according to Mr. Renier, and constantly coupled Jews with Communists.

Hiring Difficult

Mr. Renier testified that Mr. Richards told him he had difficulty hiring people who would carry out his instructions. Later in his testimony Mr. Renier declared "a good news man wouldn't follow them out."

Mr. Renier testified that as program director of KMPC, he frequently interviewed prospects for positions. He said he had never been instructed what racial type not to hire, but that "I had long since gained from Mr. Richards' views that a person of Jewish faith would be looked upon with disfavor. When I hired anyone, the front office would always ask, 'Are you sure that's his real name?'"

At one time, Mr. Renier testified, Mr. Richards saw someone of Jewish appearance in the halls of KMPC and "demanded to know what a Jew was doing in his station and ordered that I should throw him out."

"Naturally I did not," Mr. Renier said.

Censored Stories

Under cross-examination, Mr. Renier testified he had some difficulty with William Pennell, "an outside newscaster" on the station, "over the inclusion of stories in a newscast that had not come over the wires." He testified that he censored these stories from newscasts when they dealt with labor topics or when they expressed Mr. Pennell's personal opinions.

Robert P. Anderson, now production supervisor of Don Lee Television, testified that during a two-week period while Norman Nesbitt was on vacation, he took over on the Broadway Department Store newscasts on KMPC and was instructed by Robert Horn, then in the KMPC news department, about station policy.

He said instructions which he received but didn't follow included: No mention of Robert W. Kenny, then candidate for Democratic gubernatorial nomination; no unfavorable mention of Ku Klux Klan, and reference to Henry Wallace as "the pig sticker."

Mr. Renier, to questions from defense counsel, said Mr. Richards was irked about "twisting the facts" in a newscast. "I will not have any more of this," he said Mr. Richard told him when he was "called on the carpet."

Under re-direct examination, Mr. Renier identified a KMPC program report for 1947 which listed broadcasts made in honor of various prominent personalities on their birthdays. Among those were Gen. Douglas MacArthur, Thomas E. Dewey, Paul Whiteman, Girl Scouts and Mr. Richards himself. There were others, Mr. Renier said, because "Mr. Richards always wanted to celebrate birthdays of prominent Americans."

"Was there a birthday program for President Truman?" FCC chief counsel asked. Mr. Renier replied: "I can't remember that there was."

Urged Own Judgment

Mr. Reiner testified he instructed newly-hired newscasters and announcers to put on well-balanced, well-rounded newscasts, but briefed them on differences between those instructions and Mr. Richards' views. He also told newscasters and announcers to use their own good judgment in presenting news, when nobody was at the station in authority to check on items or editorials that Mr. Richards might order used.

Charles Teas, commercial manager of KOB Albuquerque and one-time newscaster of KMPC, testified Tuesday that besides being told repeatedly what stories to include in newscasts he sometimes was coached over the telephone on voice inflections by Mr. Richards.

He testified that, under Mr. Richards' instructions, he read newspaper editorials on newscasts without labeling them as such. He said he also used news items from the daily newspapers. When he protested to other station executives about Mr. Richards' orders, he said, they sometimes told him to "forget it" except when the station owner was particularly insistent.

"General feeling was either to carry out Richards' orders or be fired. After all, he was the boss," Mr. Teas said.

Cross-examined by Mr. Fulton, Mr. Teas could not recal having received any complaints from sponsors of newscasts he handled. He

WWL MILESTONE
Drama Show Marks 8th Year

DRAMATIC show, *Road to Yesterday*, Tuesday at 8:30 p.m. over WWL New Orleans, celebrated its eighth year on the Loyola U. station March 21.

Produced by Mel Washburn since its inception, the show dramatizes lives of men and women who have figured prominently in the history of New Orleans and the South. In writing, directing and producing the show, Mr. Washburn is given a free hand by the sponsor, American Brewing Co. (Regal beer).

* * *



Staff Organist Ray McNamara (l), whose improvised mood music backgrounds WWL's Road to Yesterday, *goes over the script with Mr. Washburn (center) and Don Lewis, who does the narration for the show.*

* * *

Citing the program's durability, WWL officials point out that it has consistently competed with top network shows throughout the eight years. The last fall and winter Hooper report gave the show a rating of 15.6, officials said. The sponsor has just renewed its contract for another year, it was reported.



DULUTH advertisers

GO FOR FACTS NOT FANCY!

Hard-headed, sales-minded local advertisers in Duluth turn to WEBC . . . where all-out promotion and merchandising backs every advertiser. Yes . . . SALES . . . not stories . . . count with Duluth advertisers!



WEBC

5000 watts—NBC

Duluth, Minn.

Member Arrowhead Network

Represented nationally by: RA-TEL
Regionally by: BULMER-JOHNSON, Inc., Mpls.

FOR INCREASED SPOT BILLINGS contact JOSEPH HERSHEY McGILLVRA, INC. 366 Madison Avenue, New York Murray Hill 2-8755

also said he couldn't remember broadcasting anything that was "false or deceptive."

Although Mr. Richards expounded his personal views at length during station staff meetings, Mr. Teas said, he did not regard such expressions necessarily as "instructions."

Just before he was discharged from KMPC, he said, he "kidlingly" remarked to other newscasters that, because of the station's news policy, he "expected Communists to throw a bomb through the window."

Walter S. Arnold and Jack Slatterly, former KMPC newscasters, testified they were ordered by Mr. Richards to use anti-administration newspaper items and editorials on news broadcasts. Mr. Arnold testified, however, that editorials he broadcast were labeled as such.

Vance Graham, former KMPC news editor and later newscaster, testified in support of earlier charges that Mr. Richards gave definite instructions to emphasize unfavorable news concerning the Roosevelt family, Henry Wallace, and the administration and to insert editorial opinion as well as news items from newspapers in newscasts.

Picked Out Stories

"Mr. Richards told me to pick out certain stories to use in broadcasts," he testified. "I generally tried to carry out instructions."

He said Mr. Richards suggested a "technique" of linking items together to get certain implications. He admitted taking clippings from newspapers for this purpose on newscasts.

Mr. Graham, now a freelance disc m.c., testified that he believed Mr. Richards was "very sincere in his convictions" that there was a Communist threat to this country. He said Mr. Richards, in his opinion, was "very anxious to make people aware of the Communist threat."

"Newscasters at the station whom Richards considered were too much to the left soon found themselves in the dog house," Mr. Graham said.

He said that when Henry Wallace was employed by a pin manufacturing company he reported the event as follows under Mr. Richards' instructions:

"Henry Wallace became the pinhead executive of a pin factory."

Like earlier witnesses, Mr. Graham said the KMPC owner suggested that intoxication be implied in newscasts concerning a traffic accident involving Mrs. Eleanor Roosevelt. Examiner Johnson interrupted:

"Did he [Mr. Richards] cite any basis, any news story or article to justify this implication or were you just supposed to make it up out of your heads?"

"We were just supposed to make it up," the witness replied.

Under cross-examination Mr. Graham said he did not follow the purported instructions in this case but that he tried to carry out Mr. Richards' orders most of the time.

Mr. Graham said he was fired from KMPC for not cooperating with instructions handed down by Mr. Richards.

He said he was a founder and first vice president of the Radio News Club of Hollywood, which filed the original complaints against Mr. Richards with FCC. But he said he did not take part in lodging the charges.

"Be-bop" music drew attention during Wednesday testimony by Harry Patterson, commercial manager of KFVD Los Angeles and one-time announcer-newscaster of KMPC. He said Mr. Richards once ordered him not to play be-bop.

"Mr. Richards said be-bop had a Communistic influence because of its nerve-wracking quality," he testified.

Defense counsel interrupted: "Is be-bop music an issue here, and do we have to play be-bop in order to have our license renewed?"

"Mr. Ford said he developed the testimony because Mr. Richards considered be-bop Communistic, "and the issue is that Mr. Richards considered anything Communistic with which he disagreed."

Examiner Johnson sustained Mr. Fulton's motion to strike the testimony after the witness gave a negative answer to his question: "You didn't play be-bop on newscasts, did you?"

Under cross-examination Mr. Patterson identified two letters he wrote to KMPC expressing "highest regard" for the station and its management and telling Mr. Richards that "your pep talks have done all of us a lot of good."

One of the letters, Mr. Patterson said, was written at the suggestion of Clair Stout, a Washington attorney for KMPC, after complaints had been filed against the station.

David Anderson, who worked at KMPC for 13 weeks in 1947, said he "did pretty much as I liked" because his newscast was sponsored, but that the atmosphere in the KMPC newsroom was the "most morally depressing" he had encountered in 10 years of radio work.

Roberts Relayed Orders

He said "orders" came through Clete Roberts, one of FCC's star witnesses, who was then KMPC public affairs director, and "others over whom Richards had more direct control."

Mr. Fulton subsequently drew an admission from Mr. Anderson that he was discharged because his sponsor was not satisfied with his work.

Archibald W. Hall, mortgage investment broker and former news editor of KMPC, testified he "left the station" a day or two after Mr. Richards had with profanity called him a "Roosevelt lover." Mr. Richards' ire was originally aroused, he said, because he altered remarks which the station owner had ordered used before and after a broadcast by President Roosevelt.

Cross-examined by Mr. Fulton, he said he considered working under Mr. Richards to be good experience and a privilege.

AIDS RICHARDS

Bridges Hits FCC Hearing

SENATORIAL defense was given G. A. Richards, owner, KMPC Los Angeles, WGAR Cleveland and WJR Detroit, in the upper chamber of Congress last Thursday by Sen. H. Styles Bridges (R-N.H.). The FCC currently is hearing charges of alleged news slanting against Mr. Richards.

Sen. Bridges, sharply criticizing FCC for holding the Los Angeles hearing, formally requested the Senate Interstate and Foreign Commerce Committee to investigate whether the agency is usurping its powers.

FCC, the Senator said, would abuse its authority if "in granting or withholding a license to operate a radio station" it "were motivated by partisan considerations."

In reviewing the allegation that James Roosevelt, candidate for governor of California, supported the complaint against Mr. Richards, he said: "It would be outrageously un-American if any radio station were denied an extensoin of its license merely because the management of that station did not subscribe to the political opinions of the present Administration."

While the charge lodged against Mr. Richards is serious, Sen. Bridges observed "that much of the distortion in news reports that go out over the radio has been in favor of the Administration." He asked the Senate Interstate committee also to explore whether Mr. Richards "is being singled out while other station operators are given complete freedom to support the party line of the Administration in violation of the Communications Act."

Sen. Bridges continued: "The power to regulate can be distorted easily to become the power to censor." He added, "the Commission must be supported in any attempt to carry out the communications regulations which bar the use of radio news broadcasts as a propaganda medium." But, he concluded, the Commission must not "become an instrument of thought control seeking to put out of the communications business any individual because of his personal views and expressions."

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write

Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

The stars of today and tomorrow are

Yours for more Sales
... with the *new era* in
Thesaurus
Ray McKinley and his Orchestra



The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal...top name artists! You get *comprehensive* programming, promotion, publicity . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services
Radio Corporation of America
RCA Victor Division
120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

Atlanta Merger

(Continued from page 20)

000 shares are to be issued to the 28 Journal Co. stockholders and the remainder will be retained as treasury stock for preferred conversion.

All of the preferred convertible stock will be issued to the some 240 stockholders in the Constitution Pub. Co., the latter receiving 1.8 shares preferred in the new firm for each share common they now hold. The preferred stock is convertible at any time desired by its holder and may be redeemed by the company on due notice after the first two years. No preferred can be resold until the whole issue has been redeemed.

Must Liquidate Debts

The $4,000,000 common issue in the new firm will capitalize the $2,184,000 in debts to affiliates of the *Journal*, $312,500 call value of preferred and $1,503,500 surplus of the *Journal*. The Journal Co. is required prior to the merger to liquidate its debts to affiliates with common stock and to redeem or replace all preferred stock with common.

The Evening News Pub. Co., Dayton, 31.8% owner of WHIO there, holds 18.07% preferred in the Journal Co., 89% of the Miami Daily News Inc. and 48% of Springfield Newspapers Inc., Springfield, Ohio. All are Cox interests. The Miami Daily News Inc., 100% owner of WIOD, holds 10.25% preferred in the Journal Co. Springfield Newspapers holds 30.47% in the Journal Co., 37% of WHIO and 11% of Miami Daily News Inc.

Here is the principal ownership of the new merger firm and its officers. Common stockholders are now identified with ownership or operation of the Journal Co. while the convertible - preferred holders are identified with the Constitution Pub. Co.

Principal stockholders of the proposed Atlanta Newspapers Inc. are: Miami Daily News Inc., 41,243.3 sh common; Springfield Newspapers Inc., 53,802.5 sh common; Evening News Pub. Co., 22,828.7 sh common; James M. Cox Sr., board chairman of Journal Co., chairman of the board, 7,848 sh common; James M. Cox Jr., director, as trustee for Margaretta Blair Cox of Dayton (47,086 sh common), Anne Cox Johnson of Atlanta (52,972 sh common), Barbara Cox Kennedy of Honolulu (52,972 sh common); Clark Howell, president of Constitution Pub. Co., vice chairman of the board, 76,392 sh preferred; George C. Biggers, president of Journal Co., president, 7,848 sh common.

D. J. Mahoney, vice president of Journal Co. and president of WIOD, vice president, 23,543 sh common (trustee for Michael and Dan Mahoney Jr. of Miami); Horace Powell, business manager and director Journal Co., vice president, 3,924 sh common; H. B. Wilcox, secretary-treasurer of Journal Co., secretary-treasurer, 1,177 sh common; John Paschall, Journal editor emeritus and director, director, 785 sh common; Wright Bryan, Journal editor and director, editor and director, 1,962 sh common.

J. Leonard Reinsch, managing director of Cox radio properties, radio director and director; R. K. Landis, trustee for James M. Cox Jr., 58,858 sh common; John Q. Allen, Buford, Ga., 5,400 sh preferred; Fulton National Bank and Henry W. Grady, trustees, 6,012 sh preferred; Mrs. Margaret Carr Howell, 10,512 sh preferred; Mrs. Eleanor H. Robinson, 23,868 sh preferred.

James M. Cox Sr. also is president and personally holds 40.96% interest in the Evening News Pub. Co. and 52% of Springfield Newspapers. In addition he is president of the Miami *Daily News* and board chairman of WIOD. James Jr. is vice chairman of the Journal Co. and president of WHIO in which he personally holds 31.06% interest. He also is WIOD vice president. The WHIO operation includes WHIO-TV and WHIO-FM. WIOD is television applicant in Miami.

Food Industry Plans

Fort Industry Co., which has extensive AM - FM - TV holdings, told the Commission it was interested in acquiring the WCON plant and its 550 kc facilities since WAGA's 590 kc assignment is subject to high limitation from Cuban stations. WAGA has been objecting to the alleged Cuban interference for some time. WAGA based its $237,500 offer for WCON on reported $339,649 original cost for WCON, which began operations in 1947.

Fort Industry is owned 71.6% by George B. Storer, president; 10.87% by J. Harold Ryan, senior vice president and treasurer, and 13.75% by Frances Storer Ryan. In addition to WAGA, it operates WSPD - AM - FM - TV Toledo, WWVA - AM - FM Wheeling, WMMN Fairmont, W. Va., WLOK - AM - FM Lima, Ohio, WGBS - AM - FM Miami and WJBK-AM-FM-TV Detroit.



EXPLAIN U. S.

Jackson Urges Ad Drive

A PLAN for the American people to explain their way of life to the nations of Western Europe through local paid advertising was advanced last Tuesday by Charles W. Jackson, government liaison with the advertising industry. At a meeting of the Advertising Club of Washington, Mr. Jackson advocated the mustering of our forces behind an advertising program, using radio and all other channels of information, to help correct the misconceptions of America which exist in the minds of many Europeans.

The project, which he feels should be paid for by the people of the U. S. through contributions, would be an all-out effort by "the people" to sell the cause of peace and freedom. Pointing up the vital role such a program could play, Mr. Jackson said:

"Advertising can give a true and dramatic picture of America and our aims. It will not be limited as is news and entertainment. . . . Advertising . . . can make a direct attack. It will be frankly and honestly an effort to promote understanding. It can be done dramatically again and again and again."

He said such a project could be directed by one of the existing foundations or a new one established to coordinate all efforts "just as they are in a successful selling campaign."

SOUND proofed open-door phone booth used as broadcast studio in offices of *Sharon Herald*, Sharon, Pa., by WPIC that city.

WHOL CASE

FCC Argues in Court

FCC TOLD the U. S. Court of Appeals for the District of Columbia last week that it is following the court's mandate in the Easton-Allentown (Pa.) case.

The contention was made in an opposition to two rival applicants' petitions for writs of mandamus claiming the Commission was failing to comply with the court's opinion and asking that it be compelled to decide the case without resorting to the further hearing which FCC already has called [BROADCASTING, March 20, 27].

Both Allentown Broadcasting Co. (WHOL Allentown), winner of the FCC decision which the court remanded, and Easton Publishing Co., winner of the appeal, have contended that the court meant for FCC to decide the case on the basis of the present record.

FCC replied that there have been substantial changes in the stock ownership of each company since the FCC hearing in 1947, and that a further hearing is necessary to determine the qualifications of the new owners in each case. Further, FCC claimed, the original hearing record does not contain "sufficient evidence on the program service of other stations presently serving the area."

Cites Communications Act

Additionally, FCC argued, the legislative history of the Communications Act and appropriate court decisions "make clear" that FCC, while required to follow the court's decisions, is otherwise free to follow whatever reasonable procedure it decides upon in order to make grants in the public interest.

FCC cited the Supreme Court's decision in the "Pottsville case" as holding that the lower court "may not, by mandamus or other process, require the Commission to carry out the judgment of the court on the basis of the original record before the Commission, where the Commission determines that due to changed circumstances the public interest will not be served by adopting any such procedure."

The case involves competing applications for 1230 kc with 250 w. WHOL is being operated by Allentown Broadcasting Co. under FCC's original decision, set aside by FCC pending further hearing with provision WHOL may continue on the air in the meantime.

1950 **April 3** 1950

Call Frazier & Peter re: Appraisal of Our Share in Market's Potential

Television & Radio Management Consultants
Bond Bldg., Wash. 5 National 2173

RAY REEVE MISSING

Search On for TN Staffer

THE FBI, local and state police have joined in a search for Ray Reeve, missing sports director of the Tobacco Network, according to spokesmen of that network, which serves 50 stations in the Carolinas, Georgia and Virginia. Possibility of foul play or amnesia is feared by TN officials, who stated that Mr. Reeve was last seen on March 16 at Fayetteville, N. C., during a business trip through the South Atlantic area. At the time he was traveling in his 1946 tudor sedan.



Mr. Reeve

The Tobacco Network requests that any information on Mr. Reeve be forwarded collect by phone or wire to the network at WRAL Raleigh, N. C., telephone 6411. Mr. Reeve is described as 5' 10" in height, 210 pounds, and bald. He had just completed his convalescence from a serious operation last year.

Philco's 1949 Report

PHILCO Corp. reports total sales of $214,884,000 last year, a decline of some $60,540,000 as compared to 1948, according to the latest release to stockholders. In earnings, the firm reports declaration of $3.17 per share of common stock outstanding in 1949 as compared to $6.32 per share in 1948. Also announced was a forecast that Philco will soon have capacity for the production of 25,000 TV receivers a week. The firm noted a substantial decline in radio and radio-phonograph volume in the early months of last year which was counteracted by a marked improvement in the fall.

WBBM Chicago is again feeding *Music for You*, variety show, to CBS Sunday, 1-1:30 p.m. (CST).

Production



BILL HALL appointed program director of WORD and WDXY (FM) Spartanburg, S. C. He formerly was with WDUK Durham, N. C. He succeeds **AL WILLIS,** named director of news, special events and promotion. **RALEIGH POWELL,** formerly with WRHI Rock Hill, S. C., becomes morning man for stations.

IRVING ZEIDMAN, disc jockey and singer for KNOE Monroe, La., named program director. He will continue with his present shows.

FRANK (Bud) PALMER promoted from WGN-TV Chicago facilities staff to director's post. He is directing *Art Jarrett Show, Chicago Cooks With Barbara Barkley, Stop the Record* and *Sportsmen's Corner.*

GUY BATES POST currently heard four times weekly on *Guy Bates Post* program on KFAC Los Angeles, starts program four times weekly on KFOX Long Beach, Calif.

J. R. MYERS, television controller for NBC, appointed assistant to the director of television operations of network. He has been with NBC since 1936 and will continue as controller until successor is named.

HARLAN THOMPSON, producer of CBS-TV *Ed Wynn Show,* named production supervisor for CBS Hollywood television.

LANSING LINDQUIST, independent producer in Washington and New York and lecturer in radio and television at American U., Washington, named to moderate university's *District Viewpoint* show, aired 8:30 p. m. Tuesday by WMAL-TV Washington and WMAR-TV Baltimore, effective tomorrow (April 4).

SEARLE LEVY, 18-year-old high school senior, joins WTXL West Springfield, Mass., as disc jockey and newscaster.

SPECS MUNZELL, formerly with WCSC and WTMA Charleston, S. C., WLAP Lexington, Ky., and WLOS Asheville, N, C., joins announcing staff at WIS Columbia, S. C. **KAY COLLINS,** formerly with KOA Denver, KFWB Los Angeles, KCFL Chicago, WMRC and WFBC both Greenville, S. C., joins WIS continuity staff.

DANNY DARE, film and theatrical director, joins NBC-TV, New York as producer.

BILL BURKE, graduate of school of journalism at U. of Iowa, Iowa City, joins KOIL Omaha, Neb.

BILL ELLIS, new to radio, joins WCSC Charleston, S. C., as copywriter.

LeROY BANNERMAN, formerly director of continuity for WKYW Louisville, and writer-producer for WNAO Raleigh, N. C., joins WUOA (FM) U. of Alabama, Tuscaloosa, non-commercial outlet as script editor.

JEAN ATHERTON and **MARY O'CONNOR** join KLAC-TV Hollywood production staff

WORTH JOHNSON, graduate of school of journalism at U. of Iowa, Iowa City, joins staff of KWPC Muscatine, Iowa.

MARVIN SMITH, formerly staff announcer at WKBS Oyster Bay, N. Y., named chief announcer and director of educational programming for station. **ROBERT TRONER,** formerly chief announcer at WHTN Huntington, W. Va., joins station as staff announcer. **NATALIE VIRGINIA MURPHY,** formerly music director at WVNJ Newark, N. J., named director of special programming for WKBS. **ALLAN MARTIN,** formerly chief announcer at WKBS, promoted to traffic and continuity director.

NED SKAFF, formerly with WKOY Bluefield, W. Va., joins announcing staff of WCHS Charleston, W. Va.

NELSON M. GRIGGS appointed chief announcer for WASH (FM) Washington and Continental FM Network.

MAVOR MOORE appointed to television production staff of Canadian Broadcasting Corp., Toronto, effective Sept. 1. He is currently in New York with United Nations radio division. He has been with CBC on and off since 1941 in various production capacities.

DAVE GARROWAY, NBC AM-TV star, expands his morning radio schedule with half-hour, five-a-week variety show starting today (April 3), 9:30 to 10 a.m. CST, from Chicago. Talent will include stars of the network's *Next, Dave Garroway* show. **CHARLIE ANDREWS,** co-scripter with Mr. Garroway on his radio and TV shows, joins talent lineup. **PARKER GIBBS** is director.

TOM HABIB, graduate of school of journalism at U. of Iowa, Iowa City, joins staff of KROS Clinton, Iowa.

DICK KEPLINGER, Seattle freelance announcer and commentator, awarded statuette by Cub Scouts for aiding them in their 1949 Clamorama.

WES HARRIS, producer-writer at WGAY Silver Spring, Md., and Sherry Sherwood, television vocalist, have announced their marriage.

DON HIX starts half-hour weekly television version of *The Old Skipper,* radio program formerly on Eastern stations, on KECA-TV Hollywood. Monarch Television Corp., Los Angeles, is sponsor.

WILLIAM STRAUSS, WQXR New York announcer, is the father of a boy.

STAN CHAMBERS, of KTLA (TV) Hollywood, is the father of a boy.

PARK IS ELECTED

Heads Indiana State Assn.

DANIEL C. PARK, commercial manager of WIRE Indianapolis, is the new president of the Indiana State Broadcasters' Assn. Other officers are Martin Leich, WGBF Evansville, AM vice president; Ted Vernasco, WFML (FM) Washington, FM vice president; George Higgins, WISH Indianapolis, secretary-treasurer; Carl Candagrift, WOWO Ft. Wayne, assistant secretary, and E. R. Herkner, WIMS Michigan City, assistant treasurer.



Mr. Park

Board members include Harry Bitner Jr., WFBM Indianapolis; O. E. Richardson, WASK Lafayette; Donald Burton, WLBC Muncie; G. F. Albright, WCBV Richmond and Mr. Higgins.

WAVE WON'T SETTLE IN REDWINE (Ky.)!

Chilled, warmed or room temperature, the people of Redwine (Ky.) can't pull our cork, pore things. . . . Why, we'd be plumb musty before we arrived. . . .

Instead, we concentrate on the Louisville Trading Area—a fabulous territory fairly bubbling with money. For instance, people here invest $1139 more per family than neighbors in the more watered down portions of our State.

So we get all the effect we can from *this* potent market. For proof, let us send you the facts on the eatin' and drinkin' folks around Louisville!

LOUISVILLE'S WAVE
NBC AFFILIATE . . 5000 WATTS . . 970 KC
FREE & PETERS, INC.
National Representatives

We do not cover all of Connecticut, but we DO cover* NORWICH and most of New London county . . . 1948 retail sales $129,364,000.00.

Have you been bypassing this market? Remember you can BUY it on a station that has ONE rate both day and night.

WICH
FULL TIME
1400 KC • 250 W
NORWICH

NEW LONDON
SAYBROOK
NEW HAVEN
BRIDGEPORT
NORWALK
STAMFORD

JOHN DEME
PRES. & GEN. MGR.

EASTERN CONNECTICUT BROADCASTING COMPANY

NOEL BREAULT
SALES MGR.

*You'd be surprised at our coverage in New London.

Technical

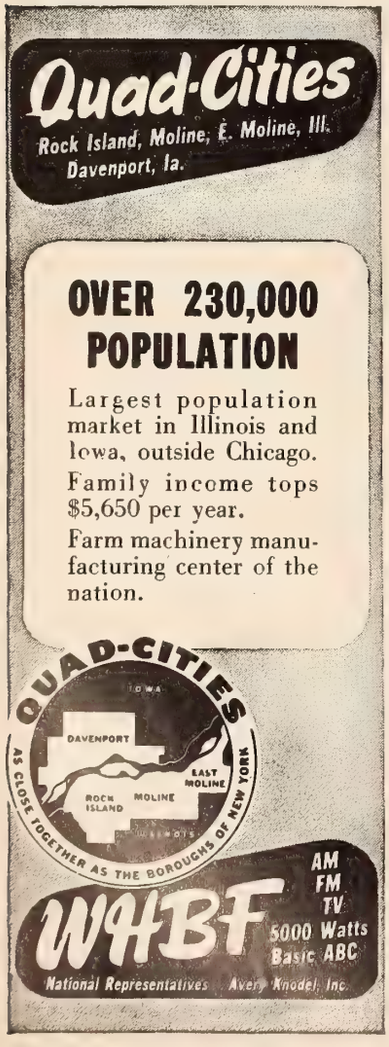
HARRY MILHOLLAND, chief of Teletranscription engineering department at WABD (TV) New York, named technical operations engineer. He replaces **HENRY FRASER** who is on leave of absence. Mr. Milholland will also continue as Teletranscription chief, and **ERIC HURD** will assume fulltime duties as assistant technical operations engineer. **MILLARD DICKERSON** named supervising engineer for WABD.

HARRY DENNIS, formerly with WJW Cleveland, joins engineering staff of WERE that city. He will specialize in baseball broadcasts of both home and away games.

ORION ARNOLD, of WBKB (TV) Chicago transmitting staff, is the father of a boy, Craig Arnold, born March 15. **ELMER C. UPTON Jr.,** engineer, is the father of a boy, Jeffrey Charles, born March 17. **WADE PARMELEE,** WBKB cameraman, is father of a boy, Michael Wade, born March 16.

RCA, Camden, N. J., announces improved stabilizing amplifier, Type TA-5C, designed to correct faults which may be introduced in video signals during transmission from camera to input of transmitter.

SYLVANIA ELECTRIC Prod., New York, TV picture tube division, announces new 19-inch metal picture tube, 19AP4, which provides image measuring 11¾ x 15¾ inches.



WTMJ DROPS FM

Pioneer Outlet Quits, WSAU-FM Also Out

FIRST FM station west of the Alleghenies—WTMJ-FM Milwaukee—emitted its last signal yesterday (Sunday) after a 10-year career. Expiring with it was the *Milwaukee Journal's* sister station, WSAU-FM Wausau, Wis.

Walter J. Damm, vice president of the Journal Co., operating the stations, officially notified the FCC of their demise in a letter mailed last week. He cited lack of sufficient receiving sets as the principal cause, explaining that FM has not lived up to its "bright promise of 10 years ago."

Thus far this year 25 FM authorizations have been deleted, with a total of 210 deleted in 1949. Some 700 FM stations remain on the air.

Mr. Damm has been one of FM's most enthusiastic boosters. He was president of FM Broadcasters Inc. when that association was formed in the early '40s and was a director of the successor FM Assn. which last autumn was merged into NAB.

The stations have been "permanently shut down," Mr. Damm stated in his notice to the FCC.

In closing the stations, Mr. Damm explained that neither WTMJ-FM nor WSAU-FM had sold time. Failure of the public to buy the anticipated number of FM receivers convinced the owners that continued operation would not be "a worthwhile undertaking."

WTMJ-FM was founded originally in the 50 mc band with 50 kw power, moving to its present assignment, 93.2 mc, after the war when the FCC discontinued the low frequencies.

Mr. Damm's Statement

Text of Mr. Damm's statement to the FCC follows:

This is to inform you that the Journal Co. has decided to discontinue the operation of its two FM broadcasting stations, WTMJ-FM in Milwaukee, and WSAU-FM in Wausau, Wis.

As your records will show, this company became interested in FM soon after the new form of broadcasting was developed and our Milwaukee station (then W9XAO) was the first FM station west of the Alleghenies when it went on the air in February 1940. We had high hopes for FM as evidenced by our heavy investment in two 50 kw transmitting plants, the first on the old low band and the second on the present high band, which investment was made to bring FM service to the southeastern part of Wisconsin. In 1948 we added a 10 kw plant at Wausau to serve the northcentral part of the state.

Much to our regret FM has not lived up to the bright promise of 10 years ago. The radio listeners in Wisconsin have not seen fit to invest in a sufficient number of FM receivers to make the continued operation of WTMJ-FM and WSAU-FM a worthwhile undertaking.

The Journal Co. does not sell time on WTMJ-FM or WSAU-FM. Since it derives no financial revenue from either station the only justification for underwriting the cost of continued FM service would be a body of listeners far larger than the very limited one which our research has shown to be in existence at the present time and which shows no signs of material growth.

Our decision to drop FM, however, does not change in any way the Journal Co. announced policy to bring the latest developments in radio and television to the people of Wisconsin, if such developments can be and will be of service to a substantial number.

WTMJ-FM and WSAU-FM will shut down at the close of programming on April 2, 1950, and our operating licenses for these two stations will then be returned to you for cancellation.

FLETCHER NAMED

Heads 3 Alaska Outlets

JIM FLETCHER, former manager of Alaska Broadcasting Co.'s KFRB Fairbanks, has been appointed manager of KFQD Anchorage and also regional manager of the firm's KIBH Seward, KFRB and KFQD, it was announced last week.

Prior to his Fairbanks assignment, Mr. Flethcher had managed KTKN Ketchikan. The company also announced that Jack McCahill, assistant manager at KFRB, has been promoted to station manager, and Ken Laughlin, former manager of KFQD, has been promoted to territorial sales manager with headquarters at KTKN. Mr. Laughlin also was named manager of KTKN.

Hal Shumate

HAL SHUMATE, KGBS Harlingen, Tex., newsman and announcer, was killed March 19 when his plane crashed near the Harlingen airport. Mr. Shumate, who was a veteran flyer, had been in radio in Texas for more than 12 years and had been employed at KRGV Weslaco, KTSA San Antonio, WACO Waco, and for the past three years at KGBS.



PART of one of the 320-ft. towers of WPPA-AM-FM Pottsville, Pa., which collapsed during a recent ice and wind storm, lies near the AM transmitter building. The building was missed by the falling structure. Using another tower, WPPA was back on the air within 45 minutes, station officials reported.

SUES DR. DAVIES

Ludlow Awarded $4,000

RETURN of $4,000 out of her $5,000 investment in a radio station that has failed to materialize was granted Mrs. Alice Ludlow, of Long Beach, Calif., fortnight ago, following suit filed March 9 against Dr. Clem Davies, radio evangelist, in Superior Court, Los Angeles.

Still pending is an additional suit filed against Dr. Davies by Henry Hildreth, also of Long Beach, who invested $500 in the proposed station, loans for which were asked by Dr. Davies from his pulpit three years ago. At that time, the plaintiffs said, Dr. Davies promised their money would be returned upon request. He later denied this statement, it was reported. Dr. Davies claimed that construction of the station in Los Angeles still awaits FCC authorization.

Kean Expands

SECOND expansion in staff and quarters this year has been announced by Walter F. Kean, Consulting Radio Engineers, Riverside, Ill. Change became effective April 1, with the firm adding George M. Boyd, graduate communications engineer, U. of Illinois, to its staff, and moving to new and larger quarters at 1 Riverside Road in Riverside. Former address was 114 Northgate Road, that city.



EW angle on promotional possibilities of flying saucers hit upon by Lowell Smith, time salesman KFXM San Bernardino, Calif. Mr. ith has sold half-hour interview h pilot of any flying saucer to come wn in a two-county area of station's erage. Show, if and when it is ed, will take top-priority over any gram on air, with Newsmen Jim Leary and Dave Hubbard set to para- te tape recorder and portable radio o position to "contact and interview e occupant or occupants of any fly- g saucer" within area. Wilson & lds, San Bernardino furniture and pliance firm will sponsor show.

TV Invitation

ALL brown and white card invites blic to see *The Mohawk Showroom* WWJ-TV Detroit. Card features ture of small television screen and y inset picture of Roberta Quinlan, r of show.

Erin Go Bragh!

OGUES were thick at KDKA Pitts- gh St. Patrick's Day when station ered its listeners shamrocks flown by TWA from Shannon, Ireland. owds jammed studios to receive tens from, appropriately, Announcer ul Shannon.

Folder of Significance

ACK, red and white folder from MAR-TV Baltimore has small paper m The Katz Agency Inc., that city, ached. Paper reads, "Something nificant has happened in Baltimore. Television *first!*" Folder explains t "WMAR-TV has . . . the biggest ttime audience of any station— I, FM or TV." Graph shows Hoop- tings of Baltimore stations illustrat- statement. Back of folder declares, altimore is 1st in TV share of total adcast audience."

Letter Commends

PRINT of letter from C. R. An- ny, president of C. R. Anthony Co., lahoma City, is top of promotion ce from WKY that city. Text of er compares growth of station and pany and assures station's manage- nt that firm is more than pleased h station after nine years of spon- ship on it. Station points to its "30 rs of service to Oklahoma . . ."

Promotion Via Secretaries

IQUE promotion from KITE San tonio, Tex., is directed to secretaries men in trade. On envelope enclos- promotion written in shorthand is: ere is a present for you inside." d inside gives two reasons for sec- aries being important to KITE: (1) retaries are women, and KITE is ecially interested in women as

Promotion



spenders of 85% of every retail dollar, and (2) secretaries are responsible for KITE promotion pieces reaching their bosses. Attached to card is set of individual lip sticks, made up into package resembling book matches. Mirror and caption reading, "Love and kisses from the radio station you like best . . . KITE" complete promotion.

Jumping Releases

ATTENTION-getting press releases concerning *Super Circus*, ABC-TV network show which opened recently on KGO-TV San Francisco, were sent to trade by station. Promotion is built around Jack-in-the-box into which has been inserted ABC-TV press release concerning *Super Circus*. Wallace Hutchinson, KGO-TV promotion department, originated idea.

Sales 'Rajah'

LARGE bulletin from WCCO Minneapolis lauds its Stewart MacPherson, calling him "The Rajah of Radio," and its "sales-potent potentate." Pictured on back of text is drawing of Mr. MacPherson, seated atop elephant, aiding salesman to reach elephant's back. Text itself gives sales and radio history of Mr. MacPherson.

Provocative Card

POSTCARD mailed to prospective audience of *What Do You Think* show on WGBF Evansville, Ind., announces new time of program. Remainder of card reads, "Some of our best friends are adults . . . adult thinkers, that is. As a member of this group, you are invited to listen to Evansville's Radio Forum for a stimulating half-hour."

Thorough Promotion

EVERY taxpayer in Hartford, Conn., received promotion piece from WTIC that city. Copy of script of speech by City Manager Carleton F. Sharpe given over WTIC several days previous to mailing of tax bills was enclosed in envelope in which taxpayers were sent bills.

Tip From WSBT

TWO-page bulletin from WSBT South Bend, Ind., affirms that city has "a *very* close neighbor." Attractive girl, drawn on cover, represents South Bend. Inside of folder shows same girl and young man, representing Mishawaka, Ind., holding hands. Text says, "Mishawaka lives just across the street . . . (and we're *very* friendly!)" Explanation that cities are separated by only a street and river follows, with tabulation of both cities' expenditures according to food, drugs and other product groups. "Think of South Bend and Mishawaka together—more ways than one!" concludes folder.

Transit Egg Hatches

ONE-DAY-old Easter chicks were shipped to sponsors and Washington advertising agencies by Washington Transit Radio Inc. and WWDC-FM that city. Tiny capsules, labeled "Nest Egg," were enclosed in each carton. Inside capsules were scrolls of paper bearing message:

"I'm much too young to 'cackle' or 'crow,'
But to 'hatch' more *business* I really know
That the 'Roosters' and 'Slick Chicks' *patronize*
The business firms that *advertise* on *Transit Radio*."

Blotter Mailing

ATTRACTIVE blotter mailed to 400 frozen food dealers in Pittsburgh area as part of promotional activities of WCAE Pittsburgh. Blotter announces that Blue Goose Fresh Frozen Foods are advertised on Florence Sando's woman's program over WCAE each Monday, Thursday and Friday at 12:30 p.m.

Advance Promotion

FUTURISTIC twist given to latest promotion piece by Blackburn-Hamilton Co. Proof of ad appearing in this issue of BROADCASTING sent to trade by firm, labeled "Advance Proof."

20 to 20

TWENTY awards of $20 each went to lucky listeners of WSFA Montgomery, Ala., March 31. Station was celebrating its 20th anniversary and utilized telephone quiz with cash awards to call attention to its birthday. Questions about station's history were asked. Local well wishers purchased all available time with which to congratulate station on its community service.

"Everybody Does It!"

COVER of latest promotion from KSL Salt Lake City shows legs of two men, one dressed as farmer and other as business man. Inside of folder completes pictures, depicting men leaning against trees, listening to portable radios. Caption reads, "Everybody's doing it. . . . It's the custom of the country (and the city, too)." Text includes KSL's share of audience and other data from BMB study.

Starting at 40

SESAC Inc. on cover of its latest promotion piece promises "Profits Start at 40." Text of 12 page booklet explains that subscriptions to its transcribed library start at $40 per month, and gives types and advantages of subscribing to service.

Promotion Personnel

JULIUS GLASS rejoins WGAR Cleveland as promotion manager after absence of eight years. He returns from WHBC Canton, Ohio, where he served in similar capacity since 1945. He replaces **TED BOYNTON** who moves to WGAR sales department.

ROBERT S. KELLER Inc., appointed sales promotion representative for WSSB Durham, N. C.

DONALD GETZ, sales promotion manager at WGN-AM-TV Chicago, is the father of a boy, Lawrence.

Mr. Joe Field
Compton Advertising Agency
New York City

Dear Joe:

Ever'body here in WCHS terrytory is sure happy over that new coal contract! It means thet th' folks livin' within th' range uv WCHS's 5000 watts on 580 will be havin' lots more money ter spend, an' down here in this country they really spends it! Why, Joe, th' miners in this area alone will have $17,000,000 more a year ter buy th' thin's they needs! Jest think uv it! That ud buy 340 million personal bars uv Ivory Soap! An' th' miners ain't th' only ones in these here parts what's got money ter spend—nosiree, not by a jug full! They's lots uv industries in WCHS terrytory, an' they's goin' strong! Joe, it looks ter me thet it ud be mighty good business fer fellers in your occupation ter keep these thin's in mind! Mind you, they's goin' ter be a boom in Charleston, West Virginny, an' th' ones in on th' ground floor is agonna be mighty lucky! Ain't yer glad I tole yuh?



Yrs.
Algy

WCHS
Charleston, W. Va.

MEXICO STATIONS
Changes According to NARBA

CHANGES in facilities of several Mexican broadcast stations have been reported according to the provisions of the North American Regional Broadcasting Agreement, now being renegotiated, FCC has announced.

Proposed new station on 580 kc with 1 kw-day, 250 w-night at Chihuahua has been dropped and new grant for 500 w-day 250 w-night on that channel was announced at Ciudad Camarge. Estimated commencement date is Aug. 1. XEPO San Luis Potosi, 100 w on 1400 kc, about May 16 is to switch to 250 w on 1260 kc. XEFE Nuevo Laredo July 1 is to boost power from 1 kw to 5 kw-day, 1 kw-night on 960 kc. Call letters were assigned new stations as follows: XEUX Tuxpan, and XEMT Matamoros, each 250 w on 1340 kc; KEXZ Zacatecas, 250 w on 1450 kc; XEYC Ciudad Juarez, 1 kw on 1460 kc.

SPEECH by Cedric Foster, Yankee Network commentator was reprinted in *Congressional Record* recently by Rep. Philip J. Philbin (D-Mass.). Occasion of talk was centennial banquet held March 14 in Clinton, Mass., marking that city's 100th anniversary.

FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas in TOPEKA

News



BOB ELSTON appointed sports director or KIOA Des Moines, Iowa, replacing **DON O'BRIEN**, resigned to become executive secretary of Western League. Mr. Elston previously was with KVFD Ft. Dodge as sportscaster and KXEL Waterloo, as sports director and play-by-play announcer.

BERNARD LONDON, formerly with CBS where he produced and directed telecasts of Brooklyn Dodgers games and Columbia U. football games, joins production staff of WXEL (TV) Cleveland, Ohio. He will produce and direct all telecasts of Cleveland Indian games for station.

CARL UHLARIK, formerly with United Press, appointed director of news at KFAB Omaha, Neb. He has been with station since November 1948 and succeeds **E. S. (Bud) NEBLE**, resigned.

FRED WOLF, sportscaster for WXYZ-TV Detroit, awarded set of golf clubs following his selection as "sports announcer contributing the most to industrial recreation," by Briggs Mfg. Co.

RONALD (Pete) PETERSON appointed to farm service department of WNAX Yankton, S. D. He has been with station for eight years as staff announcer, and now will write and produce farm shows.

JACK DOOLEY, graduate of school of journalism at U. of Iowa, Iowa City, named night news editor at WGAR Cleveland.

JOSEPH F. DINNEEN, staff writer and columnist for *Boston Globe*, joins WBMS Boston as news commentator. His show is aired six days weekly from 11-11:10 a.m.

REX LORING, news commentator for CKOY Ottawa, resigns. Future plans have not been announced.

S. DAKOTA MEET
Area Problems Discussed

COMMON problems affecting all South Dakota stations and ways of making still better the radio service offered South Dakota listeners were slated for discussion at the annual meeting of the South Dakota Broadcasters Assn. in Mitchell last Saturday and Sunday (March 31 and April 1).

Gov. George T. Mickelson was among those scheduled to attend. The program was arranged by a committee composed of James E. Sweet, KIHO Sioux Falls, chairman; Tom Young, KWAT Watertown, and Irving R. Merrill, of KUSD Vermillion, who is also secretary-treasurer of the association. In addition to Mr. Merrill, officers of the association are Robert R. Tincher, WNAX Yankton, president, and Robert J. Dean, KOTA Rapid City, vice president.

MURDER TRIAL
WLBC, WMUN Air Testimony

TAPE-RECORDED portions of a murder trial were aired in special broadcasts over WLBC Muncie, Ind., and its FM affiliate, WMUN. In a nine-day period, the station reported, 12 hours and 47 minutes of program time were devoted to a triple-slaying local murder case.

Entitled *Highlights of the Dalton-Gratzer Trial*, the program also was augmented by use of portions of the argument and testimony as part of the stations' regular news coverage. Time devoted to the special coverage was during the late evening hours, most of it after 10:15 p.m., it was reported.

The proceedings were recorded with a Brush portable tape recorder and a Collins four-channel amplifier after News Director Fred M. Hinshaw had asked for and received permission from Circuit Judge Joseph H. Davis. The 250 w CBS outlet received only one complaint about the broadcasts, and hundreds of commendations, Mr. Hinshaw said.

MUELLER CITED
Named By Headliners

MERRILL MUELLER, of the NBC London staff, has been selected as winner of an award in the 16th annual presentations by the National Headliners' Club, which honors outstanding examples of radio and newspaper reporting.



Mr. Mueller

Mr. Mueller was selected by the club "for consistently outstanding foreign news broadcasts from London during 1949, including seven world news stories."

Only one award was made in the radio field for 1949, according to Tom Paprocki, Associated Press Features, chairman of the 1950 judging committee. The number of entries in the domestic radio news or TV newsreel field was not considered adequate to justify an award.

The National Headliners' Club announced 16 awards in the field of news reporting and feature writing, news photography and news reels. The club expects to expand its radio and television classifications next year, according to Mall Dodson, executive secretary. The annual news judging contest is conducted under the auspices of Atlantic City municipal authorities.

Members of the 1950 judging committee were Chairman Paprocki; James Crayhon, Standard Oil Co.; Frank H. Ryan, *Camden* (N. J.) *Courier-Post;* James Farrell, *Atlantic City Press-Union*; William Montague, Tele-News Pictures; Frank M. Smith, *Washington Times-Herald;* J. Frank Beatty, BROADCASTING-TELECASTING.

Francis Trout

FRANCIS (Dink) TROUT, 51-year-old radio actor, died March 26 following surgery. Requiem Mass was celebrated March 30 in Blessed Sacrament Church, Hollywood. Burial was in Calvary Cemetery. Mr. Trout, best known for his characterization of Mr. Anderson on NBC's *Dennis Day Show*, is survived by his mother.

WGLN-WWSC JOIN
WGLN Ceases Operation

MERGER of WGLN Glens Falls, N. Y., into WWSC there has been consummated following approval of FCC in late February [BROADCASTING, March 6]. WWSC, MBS outlet, took over the ABC affiliation also when WGLN ceased operations and will carry both networks until April 14 when Mutual will be dropped, it was announced.

Under the merger, Martin Karig and Alexander P. Robertson sold 50% interest in Great Northern Radio Inc., WWSC licensee, to Glens Falls Post Co., parent firm owning WGLN and publisher of *Post-Star* and *Times* there. Louis P. Brown, head of the newspapers, has been elected president of Great Northern with Mr. Karig named vice president and WWSC manager and Mr. Robertson treasurer. Arthur P. Irving was named secretary.

Everett-McKinney has been named to represent WWSC nationally, it was announced. Carl Mattison, WWSC manager before the merger, has been appointed assistant manager, while Alfred A. Brown continues as commercial manager. WWSC has set June 1 as date for its switch from present 250 w on 1450 kc to newly authorized 1 kw day, 500 w night on 1410 kc, directional. WGLN had been assigned 100 w on 1230 kc.

HOGAN ELECTED
Is Universal Board Chairman

ARTHUR B. HOGAN, who recently acquired 140,000 shares of Universal Records Inc., Hollywood stock from Wesley I. Dumm [BROADCASTING, March 13], has been elected chairman of the board of that corporation.

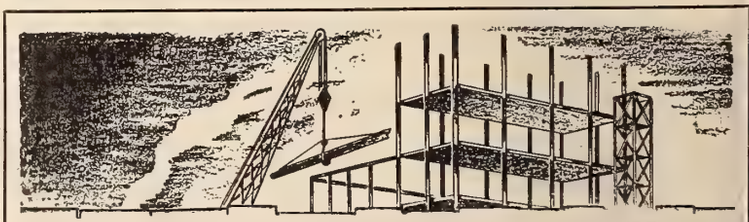
Will H. Voeller, executive vice president who has been with company since January 1946, has been elevated to the presidency. He takes over the post vacated through resignation of Mr. Dumm. Firm currently is formulating plans to install elaborate facilities for television production.

Meet
Mr. **WILS**



The Only
SALESMAN in
Lansing, Mich.
who covers the
Entire Area

Ask your
Rambeau Man
about the new
WILS
Lansing's Most Powerful Station
1320 kc. • 1000 watts
Day & Night



for a better-than-ever BUY
IN OHIO'S THIRD MARKET
5,000 w AM 50,000 w FM
1390 KC 105.1 MC
WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

Programs



HOW in which sponsor's product is closely integrated into format is *Old South Quiz*, half-hour audience rticipation program presented Sat- day on WRNL Richmond, Va. Con- stants for each broadcast are chosen ring half-hour preliminary "warm- " show. Questions, based entirely the South, are answered by con- stants in pairs—one doing job before crophone, other seated on stage as mchair expert." Prizes are silver- re, with grand prize consisting of -piece set weekly. Questions are sub- tted by listeners for similar re- ards. Show is sponsored by Reliable me Equipment Co., Richmond, on half of Wm. A. Rogers "Old South" verware.

Monastery Fire

PECIAL half-hour news show on PJB (FM) Providence, R. I., was ed for airing tape record of station's verage of $2 million blaze that de- royed Abbey of Our Lady of the lley, Cumberland, R. I. WPJB oadcast from its mobile unit for re than hour and half past its usual :05 p.m. deadline in order to secure mplete coverage. Interviews with emen, Red Cross workers and Abbot monastery were recorded.

Tragic Story Aired

ROOKLYN middleweight boxer, eorgie Small, aired story of his box- g bout in which Laverne Roach was tally injured, over WTVR (TV) chmond, Va. Telecast was first pub- recounting of fight by Mr. Small, d was told to Jack Lewis, station's ortscaster.

Swimming Meet

ATIONAL Junior College Swimming ampionships in Fullerton Jr. College ol at Fullerton, Calif., were aired KVOE Santa Ana recently. Pro- am was handled by Sportscaster Bill urrud, with color supplied by John lashill. Presentations of awards to inners following each event also were rried.

Science Series

EW series of science programs, *ohns Hopkins Science Review*, starts h WTTG (TV) Washington under uspices of Johns Hopkins U., Balti- ore. Series of 10 shows are presented riday, 9:30 p.m., and deal with such pics as exploring in the arctic, re- arch in heart diseases, modern astics, geological studies, use of -ray and aids for deaf. Prominent ientific investigators participate in rograms which originate in studios WAAM (TV) Baltimore.

Religious Programming

EGINNING today (April 3), WWDC- M-FM Washington is presenting series of religious programs leading into observance of Good Friday and Easter. Four of programs scheduled will be presented under auspices of Committee on Good Friday Observance. Short addresses in keeping with solemn time will be given by Willian H. Collins, former Assistant U. S. Attorney; Judge Edward A. Tamm; Walter Bastian, Washington attorney, and Col. Thomas F. Carlin, former master of Knights of Columbus. Portion of services at Fourth Presbyterian Church will be aired by WWDC on Good Friday.

'Beat Your Wife'

WEEKLY quiz show with prizes adding up to $5,000 jackpot, aired over KMOX St. Louis. Staged Tuesday, 9-9:30 p.m., from local Loew's Theatre, show is sponsored cooperatively by Westinghouse Electric Co. and approximately 150 local dealers. Titled *Beat Your Wife*, show's format is round of questions with husbands competing against their wives. Winning couples try together for jackpot with guess at mystery couple, described by poetical clues. Program is emceed by Wed Howard of KMOX and Beulah Schachet, *St. Louis Globe-Democrat* feature columnist.

Follow to 'Crusade'

SERIES of five-minute news programs titled *Today in Europe*, scheduled for presentation Sunday, 7:55 p.m. on WFIL-TV Philadelphia. Series presents in digest form review of highlight news of past week on Continent and immediately follows showing of *Crusade In Europe* episode at 7:30. Show originates in WFIL studios and features Neil Harvey as narrator, objectively reporting political, economic and social developments in post-war era. Maps, motion picture films and other graphic aids are employed.

Independent Feeds World

ALL-NAVY Basketball Tournament, March 17-18, was fed by WNOR Norfolk, Va., around world. Two game tournament was fed to RCA New York, which in turn beamed it to KPOA Honolulu. AFRS New York and Los Angeles, rebroadcast games for all countries serviced by them. Station also carried games locally. Feed for world broadcast was handled by Paul Schafer, assistant manager and chief engineer of WNOR. Eric Page and Jack Harris acted as play-by-play announcers and Phil Stewart fed the games locally.

Sunrise Services

THIRTIETH consecutive Easter Sunrise Services from Hollywood Bowl, April 9, will be telecast by KTTV (TV) Los Angeles. Station holds exclusive telecasting rights to service and will air telecasts beginning at 4:30 a.m. through 6 a.m. Video recorded version of event will be offered by station for national sale. Vincent Pelletier will handle commentary with Bob Breckner directing.

Small Station Coverage

LISTENERS' interest in big-league baseball being highlighted by WPPA Pottsville, Pa. Ed Romance, sports director for station, was sent on two-week trip to spring training camps of major league teams in Florida. Interviews with top players and officials of teams were recorded by Mr. Romance, as well as complete summary of training camp conditions. One of 40 recordings gleaned from trip is aired nightly on *Kaiers Sports Show*, from now until official opening of baseball season.

Especially for Men

NEW series of programs, titled *Sunday Men's Magazine*, and slanted toward male listeners, presented by WSTC-AM-FM Stamford, Conn. Aired Sunday, 11-11:30 a.m., show presents features of interest to men at time convenient for their listening. News, sports, science features, odd items in news, book reviews and column of general happenings headline show, which is written by Leonard Weinles.

Today's Game

FIFTEEN-minutes of sports highlights will be aired daily, starting April 18, on WNBQ (TV) Chicago. Called *Today's Ball Game*, show will present high spots of all daytime home games of Chicago Cubs and White Sox for 1950 season. Daily games will be filmed in their entirety by Douglas Productions and edited to fit time of telecast. Running commentary will be supplied by Tom Duggan, who will conduct live interview program for open dates and rain-outs.

Battle of Sexes

MINIATURE battle of the sexes conducted weekly by WAEB Allentown, Pa., on *Last Word From Betty Muir*, quiz show. Aired Wednesday, 11-11:30 a.m., show consists of male expert being quizzed on aspects of his specialty by group of women. First program featured Donald V. Hoch, mayor of Allentown, being questioned by Helen Schmidt, dialogue writer for comic cartoons; Eleanor Gernerd, former editor and publisher of *Lehigh Valley Revue*, and Jean Doern Lieberman, producer of juvenile programs. Betty Muir is moderator.

Toast To Connie Mack

GRAND OLD MAN of baseball, Connie Mack, 82-year-old manager of Philadelphia Athletics, will be honored by CBS' *Toast of the Town* on April 16 when TV program originates in Philadelphia at WCAU-TV that city. Telecast of program, which features Ed Sullivan, is first away from New York since show began in June 1948. Connie Mack Golden Jubilee Committee, Philadelphia Chamber of Commerce and Lincoln-Mercury Dealers, show sponsor, arranged for special *Toast* visit.

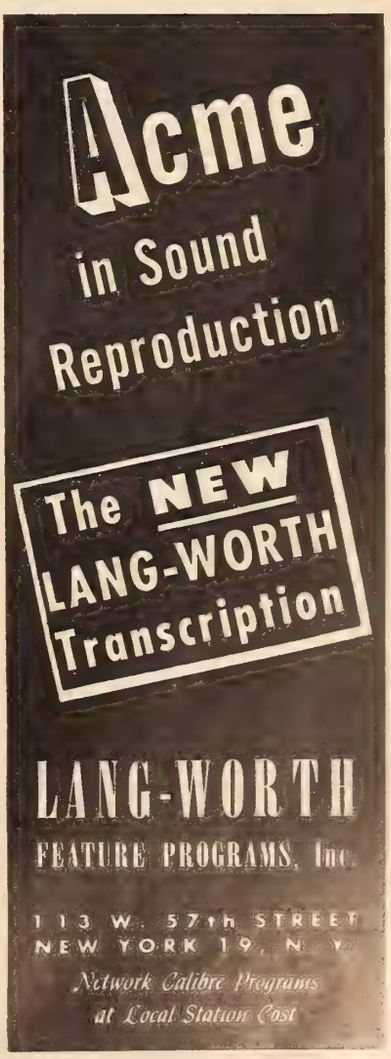
High-Interest Debate

DEBATE on socialized medicine will be carried by WKBW Buffalo, N. Y., April 4 from 8:30-10:30 p.m., as part of station's public service. Immediate topic of discussion will be national health bill now before Congress and will be argued by Hugh Thompson, regional director of CIO and president of Greater Buffalo CIO Industrial Union Council, and Dr. Elmer Hess, vice chairman of medical program of American Medical Society. Invited audience of 1,000 persons will witness show to be held in Hotel Statler ballroom, Buffalo. Moderator of broadcast will be Harry Seebert, WKBW columnist. Roving microphones placed throughout auditorium will pick up questions from audience.

America's Churches

PROGRAM of interest to members of all faiths currently being presented over WADC Akron, Ohio. Entitled *The House of the Lord*, weekly story features one of America's famous churches. Shows begin with verbal picture of church featured that week, story of its triumphs, its people, its music and favorite hymns. Brief sermonette is specially written for each show by pastor of church. Series took two years in preparation with cooperation being received from pastors all over the country. F. W. Albrecht Co., owner of Acme Service Stores and Super Markets, sponsors show.





CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Can you sell? Texas ABC station wants you. Send full sales resume. Box 676E, BROADCASTING.

Opportunity for participation in ownership of central New England 1 kw daytimer enjoying excellent listenership offered to commercial man of proven stature who is available immediately to invest and become commercial manager. Box 680E, BROADCASTING.

Salesmen

Salesman for 5 kw network station in western Michigan city of 110,000. Real opportunity. Give full details and financial requirements. Box 508E, BROADCASTING.

South Georgia station wants salesman. Must be willing to work. 250 watt fulltime independent. Must be able to produce. Box 579E, BROADCASTING.

Salesman wanted with experience for one thousand watt independent station in eastern Pennsylvania. Excellent market; salary and commission; must have car. Box 697E, BROADCASTING.

Salesman-commercial manager, WOKZ AM-FM, Alton, Illinois. 50,000 city; 120,000 county. Only station. Adequate draw and commission. Write complete details including required draw to WEAW, Evanston, Illinois.

Salesman or sales manager for permanent position. Better than average man can easily earn up to $150 weekly on commission and drawing account. Southerner preferred. Give full qualifications and history to P. K. Ewing, Jr., WMIS, Natchez, Miss.

WSKB, McComb, Mississippi 5000 watts. Open for two top salesmen—write, wire, phone—confidential.

Salesman wanted by old established CBS regional station. High caliber man who will enjoy working and living in a thriving midwestern city of 50,000. Compensation commensurate with ability. Wire Walter Rothschild and an interview will be arranged. WTAD, Quincy, Illinois.

Experienced salesman, $50.00 salary plus commission. Must be hard worker with car. Send complete resume to George Shurden, Commercial Manager, WTND, Orangeburg, S. C.

Announcers

Announcer, experienced, must have RCA board experience for network station in west Florida. Send full details Box 515E, BROADCASTING.

Wanted—Deep south NBC affiliate needs capable staff man with at least two years experience. Excellent opportunity for the right man. Station located in expanding market over 100,000 population. Studios air-conditioned. If interested, send audition platter, picture, references, and minimum starting salary expected. Box 551E, BROADCASTING.

Experienced sports announcer to handle football, special events and news. First phone license desirable, but not essential. Southern network station in city of 18,000. Box 593E, BROADCASTING.

Capable announcer with sportscasting experience, particularly recreations. Ten thousand watt ABC affiliate. Also may be interested in capable salesman. Box 664E, BROADCASTING.

Wanted: Chief announcer. Must be showman, have strong personality and ability to mix with people. Permanent job. Give qualifications and salary expected in first letter. Box 693E, BROADCASTING.

Girl hillbilly disc jockey. Thorough knowledge folk music. Also act as librarian. Small beginning salary with opportunity for talent. Station located in SE city of 100,000. Send all details including photo and disc to Box 695E, BROADCASTING.

Help Wanted (Cont'd)

Experienced morning man wanted for station in small town in mid-Atlantic states. Must be experienced at the board. Full details first letter, no disc. Box 698E, BROADCASTING.

Wanted: Combination man. Send qualifications, photograph, disc and salary needed. Radio Station KCFH, Cuero, Texas.

Staffing new station northern Maine. Need men with good voice and ticket. Send disc, photo, complete information soonest. None but combo men need apply. Ted Coffin, WAGM, Presque Isle, Maine.

Announcer, some experience. Immediate opening. Illinois applicants only will be considered. WLPO. La Salle.

Wanted—Versatile announcer with at least 2 years commercial experience and knowledge of programming. Wire or telephone for personal interview. WMIX, Mt. Vernon, Illinois.

Technical

Opportunity available for combination engineer-announcer for money-making 250 watt station in wealthy rural market in south. Good pay and living conditions. Must be able to call sports. Box 671E BROADCASTING.

Immediate opening experienced engineer-announcer, send picture, qualifications, salary expected with first application. WMJM, Cordele, Ga.

Production-Programming, others

Can you write good copy? If you are a female and you're absolutely sure you know how to write copy; if you're personable and attractive, willing to work, then please send full particulars, photo and disc first letter to Larry Filkins, Program Director, KSCB, Liberal, Kansas.

Situations Wanted

Managerial

College community sought by successful small market manager, 35, married, university degree, 12 years broadcasting. Box 572E, BROADCASTING.

Southern stations attention: Manager and chief engineer would like job in 250 or 1000 watt station with chance to buy stock through earnings. Can produce. Not clock watchers, want security. Box 580E, BROADCASTING.

Manager with twenty years experience all phases of AM-FM operation desires change. Thorough knowledge in management to produce highest gross sales with lowest overhead. Expert on sales, programming, both local and national. Experience includes management of 1 kw fulltime station. Have contacts with top network executives and national advertising agencies. Married. Will go anywhere. Available for interview at NAB Convention. Box 586E, BROADCASTING.

Young successful manager desires change. Built two stations. Always made profit. Civic minded. Will give you a station you will be proud to own. Announce. Sell. Work. No drink. Married. Box 587E, BROADCASTING.

Manager, part-owner disposing of financial interest in successful station, now free to seek new connection. Age 40; fifteen years station management experience. Know radio game thoroughly. Am attending NAB Convention, will meet you there for interview at your convenience. Box 646E, BROADCASTING.

Manager now employed desires change for good reason. Experienced in sales, promotion, programming, engineering and economical operation plus an outstanding record in public relations and a leader in civic affairs. Will appreciate and consider all inquiries. Box 656E, BROADCASTING.

Situations Wanted (Con't)

$7428 monthly personally written new local business in eight months. Made a station profitable as manager-sales manager. Details? Box 666E, BROADCASTING.

General manager with 15 years experience in management and sales management, desires change because of station sale. Sales ability a guarantee of top volume for your station. Can reduce operating cost to minimum. What's your proposition? Box 667E, BROADCASTING.

Manager. Currently commercial manager with highly successful record. Recommendations from actual advertisers. National promotional recognition. Experienced organizer. Will be at NAB Convention. Advise where to contact. Box 692E, BROADCASTING.

Salesmen

Sales success, employed up-state, N. Y., desires eastern relocation. Box 683E, BROADCASTING.

Sales-sales management—over 12 years experience. Top billing New York network station and large midwest regional. 43 years, married. Now in New York. Interested in best opportunity any location. Box 687E, BROADCASTING.

Announcers

Top sportscaster, excellent play-by-play, listener appeal, employed, available immediately, references. Box 388E, BROADCASTING.

Announcer, versatile, news specialty. Three years commercial experience. Seeks permanent location. Box 502E, BROADCASTING.

Announcer-copywriter, husband-wife team. Proven record of client satisfaction. Immediate reply to good, permanent-type offer. Box 503E, BROADCASTING.

Announcer. Commercials, news, acting, narration. Announcing experience small station, acting large stations. College graduate, single, prefer midwest. Box 597E, BROADCASTING.

Announcer, five years' general experience. Married, dependable. Age 22. Prefer southwest. $75. Box 603E, BROADCASTING.

Announcer, graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college. Former staff 5,000 watt NBC affiliate. Consider all offers. Box 607E, BROADCASTING.

Baseball — play-by-play, basketball, football, staff. Young, married. Have copyrighted 15 minute sport feature. Available immediately. Box 614E, BROADCASTING.

Combination man, news, DJ, write copy, 23, single. Will travel. Disc, photo on request. Box 618E, BROADCASTING.

Ex-network staff announcer-newscaster. Eight years experience, including play-by-play. At present associate director at New York TV station. Must leave this area for family's health. Desire position as announcer or director AM or TV, or both. Highly capable and can offer excellent references. Will consider any locality. Available May 15th. Box 622E, BROADCASTING.

Eastern stations—Experienced versatile announcer. Operate console. Low starting salary. Box 640E, BROADCASTING.

Baseball is what I thrive on plus money. Sports and chief announcer, employed, three and a half years experience, one hundred play-by-play games behind me, want hundreds more, anywhere. Box 642E, BROADCASTING.

Experienced announcer-engineer desires full or part time position at or near college. Young, married, RCA grad, presently employed. Box 643E, BROADCASTING.

Combo man currently employed looking for advancement. Married. References. Box 644E, BROADCASTING.

Announcer—One year experience, college, ideas, news, dj, can write. Prefer midwest or east. Consider all offers. Disc on request. Box 645E, BROADCASTING.

Situations Wanted (Con't)

Announcer—Two years experience, single, 28, commercial, news, record man with console experience. Box 649E, BROADCASTING.

News—special events-color specialist. Thoroughly experienced, sober family man. Available soon, complete with best of references. Box 650E, BROADCASTING.

Announcer, two years experience, 28, vet. Married. Presently employed. Specialty, disc jockey, news and special events. Expertly trained on local news gathering and editing. Also time salesman. Hard worker. Tops in personality. Prefer middlewest. Box 655E, BROADCASTING.

Announcer-writer. Two years of college radio speech and writing. Will go anywhere. Summer work only. Box 658E, BROADCASTING.

Topnotch sportscaster presently employed. Ready to specialize in sports. Personal interview if desired. Write Box 661E, BROADCASTING.

I am seeking a position in a radio station in one of the western states. I am a graduate of a recognized professional school of broadcasting. Need that all important first job. Will send disc and photo if interested. Box 665E, BROADCASTING.

News director and news announcer. 7 years experience. Has held high position with radio news organization. Box 675E, BROADCASTING.

Honest, reliable, loyal. I can offer these plus six years experience in all phases of radio including: sports, console operation, programming, newsman, special events, emcee, production, disc jockey, accent on hillbilly shows and play-by-play football and baseball. Also have one year of newspaper writing. Currently employed but station lacks stability. Age 24. Your offer must be permanent and must have congenial staff. Box 678E, BROADCASTING.

Baseball announcer, capable, experienced, available to station or agency for baseball season only on free lance basis. Already under contract for football season on regional network. Proven satisfaction to national and local sponsors. Box 679E, BROADCASTING.

Combination man. First phone license. Eight years announcing experience. Engineer since 1942. Good voice. Can ad-lib. Box 682E, BROADCASTING.

Announcer-salesman. Handle sports, news, sales. Experienced both announcing and sales. Young, aggressive, dependable. Give details. Prefer metropolitan or west. Consider others. Box 685E, BROADCASTING.

Young veteran seeking staff announcing position, trained in all phases of radio techniques at Radio City. Disc available. Box 686E, BROADCASTING.

Recent graduate of radio school, looking for start. Opportunity to gain experience primary. Salary secondary. Heavy on all sports. Who will take chance? Box 688E, BROADCASTING.

Announcer, 2½ years experience announcing, narrating and run board. College graduate. 27, vet, married, ambitious, reliable. Desire permanent staff or summer. Relocate for good spot progressive station. Disc or in person. Interview if possible. Box 689E, BROADCASTING.

Looking for a top sportscaster? Look no further—than this ad. You want experience—I offer 5 years of big time sportscasting. Yes, you can have Wisconsin's top sportscaster broadcasting your baseball, football, basketball games. Big Ten experience, top-rated, college degree, steady, conscientious. Available now for baseball season. Record, photo, recommendations. Box 691E, BROADCASTING.

Lemon announcer looking for peachy station. Voice like wild goose. Two years lapsus linguae. 25. Single. Operator. Box 694E, BROADCASTING.

Baseball club nixed TV; sportscaster stranded. Triple-A experience. 8 years AM; 1, TV. Best sponsor, station, sports references. What do you offer for an all-sports man? Box 699E, BROADCASTING.

Chief announcer just married looking for steady job in a sports community. All staff announcing, heavy on sports, special events, news. Disc, photo, references available. Box 701E, BROADCASTING.

Situations Wanted (Con't)

adio school graduate desires position. xperienced. Preferably New England ates. Box 703E, BROADCASTING.

xperienced all-round announcer-dj; S. in Journalism; selling-writing xperience; operate panels; available mediately. For disc write, call Bob rove, 403 N. Queen, Martinsburg, Va.

nnouncer with experience. Can han- e all types of shows. Heavy on sports d disc shows. Contact Irv Kravitz, 57 Waldron Street, Pittsburgh, Pa.

oung announcer wants a chance to ow what he can do. Limited experi- ce, but willing to learn. Salary sec- dary, can write commercials and ntinuity. Summer replacement ac- ptable. Chester Manulik, 159A 23 reet, Brooklyn 32, N. Y.

op announcers; top newscasters; top riters; available now. Write, phone wire Pathfinder School of Radio. 22-A Oak St., Kansas City, Mo. Arrison 0473.

e want a baby! Announcer, 4½ years xperience, 2 years college, good, deep oice, 5000 watt quality, looking for job ith future for us and our son. For roof contact Mr. & Mrs. Don Prittie, 3 Spring St., Amherst, Ohio.

nnouncer-disc jockey, young, single. xperienced network and independent peration. Can handle full assignments news, commercials, interviews, etc. conomy cut, no job. Imperative se- re position right away. Disc on quest. Dick Thomas, 200 Cambridge ve., Garfield, New Jersey.

Technical

ecent RCA graduate, family man, now nployed TV servicing. No broadcast perience. 1st class and amateur li- nse, seeks operator or combination sition. Box 533E, BROADCASTING.

ngineer degree 10 years experience all ases. licensed. Box 554E, BROAD- ASTING.

ngineer, 14 years experience, AM-FM, nstruction, installation, maintenance, udios, transmitter. 10 kw directional, ailable immediately. References. Box 6E, BROADCASTING.

ngineer—First class phone license, nateur. Inexperienced. Any offer con- dered. Box 612E, BROADCASTING.

rst phone license, married, car, ex- rienced. Want to settle in northeast. resently employed. Box 619E, BROAD- ASTING.

xperienced transmitter and control oard engineer. Seeking position in ast, single, have car. Box 629E, ROADCASTING.

t phone, experienced transmitters, re- otes, maintenance, 5 kw directional M, 38 kw FM. Young, married, car. ast coast. Available immediately. Box 7E, BROADCASTING.

ransmitter engineer or station tech- cian. B. S. Degree Bradley Univer- ty and technical school; was chief dio technician in Navy; have first hone license; prefer midwest, but will anywhere in U. S. Full particulars ill be furnished in letter. Box 652E, ROADCASTING.

mployed chief 250, desiring engineer- g position with larger station. Prefer arolina's. Married, car. Box 653E, ROADCASTING.

xperience is a dear school, but fools n learn no other — and brother ve had it. Engineer-announcer, photo, sc and references on request. Box 4E, BROADCASTING.

ngineer—Experienced in construction, so chief engineer-announcer last posi- on. Prefer straight engineer position ith future. Good references last job. vailable one week. North or south. ox 659E, BROADCASTING.

xperienced engineer, first phone, can uild sales in spare time, car, married, eferences. Box 670E, BROADCAST- NG.

xperienced 1st phone man, experi- nced in AM-FM, also mobile experi- nce 2 years; please state salary. Box 2E, BROADCASTING.

ngineer—26 months experience trans- itter, remotes. Graduate leading ra- o school. Army radar experience. ill travel. Box 684E, BROADCAST- NG.

ngineer, experienced 5 kw AM, 3 kw M transmitters control board, re- otes. Good background. Single, car, ill travel. Box 690E, BROADCAST- NG.

Situations Wanted (Con't)

Engineer, 3½ years AM-FM, experienced on remotes, transmitter and console operation. No announcing. Single, have car. NY, New England, Pa. preferred. Box 702E, BROADCASTING.

Engineer—One year broadcast. 10 years radio and ham background. Prefer warm climate. Lloyd Conway, 1221 N. Vermont Ave., Los Angeles, California.

Experienced engineer: first phone, college graduate, presently employed. Will do combo work, travel anywhere. Have car. Richard Delanoy, 207 First Ave., Beckley, W. Va.

Engineer: First phone, 10 months experience 250w-AM, 1000w FM. Have done some announcing. 13 months residence school, 1 year college level correspondence courses, still enrolled. Vet, 23, married. Desire permanent position. Will travel. Appreciate any offer. Charles Donaldson, 114 Dewey, Washington, Indiana.

Engineer, 1st phone, 2 years radio communications. No broadcast experience; will relocate. Robert Farrell, 28 Schaeffer St., Brooklyn 7, New York.

Graduate of prominent radio and television school with first class phone license desires position in broadcast station. 24, married and immediately available. Richard E. Gardner, 2459 Reel Street, Harrisburg, Pa.

Permanent position as radio operator wanted, will travel, first class phone, RCA graduate at present working. John N. Witkowski, 444 Wyona St., Brooklyn, N. Y.

Production-Programming, others

Looking for the opportunity. Copy, continuity, some announcing. Anxious for a future, but wife has to eat. College graduate, young, personable, eager. Will travel. Box 561E, BROADCASTING.

Program director-announcer. Experienced in all phases broadcasting. Young family man presently employed. Desire change because of financial conditions. Box 623E, BROADCASTING.

Teamwork—3 personable young men, ideal for new or expanding station. Experienced for three years N.Y.C.-FM in: production-direction-writing of dramatic, musical, sports, special events, comedy. Staff announcers plus personalized disc shows and news. Sales. Educated too. AB Degrees. Idea men who can follow through. Box 641E, BROADCASTING.

High caliber organist desires position with station, experienced all phases of radio & TV. Available after June. Union. Tape and photo on request. Box 669E, BROADCASTING.

Continuity director/ women's broadcaster of note, stage, night club director, ex drama teacher and copy chief of bang-up commercials, available immediately. South or east locations preferred. (Age 28 years.) Box 677E, BROADCASTING.

Experienced continuity director with 5 kw network affiliate desires change to more metropolitan market. Copy, top quality. Present position includes duties of assistant program director, production man, station idea man plus copy. Minimum salary, $350 per month. Any offers? Box 681E, BROADCASTING.

Program director experienced network, independents, setting up new station. Programs versatile, can meet and beat competition. Knowledge all phases station operation. Have written copy, sold, announced all types shows. Excellent announcing voice, technique. Conscientious, capable, can increase station prestige, revenue. Currently employed metropolitan area. Disc, details, Box 696E, BROADCASTING.

Television

Technical

Director film operations. 16 years camera experience, all 16 & 35mm, sound, silent, newsreel, production, edit-cut all film, color, B&W, neg, pos, rev. Can set up, direct newsreel operation, commercials, etc. Have managed theatres, many years projection experience; know agency operation, promotion, publicity, radio repair experience. Past 4 years in TV. Available May 1. Box 468E, BROADCASTING • *TELECASTING.*

1st phone, telegraph, amateur, radar, professional photographer graduate S. M.P., 27 years, married, car. Box 651E, BROADCASTING • *TELECASTING.*

Situations Wanted (Con't)

Production-Programming, others

Top idea man, sales promotion, programming, merchandising, now employed, seeks TV connection, Los Angeles radio station, advertising agency. E. Horis, 651 Dunsmuir, Los Angeles.

For Sale

Stations

For sale—1000 watt daytime station. Can go fulltime. East central section United States. Box 657E, BROADCASTING.

250 watt central California coast city, only local station, $50,000 cash. Ideal living spot. Trade center approximately 62,000 urban population. Box 700E, BROADCASTING.

Southwest independent, 250 watts, exclusive market, city 12,000, serving three-county area of 70,000, grossing above 4000 monthly, $50,000, some terms. James T. Jackson, Broker, Box 106, Pauls Valley, Oklahoma.

A profitable 250 watt Mutual station. Excellent market. Grossing $6000 per month. In northcentral section, monopoly position. Stock control or all can be purchased. Reasonable terms. Harvey Malott Co., Scarritt Bldg., Kansas City, Mo. Victor 4339.

For immediate sale. Complete broadcasting AM 250 watt station with complete Blaw-Knox radio tower, 179 feet, self supporting. This complete equipment can be shipped immediately and can be sold on terms. $5000.00 total price. J. J. Phillips & Sons, 124 E. Lachapelle St., San Antonio, Texas.

Equipment, etc.

$11,000 FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. Box 475E, BROADCASTING.

For sale—411 ft. Truscon self-supporting tower, type D-30, insulated at base, supporting General Electric 4-bay circular FM antenna with mast, type BY-4-B with 2⅛" coaxial transmission line from FM antenna to tower base. Tower erected in center of 10 acre tract in Wheaton, Maryland, near Washington, D. C. Box 648E, BROADCASTING.

Federal type 101-B field intensity meter complete with instruction book and headphones. In excellent condition. Box 662E, BROADCASTING.

Exchange portable constant two-speed turntable and amplifier for equivalent in station time at list less salesman's commission. Box 668E, BROADCASTING.

250 watt composite transmitter. FCC licensed. Excellent condition. Recently overhauled. $1000 F.O.B. Los Angeles. Box 673E, BROADCASTING.

New Presto 1-D recording head, $120.00 cash or trade for your used microphone or audio equipment. Box 674E, BROADCASTING.

For sale. One RA-250 Raytheon 250 watt transmitter, slightly used and in good condition. Any reasonable offer will be considered. Available around May 1. Write, wire or phone Ted Froming, Chief Engineer, KAFY, Bakersfield, California.

RCA distortion and noise meter, type 69-C. Used very little. Priced at $150.00 for quick sale. Current factory price is $400.00. WBOC, Radio Park, Salisbury, Md.

For sale 2 Turner dynamic mikes—model 999; 1 Collins 26w Limiter; 1 Locke 91349-H Cantilever tower base insulator. Write WIRK, W. Palm Beach, Florida.

Lehigh 179 foot self-supporting tower, $1500 FOB Warren, Pennsylvania, WNAE.

For sale: New uniform cross-section guyed type towers with all necessary equipment. We will deliver and erect anywhere in United States or South America. Eight 200 ft. towers, seven 250 ft. towers, six 300 ft. towers, five 325 ft. towers. Write, wire or phone (Ph 3348). Consolidated Tower and Construction Co., Petersburg, Virginia.

Have several used guyed Wincharger towers. Will sell erected. Tower Construction Co., Commerce Bldg., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

One used 1000 watt AM transmitter. Send details, price. Box 590E, BROADCASTING.

Wanted: Used studio control equipment high fidelity only. Mikes, turntables, control console, etc. Must be in good condition and reasonably priced. Box 617E, BROADCASTING.

Wanted—Approximately 400 feet used 1⅝" coax transmission line. State condition, price, etc. WJBY, Gadsden, Alabama.

Am interested in buying any part one kw station equipment. Please write. Cary Graham, Gadsden, Ala.

Wanted: One used self supported radio tower 200 to 400 feet, designed to support G.E. 4-bay, FM antenna, or like tower complete with similar antenna of other manufacture. Purchasing Department, Indiana University, Bloomington, Indiana.

Miscellaneous

We offer, frequency measuring service, commercial quartz crystals, new, regrinding or repairs. Frequency monitor service. "14 years experience." Eidson Electronic Co., Box 31, Temple, Texas. Phone 3901.

Help Wanted

Salesmen

TRAVELING SALES REPRESENTATIVE FOR LEADING TRANSCRIPTION COMPANY

Liberal commissions. Territories open: South, Southwest, New England, Dakotas, Colorado, Montana, Wyoming, Maryland, Virginia, Delaware, Nebraska, Missouri, Kansas. Send photo and references. Big opportunity for right man with auto.

BOX 471E, BROADCASTING

For Sale

Stations

NETWORK STATION

FOR SALE

Top network station in midsouth major, fast-growing market, excellent earnings, non-resident owner desires to devote time to other diversified properties, priced right, no brokers, write our attorney in confidence to

BOX 704E, BROADCASTING

Miscellaneous

Partner Wanted

for established radio script business. Working partner with capital and experience desired.

Must have promotion experience and understand programming, small stations.

BOX 660E, BROADCASTING

Employment Service

O-P-E-N-I-N-G-S NOW!
for
TOPNOTCH—Commercial Mgr.-Salesmen.
Program Dir.—Copy Dir.—Producers.
Chief Engr. (Const. & Maint.)
Chief Engr. (Program & Anncing Exp.)
"PERSONALITY DeeJays" (Comedy, Straight & Novelty—Male & Female).
RRR-RADIO-TV EMPLOYMENT BUREAU
Industry's oldest Exclusive Employment
S-P-E-C-I-A-L-I-S-T-S!
P.O. Box 413, Phila. 5, Pa.

(Continued on next page)

Situations Wanted

Production-Programming, others

ATTENTION!
STATION OWNERS
STATION MANAGERS

If you demand good radio that produces results for sponsors and upholds the dignity and prestige of the radio industry, I would appreciate an opportunity to correspond with you.

If you need a man who knows radio, not just a "body", but a sincere, hard working, sober, honest, intelligent, dependable well rounded radio man—experienced in all phases of radio broadcasting with emphasis on production—then here's your man.

*More than nine years experience from 250 watt combination work through time salesman, newscaster, writer, announcer to present position of production director and chief of special events for the Armed Forces Radio Service in Tokyo (A 50 kw key network station which also operates three 5 kw short-wave transmitters).

*A veteran of World War II. Traveled in both Europe and the Orient. Young. Single. Not a floater. Interested in permanent, profitable employment with a station that is interested in setting the pace for competition in your area.

Your correspondence will be treated confidentially and answered promptly, honestly and sincerely. Please . . . NO RINGER STATIONS! The undersigned tentatively plans to return to the United States in October of this year.

JAMES W. MANSFIELD
Armed Forces Radio Service
APO 500, % Postmaster
San Francisco, California

Philco Dealers Meet

LARGEST dealer-distributor sales convention in Philco's history is announced by the firm as scheduled for mid-June at Atlantic City, N. J. In revealing plans, Raymond B. George, sales promotion manager, said some 5,000 dealers will study the company's advertising and promotion for the fall selling season.

Allied Arts



CHARLES R. MICHELSON Inc., New York, announces availability of special group of five Speedy-Q double-faced baseball sound effects records. Discs were recorded during actual games at major league parks.

MARKET-OPINION RESEARCH Co. formed from former market research division of Commercial Services Inc., Detroit. RICHARD W. OUDERSLUYS, former president of Commercial Services, is general manager of new organization which specializes exclusively in marketing research and analysis, opinion polling and advertising research. Commercial Services continues under direction of LAWRENCE E. BLACK.

HELEN S. WALLACE, director of sales and service for Muzak Corp., New York, resigns. She will continue her association with firm on consulting basis. EDWARD ROGERS temporarily will coordinate her sales activities with staff associates.

C. J. HASSARD, with Bendix Radio and Television, Baltimore, for past five months, appointed general merchandise manager of firm.

RMA SET DRIVE

Promotes Three-Way Units

CAMPAIGN to stimulate sale of "complete home entertainment units" is being drawn up by a Radio Mfrs. Assn. committee appointed by A. D. Plamondon Jr., Indiana Steel Products Co., chairman of the RMA Parts Division. The committee will meet April 11 at the Stevens Hotel, Chicago, to work out details of the industry-wide drive.

Set manufacturers, record companies, dealers and distributors will join in promoting interest in radio-TV-phono combinations. Chairman of the RMA committee is J. A. Berman, Shure Brothers, Chicago. Other members are:

C. O. Caulton, RCA Victor Division; W. J. Doyle, Astatic Corp.; A. R. Kahn, Electro-Voice Inc.; H. G. Kobick, Webster Electric Co.; Kenneth McAllister, Columbia Records. Three guest members will be W. S. Hartford, Webster-Chicago Corp.; J. C. McDonald, Milwaukee Stamping Co., and E. M. Rush, V-M Corp.

CRAMER-KRASSELT

Radio-TV Activity Is Up

INCREASE in April radio-TV activity by eight of its clients has been announced by The Cramer-Krasselt Co., Milwaukee advertising agency. Firm also announced addition of four members to its radio-TV department. New staff members are Peg Bogler, Norma Nessler, Gloria Brooks and John Pritchard.

Local firms increasing or starting new radio-TV schedules are:

Weinbrenner Shoe Co., testing TV with three one-minute films weekly on WTMJ-TV Milwaukee and may add other markets; Wisconsin Plumbing & Heating Supply purchased C-K packaged show, *It's a Man's World*, Saturday, 4-4:30 p.m. on WTMJ-TV; Schuster's (department store) adding frequency of its *Feminine Viewpoint*, now to be seen four times weekly on WTMJ-TV; Chevrolet Dealers and the Upper 3rd Street Advancement Assn. placing up to 10 announcements per day per AM station in current campaign; The Milwaukee Co. (investment security house) purchasing 10-10:15 p.m. news on WTMJ and five-a-week participation in *Mrs. McIver* show on WMAW Milwaukee; American Linen Supply also buying similar time on WMAW's show; and the First Federal Saving & Loan purchasing the 12-12:30 p.m. Sunday period on WTMJ's two-part, hour-long program called *The First Federal Hour.*

AM AUDIENCE

WCOP Refutes TV Grab

IS TELEVISION "stealing" the AM radio audience? WCOP Boston, in a release to the trade the past fortnight, comes up with a big round "No" after surveying the situation in the Hub city.

According to Craig Lawrence, WCOP general manager, " an erroneous impression of radio's nighttime state of health" has been created, "especially as it applies to our own area." He sets forth three arguments against the recent Hooper survey of TV listening as compared to radio's share: (1) The figures were for the New York area where TV ownership is higher than in Boston, (2) telephone homes only were involved, and (3) figures were "share of audience" rather than ratings.

Mr. Lawrence cited a comparison of the Pulse Report of January-February 1950 with the same two months in 1948. In 1948, before TV arrived in Boston, the report showed a 27.4 rating for average quarter-hour radio sets in use Mon.-Fri., 6 p.m.-12 midnight. Two years later, he pointed out, Pulse reported a 27.3 rating. Also noted by Mr. Lawrence is a +.8 change in listenership over that two year period by WCOP. These figures, according to Mr. Lawrence, refute "generalizations about TV and radio—or by over-all share of audience figures for stations."

Steere Takes Over WFEC

HOWARD D. STEERE, former owner of an advertising agency in Detroit, has taken over control of WFEC Miami, Fla., it was announced last week. According to the announcement, no changes will be made in the outlet's personnel and J. Lyle Williams Jr. will be retained as general manager. On Feb. 9 the FCC granted Mr. Steere assignment of license from the Florida East Coast Broadcasting Co. [BROADCASTING, Feb. 13]. WFEC is assigned 250 w daytime on 1220 kc.

SEE PAGE 7

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
333 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

Alvin Freemount

MEDIA BROKER — MANAGEMENT CONSULTANT

Announces

A Confidential Service

FOR NEWSPAPER AND RADIO STATION BUYERS AND SELLERS

PHILADELPHIA, PA., OFFICE

4750 YORK ROAD — MICHIGAN 4-8900

ANA

(Continued from page 15)

hat TV cost-per-viewer is going own, but the cost will always be igher than radio. They asked for etails on extension of TV net-orks and estimates on the number f sets. One conservative estimate laced the number of TV sets at 7,-00,400 as of Jan. 1, 1951, and 11,-00,000 in 1952, but other estimates n much higher.

Even in 1951 when about 20% homes will have TV, radio will ill be sold for less than it was in 40, one broadcaster commented.

The advertisers asked pointed uestions about TV picture quality, specially kinescope, and showed an nterest in TV as a medium for mall-budget advertisers. Tendency ward small-budget participation V is developing, it was noted, with dvertisers having a chance to hare costs by various means.

The actual cost of bringing the dvertiser's message to the listener as scanned critically both at the NA's radio-television panel and talks by advertisers themselves.

Network Costs Up

George Duram, Lever Bros. edia director, said network radio me costs had gone up about a ird since 1940, paralleling the in-ease in number of radio homes. ncrease in number of AM outlets, 30%, has had a "most marked in-uence, on daytime listening," he sisted, and cited increased net-ork time costs as a result of rate creases, new station requirements nd elimination of discounts. "The elivered homes-per-dollar is down oticeably," he claimed, and talent osts are up 100% to 200% in 10 ears.

"So, while potential increase in adio listeners is 33%, actual cost the network radio listener to the dvertiser is up noticeably, even ithout taking into account in-eases in network competition,"

As to spot radio, Mr. Duram aimed an increase of "at least 0%." Moreover, he said TV is aking "large inroads in present edia thinking and the effective umber of television advertisers in wo years is up from 200 to 2,300. s influence not only on certain cal markets but as a national edium is already felt."

Mr. Duram claimed that TV-AM omes do little listening to AM hen the television set is turned on nd described "the 102 TV stations erving 4,500,000 radio homes" as "disastrous nightime influence."

Magazine circulation is up 50% ut cost-per-thousand is the same hough the advertiser must spend 50% more than in 1940, he said. Newspaper circulation is up 27% and advertising rates up 37% in the decade, he said.

During the radio-television panel, it was shown on behalf of networks that one network's circulation had increased from 25,500,000 in 1940 to 37,536,000 in 1950, or 53%. At the same time cost per 1,000 radio homes had dropped from 42.9 cents per 1,000 to 32.6 cents per 1,000 in the 10 years, a 24% drop.

TV Costs More

This fact was pointed out as advertiser questioners wanted to know why radio rates hadn't been cut as TV increased its following. As to TV itself, costs have gone down 74% in two years on a per-1,000-viewer basis, or from $5.85 to $1.51, figuring on the basis of an interconnected network.

One calculation showed that TV costs between four and five times as much as radio on a per-1,000 basis.

After the panel, Mr. Nielsen offered figures showing that total radio listening in the home on a national basis actually has gone up 1.06% as compared to the average for the three previous years. With addition of "secondary" radio receivers, better programming and other factors, he said, a 2.1% decline in average listening per home has actually been more than offset nationally. Radio homes have increased 8.5% in number, he added.

In homes that have TV, Mr. Nielsen asserted, combined radio-television use has gone up from 4 hours 8 minutes to 6 hours 39 minutes a day, or an overall 61% increase broken down into 20% daytime and 122% nighttime. Radio listening has dropped from 4 hours 8 minutes to 2 hours 36 minutes in TV homes, he said, amounting to 36% (13% in daytime, 73% at night).

He said this breakdown was based on 5 million TV homes and 41 million radio homes, a projection of perhaps three or four months from today.

Mr. Nielsen said the number of television homes must increase to 11,400,000 before radio listening drops below the average level of the last three years. He predicted network radio will become less urban and more rural as TV expands.

Mr. Halverstadt said that when individual markets are considered, TV set ownership has a serious impact on radio listening. It costs more to reach big markets by using radio and television combined, he said. Network spokesmen conceded the possibility that some adjustment in network rates was necessary as TV progresses.

An ANA survey in which only a few of some 2,000 advertisers responded showed that 17 advertisers draw 100% of their TV expenditures from other media; 28 draw 50% to 100% from other media, and 6 advertisers took no funds from other media to finance use of TV. Radio, newspapers and magazines were closely bunched in the impact of TV on their budgets. Mr. Chapin noted that TV competes no more with other media than they have competed with each other for the last 50 years.

A substantial part of the $500 million dollars spent annually in the preparation of advertisements could be saved by repeated use, whether audible, televisual or printed, in the opinion of Robert Gray, advertising manager of Esso Standard Oil Co. He reviewed Esso's experience in the repeated use of advertisements and called for further research on the subject.

"We repeat radio and television commercials," he said, "but we don't have much evidence in these fields as to the effectiveness of the second or third repetition. We know that the average commercial reaches 4% to 5% of total radio families. The second time it goes on the air it is only heard by a few of those who heard it previously.

"The bulk of the audience is new. Therefore, even after five repetitions, most of the audience hearing a commercial is hearing it for the first time.

"We all know that repetition is the very essence of advertising although the theory is applied generally to advertising themes or ideas rather than to specific ads. Almost everybody has said, 'Repetition is reputation.' Certainly theme repetition has paid off for Lucky Strike with LS/MFT and the leaf idea.

"It has done a good job for Coca Cola with 'refreshment' and it's used consistently by their competitor Pepsi-Cola with the singing jingle, 'Pepsi Cola hits the spot.'

"Most every good advertiser, in other words, believes in 'consistency.' Isn't repetition of specific ads merely an extension of the theory of consistency of theme?

Repitition Sound

"Doesn't it boil down to this? The combined opinion of ad experts is that repetition of a good idea is sound. There is some evidence to prove this. There is no evidence to indicate that it's bad. I think we should be willing to pay the bill to find out more about it. I'm confident we will wind up by saving a substantial part of that bill for a half-billion dollars."

Discussing advertising from the sales manager's viewpoint, Ben Wells, Seven-Up Co. vice president in charge of sales, showed a series of exhibits covering point-of-purchase and sales follow-up techniques designed to make advertising "lead into sales." He cited 15-second radio announcements and associated merchandising aids.

Philip Liebmann, president of Liebmann Breweries, discussing what is expected of advertising today, declared advertising builds up security—security of the salesman's job as well as the job of

(Continued on page 88)

WAVE Sells Homes

USE of 13 spot announcements on two weekend periods over WAVE Louisville, inviting people to inspect a "National Thrift Home," drew over 1,000 visitors, according to Francisco & Conner Construction Co. of Jeffersonville, Ky. The builders also reported that the announcements, made last month, resulted in the sale of several homes and receipt of future prospects. "We were very pleased with the results of our advertising and plan to use WAVE again as soon as we can get more homes under construction," the firm wrote in a letter to WAVE.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO

WBAL

50,000 watt station wants experienced general announcer-sportscaster. Must be good. Can also use sober, reliable salesman with record. Write, wire or telephone

Joe DuMond
KXEL
Waterloo, Iowa

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Hill & Range

I ALMOST LOST MY MIND

On Records: King Cole Trio—Cap. 889; Fran Warren—Vic. 20-3686; Curley Marrow—Varsity 8056; J. Mericho—4 Star 1421; Ivory Joy Hunter—MGM 10578; Floyd Tillman—Col. 20673.

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

ANA

(Continued from page 87)

every employe of the company by maintaining a constant level of production and employment.

Stockholders, too, receive security from advertising he said. "In addition," he continued, "advertising makes possible the preservation of a free press, a free radio and television; it pays almost the entire cost of our wonderful organs of information. Advertising plays a real role in the creation of a true economic democracy in the fields of public communication."

Mr. Liebmann called advertising not only the voice, but "the free speech of business. It doesn't stand by itself, but it is a vital and integral part of the merchandising evolution of which we are a part."

U. S. Sellers' 'Paradise'

The nation is still in "a sellers' paradise," according to James J. Nance, president of Hotpoint Inc. With 1948-49 personal income around $218 billion, of which $100 billion may be diverted to purchases of the customer's choice, he forecast an income level much higher than the pre-war level with a drop in discretionary income.

Mr. Nance told BROADCASTING his company will spend $8 million in 1950 for advertising and sales promotion. It uses co-op radio and TV in many areas, on a 50-50 basis, as well as special events.

Dealer-distribution reaction to Hotpoint's Thanksgiving, Christmas and other onetime network programs has been enthusiastic, he said. The company will sponsor *Dinner at 8* on CBS network Easter Sunday, April 9, with Rosalind Russell and a cast of name talent. The onetime efforts are heavily merchandised, he said. Tracing of sales benefits is difficult because dealers have been on allocation and will continue to be short of demand into the third quarter.

Hotpoint is interested in other special programs later in the year, Mr. Nance continued, and is considering short TV spots for placement by dealers and distributors. Joint participation of dealer groups in co-op spots is in the works, he said. TV spots are produced at the Hotpoint Kitchens in several cities. The total Hotpoint co-op budget runs $3 million, with about 10% in radio and TV. Hotpoint places these co-ops direct. Its other advertising is handled by Maxon Inc., Chicago.

Mr. Nance says the company is able to reach the masses through its special events. The company also participates in local electric association campaigns.

E. F. Kalkhof, American Oil Co., Baltimore, told BROADCASTING the company again will sponsor Washington Redskins professional football games on an AM hookup of a dozen stations. Since league rules bar live telecasts, the company will sponsor films of the games Tuesday or Wednesday evenings in Washington.

Guy Berghoff, director of public relations, Pittsburgh Plate Glass Co., told how the city is using advertising media as a means of economic education,

He told of a morning broadcast series sponsored by the Pennsylvania Railroad, with the company telling employes what it is doing to help them. Employes are interviewed via recordings and they prove to others that the railroad is a good place to work. Improvement in service and tax problems are discussed.

Aluminum Co. of America, Westinghouse Electric Co. and other companies are taking part in the joint program.

TV Reaction

Faustin J. Solon, Owens-Illinois Glass Co., chairman of the joint ANA-AAAA Committee on Economic Education, reviewed progress in the effort to promote advantages of the American economic system and told of plans for continuation of the campaign.

Bruce K. MacLaury, director of public relations and advertising, Bigelow-Sanford Carpet Co., told how the company faced the unhappy task of calming salesmen and dealers when it dropped its television program as an economy measure. The discontinuance was ordered by top company officials, he said, after a year-and-a-half on the air as one of the top 10 programs "and which our salesmen and dealers thought was the best blankety-blank thing we had ever done."

ANA REGISTRATION

Abrams, George, Block Drug Co.; Adams, Bob, Towle Mfg. Co.; Alden, John, Norwich Pharmacal Co.; Applegate, Russ, duPont; Archer, Henry, Atlas Supply Co.; Aue, Les, Drackett Co.; Anderson, Lorraine, General Mills; Bacon, Dean, Coopers Inc.; Bagley, Linton, Folger Coffee Co.; Batenburg, Mike, Pittsburgh Plate Glass Co.; Beard, Dave, Reynolds Metals Co.; Becker, John, Simtex Mills; Bedford, Ed, Oneida Ltd.; Belknap, Paul, Atlas Supply Co.; Bennett, L. M., LaSalle Extension U.; Berghoff, Guy, Pittsburgh Plate Glass Co.; Berno, Paul, Tappan Stove Co.; Bertland, Bernard, Wm. Skinner & Sons; Beyer, George, Cannon Mills; Birch, Chester, Andrew Jergens Co.; Bishop, Ellis, Royal Typewriter Co.; Bjorkholm, Jim, Reynolds Metals Co.; Boggs, Bob, Union Carbide & Carbon Corp.; Boone, W. D., Dow Chemical Co.; Bowlzer, Dell, New Idea; Browder, Les, Dan River Mills; Brown, Al, Best Foods; Brown, Bob, Bristol Myers; Bryant, Don, Hudnut Sales Co.; Budd, R. M., Campbell Soup Co.

Caniff, Bob, Servel; Carlier, Richard, Bigelow Sanford Carpet Co.; Carmichael, Bill, Arvey Corp.; Carroll, Al, Merck & Co.; Chapin, Howard, General Foods; Ching, Cyrus, U. S. Rubber Co.; Clark, Douglas, Seagram Distillers; Collins, Bill, Dravo Corp.; Collins, Porter, Kelly Springfield Tire Co.; Coons, Harold, Keystone Steel & Wire Co.; Corcoran, Leo, Hoover Co.; Coward, Chuck, Nash Kelvinator; Crites, Lowry, General Mills; Deines, Harry, Westinghouse; Dempewolff, A. S., Celanese Corp. of America; Deweese, J. E., Folger Coffee Co.; Dittmer, Dick, Pittsburgh Plate Glass; Divver, Margaret, John Hancock Mutual Life; Dodd, E. D., Owens Illinois Glass Co.; Dodge, Benton, Gulf Oil Corp.; Donaldson, Ben, and Donaldson, Wilbur, Ford Motor Co.; Doney, Hugh, Quaker Oats Co.; Doty, Al, Hiram Walker Inc.; Drake, Dick, Felt & Tarrant Mfg. Co.; Drew, Wally, Bristol Myers; Duram, George, Lever Bros.; Duvall, Jack, A. O. Smith.

Ebbesen, Ace, Wm. Jameson & Co.; Eldredge, Gordon, Ford Motor Co.; Elgin, J. D., McGraw Electric Co.; Ellis, Gordon, Pet Milk; Ennis, Frank, America Fore Insurance; Frskine, Ralph, Pennsalt; Everett, Del, Ford Motor Co.; Ewen, William, Borden; Fauster, Carl, Libbey Glass; Finneran, John, Liebmann Breweries; Fisher, Fred, Gooderham & Worts; Frank, George, Erie Railroad; Fullerton, Bud, Borden Co.; Fleming, James, Brunswick-Balke-Collender; Gardner, Allan, Monsanto Chemical Co.; Gerbic, Ed, Johnson & Johnson; Gerhart, Frank, American Type Founders; Getlin, Joe, Ralston Purina Co.; Godell, Paul, Arvey Corp.; Goetz, Albert, Pepsi Cola Co.; Gorski, Henry, Ballantine; Graham, Arnold, Liebmann Breweries; Gray, Bob, Esso Standard Oil Co.; Gregory, Greg, A. O. Smith; Guttenberg, Edgar, Calvert Distillers.

Halverstadt, Al, Procter & Gamble; Hamel, Ken, Owens Illinois Glass Co.; Hammer, Ray, Tappan Stove Co.; Harrington, Ralph, General Tire & Rubber Co.; Hart, Bill, duPont; Hart, Gifford, Pharmaco; Harvey, Doris, Pet Milk; Haupt, Fritz, Stromberg-Carlson; Hause, Don, Armour & Co.; Hawkins, Frank, Libbey-Owens-Ford Glass Co.; Healy, Tim, Hiram Walker & Sons; Hibbard, C. J., Pet Milk; Hogan, Ed, International Silver; Hoge, Peyton, Brown Forman Distillers; Hooker, Millard, Dow Chemical Co.; Hough, John, Goodyear Tire & Rubber Co.; Houghton, Walter, Calvert Distillers; Housman, Al, National Carbon Co.; Howard, Gordon, Elgin National Watch; Hubbard, Thomas, Cannon Mills; Hurlburt, Bud, Rockwell Mfg. Co.; Iula, Frank, American Oil Co.; Jewett, Pat, American Can Co.; Johnson, E. F., Pennzoil Co.; Kalkhof, Kay, American Oil Co.; Kambach, M. R., Aluminum Co. of America; Keller, Larry, Kroehler Mfg. Co.; Kelly, Phil, National Distillers; Kesner, Bob, Coca-Cola; King, Whit, American Can Co.; Koff, Murray, Seagram Distillers.

Landis, Dean, Maytag Co.; Leader, Ed, Bankers Life Co.; Lear, Bob, American Radiator; Liebmann, Phil, Liebmann Breweries; Lightner, Tom, Fostoria Glass Co.; Lloyd Bob, International Nickel Co.; Lockwood, Wally, Taylor Instrument Cos.; Lowell, R. S., U. S. Plywood Corp.; Lowy, Walter, Formfit Co.; Lugbauer, Carl, Heywood-Wakefield Co.; Lyons, Owen, Marathon Corp.; MacDonough, Bill, Coolerator Co.; MacLaury, Bruce, Bigelow Sanford; Mahoney, Daniel, Seagram Distillers; Manson, Stan, Stromberg-Carlson; Margules, Sy, Calvert Distillers; Marple, Howard, Monsanto Chemical Co.; Marriott, Bob, Climalene Co.; Marshall, Frank, G. F. Heublein; Marsteller, Bill, Rockwell Mfg. Co.; Maurer, Ward, Wildroot Co.; Meyer, Larry, International Cellucotton Products Co.; Miller, Gilbert, duPont; Miller, Jule, Pet Milk; Mines, Morris, Celanese Corp. of America; Moorhead, Rod, Brown Forman Distillers; Moosbrugger, Charley, Minnesota Mining & Mfg. Co.; Morris, F. G., Plough Sales Corp.; Mosley, George, Seagram Distillers; Mossman, Bob, Jones & Laughlin Steel; Moyer, Les, General Electric; Mullowney, Jack, Minnesota Valley Canning Co.; Murphy, Chandler, Minneapolis-Honeywell.

Nance, James, Hotpoint; Newman, James, B. F. Goodrich Co.; Niederhauser, Bob, Harris-Seybold Co.; Niessen, Clarence, Mid-Continent Petroleum; Ninabuck, Bill, International Harvester; Nunn, Wesley, Standard Oil (Ind.); Odell, Dolph, General Motors; Oliva, George, National Biscuit Co.; Ollinger, C. G., National Carbon Co.; Olson, Gene, International Cellucotton Products Corp.; Osterheld, Herb, Borden Cheese Co.; Patton, Ward, Minnesota Valley Canning Co.; Peabody, Stu, Borden Co.; Percy, George, Bauer & Black; Piggott, Bob, Grove Labs; Plunkett, Jim, Pittsburgh Plate Glass Co.; Potter, Pete, Eastman Kodak Co.; Pettit, L. E., General Electric; Quackenboss, Irv, Johnson & Johnson; Quale, Andrew, General Foods.

Reed, Freddie, Atlantis Sales Corp.; Reese, R. W., Frankfort Distillers; Rheins, Ed, Bigelow Sanford; Richey, John, Simmons Co.; Robertson, Ralph, Colgate-Palmolive-Peet; Rogers, Dale, Mid-Continent Petroleum; Ruprecht, Carl, Underwood Corp.; Ruth, Chet, Republic Steel Corp.; Sandberg, John, Pepsodent Div.; Sawyer, Bill, Johnson & Johnson; Schaeffer, Walton, National Tube Co.; Schmitz, Val, Blatz Brewing Co.; Schultz, Lyle, Nash-Kelvinator; Shallberg, Gus, Borg-Warner Corp.; Sharp, Jay, Aluminum Co. of America; Shaw, Cecil, American Blower Corp.; Shope, Leslie, Equitable Life Assurance Society; Shull, Henry, Pharmacraft; Skinner, Bert, J. I. Case Co.; Smith, Frank, Philip Carey Mfg. Co.; Smith, Norman, Sunshine Biscuits; Snyder, Nelson, Owens-Illinois Glass; Spindler, Howard, American Radiator; Stakel, Fred, Brown Co.; Staudt, George, Harnischfeger Corp.; Stebbins, Fred, Corning Glass; Steers, George, Cluett, Peabody; Stinson, Bill, Cherry-Burrell Corp.; Stolp, Myron, A. B. Dick Co.; Stone, Sam, Quaker Oats Co.; Sucher, Edward, Owens-Corning Fiberglas Corp.; Swadener, Frances, A. B. Dick Co.; Swaffield, Paul, Hood Rubber Co.; Swenehart, John, Atlas Powder Co.; Talbot, Hale, Pure Oil Co.; Thompson, Herb, Miles Labs.; Thompson, Sam, Borden Co.; Thomson, Chet, Calvert Distillers; Thul, Joe, Seven-Up; Tibbott, Dave, New England Mutual Life; Toland, J. M., Hiram Walker; Tucker, Frank, B. F. Goodrich Co.; Vallender, G. M., Rose Derry Co.

Wachtel, W. W., Calvert Distillers; Waddell, Bob, Hamilton Watch Co.; Waddington, Les, Miles Labs.; Wallace, Jane, Celanese Corp. of America; Ward, Taylor, Kimberly Clark; Warren, Ham, National Carbon Co.; Watson, Stuart, Standard Oil (Ind.); Wells, Ben, Seven-Up; Westgate, Westy, Atlantis Sales Corp.; Wheeler, Bob, International Nickel Co.; Willis, Paul, Carnation Co.; Winslow, Ralph, Koppers Co.; Wood, Fred, International Nickel Co.; Young, Tom, U. S. Rubber Co.; Ziegler, Russ, Cluett, Peabody & Co.

GUESTS

Allen, Paul, American Sugar Refining Co.; Anderson, C. E., Club Aluminum Products; Cleaves, H. M., Diamond Crystal; Detweiler, Elliott, Devoe & Reynolds Co.; Egan, John, Hamilton Beach Co.; Haas, Balfour, Melrose & Co.; Hulburd, Fred, Victor Adding Machine Co.; Lindholm, A. W., Drexel Furniture Co.; Merriam, A. B., Bemis Bro. Bag Co.; Stillwell, H. L., Scripto; Trupp, Bernie, Crown Central Petroleum; Bush, Leonard, Compton Adv.; Frey, George, NBC; Graham, Phil, *Washington Post;* Gunning, Robert, Robt. Gunning Assoc.; Harper, Marion, McCann-Erickson; Hypps, Frank, A. Asch Inc.; Lehman, Al, Advertising Research Foundation; Nielsen, A. C., A. C. Nielsen Co.; O'Brien, John, Ruthrauff & Ryan; Peterson, Eldredge, Printers Ink; Pilat, Bill, Russell Allen Co.; Stanton, Frank, CBS; Trammell, Niles, NBC; Wahlstrom, Fred, Distribution Council; Wells, Ken, Freedoms Foundation; Galilee, John, Assn. of Canadian Advertisers.

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'BISIGNAL' FM

Dual System Developed

DEVELOPMENT of a new method of communications called "Bisignal" — involving the transmission of two FM signals on the same frequency—was reported yesterday (Sunday) by Raymond M. Wilmotte, Washington consulting radio engineer.

Mr. Wilmotte said he is petitioning FCC for changes in its rules to permit Bisignal operations.

"The ability to transmit an additional communication," Mr. Wilmotte said, "would permit broadcasters to provide a number of services to be paid for by a rental or a subscription arrangement, such as programs fitted to minority tastes or special needs, and communication to mobile units. It could also provide 'beep' type of operation without danger of piracy."

While he did not expand on Bisignal's potential uses, informed observers felt the second signal might be employed for transit radio or for such other operations as addressed service communications.

One of the two signals in the new system would be the same one normally transmitted by FM stations. The second signal would be weaker — "sufficiently weak that normal receiving sets will be unaware that a second program or signal is being transmitted," but strong enough to be received by a special receiver.

Special Receiver

A special receiver would be required to receive either of the two programs at will.

Mr. Wilmotte said his experience shows that "Bisignal" would add to the value of the FM broadcast service and effectively provide additional communications channels without taking up additional spectrum space and without affecting the present reception of broadcast programs from FM stations."

He felt his development recognizes and will help solve these problems:

(a) The FM broadcast stations now in operation are, with barely an exception, operating at a substantial loss.

(b) It is only very exceptionally that a station plans its programs to suit minority tastes.

(c) In fields other than FM broadcasting there are insufficient frequencies available to meet the demand.

"It was in an endeavor to alleviate these three problems that I concentrated my development work in the direction of finding means for the transmission of more than one program or communication from a single station, without decreasing the frequency swing of the principal program, and leaving the present listener unaware that an additional communication is being transmitted," he declared.

His proposal would permit FM stations to transmit a second signal provided that (1) the frequency involved would fall "entirely within the band defined by the frequency swing permitted for the main signal," and (2) the maximum amplitude of the second signal should not exceed 1/10 (or some other value specified by FCC) of the amplitude of the main signal.

He said "Bisignal" would not change the FM band's "present principal use as a broadcasting medium which the general public can receive freely."

His experiments, he said, have achieved the following:

(a) Voice or Music—When both the strong and the weak signals are modulated by voice or music, I have been able to operate with substantially no cross-talk with an intensity ratio between the signals of 10 to 1. Ratios as high as 100 to 1 have been used satisfactorily.

(b) Control Signal—Special signals are being transmitted today by many FM stations in the form of supersonic "Beep" or pulse for controlling the intensity of the sound out of the receivers. In this direction, I have been able to send similar control signals but have used the weaker of the two transmissions to do so, so that the control signal is completely secret in that it cannot be detected by a normal receiver. By this means I have been able to control three independent operations using the same number of tubes and simpler circuits than are used in present "Beep" systems. Additional controlled operation can be obtained with relatively simple circuit additions.

"As to the type of services for which the second communication is to be made available, who may receive it, the quality of the service and the method to be used for transmitting and receiving it," he said, "I feel this should be left to the normal process of competition."

Shown to FCC

Mr. Wilmotte said that during the last few years he has been engaged in research on "the better separation of FM signals from each other," with concentration on "the transmission of two FM signals of different intensity within the same frequency band, and the reception of either signal at will without interference from the other."

"Bisignal," he said, has been demonstrated in the laboratory to "a number of persons, including the FCC."

Mr. Wilmotte is a co-developer, with Paul A. DeMars, of the "Polycasting" system of television by which he hopes to provide UHF service through the use of relatively large numbers of low-powered stations within given areas [BROADCASTING, Dec. 6, 1948]. "Polycasting" is slated for consideration in FCC's current overall television hearings.

Attention salesmen — 5,000 watt network station in southern metropolitan area has opening for experienced radio salesman. Opportunity and working conditions are inviting. Send photo and full details in first letter. Write Box 705E, BROADCASTING.

'KWKH LOUISIANA HAYRIDE'

Hillbilly Show Now on 23-Station Network

A SATURDAY night hillbilly variety show produced by KWKH Shreveport, La., and called the *KWKH Louisiana Hayride*, is now being broadcast over a network of 23 stations in the Southwest, according to Henry Clay, general manager of the 50 kw CBS outlet.

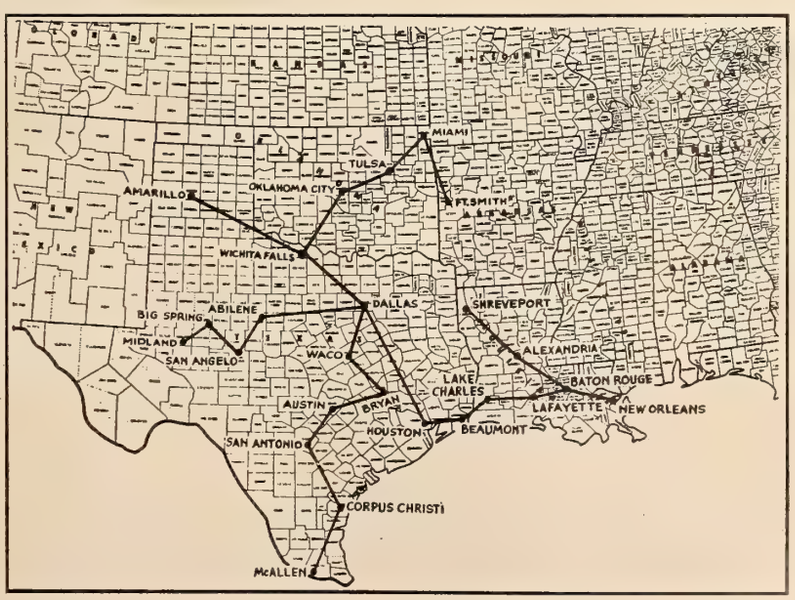
Inaugurated by KWKH in April 1947, the *Hayride* is a three-hour production staged in the Shreveport Municipal Auditorium which seats approximately 3,500. It has played to capacity audiences regularly for more than two years, Mr. Clay reported.

The program's regular cast includes some 25 radio and recording artists who are heard daily on the station. Also featured each week are guest artists. Horace Logan, KWKH program director, is producer of the show and is assisted by Ray Bartlett and Bill Cudabac. Mr. Logan also serves as m. c.

First half hour of the stage show (8-8:30 p.m.) is fed to the network. The remaining two-and-a-half hours are broadcast over KWKH alone, according to Mr. Clay.

In addition to KWKH, stations making up the network include:

KALB Alexandria, WJBO Baton Rouge, KVOL Lafayette, WWL New Orleans, KLOU Lake Charles, all Louisiana; KFDM Beaumont, WACO Waco, KORA Bryan, KNOW Austin, KABC San Antonio, KEYS Corpus Christi, KRIO McAllen, KRBC Abilene, KGKL San Angelo, KBST Big Spring, KCRS Midland, KWFT Wichita Falls and KLYN Amarillo, all Texas; KOMA Oklahoma City, KRGM Tulsa and KGLC Miami, all Oklahoma, and KWHN Fort Smith, Ark.



The heavy black lines on this map trace the 23-station network in the Southwest over which is now heard the weekly KWKH Louisiana Hayride.

SAAA Names Brown

APPOINTMENT of J. Richard Brown, of Dallas, as secretary-treasurer of the Southwestern Assn. of Advertising Agencies, was announced last week by David C. Ritchie of Houston, president of SAAA. Mr. Brown succeeds Alfonso Johnson, who died March 7 of a heart attack.



HOTEL STRAND

ATLANTIC CITY'S HOTEL OF DISTINCTION

Devoted to the wishes of a discriminating clientele and catering to their every want and embracing all the advantages of a delightful boardwalk hotel. Spacious, Colorful Lounges—Sun Tan Decks atop—Open and Inclosed Solaria—Salt Water Baths in rooms—Garage on premises, Courteous atmosphere throughout.

When in Atlantic City visit the

FAMOUS FIESTA LOUNGE

RENOWNED FOR FINE FOOD

OPEN ALL YEAR

Under Ownership Management

Exclusive Penna. Ave. and Boardwalk

At Deadline...

HYDE HITS CHARGES OF SECRECY ON NARBA

FCC COMR. Rosel H. Hyde lashed out Friday against industry charges of "secrecy" in U.S.-Cuba NARBA negotiations at Havana, accusing their authors of "irresponsible actions" which jeopardized U. S. bargaining efforts.

Mr. Hyde, head of U. S. delegation in eight-week Havana sessions which broke up 10 days ago with no agreement [BROADCASTING, March 27], spoke at closed meeting of Federal Communications Bar Assn. He singled out NAB for criticism of its NARBA position.

Mr. Hyde said Havana documents will be available for scrutinizing and suggestions from all interested persons in preparation for resumption of full NARBA conference, scheduled for about Aug. 1. It's reportedly slated to be held in Washington. Mexico, which didn't participate in overall sessions at Montreal last fall, is expected to take part.

Comr. Hyde reportedly told listeners that entire industry had been invited to Havana sessions; that meetings were open; that "even the most bitter opponents" of treaty which at one time seemed imminent "must concede that they had every opportunity to be present at every important phase of these negotiations." But, he was quoted:

. . . Certain members of our industry had the temerity to circulate to members of the Congress and to other members of the industry, rumors or completely false representations that a series of "secret" negotiations were being undertaken by "secret" agents who were engaged in selling the whole American broadcasting industry down the river.

It is my considered opinion that such irresponsible actions not only militated against the best interest of those who compounded them, but also served to becloud the real issues involved at the conference, to misinform the Congress, and to create in our international relations an understandable but undesirable reaction of the part of our foreign opposite numbers. Maybe that was the aim, I don't know.

. . . I must also express amazement at the NAB circulating to its members on March 3, 1950, a statement inferring that affected stations were not being notified before the negotiations ripened into an agreement and that, accordingly, NAB was notifying all member stations whose frequencies were involved. There is no objection to the notification, but why the inference? It might be noted that some of our trade press picked up the inference and broadcast it as a fact.

. . . Did the NAB expect an individual formal hearing to be given to each station which might possibly be affected, such hearing to be held before the joint negotiations and during the active negotiations?

Mr. Hyde reviewed Havana sessions, pointing out agreement was reached "in principle" but Cuba came back two weeks later with counter-proposal which U. S. could not accept. Listeners said he challenged "anyone" to disprove that proposed agreement embodying U. S. position would have been "advantageous for the industry and for the U. S."

On preparations for forthcoming overall NARBA sessions, listeners said he asked industry to take "a perspective at least a little wider than an effort to protect one's individual ox from being even slightly scratched without giving any consideration to the slaughter of the rest of the herd."

Even after Havana sessions were abandoned March 23 with formal recall of U. S. delegates, hope for success arose with last-minute Cuban request for luncheon discussions March 24. These proved fruitless, however.

WOWO 50 KW GRANT PROPOSED BY FCC

PROPOSED decision looking toward grant of long-pending application of Westinghouse's WOWO Ft. Wayne for power increase from 10 kw to 50 kw DA-N on 1190 kc issued Friday by FCC on 3-2 vote. Also included is change of WOWO transmitter site. Grant would be subject to specific engineering conditions. Comrs. Robert F. Jones and Frieda Hennock dissented.

FCC said no final decision would be given until Commission completes study of Westinghouse's qualifications "in light of its involvement in anti-trust litigation." FCC has scheduled oral argument April 24 on policy to be followed by FCC in such cases. Hearings on WOWO's application, pending for some years, were closed in August 1947.

COTT NAMED MANAGER OF NBC NEW YORK STATIONS

TED COTT, WNEW New York vice president and program director, Friday was appointed manager of NBC's New York stations, WNBC-AM-FM and WNBT-TV (see story page 20). Appointment of Mr. Cott, who has reputation for programming ingenuity, seen as move to invigorate local programming not only of network's New York stations but also others that it owns and operates. His mission is to evolve new programming patterns, both radio and television, for all NBC stations in addition to managing stations in New York.

Mr. Cott, picked for job by James M. Gaines, NBC's director of owned and operated stations, believed to command higher salary than that paid any one else in Owned and Operated Stations Division of NBC, at least $27,500 per year. Development of strong sales approach by NBC stations to department store advertisers anticipated.

Mr. Cott is expert on low-cost, popular programs, and it was recalled that Mr. Gaines, few weeks ago, hired former Macy's merchandising executive, Norman Neubert, as special consultant.

NAB NAMES HOWARD LANE

HOWARD LANE, WJJD Chicago, director of broadcasting for Field Enterprises, named by NAB Friday to replace Gilmore N. Nunn, WLAP Lexington, Ky., as co-chairman of joint NAB-Motion Picture Assn. of America Committee to combat trends toward censorship. Mr. Lane shares chairmanship with Joseph Hazen, Wallace-Hazen Productions, who leads MPAA section of joint committee. Mr. Nunn, who remains committee member, relinquished position because of business pressures.

ZIV PURCHASES ANNOUNCED

PURCHASE by Coast Fishing Co. of *Cisco Kid* radio series for use on Don Lee Washington and Oregon stations announced Friday by Frederic W. Ziv Co. Program to be heard Wednesday, 7:30-8 p.m. (PST). Agency is Harrington-Richards, Div. of Fletcher D. Richards Inc.

LIVINGSTON TO CBS-TV

ROBERT T. LIVINGSTON, sales manager of WBBM-CBS Chicago, has been transferred to CBS New York as a member of network TV sales staff. No replacement has been named.

Closed Circuit

(Continued from page 4)

medium can support itself from advertising revenues.

NEAL McNAUGHTEN, NAB engineering chief, left quietly for Mexico City last week. Obvious object: Lowdown on spectrum situation.

LITTLE dust gathers on Sen. McClellan's staff investigators' probe of potentially taxable services FCC renders. Prolonged talk with John A. Kennedy, California newspaper publisher and part owner WSAZ Huntington, W. Va., who was first credited with suggesting fees for government service [BROADCASTING, March 20], apparently left strong impression with staffers. Example of "undercharging" given investigators by Mr. Kennedy are certain National Bureau of Standards' fees for inspecting engineering equipment. Senate committee now studying completed report by Commerce Dept. that includes NBS and Bureau of Census compilations of services they provide.

PHILADELPHIA STATIONS are fuming over WFIL-AM evening rate reduction, offset by increases in daytime schedules. Actually, they say, new WFIL alignment places half-hour show virtually in "station break price category." There probably will be reverberations at NAB convention.

EDGAR KOBAK, former MBS president, meets in Chicago with board of directors of Transit Radio Inc. during NAB convention, presumably to work out plans whereby he would become consultant to corporation.

WILLARD SHROEDER, radio and television director of Ketchum, MacLeod & Grove Inc., to re-enter station field with appointment as commercial manager of WOOD Grand Rapids.

CHARGES MONOPOLY

MONOPOLISTIC tendencies in theatre TV field are alleged by Skiatron Corp., New York, proponent of "subtractive" color TV system, in brief filed with FCC. Claiming pending bids for theatre TV channels omit "fundamental requirement" of average theatre operator for low-cost TV equipment and hence keep field for big interests, Skiatron said its Supersonic theatre TV projector will be fraction of average $25,000 cost for cathode ray tube units, gives superior picture, is easier to operate and is only one "easily adaptable" to color TV.

FCC HITS PETITION AS 'SHAM'

ON GROUNDS it was "sham and false," petition filed by Crescent Bay Broadcasting Co., Santa Monica, Calif., was stricken by FCC Friday. Commission said Crescent Bay made "unsupported allegations that the Commission was actuated by motives other than those embodied in its orders, in setting Crescent Bay's application down for further hearing." These charges, FCC said, "are untrue." Further, FCC said, "petitioner's unsupported accusations of improper conduct made against an attorney in good standing practicing before this Commission and against the staff of the Commission are also entitled to no credence." Petition was for reconsideration of action calling hearing on Crescent Bay application for 1460 kc, 500 w, day.

NEW TAYLOR CO. OFFICES

TAYLOR Co., formerly Taylor-Borroff, station representative firm, announces new Dallas office at 1714 M & W Tower. O. L. (Ted) Taylor is head of firm.

THE KANSAS CITY TRADE AREA

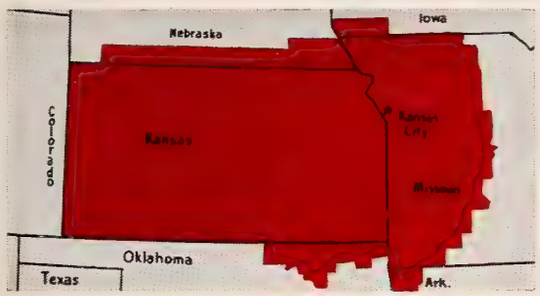
Does Not Run in Circles!



Accepted studies show Kansas City's Primary Trade area to be rectangular, as illustrated. Kansas City is the natural capital for all trade and commerce in this vast territory.

The KMBC-KFRM Team has been *custom-built* to serve this area—*without waste circulation!*

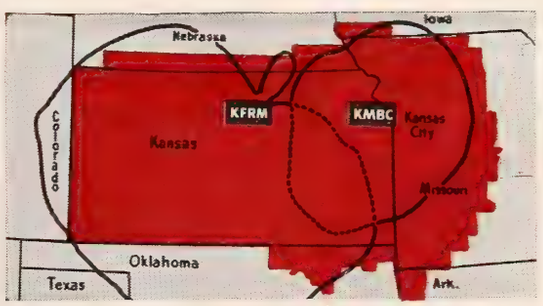
The KMBC-KFRM Team is your best buy in the Heart of America because it provides complete, effective and economical coverage. Contact KMBC-KFRM or any Free & Peters' "Colonel" for complete details.



Ask for a Copy of The Kansas City Trade Area Study

The True Area is an East-West Rectangle and . . .

Only The KMBC-KFRM Team Covers it Effectively and Economically



Contours are 0.5 mv/m Daytime



The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC

It's a matter of taste



Art or radio... different people in different places have different likes and dislikes. That's why, if you want to cut a *winning* sales figure, it's wise to base your advertising on *local* listening tastes. The down-to-earth personality of a home-grown favorite—on any one of the stations represented by Radio Sales—can get more of your customers to buy more of your product more quickly. Proof is that national spot advertisers sponsor *more than 750 local live talent broadcasts each week* on these radio stations in 13 of your most important markets.

RADIO SALES

Radio and Television Stations Representative ... CBS

Representing WCBS, WCBS-TV, New York City; WBBM, Chicago; KNX, KTTV, Los Angeles; WCAU, WCAU-TV, Philadelphia; WCCO, Minneapolis; WEEI, Boston; KMOX, St. Louis; KCBS, San Francisco; WBT, WBTV, Charlotte; WGVA, Richmond; WTOP, Washington; KSL, KSL-TV, Salt Lake City; WAFL, WAFM-TV, Birmingham; and THE COLUMBIA PACIFIC NETWORK.

APRIL 10, 1950

BROADCASTING TELECASTING

N THIS ISSUE:

New Technical Horizons Loom
Page 23

P&G's Morgens Weighs Radio, TV
Page 23

efrigerators Sell n Winter Too
Page 34

.00 Annually
cents weekly

e Newsweekly
Radio and
levision.

Success story:

Last January a Richmond ice cream manufacturer started plugging his half-gallon size exclusively on WLEE.

That very month sales of the half-gallons jumped 20% over December. And in February, sales ran 20% over January! All this in the middle of the winter, too!

Richmond advertisers get this kind of fast, profitable action from WLEE all the time. More and more national advertisers are following their lead. Call in your Forjoe man for the whole WLEE story!



WLEE

MUTUAL IN RICHMOND

TOM TINSLEY, *President* ▪ IRVIN G. ABELOFF, *General Manager* ▪ FORJOE & CO., *Representatives*

Tradition: Two Years Old

Tradition matures slowly in Virginia.

But ask a Virginian about WTVR, THE SOUTH'S FIRST TELEVISION STATION and he'll quickly convince you that tradition needn't be 100 years old.

WTVR, by its second birthday,
had captured the hearts and eyes of Virginians.
In the Old Dominion State
they look to Havens & Martin stations to make history.
The WMBG log is studded with "firsts."

WCOD was Richmond's pioneer FM outlet.
Now after two years of operation, WTVR has over 24,000 set owners and the number continues to grow . . . over 74 individual accounts are currently using its facilities.

Linked to the whole world by NBC and NBC-TV, these are your First Stations of Virginia.



WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company

Announcing . . .

MORE power for WJIM

The added power and coverage gained by use of WJIM's new 370 foot TV tower as an AM antenna, and the installation of a new efficient 28,000 foot ground system, will boost the long-established, well-listened to WJIM-AM to an even more prominent place in Central Michigan's AM roster.

MORE coverage for WJIM

That stronger signal means complete coverage of Central Michigan . . . thousands more listeners . . . thousands more sales for WJIM clients at no increase in rates.

And New Representatives:

H-R REPRESENTATIVES

NEW YORK CHICAGO SAN FRANCISCO

WJIM proudly announces the appointment of H-R Representatives, Inc. as its national sales representatives . . . Frank Headley, Dwight Reed and Paul Weeks are now members of the WJIM-WGFG sales team. We congratulate them on their new organization, and feel sure that they will serve you conscientiously with pertinent data about WJIM, WJIM-TV, WGFG, and the listening and looking habits of these prosperous Michigan markets.

WJIM ● WJIM-TV ● WGFG

ABC for Lansing
New power—New coverage

ABC, CBS, DTN, NBC
(on the air soon)

ABC for Kalamazoo

blished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Closed Circuit

WRITE OFF prospects of network resignations from NAB prior to convention in Chicago next week. ABC, CBS and NBC have adopted wait-and-see approach on reorganization. It's indicated they would look with favor on appointment of William B. Ryan, KFI Los Angeles, as general manager—favored by President Miller and by majority of board advisory committee, as it now stands. Networks presumably then would wait reasonable period for results.

BOTH CBS and NBC negotiating with Bob Hope, whose services will be dropped by Lever Bros., in deal approaching million-dollar-per-year figure. Comedian reported to be asking for contract covering 39 radio performances per year at $25,000 each (covering cost of other talent as well as his) plus six special television appearances per year at $40,000 each. Three top executives of both networks scheduled to meet with him today in New York. Lever Bros. expected to notify comedian of cancellation of contract as soon as new Lever president selected.

BEST BET for successor to Charles Luckman as president of Lever Brothers in U. S. is Bert Massey, now president of Lever's Canadian operations.

OPENING GUN in what might become not-so-cold ether war with Mexico is heard in Mexican moving of 1550 kc from Mexico City to Nuevo Laredo, on Texas border, with consequent damage to both U. S. and Canadian stations. XENT Nuevo Laredo switched from 1140 kc, 50 kw directionalized, to 1550 kc, presumably with 20 kw non-directional. State Dept. is pressing formal protests with Mexico but has got nowhere yet. What happened to 1550 kc at Mexico City (XEML), and to use of 1140 kc after it was abandoned by XENT, is minor mystery.

MONTICELLO DRUG Co., Jacksonville, Fla., returning to radio campaign for first time in three years with test spot schedule in Texas, Arkansas and Louisiana for its 666 malarial preparation. Test starts June 1 on 75 to 80 stations. Charles W. Hoyt Co., New York, is agency.

YOU'LL BE HEARING much more about WFIL Philadelphia's rate revisions, which have stirred up hornet's nest. Roger W. Clipp, WFIL general manager, insists it was no rate cut but "readjustment." Station argues vast majority of advertisers liked this approach; about half of agencies liked it, but stations without TV are outraged.

FURTHER PORTENTS of magnitude of Zenith's Phonevision crusade in behalf of box-office television is disclosure that Millard C. Faught, author of controversial report on economics of TV, has been retained by President

(Continued on page 90)

Upcoming

April 12-19: NAB Convention Week, Stevens Hotel, Chicago.
April 15: New England Radio Engineering meeting, Somerset Hotel, Boston.
April 15-16: University Assn. for Professional Radio Education, Stevens Hotel, Chicago.
April 24-28: Society of Motion Picture and Television Engineers convention, Drake Hotel, Chicago.

(Other Upcomings on page 87)

Bulletins

EXTRA dividend of 25 cents per share of common stock, payable May 29 to stockholders of record at close of business April 21, and dividend of 87½ cents on first preferred stock for period April 1, 1950, to June 30, 1950—payable July 1 to stockholders of record at close of business June 12—declared by RCA board of directors Friday.

GEORGE H. HOLLINGBERY Co. named representative for WHIO-TV Dayton, Ohio, effective April 15.

BETTER BUSINESS BUREAU ACTS IN PROGRAM CONTEST

CHICAGO BETTER BUSINESS Bureau has notified postal authorities about activities of National Radio Program Agency, 82 W. Washington St., Chicago, after checks on "many" complaints from "widely separated sources." Firm has mailed cards to persons asking $2 entrance fee for possible selection as competitor in "giveaway program, all expenses paid (to Chicago) for yourself and guest," BBB reports.

". . . All entrants will receive a lovely gift from the sponsor." Card names no sponsors or shows, asks letters of 50 words stating why person wants trip. Names were selected in "a national mailing campaign." Chicago office space was sub-leased to Arthur Starnes of the program agency, building reports. BBB, which has been unable to find Mr. Starnes, reports "contest" closing date is "continually being extended." It has cards with five different dates, last one being April 9.

From bureau report, being circulated to other branches: "Although the card infers that the winner will be given a trip to Chicago with expenses paid, no actual promise is made in any literature seen by this bureau, and also, while the plan is supposed to be a contest, the usual rules pertaining to the conduct and conditions thereof and the method of determining the winner are not set forth."

NAB also had notified postal authorities about program contest.

TWO JOIN KATZ

MARVIN I. RUDWICK, vice president of Gordon & Rudwick, New York, and Louis M. Cottin, also with agency, have joined Joseph Katz Co., New York.

Business Briefly

BLOCK LOOKING ● Block Drug Co., New York (Amm-I-Dent toothpowder), looking fo radio and TV programs for next season. Bloc plans to drop sponsorship of *Burns & Alle* in radio on CBS at conclusion of this season Agency, Cecil & Presbrey, New York.

SHOE FIRM'S PLANS ● Acrobat Shoe Co. division of General Shoe Co., Nashville, sched uled sponsorship of *Acrobat Ranch,* children' TV variety show, as network daytimer nex fall. Present plans are for half-hour show t be telecast on 14-station network, plus kine scopes, before studio audience from Chicago Script auditioned at WENR-TV (ABC) Chi cago last week. Agency, Ruthrauff & Ryan Chicago.

COLGATE BUYS ● Colgate-Palmolive-Pee Co., Jersey City, buys CBS half-hour comed package *Steve Allen Show* as summer replace ment for *Our Miss Brooks,* Sun. 6:30-7 p.m starting in June. Agency, Ted Bates Inc New York.

ARMY, AIR FORCE REVISE RADIO BUDGET POLICIES

U. S. ARMY and Air Force recruiting service under revised policy will spend more of it advertising budget for purchase of radio tim than for costs of producing programs fo public service broadcast, and will buy time o "long-range basis calculated to give each sta tion supporting recruiting programs . . . a opportunity to obtain a portion of the nationa or local advertising."

New policy reported by Broadcast Advertis ing Bureau Friday following conference o Charles Batson, of BAB; Justin Miller, NA president; Maj. Gen. T. J. Hanley Jr., chief o personnel procurement for services, and Robe Collins, of Grant Adv. Inc., agency for recruit ing campaign.

Gen. Hanley agreed to change Army ac counting system so cost of producing program for free broadcast and cost of time purchase would no longer be lumped in reports of radi expenditures. Six field armies, which have ow budgets, will spend half their money for radi time, supplementing national advertising.

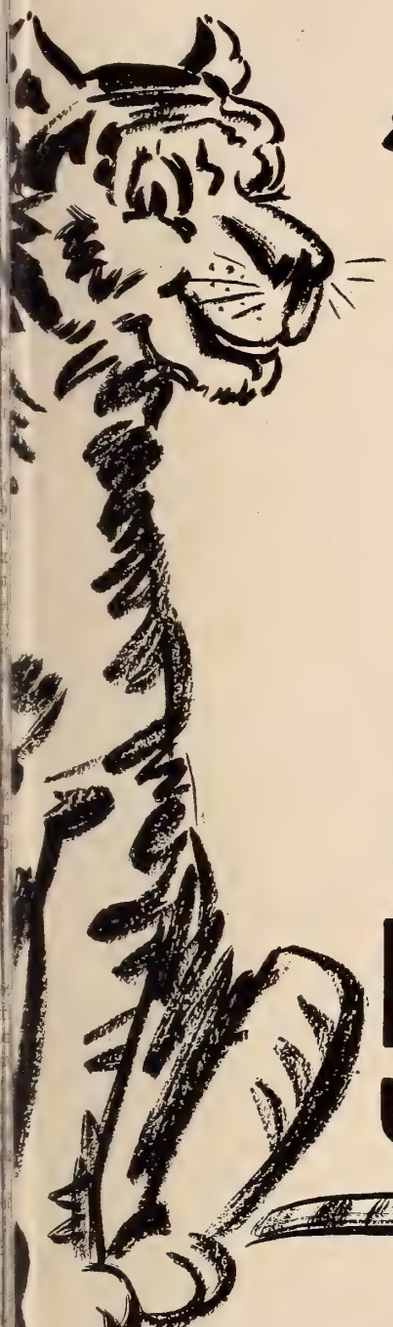
Understood recruitment time purchases wi be intensified during period of school gradua tion in May and June.

ROSENMAN LEAVES WCAU

ALEX ROSENMAN, sales vice president WCAU-AM-FM-TV Philadelphia resigne Friday, effective May 1. He is oldest employ in point of service, having joined station 1927 as salesman. He became commerci manager in 1940 and vice president in 194 During his term as sales administrator WCA became one of most successful stations in n tion commercially. Donald W. Thornburg WCAU president, said he accepted resignatio with regret. No plans made for successor.

in Detroit

Again it's...



PLAY BALL!

WITH THE

DETROIT TIGERS

PLAY BY PLAY • NIGHT AND DAY • AT HOME AND AWAY

STARTING APRIL 18

AND STARTING SOON WKMH GOES . . .

5000 Watts

Yes! ***as Michigan's Most Powerful Independent ..***

THE TIGER IS...

SOON
5000 WATTS

WKMH

1310 KC

MONEY-WISE TIME BUYERS  ANALYZE COSTS

Fred A. Knorr
President and Gen. Mgr.

Weed
and company
National Representatives



have you ever seen...

a time buyer's desk?

One-armed paperhangers are serene next to the average timebuyer. They are advertising's busiest creatures, and the condition of their desks proves it.

Buried under an avalanche of promotion from stations, station reps and networks, the average timebuyer has developed an immunity to all promotion that does not *look important* . . . does not *tell a story and tell it quickly*. That's why your promotion and advertising should be planned, written, designed and scheduled by experts.

Whether you're planning a ¼ page trade paper ad or a 52-week direct mail campaign...a local audience building program or a coverage map...call on the agency with the widest promotion experience in the entire radio-television industry...

O'BRIEN & DORRANCE, inc.

160 EAST 56TH STREET, NEW YORK 22, N.Y.

Stations everywhere are asking

about our new PROMOTION PLAN . . . Have you?

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION*

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Phyllys Steinberg, Judy Martin; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE. *Manager;* Bill Gabriel Jr., Elaine Haskell, Grace Motta, Lillian Oliver, Al Riley, Warren Sheets.

NEW YORK BUREAU 250 Park Ave., Zone 17, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin. **Bruce Robertson,** *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

Free!
New!



Easy-to-Use

A Question and Answer Book of Railroad Information —valuable to every editor, writer, radio commentator

"Quiz on Railroads and Railroading" is a handy railroad source book that gives you quick, accurate information in brief, non-technical form, about hundreds of railroad topics—fascinating facts that you will find useful.

In editorial use, the detailed index makes possible the immediate location of data covering railroad history, properties, accomplishments and procedures, and the role of the railroads in America's "good living."

To get your copy of the newly revised edition of "Quiz on Railroads and Railroading," or extra copies for staff use, simply mail the coupon below today.

ASSOCIATION OF AMERICAN RAILROADS
WASHINGTON 6, D. C.

FREE
Press and Radio Service, Association of American Railroads,
Room 924, Transportation Bldg., Washington 6, D. C.

Please send me_____copies of "Quiz on Railroads and Railroading."

Name_____ (PLEASE PRINT)

Address_____

City_____ Zone_____ State_____

WATCH

Present the

At the N. A. B







. . . For WORLD-Affiliate

ONCE AGAIN

WORLD Adds To The Great Train Of Unparalleled Feature Presenta

DICK HAYMES SHOW • TIME SIGNAL JINGLES • MUSICAL WEATHER

FEATURE PROGRAM SIGNATURES • HOMEMAKER HARMONIES

See WORLD'S N. A. B. Convention Exhibit, Suite 500 - 5

WORLD...

Hottest Idea . Convention!



WORLD BROADCASTING SYSTEM, INC.,
An Affiliate of Frederic W. Ziv Company
501 MADISON AVE., NEW YORK 22, N. Y.
Cincinnati • Chicago • Hollywood

Stations!

tions Already Released:

JINGLES • LYN MURRAY SHOW
• COMMERCIAL JINGLES

01, Stevens Hotel, Chicago

WORLD
PROGRAM SERVICE
Library

TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives
JOHN BLAIR & CO.

Agencies



JOHN A. CASHMAN, vice president of O'Brien & Dorrance Inc., New York, elected secretary-treasurer of agency.

ALBERT LOOMIS, formerly with C. J. LaRoche & Co., New York, appointed director of service of Duane Jones Co., New York.

BERT SCHWARTZ, recently executive with Monroe Greenthal Co., New York, rejoins Raymond Spector Co., New York, as assistant to the president.

CARL GEORGI Jr., vice president and director of media of D. P. Brother & Co., Detroit, and ELLIOT POTTER, vice president and manager of Detroit office of Young & Rubicam, elected to board of governors of Michigan Council of American Assn. of Adv. Agencies.

BOB McNITT, formerly Portland, Ore., representative for Cowles Pub. Co., joins Pacific National Adv. Agency, same city, as account executive. Before joining Cowles he was with Henri, Hurst & McDonald, Chicago.

MARJORIE CHILD HUSTED, General Mills consultant and staff director of "Betty Crocker" campaigns, establishes advertising and consumer relations consultant service in Minneapolis. She also is to serve as consultant to Dancer-Fitzgerald-Sample and BBDO.

YATES ADV. Inc., New York, changes name to YATES, WERTHEIM & BABCOCK Inc., effective today (April 10). E. TAYLOR WERTHEIM, formerly of Wertheim & Adv. Assoc., joins new agency as vice president. CHARLES L. BABCOCK III, is president; DOROTHY Y. BABCOCK, secretary, and C. L. YATES, treasurer. New offices are at 299 Madison Ave., New York. Philadelphia office is at 908 Witherspoon Bldg. and is headed by Mrs. JEAN H. BREIG.

GEORGE RUDNICK transfers from Chicago staff of Ruthrauff & Ryan to its Cincinnati office as account executive.

HANK JOHNSON, former president of Western Trade Publications, opens his own advertising agency, H. E. Johnson & Assoc. with offices in De Young Bldg., San Francisco.

JOHN J. GRONFEIN and LOUIS M. COTTIN, formerly partners in Louis M. Cottin & Co. and more recently with Gordon & Rudwick Inc., associate with New York office of The Joseph Katz Co. MARVIN I. RUDWICK, former vice president of Gordon & Rudwick Inc., also joins Katz Co.

J. ARTHUR WEST, former sales and advertising head at Television Cartoons Inc., named to head and set up TV film department at Frederic House Inc., New York.

FOOTE, CONE & BELDING, Chicago, moves to its own building at 155 E. Superior May 1, putting under one roof 350 persons who heretofore have worked at three locations.

ALBERT M. TEWKSBURY named manager of San Francisco office of W. F. Coleman Co. He succeeds JACK CAHILL, resigned.

FRED FREELAND resigns as television director of Ruthrauff & Ryan, Chicago, to head own TV production firm in Ft. Wayne. He worked previously at WBZ-TV Boston and WBKB (TV) Chicago.

JAMES RESOR, timebuyer in radio and television department of McCann-Erickson, New York, resigns. He had been with agency for past six years. He is moving to San Francisco and plans to do similar work in that area. No replacement at agency yet named.

WILLIAM T. MALONE, formerly vice president and general manager of Raymond Spector Co., joins Victor van der Linde Co., New York.

ROBERT L. NOURSE Jr. formerly with W. Earl Bothwell Inc., Hollywood, joins Compton Adv., same city, as account executive.

JIM OSEBOLD, former advertising manager of J. C. Penney department store San Francisco, opens his own advertising agency at 1276 Jackson St., same city.

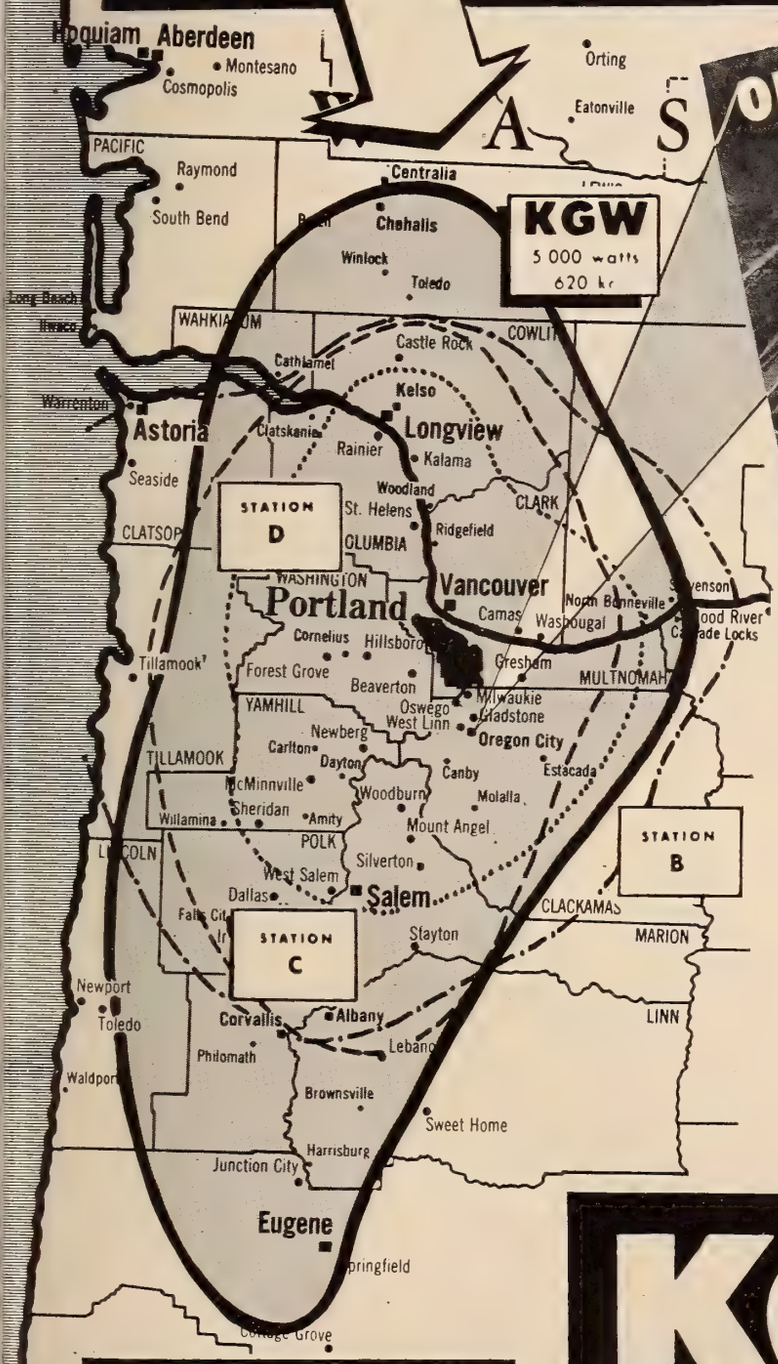
JAMES E. WEBER, account executive on Kellogg (Corn Soya, Corn Pops) at Leo Burnett Agency, Chicago, named executive on new Bauer & Black account.

ADVERTISERS PRODUCTION Co. moves to 260 California St., San Francisco. New phone: YUkon 2-2406.

KGW Delivers... COMPREHENSIVE COVERAGE of



...trading post to modern city



This chart, compiled from official, half-millivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's Comprehensive Coverage of the fastest-growing market in the nation.

The history of the oldest incorporated town west of the Rocky Mountains is the story of power-laden Willamette Falls. Water power has encouraged continued industrial development, making Oregon City a healthy, growing market . . . a market YOU can tap through KGW's COMPREHENSIVE COVERAGE.

At one time a Hudson's Bay Company trading post, Oregon City now boasts two gigantic pulp-paper mills, a large woolen mills-clothing factory, a food processing plant, and a rich agricultural and forest hinterland. Population has grown, too . . . helping Oregon chalk up during the last ten years the largest population increase in the United States.

KGW DELIVERS OREGON CITY . . . as through COMPREHENSIVE COVERAGE it delivers the rest of the nation's fastest-growing market.

KGW PORTLAND OREGON

620 KILOCYCLES

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Census Help Cited

EDITOR, BROADCASTING:

I wish you would convey to the radio and television industry our appreciation of its splendid help in meeting the problem of acquainting the American people with the importance of cooperation in the 1950 Census.

The self interest of the industry in the obvious need of a new statistical picture of the nation was, of course, some incentive, but that alone cannot explain all that was given. There was genuine evidence of a high spirit of public service in the manifest willingness to assist an essential national project.

Roy V. Peel
Director
Bureau of Census
Washington

* * *

Finds It 'Invaluable'

EDITOR, BROADCASTING:

. . . May I . . . extend my compliments to . . . your publication. . . . Having recently arrived in this country from the BBC-TV, I find your magazine invaluable for keeping in touch with technical advances.

Donald B. Archer
Bantock Productions
Phoenix, Ariz.

* * *

Open Mike"



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Transit FM's Horizons

EDITOR, BROADCASTING:

The editorial entitled "In Transit or Insolvent" in the April 3 BROADCASTING is the most intelligent appraisal of FM that I have read to date. I am convinced that the answer to the question you pose in the first paragraph is that FM is a sleeping giant only if Transit Radio is given an opportunity to provide a firm financial foundation for the FM industry. I agree with your statement concerning the value of Transit Radio to the entire broadcasting industry in that we are attracting retail dollars and once the retailer uses Transit Radio he is a good prospect for all other phases of radio. Transit Radio is selling merchandise for retailers because Transit Radio is an outstanding retail medium. . . .

We are convinced on the basis of exhaustive surveys that Transit Radio is in the public welfare and in the event of war or an emergency, local or national, it will prove to be a means of communication of incalculable value to defense agencies. . . .

C. L. (Chet) Thomas
President
Transit Radio Inc.
St. Louis

* * *

Cites WBNX Show

EDITOR, BROADCASTING:

I have just completed reading the March 27 issue of BROADCASTING, and particularly the story by John Osbon, "Upsurge in New York Radio" on page 21, and note the following statement in that article: "Station spokesmen point out that WHOM is the only station airing Italian language programs at night and on Sunday." It seems to me almost unbelievable that any competent station spokesman could be so mis-informed as to disregard completely, a program which has been on the air six nights a week for the past 17 years. WBNX broadcasts in the Italian language Monday through Saturday from 8 p. m. to 10:30 p. m. one full hour beyond the time of the last Italian program on WHOM. . . .

William I. Moore
President
WBNX New York

[EDITOR'S NOTE: BROADCASTING apologizes to WBNX for overlooking its fine service to Italian language listeners.]

* * *

Read Cover to Cover

EDITOR, BROADCASTING:

. . . Yours is the only publication that keeps the thousands in radio and allied fields up on all the happenings.

I think, also, that you'll be interested to know that our copy of BROADCASTING is routed to every one in the station to be read and initialed and I can safely say that it's read from cover to cover and if anyone seems to have missed a pertinent fact, it is always called to their attention by someone else.

Keep up the good work. It's really appreciated.

Jeffrey E. Evans
Chief Announcer
WLDY Ladysmith, Wis.

* * *

Defends NAB Dues Hike

EDITOR, BROADCASTING:

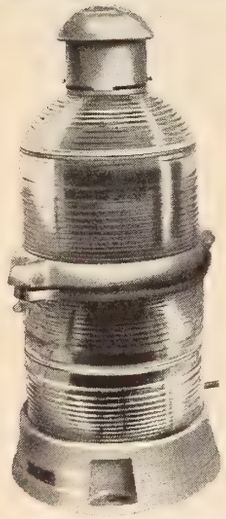
As a radio man of 15 years experience . . . may I enter my two cents worth? . . .

In the majority of stations, the manager is expected to manage the station, sell advertising, help write continuity, possibly do some programs on the air, handle remote programs, and many times take over the program directors position . . . How can managers carry on those duties . . .and also get the real good out of the NAB? . . . A manager, and I'm talking about a real manager, should . . . be the head, guide and direct . . . destinies, and spend a lot of time working

(Continued on page 20)

Lower Maintenance Costs WITH H&P

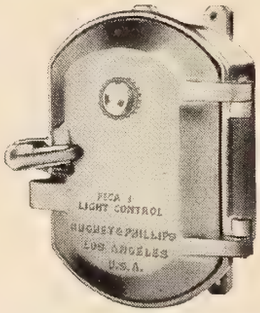
TOWER LIGHTING EQUIPMENT!



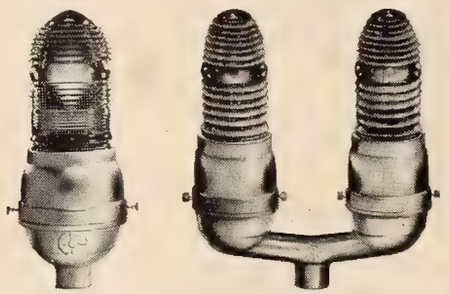
300 MM CODE BEACON

Rain-proof ventilator "circulates" the air, reduces internal temperature and prolongs lamp life. Concave base with drainage port at lowest point dissipates condensation moisture. Spun-glass shielding on color-screen supports. CAA approved.

Specialized tower lighting equipment, developed and produced by Hughey & Phillips, has many exclusive features designed for easier installation, lower maintenance costs, and dependable operation under all climatic conditions. Write or wire today for our complete catalog giving detailed specifications and information.

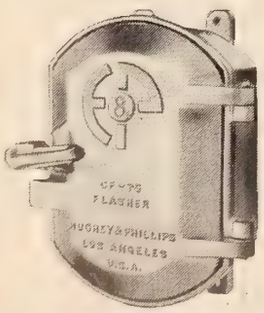


AUTOMATIC TOWER LIGHT CONTROL — "PEC" SERIES
Specifically designed for radio tower use. Turns lights on at 35 f.c.; off at 58 f.c. as recommended by CAA.

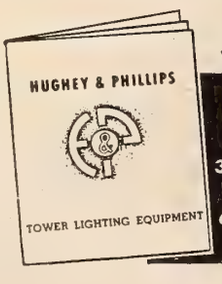


SINGLE and DOUBLE OBSTRUCTION LIGHTS
Precision machined for proper light center. Heavy aluminum alloy castings. Prismatic globes meet CAA specifications. Drainage ports for condensation. Mounting base for standard A-21 signal lamps.

H & P LIGHTING KITS FOR A-2, A-3, A-4 and A-5 TOWERS INCLUDE EVERY ITEM ESSENTIAL FOR COMPLETE TOWER INSTALLATION.



SF-75 MERCURY FLASHER
Only four moving parts, in lifetime-lubricated ball bearings. No contact points to wear out. Speed adjustment: 14 to 52 flashes per minute.



WRITE ON YOUR LETTERHEAD FOR CATALOG

HUGHEY & PHILLIPS
TOWER LIGHTING DIVISION
326 N. LA CIENEGA BLVD.
LOS ANGELES 48, CALIF.
60 EAST 42nd STREET
NEW YORK 17, N.Y.



Announcing—

the RCA-5826

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

...a major advance in studio-type image orthicons

A NOTABLE PRODUCT of RCA leadership in tube research and engineering—the new RCA-5826 image orthicon offers important refinements over previous types of television camera tubes for studio use.

The new RCA-5826 combines exceptionally high sensitivity, a resolution capability of better than 500 lines, high signal-to-noise ratio—about twice that of outdoor camera types—and improved gray-scale rendition in the vicinity of the "blacks."

Having the same spectral response as the companion outdoor pickup type RCA-5820—a response closely approaching that of the eye—this new studio camera tube permits portrayal of colors in nearly their true tonal gradation. The use of the 5826 in the studio and the 5820 outdoors facilitates the combination of indoor and outdoor pickups on the same program.

RCA television tube achievements are the very foundation of modern television. And you can depend upon RCA's continued leadership to bring you the finest and most advanced tubes that money can buy.

Whatever the application, there's an RCA television tube to meet your needs. The complete line is available through your local RCA tube distributor, or direct from RCA.

For further information on any RCA tube, see your RCA Distributor or write Commercial Engineering, RCA, Section D37P, Harrison, New Jersey.



The world's most modern tube plant...

RCA, LANCASTER, PA.

See the new RCA-5826 image orthicon and RCA-5831 super-power beam triode at the NAB Convention

RADIO CORPORATION of AMERICA

ELECTRON TUBES **HARRISON, N.J.**

DAY



Jack Berch atop some of the 5 million Christmas cards which were sent to one of his NBC morning listeners.

IME IS BIG TIME

JACK BERCH, Prudential's Singing Star, is perched on a mountain of mail—proof of the power of radio in moving people to action.

A Canadian listener wrote Jack Berch telling him of her need for used Christmas cards. She wanted the cards for scrapbooks which are sent to African leper colonies.

Berch's brief, one-time stirring appeal on his morning NBC program went straight to the hearts of listeners all over America.

More than 5,000,000 Christmas cards were contributed by over half-a-million people. The cards arrived via 370 bags of mail and thousands of pounds of freight and express packages . . . and the mail is still coming at the rate of 6 to 8 bags daily.

Such is the POWER AND APPEAL of network radio today. Such is the listener loyalty advertisers can depend upon when they use NBC.



NBC

America's No. 1 Advertising Medium

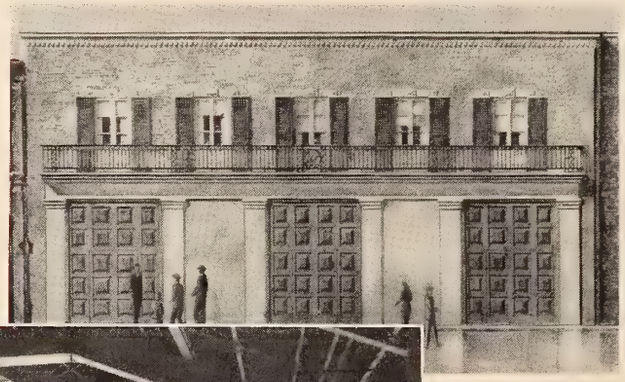
THE NATIONAL BROADCASTING COMPANY

A service of Radio Corporation of America

WDSU
NEW ORLEANS

Announces

THE SOUTH'S NEWEST, MOST COMPLETE AM-TV-FM FACILITIES!

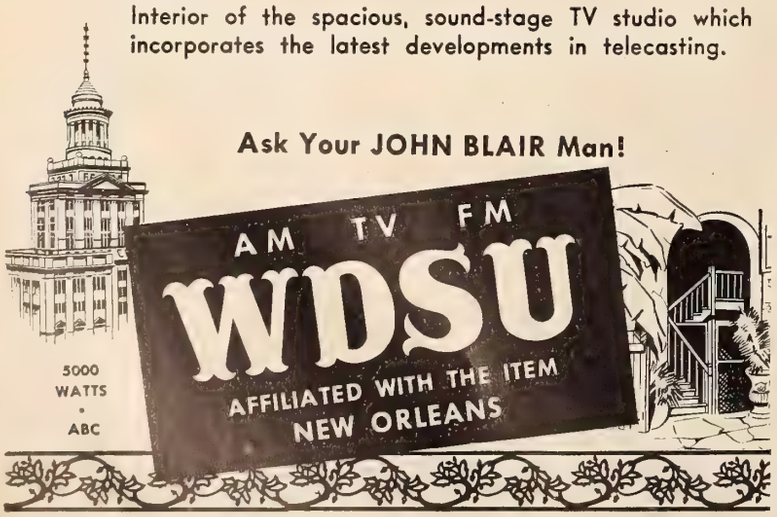




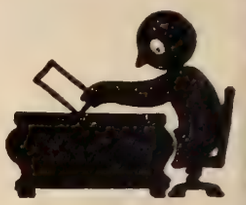
● UPPER RIGHT
WDSU's new studio building—traditionally New Orleans in appearance—houses studios, offices, recording and projection facilities in an area of 22,000 square feet.

● LOWER LEFT
Interior of the spacious, sound-stage TV studio which incorporates the latest developments in telecasting.

Ask Your JOHN BLAIR Man!



New Business



G. F. HEUBLEIN Bros. Inc. will use established radio programs in seven key cities to help introduce its A1 mustard and to promote its A1 sauce. Cities to be covered are: Cincinnati, Portland, Los Angeles, St. Louis, Detroit, Minneapolis and Chicago. Duane Jones Co., New York, is agency.

STERLING BREWERS, Evansville, Ind. (beer), starts sponsorship this week of two once-weekly 15-minute film shows through Smith, Benson and McClure, Chicago. *Top Views in Sports* is telecast on WFBM-TV Indianapolis and *Sterling Little Theatre* on WAVE-TV Louisville. Firm is reorganizing its radio schedule and considering buying sports, platter and/or news shows and chain-breaks and spots in 10 to 12 major markets and 30 to 40 minor ones in sectional areas where product is distributed.

DAD'S ROOT BEER Co., Chicago, expands AM spot schedule to 40 more stations, making total of 75, all on 52-week basis. Malcolm-Howard, Chicago, is agency, ART HOLLAND, account executive.

ESKIMO PIE, Bloomfield (ice cream bar), through Buchanan & Co., New York, preparing its seasonal spot announcement radio campaign in about 50 markets. Starting dates are on staggered basis.

DAYSTROM Corp., Olean, New York (furniture), through N. W. Ayer, New York, preparing series of one-minute films for television campaign in three cities: New York, Philadelphia and Los Angeles, to start May 1.

J. N. CEAZAN Co., Los Angeles (distributor of Crosley and Apex electrical products and Dayton Tire & Rubber and battery products), appoints Ted H. Factor, Los Angeles, to handle advertising. Distributor with cooperating dealers currently sponsoring for Crosley two television shows on KECA-TV Los Angeles. Firm plans both television and radio spot campaign in near future for Apex products in Southern California.

GRUEN WATCH Co. appoints Stockton-West-Burkhart, Cincinnati, to handle advertising. Company has used network radio. Grey Adv., New York, formerly handled account.

CHESEBROUGH MFG. Co. (Vaseline Cream Hair Tonic), through Cayton Inc., New York, adds WDSU-TV New Orleans and KING-TV Seattle to stations carrying *Greatest Fights of the Century*. Program is telecast Saturday, 10-10:15 p.m., on WDSU-TV and Monday, 10:30-10:45 p.m., on KING-TV.

Network Accounts • • •

GENERAL FOODS Corp., New York (Certo, Sure-Jell), May 2 starts sponsorship of Tuesday and Thursday *Frank Goss News* on 10 Columbia Pacific Network stations, 5:00-5:10 p.m., PST. Agency: Benton & Bowles Inc., New York. Other portions of program are sponsored by CHEMICALS Inc. (Vano Liquid Starch), MANHATTAN SOAP Co. and MENNEN Co.

TONI Co., Chicago (home permanent wave), sponsors Jack Lemmon on *Toni Twin Time* alternate Wednesdays on CBS-TV, 8 to 8:30 p.m., CST, through Foote, Cone & Belding. Variety show will be carried on 31 stations, 20 by kinescope.

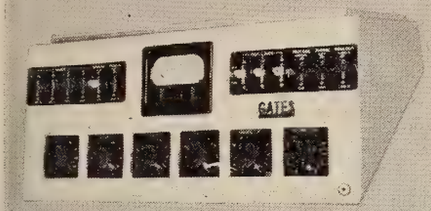
PURE OIL Co., Chicago, renews its NBC Newscast May 1 for 11th year, sponsoring H. V. Kaltenborn and Richard Harkness for 52 weeks. Five-a-week show, 6:45 to 7 p.m., CST, is aired on 32 network stations. Agency: Leo Burnett, Chicago.

EMERSON RADIO & PHONOGRAPH Corp. (radio and TV sets), New York will sponsor *The Clock*, alternate Fridays, on NBC 9:30-10 p.m., beginning April 21. Agency for Emerson is Foote, Cone & Belding, also New York.

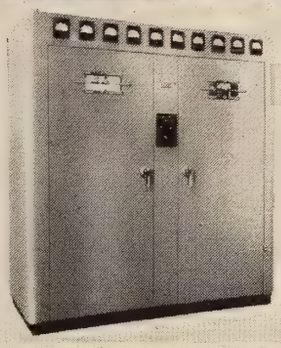
PABST SALES Co. adds KFAR Fairbanks and KENI Anchorage, Alaska, to its list of NBC stations carrying *The Life of Riley*. Show is tape recorded in Seattle and air-expressed to Alaska for rebroadcast. Stations are NBC affiliates.

ARNOLD BAKERIES, New York, moves *Faye Emerson Show* from CBS-TV to NBC-TV effective April 22. Show will be telecast Saturday, 10:30-10:45 p.m. Agency is Benton & Bowles, New York.

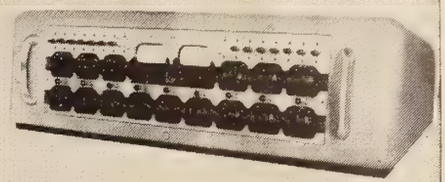
ARE THESE GATES '50 DECADE PRODUCTS MAKING MONEY FOR YOU?



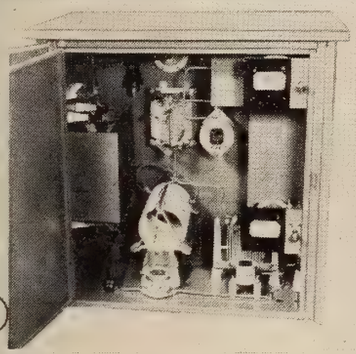
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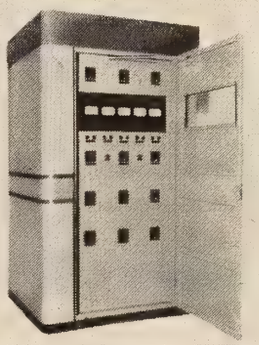


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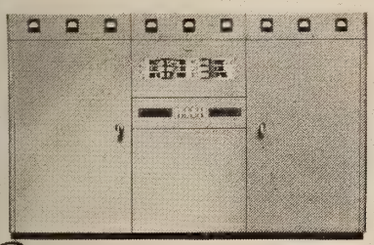
GATES

RADIO COMPANY

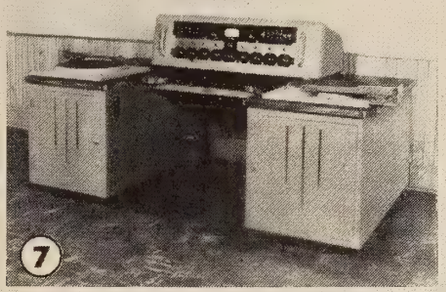
QUINCY, ILLINOIS, U. S. A.



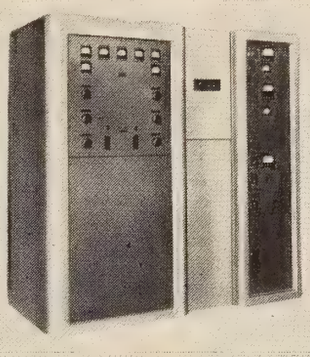
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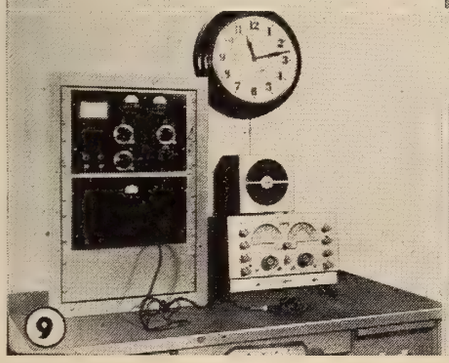
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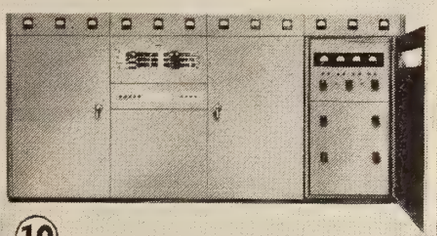
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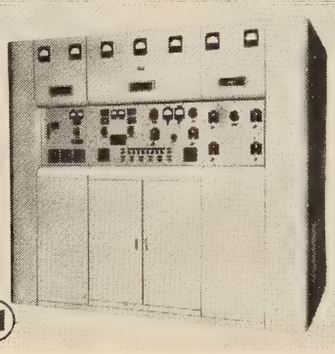
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9



10



11

1. 52-CS Studioette Speech Console.
2. BC-1F Air-conditioned 1KW Broadcast Transmitter.
3. SA-50 Dual Channel Speech Console.
4. Gates Antenna Coupling Equipment.
5. Typical 4-Tower Centralized Phasing Cabinet.
6. HF5-10 High Frequency Phone and Telegraph Transmitter.
7. SA-40 Single Channel Speech Console on CB4 Control Desk.
8. GY-48 Complete 250-watt Radio Broadcasting Station.
9. 50-watt Telephone and Telegraph Communications Transmitter.
10. BC-5B 5KW Transmitter with Phasor.
11. HF-15 15,000-watt Telegraph Transmitter.

→ Quality PLUS +++ makes GATES +++ a MUST →

Rx FOR R

Ten major farm organizations (Grange, etc.) representing 140,000 New York state families own Rural Radio Network. Since they listen first to their network, make Rural Radio first aid for sales in rural New York.



● **85%**

. . . of properous rural New York is served by 8 RR stations: WHCU-FM, Ithaca; WFNF, Weathersfield; WVBT, Bristol Center; WVCN, De-Ruyter; WVCV, Cherry Valley; WVBN, Turin; WSLB-FM, Ogdensburg; WFLY, Troy.

● **$6,500**

. . . is the "Cadillac" average farm income per family in New York state. Farm families in New York buy 45% of the autos sold; 51% of the hardware; 36% of the electrical appliances; 28% of the drugs; 36% of food-meat; 33% of the clothing.

● **356,640**

. . . is the total rural families in the upstate area. This includes 138,255 farm families . . . a rich, responsive market worthy of your consideration.

Rural Radio . . . prescription to sell the $971,000,000 agricultural market in New York state.

Rural Radio NETWORK

118 North Tioga Street, Ithaca, N. Y.
330 West 42nd Street, New York City

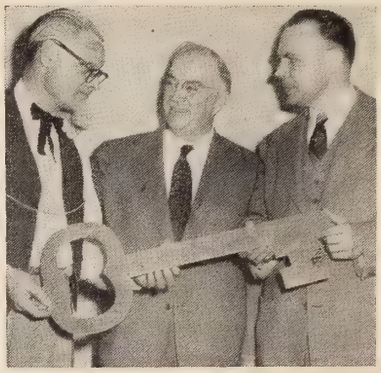
Feature of the Week

ONE of radio's oldest breakfast-time shows—*The Early Birds* at WFAA Dallas—has turned 20 years old, and in celebration, it had a transcribed old-home-week of alumni who've made national names since their days on *The Early Birds.*

The show broke precedent for its anniversary festivities, March 27 to April 1, by using recordings of its former talent. Otherwise, the show is strictly a live-talent affair, with a cast of more than 25, heard Monday through Saturday, 7:15 to 8 a.m. (on WFAA's 820 frequency).

Heard on the special shows were Eddie Dunn, *The Early Birds* first announcer, now announcing for NBC's *Jack Berch Show;* Dale Evans, Roy Rogers' leading lady and wife, who sang blues at WFAA; Fred Lowery, the whistler, known as "The Texas Redbird" when he got his start on *The Early Birds.*

Ralph Nimmons, now WFAA national sales manager, resumed briefly as announcer on *The Early Birds,* while Alex Keese, also of WFAA sales' force, played again with the oldtime fiddle trio, along with Karl Lambertz, now manager of Muzak in Dallas.



Martin B. Campbell (center), managing director of WFAA Dallas, officiates as "Mister Hack Berry" (l) presents to Mayor Wallace Savage of Dallas the key to the "The Hack Berry Hotel."

* * *

Saluting the show as a Texas

(Continued on page 42)

On All Accounts

STRICT OBSERVANCE of the rule against burning one's bridges behind him has paid off for Bob Hetherington, recently elected vice president of WIL St. Louis.

If Bob hadn't left friends at WIL in 1948, after two years as a salesman there, chances are he wouldn't have been called back to the station as sales manager a year later. And if his superiors at the Automobile Club of Missouri, where he sold memberships as a younger man, hadn't hated to see him leave, the club probably wouldn't be buying time on WIL today.



BOB

Robert Maxwell Hetherington was reared into selling. A native of Harrisburg, Ill., his father died when he was a small boy, but he became attached to his stepfather, a ladies' ready-to-wear chain store manager. During Bob's school years, the family lived in 24 different cities, within a territory bounded by Syracuse, Richmond, Dallas, and Duluth. He believes his sales ability is a result of having learned to adjust himself to many types of people and their customs.

Bob's first selling jobs were as a newsboy and grocery store clerk in Maplewood, Mo., where he graduated from high school. At Lewis Institute, Chicago, he studied advertising and business administration, but only at night after long days on the circulation crew of a neighborhood newspaper. He later transferred to night school at Washington U., St. Louis, where he absorbed more advertising under J. W. (Scoop) Goldstein, vice president of Olian Advertising Co. In the daytime he sold vacuum cleaners for a utility company.

Bob had his first taste of radio in 1936 when Bill West, then manager of WTMV East St. Louis, hired him as a special salesman on a "Downtown Retailers Day" promotion. Sales jobs followed with Famous & Barr, one of the largest department stores in St. Louis, and with Marshall Field's big Chicago organization. Then Bob moved into intangibles for good. He started selling memberships for the Automobile Club of Missouri (now a steady WIL customer with spot announcements after local sports events); became Missouri state manager for the Farmer's Automobile Inter-Insurance Exchange; then assistant manager of the Public Loan Corp., St. Louis. The

(Continued on page 20)

WIBG AM/FM

EXCLUSIVE!

FOR THE 8TH STRAIGHT YEAR OF BROADCASTING FOR THE ATLANTIC REFINING COMPANY

FOR THE 1ST TIME BROADCASTING ALL HOME AND AWAY GAMES . . . OF THE PHILADELPHIA ATHLETICS



10,000 WATTS PHILADELPHIA'S MOST POWERFUL INDEPENDENT

DIAL 990

with BYRUM SAAM

Outstanding play-by-play Sportscaster

REPRESENTED BY ADAM J. YOUNG, INC.

WIBG

An ever-growing station audience..

(Now 295,470 BMB radio families daytime, 307,970 BMB radio families nighttime)

in the nation's fastest-growing state



KEX

PORTLAND, ORE.

50,000 WATTS

ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Open Mike

(Continued from page 12)

for the community good through his position.

If the station managers would really read and assimilate the many good things given them by the NAB, it would mean more money for the radio station. I realize that increased NAB dues seem, and may be, a bit high for some stations, but if they use NAB the way they should, it can help them present better radio, run a better station, and increase the quality of their station. . . .

. . . Any city that can afford a radio station certainly should be able to afford a manager who could devote more time to management and helping NAB . . . Judge Miller has done a great job . . . It's not his fault, or the fault of most of the officers. It's your fault, the owners and managers of radio stations.

N. L. Royster
Former Manager
WOLS Florence, S. C.
WBOY Lexington, N. C.

* * *

Aids Broadcasters

EDITOR, BROADCASTING:

Perhaps you can't satisfy all of your readers all of the time. Neither can we satisfy all our listeners and viewers all of the time. There is no question, however, that broadcasters are aided materially in doing a better overall job by your magazine. I hope that we fully appreciate the service you are rendering the industry and that we continue to supply the information and assistance you need to carry on this excellent service.

Robert B. Hanna
Stations Manager
WGY Schenectady, N. Y.

Explains Quiz Show

EDITOR, BROADCASTING:

I read with interest your editorial entitled "Who Quizzed Whom" in the March 27 issue. . . . The "aggressive program director" you refer to is undoubtedly Jack Hitchcock, for which we are duly complimented, and the western station could be none other than KCOL.

A word of explanation is in order. The news quiz show was worked out in cooperation with the journalism department of Colorado A&M College. The format is simple. Journalism students participate on a weekly show along with guest participants. Prizes are given to the winners. Because we are a small station without an adequate research staff to develop news quiz questions and answers, Jack Hitchcock conceived the idea of having a national news magazine prepare these questions. . . . *Quick* magazine was approached, accepted the idea and requested permission to contact other stations. . . .

Now, I am against time chisel deals as much as the next person but I cannot see where this is any more of a time chisel deal than obtaining prizes from manufacturers in return for air plugs. . . .

. . . I did want to . . . assure your readers that the idea was instigated by us and not by *Quick* magazine. I still think it is a good idea and we intend to continue with it. You have an excellent magazine and I certainly go along with your policy of exposing P. I. and other time chisel deals.

Douglas D. Kahle
General Manager
KCOL Fort Collins, Col.

* * *

KERG Programming

EDITOR, BROADCASTING:

KERG, Eugene, Ore.'s newest radio station, is proud of its current programming policies. . . .

On the air since Nov. 18, 1949, KERG has concentrated on local level coverage. We have honestly attempted to follow the "block-program" technique, and it has proven very satisfactory. We program quality music in the classical, semi-classical, and popular vein as a common denominator, fitting the local special-events and sports programs in block-periods as well. . . .

. . . KERG is on-the-air proof that smaller-city radio CAN be better. . . .

Reg Roos
Program Director
KERG Eugene, Ore.

FIRST... ...with a SLIM TRIM DYNAMIC for TV



RESPONSE: 40-15,000 C.P.S. ± 2.5 DB
POWER RATING: –53
OMNIDIRECTIONAL
ACOUSTALLOY DIAPHRAGM
BLAST FILTER
CHANGEABLE LOW IMPEDANCE
REMOVABLE SWIVEL
½" OR ⅝"-27 THREAD MOUNTING
CANNON XL-3 CONNECTOR
ALL PARTS PRECISION GROUND

• New "655" Microphone Provides Ultra-Wide Range, High Fidelity Response • Pop-Proof • More Rugged, More Versatile • Individually Laboratory Calibrated

Here, *for the first time,* you have a slim, trim microphone with all the advantages of *dynamic* performance and utility! Only because of the ingenious *Acoustalloy* diaphragm and other E-V developments has it become a reality! Meets the highest standards of TV, FM and AM.

No additional closely-associated auxiliary equipment is required! Can easily be concealed in studio props or moved about. Provides effective individual or group pick-up. Reproduces voice and music with remarkable accuracy. New E-V Blast Filter makes the *655 pop-proof.* Acoustically-treated, strong wire-mesh grille head stops wind and breath blasts. Eliminates wind rumble in outdoor pick-up. *Field proved.*

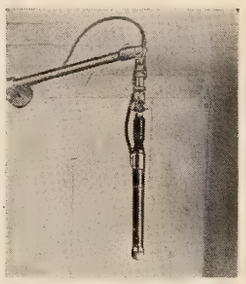
See for yourself! Write today for Bulletin No. 156 and full information on how you can try this amazing new microphone.
Model 655. *List Price* **$200**



Shows the popular Patsy Lee with the TV 655. Note how swivel permits aiming at sound source without hiding face.



Shows TV 655 in the hand with swivel removed. Note how convenient it is to handle for announcing or interviewing.



Shows TV 655 suspended on a boom. Omnidirectional polar pattern and firm swivel permits easy, diverse use.

Electro-Voice INC.
402 CARROLL STREET • BUCHANAN, MICHIGAN
Export: 13 East 40th Street • New York 16, N. Y., U. S. A. • Cables: Arlab

On All Accounts

(Continued from page 18)

war intervened, and for three years Bob was attached to the infantry and AAF Supply both in this country and in Europe.

Early 1946 found him on the sales staff of WIL after an uncle, Chris Hetherington, of John Blair's St. Louis office, had talked up the potential in radio sales. Two years later, Co-owner Frank Pellegrin of KSTL St. Louis invited Bob to join the sales force of the new station, then not even on the air. In April of last year, he returned to WIL as sales manager, and last Jan. 1 was elected vice president.

He has brought a number of accounts to the station, notably Wabash Railroad, Quinlan Dance Studios, Bandbox Cleaners, and McMahon Pontiac. He sold WIL's winter sports' schedule to Jack Kennedy Chevrolet.

Bob and Doris Lucille Clore of Golconda, Ill., were married Nov. 20, 1941, when she was a secretary at Monsanto Chemical Co., St. Louis. Today they live in St. Louis Hills, on the city's southwest side, where Bob spends his idle hours reading "who-dun-its," playing shuffleboard, rummy, poker, or canasta.



FOR MICROWAVE APPLICATIONS REQUIRING DEPENDABLE U-H-F PERFORMANCE!

HERE are well-known G-E planar types that take in stride frequencies of thousands of megacycles. *Proved* in military radar—*proved* in commercial u-h-f work—Lighthouse Tubes serve reliably, give long use, as high-level detectors; as pulsed and CW oscillators; and as frequency multipliers and power amplifiers.

If you design or build equipment of the following types, G-E Lighthouse Tubes should have your first consideration:

- Police, taxicab, and other mobile and fixed radio apparatus operating in the 450-460 mc band.
- U-h-f equipment for emergency communications work.
- Aircraft traffic and location control devices of various types.
- Communications multiplex equipment.
- Broadcast relay equipment.
- Telemetering transmitters.
- Microwave test apparatus.

By specifying General Electric Lighthouse Tubes, you further protect your customers in that replacements can be obtained locally. From coast to coast, G-E tube distributors with stocks on hand are equipped to give fast delivery.

Read the facts below about these modern, high-efficiency u-h-f tubes; then ask for prices and complete information. Also . . . G-E tube engineers will be glad to work personally with you in choosing the right types for your circuits. Address *Electronics Department, General Electric Company, Schenectady 5, New York.*

APPLICATION

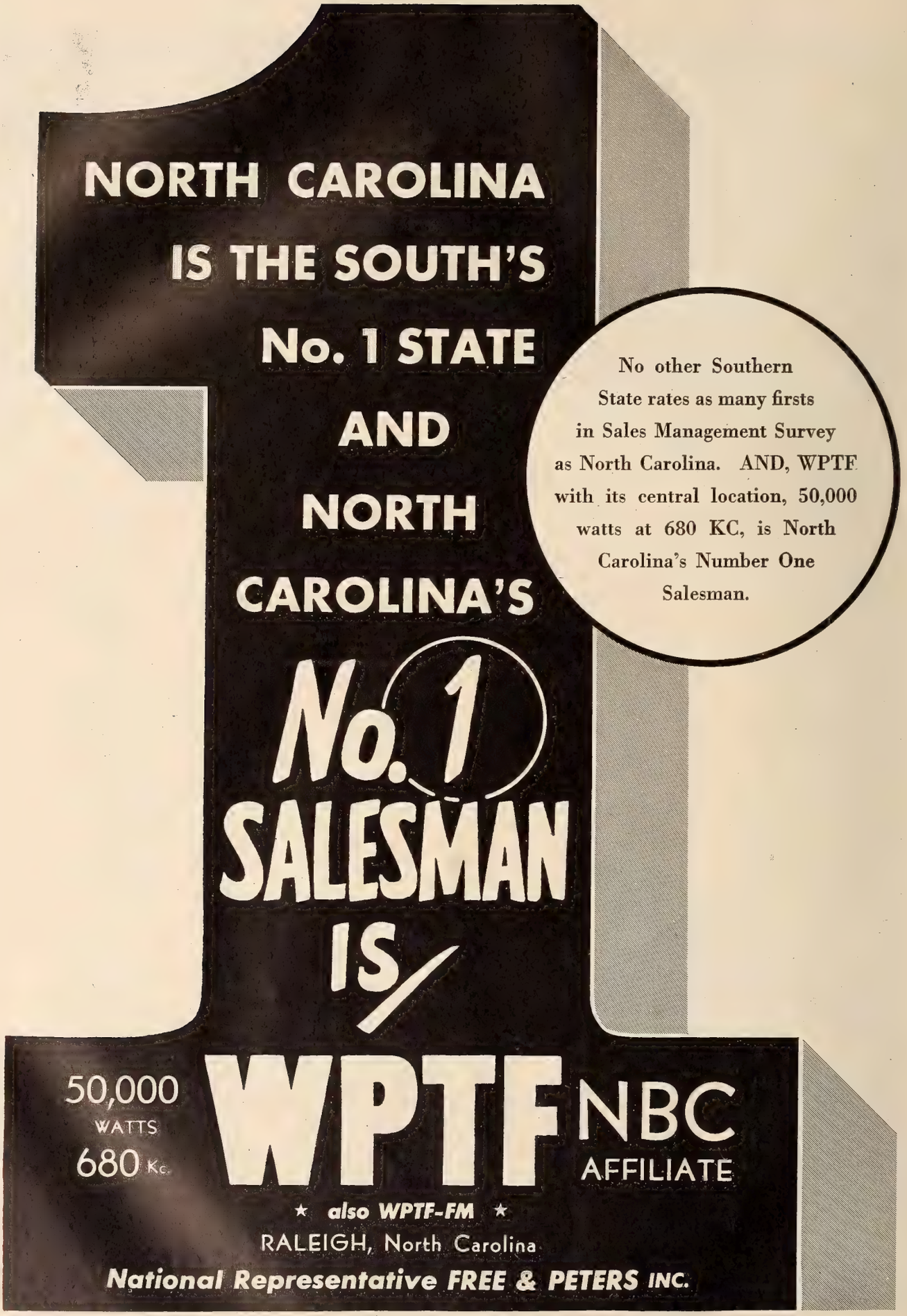
GL-2B22	GL-2C40	GL-2C43
H-f detector up to 1,500 mc.	R-f amplifier, converter, and local oscillator up to 3,370 mc.	R-f amplifier and oscillator from 200 mc up to 1,500 mc, and in special plate-pulsed circuits up to 3,370 mc.

MAXIMUM PLATE RATINGS

Dissipation	———	6.5 w	12 w
Voltage, CW	———	500 v	500 v
Voltage, pulsed	100 v	———	3,500 v
Voltage, peak inv.	300 v	———	———
Current, average	20 ma	25 ma	40 ma

GENERAL ELECTRIC

180-J3


NORTH CAROLINA
IS THE SOUTH'S
No. 1 STATE
AND
NORTH
CAROLINA'S
No. 1
SALESMAN
IS
No other Southern State rates as many firsts in Sales Management Survey as North Carolina. AND, WPTF with its central location, 50,000 watts at 680 KC, is North Carolina's Number One Salesman.
50,000
WATTS
680 Kc.
WPTF
NBC
AFFILIATE
★ also WPTF-FM ★
RALEIGH, North Carolina
National Representative FREE & PETERS INC.

BROADCASTING
TELECASTING

Vol. 38, No. 15 WASHINGTON, D. C., APRIL 10, 1950 $7.00 A YEAR—25c A COPY

NEW ELECTRONIC HORIZONS

NAB Engineering Meet Opens

By J. FRANK BEATTY

ATEST technical developents in broadcasting and lecasting, pointing the way new electronic horizons, ill be unveiled at NAB's ourth Annual Engineering nference, opening Wednesay at the Stevens Hotel, Chigo, as the first feature of nvention week (see NAB anagement Conference story ge 25).

Several forays into the pracal economics of engineering will taken during the conference. he technical agenda includes pars by leading industry figures in ch spheres as transmitters, rerding, antennas, tubes, microones, UHF, and the various telesion processes and devices (see mmaries page 26).

Judging by advance registration the weekend, the conference will aw an attendance of perhaps 0, same as last year's attendance ee advance registration list page). Arrangements have been in arge of Neal McNaughten, direr of the NAB Engineering Dept., d Jessie Basnight, of the departent, aided by members of the AB Engineering Committee.

Conforming to a pre-conference rvey, three-fifths of the papers ll deal with various phases of levision. The subject of TV lor will enter the discussions only directly.

FCC Industry Roundtable

Winding up the conference will e the annual FCC-Industry undtable, moderated by Stuart Bailey, of Jansky & Bailey, ashington consulting firm. Paripating for the FCC will be rtis Plummer, chief engineer; hn A. Willoughby, assistant ief engineer; James E. Barr, ief, Standard Broadcast Div.; ril M. Braum, chief, FM Broadst Div.; Edward W. Allen, chief, chnical Research Div.; Edward . Chapin, chief, Laboratory Div. Industry participants in the undtable will be Raymond F. y, NBC; E. K. Jett, WMAR-TV altimore; E. M. Johnson, MBS; illiam B. Lodge, CBS; Frank arx, ABC; Robin D. Compton, OIC (TV) Washington; Mr. Mcaughten.

With no holds barred, the industry spokesman will seek the whys and wherefores of regulatory developments although an effort will be made to confine discussion to "answerable questions" instead of letting it slow up in futile talk about issues for which no definite answers can be given.

As usual, the engineering agenda covers enough technical papers to provide long work-days. Meetings will start at 9 a.m. and continue to 5:30 or 6 p.m. Every minute will be filled, aside from brief recess periods, and luncheons will be work sessions.

Ebel Is Chairman

Presiding at sessions will be members of the NAB Engineering Committee, headed by Chairman A. James Ebel, WMBD Peoria, Ill., and Mr. McNaughten.

Among technical developments in the last year are improved transmitters for AM, FM and TV, along with equipment for UHF operations at Bridgeport, Conn., Pittsburgh and Nashville. The RCA-NBC experiments at Bridgeport will be discussed at length. Antenna progress will be reviewed along with operations of TV networking facilities.

New to the annual conference will be a discussion of engineering for transit radio. Advances in recording techniques will be described.

The economic side of engineering enters the conference via the papers on new types of equipment with low-cost operation, management economics and a panel, "Engineers and Management," to be directed by Richard P. Doherty, director of the NAB Dept. of Employe-Employer Relations. This panel is scheduled Saturday morning just before the FCC-Industry Roundtable.

Final event of the four-day session is a meeting of the NAB Recording & Reproducing Standards Committee, scheduled at 3 p.m. Saturday. The committee is expanding the standardization project started before the war. It will take up new standards covering wow factor (reproducing), turntable platen (reproducing), concentricity of center hole, all in connection with mechanical recording; magnetic tape reel and primary standard flange, accommodating 30 minutes of recording.

These standards are expected to come before the Engineering Committee at a meeting to be held Wednesday. They require board approval before becoming effective.

Registration Desk Opens Wed.

Registration desk for engineering delegates will be in Exposition Hall, in the Stevens basement. It will open at 9 a.m. Wednesday. The Engineering Committee is to meet during the day. Informal reception for speakers and delegates will be held 6-8 p.m.

The annual equipment and broadcasting service displays will open at 10 a.m. Wednesday, a day earlier than last year. This will give the technical-minded delegates a day to inspect light and heavy equipment. The heavy exhibits are

(Continued on page 24)

P&G'S MORGENS

Radio Healthy, Despite TV

"AS WE PROJECT television's growth into the future, we look forward not to dropping our radio properties but to lowering their costs."

That was the statement made last week by Howard J. Morgens, vice president of Procter & Gamble Co., the biggest buyer of radio time.

Speaking before the New York Radio Executives Club at a luncheon last Thursday, the P&G vice president said both radio and television would be "great and constructive forces in America for many years to come" only if they enabled advertisers to deliver advertising messages "effectively and efficiently."

Lower Time Costs

"We look forward to lower radio time costs, in areas of relatively high television development, as confidently as we do to higher television time costs in those areas," he said.

"We also look forward to working with our radio talent to lower program costs—particularly on our higher priced shows. Our aim will be to continue the programs without any sacrifice in program quality and to keep them as effective, efficient advertising vehicles. We think that this point of view also serves the interest of healthy radio."

P&G, he said, intends to use television "on a broad scale" but for only one reason—to sell merchandise to the consumer.

"It should be used only if it will accomplish that job just as efficiently per dollar spent as other media," he said.

'Business-Like Reasons'

"It doesn't help television at all for an advertiser to sponsor a much too expensive show for a short period and then to bow out," he said. "If all television programs are bought for hard-headed, business-like reasons only, it will help more than anything else to hold costs in line with effective results and that, in turn, will help television to grow in a sound and orderly fashion."

P&G's broad attitude toward radio and television, Mr. Morgens said, was that both media are "entering an extremely difficult period."

"Radio is in a period of declining values—which is always difficult," he said. "Television is in a period of such rapid growth that it has many boom town aspects to it, and no one knows just how high its sharply rising costs will ultimately be. . . . In these difficult circumstances, we believe that the most pressing and important task for all of us is to make sure that radio and television are effective and efficient from an advertising standpoint."

Amplifying his company's attitudes toward radio, Mr. Morgens said that P&G does not intend "to be panicked by any of the figures now appearing which show the effect of television's impact on radio listening."

"Neither do we intend to be panicked by any casual phrases such as one occasionally hears to

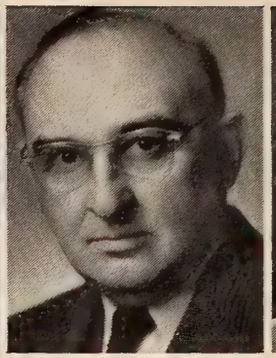
(Continued on page 54)


Mr. McNaughten


Mr. Poppele


Mr. Pyle


Mr. Ebel


Mr. Hirsch


Mr. DeWitt

Engineering Conference AGENDA

Wednesday, April 12

Registration Desk open for Engineering Conference—Exposition Hall, Stevens
Exhibits Officially Open—Exposition Hall, Stevens
Meeting, NAB Engineering Executive Committee—Stevens
Informal Reception for Engineering Conference Registrants and Speakers—Stevens, 6:00 to 8:00 p.m.

Thursday, April 13

9 a.m.—12:45 p.m.
North Ballroom, Third Floor

Presiding: J. R. Poppele, WOR, New York, member, NAB Engineering Executive Committee.
CO-CHANNEL AND ADJACENT CHANNEL TELEVISION INTERFERENCE TESTS— J. W. Wright, CBS.
OBJECTIVES OF THE NBC BRIDGEPORT, CONN., UHF INSTALLATION —Raymond F. Guy, NBC.
THE BRIDGEPORT INSTALLATION: PART I. A ONE KW UHF TELEVISION TRANSMITTER—T. M. Gluyas, RCA Engineering Products, Camden.
PART II. A HIGHGAIN UHF TELEVISION TRANSMITTING ANTENNA SYSTEM—O. O. Fiet, RCA Engineering Products, Camden.
A 5 KW TELEVISION TRANSMITTER OF ADVANCED DESIGN—John Ruston, Allen B. DuMont Labs, Passaic, N. J.
THE NEW SYNCHRONIZING GENERATOR— C. L. Ellis, General Electric Co., Syracuse.
SELECTING A TELEVISION TRANSMITTER SITE FOR 600 mc AND CHANNEL 4, USING PULSE TECHNIQUE—Lucien E. Rawls, WSM, Nashville.
UHF PROPAGATION TESTS AT KDKA PITTSBURGH— Ralph Harmon, Westinghouse Radio Stations, Washington.

12:45 to 2:30 p.m.—Boulevard Room

Presiding, Neal McNaughten, director, NAB Dept. of Engineering.
Address of Welcome—Judge Justin Miller, President, NAB.
THE HISTORY OF BROADCASTING—Raymond F. Guy, president, Institute of Radio Engineers.

2:30 to 5:30 p.m.—North Ballroom

Presiding: Oscar C. Hirsch, KFVS Cape Girardeau, Mo.; member, NAB Engineering Executive Committee.
BASIC OPTICAL REQUIREMENTS FOR A GOOD TELEVISION BROADCAST—F. G. Back, Television Zoomar Corp., New York.
THE EVOLUTION OF STUDIO LIGHTING—Richard Blount, General Electric Co., Nela Park, Cleveland.
THEATRE TELEVISION CONTROL FACILITIES—Robert F. Bigwood, DuMont Television Network, New York.
RECESS PERIOD—J. Roger Hayden, International Derrick & Equipment Co., Columbus, O., will show color movies of the construction of 1057-foot Tower of WCON, Atlanta.
A MODERATE SIZE TELEVISION STUDIO AND TRANSMITTER INSTALLATION—Ernest L. Adams, WHIO-TV Dayton, O.
GRAPHICAL DESIGN OF GRID MODULATED POWER AMPLIFIERS FOR TELEVISION — John Lorber, Raytheon Mfg. Co., Waltham, Mass.

FRIDAY, APRIL 14

9 a.m. to 12:30 p.m.—North Ballroom
Presiding: John H. DeWitt, Jr., WSM,
(Continued on page 49)

. . . to Preside at Engineering Sessions

New Electronic Horizons

(Continued from page 23)

on display in Exposition Hall. Light equipment and services occupy the entire fifth floor, dubbed the Magical Fifth (see Exposition Hall story page 27 and fifth floor story page 27 for description of exhibits).

Arthur C. Stringer, assistant to the NAB secretary-treasurer, is in charge of the exhibits, comprising one of the nation's top industrial expositions.

The exhibits will open on the following schedule: Wednesday, April 12, 10 a.m. to 9 p.m.; Thursday and Friday, 9 a.m. to 9 p.m.; Saturday and Sunday, 9 a.m. to 5 p.m.; Monday, 9 a.m. to 9 p.m.; Tuesday, 9 a.m. to 5 p.m. Though the Management Conference runs to Wednesday noon, the exhibits will be dismantled starting at 5 p.m. Tuesday. All Stevens elevators will go to Exposition Hall on request.

Poppele Presides

Formal meetings will open Thursday at 9 a.m. with Jack R. Poppele, WOR New York, presiding. He will introduce the first speaker, J. W. Wright, of CBS, who will discuss co-channel and adjacent channel TV interference tests.

Three speakers will cover the RCA-NBC UHF project at Bridgeport, Raymond F. Guy of NBC and T. M. Gluyas and O. O. Fiet, of RCA. Other morning speakers include John Ruston, Allen B. DuMont Labs., on a 5 kw TV transmitter; C. L. Ellis, General Electric Co., on a synchronizing generator; Lucien E. Rawls, WSM Nashville, on UHF transmitter site selection, and Ralph Harmon, Westinghouse Radio Stations, describing UHF propagation tests at Pittsburgh.

Mr. McNaughten will preside at the Thursday luncheon and will introduce NAB President Justin Miller, who will deliver the formal address of welcome. Luncheon speaker will be Mr. Guy, who is president of the Institute of Radio Engineers. He will give a history of broadcasting.

Oscar C. Hirsch, KFVS Cape Girardeau, Mo., will preside at the Thursday afternoon session. Speakers will be F. G. Back, Television Zoomar Corp., on TV optics; Richard Blount, General Electric Co., on studio lighting; Robert F. Bigwood, DuMont TV Network, on theatre TV controls; Ernest L. Adams, WHIO-TV Dayton, Ohio, on moderate-size TV installation; John Lorber, Raytheon Mfg. Co., on TV grid modulated power amplifiers.

During the afternoon recess a color film of the construction of the 1,057-foot tower of WCON Atlanta will be shown by J. Roger Hayden, International Derrick & Equipment Co.

Friday Session

Presiding at the Friday morning meeting will be John H. DeWitt Jr., WSM Nashville. Morning speakers will be E. Bradburd, Federal Telecommunications Labs., speaking on 5 kw VHF air-cooled TV transmitters; L. J. Wolf, RCA Engineering Products, on a VHF supergain antenna for TV; Blair Foulds and Frank N. Gillette, General Precision Lab., on 16 mm TV projectors; Charles E. Schooley, AT&T, on TV networking; Mr. Compton of WOIC, on TV economics; Thane E. McConnell, Collins Radio Co., on a 10 w FM transmitter.

Mr. Ebel will preside at the Friday luncheon session at which G. Emerson Markham, director of the NAB Television Dept., will speak on television's possibilities.

K. W. Pyle, KFBI Wichita, an alternate member of NAB's Engineering Committee, will preside Friday afternoon. Speakers include Charles Sheridan, Transit Radio Inc., on transit's engineering; John K. Hilliard, Altec-Lansing Corp., on a miniature condenser microphone; John V. L. Hogan, Hogan Labs., on facsimile; Lauren K. Findley, Collins Radio Co., on a 1 kw AM transmitter; W. S. Bachman, Columbia Records, on hot-stylus recording technique; Fred Grimwood, Gates Radio Co., on a 5 kw AM transmitter.

Mr. McNaughten will preside Saturday morning. Two papers are scheduled, with W. Earl Stewart, RCA, discussing work of the recording standards group, and George Adair, consultant, describing FCC audio proof-of-performance tests. After the labor session Mr. Bailey will open the FCC-Industry Roundtable.

Meetings in North Ballroom

Engineering Conference meetings will be held in the North Ballroom, third floor. Luncheons will be held in the Boulevard Room.

No tours of factories are planned this year. Mr. McNaughten has arranged with Chicago TV stations to permit inspection of their equipment and facilities by delegates. This will be done on an informal basis, with no schedule arranged.

Broadcasting's Suite

HEADQUARTERS of BROADCASTING during the NAB Management Conference are at the Stevens Hotel in Suite 1206.

NAB Independent's Day AGENDA

Sunday, April 16

Open to non-members as well as members of NAB South Ballroom, Third Floor, Stevens Hotel

9:30 a.m.—Opening Address of Welcome, Lee Jacobs, KBKR Baker, Ore., Chairman, Unaffiliated Stations Convention Subcommittee
10:00 a.m.—The Out of Home Audience—Its Size, Measurement, Who Has It?
A. A Research Report illustrated with color slides: Sydney Roslow, president of The Pulse Inc.
B. How to Promote, Program and Sell the Out of Home Audience: Hugh Feltis, KING, Seattle, Chairman; Norman Glenn, Sponsor Magazine.
11:30 a.m.—Mail Order Business, Cecil Hoge, Huber-Hoge Inc.; Ralph Weil, vice president and general manager, WOV New York.
12:30 p.m.—Luncheon, Edgar Kobak, business consultant, "Let's Face It."
2:30 p.m.—How to Develop and Sell New Program Resources, Arnold Hartley, vice president and program manager, WOV New York, chairman; Carl Haverlin, president, BMI; Charles E. Rynd, president, Ampex Co.; Edward Gruskin, chief radio officer, ECA; Foy Kohler, Voice of America; Pierre Crenesse, director, North American Service, French Broadcasting System; Sellman C. Schulz, vice president, Decca Records Inc.; Joe Csida, director of popular artists and repertoire, RCA Victor; John Sinn, Frederic W. Ziv Co. and World Broadcasting System; Maurice Mitchell, director, Broadcast Advertising Bureau; Jerry Franken, Billboard.
4:15 p.m.—Sports Clinic—Its Audience, Sales, Legalities, Promotion, Patt MacDonald, WHHM Memphis, chairman.
The Legal Aspects—Leonard Marks, Cohn & Marks.
Programming and Selling Sports Adjacencies—Ben Strouse, vice president and general manager, WWDC Washington.
General Discussion

CONVENTION GAVEL POISED

Eight-Day NAB Program Set

GHT-DAY program covering the l range of broadcast problems ired completion last week as .B headquarters laid out plans the industry's annual conven- n week April 12-19 at the Stev- Hotel, Chicago.

The four-ply schedule opens dnesday when the annual equip- nt exposition is unveiled. Tech- al delegates will assemble for annual Engineering Confer- e, with reception scheduled in evening (see conference story ge 23 and agenda page 24).

Second event will be the Inde- ident's Day program scheduled nday, April 16, second event of s type. The all-day program car- s practical sales, programming l promotion themes (see agenda, ge 24).

Monday morning meeting for FM tions will be held just prior to formal opening ceremonies at noon luncheon.

The Management Conference cheon will move at once into the hth St. Theatre for afternoon ks and a labor panel (see details ow). Closing the management etings will be a Wednesday rning TV session.

Banquet Is Tuesday

Annual banquet will be held esday evening, with BMI pro- ing entertainment.

Advance registration of nearly at the weekend was running htly ahead of last year, with spect that final attendance fig- s would pass the 2,000 mark.

Network participation in the con- tion will consist mainly of sta- relations personnel, with a imum of top-level attendance.

Numerous side meetings have n arranged during the conven- , starting with the NAB Engi- ring Committee, which plans an day session Wednesday, April The meeting will be held in vate Dining Rooms 5 and 6 at Stevens.

n all-day meeting will be held day by BMI field men, starting a.m., in PD6.

Saturday Sessions

eries of meetings will be held urday. The University Assn. for fessional Radio Education meets urday afternoon and Sunday in 2. The association comprises eges providing radio degree in- action, with Russel Porter, U. of ver, as president. The group ks to promote standards of pro- sional radio training.

he NAB board meets Saturday a luncheon session at 12:30 p.m. the Lower Tower Room. The rd will consider recommenda- s for the new post of general nager, created at the board's ruary meeting. A special com- tee headed by Clair R. McCol- gh, WGAL Lancaster, Pa., re- ng director-at-large for small stations, will make a formal report on its study of candidates for the office. Newly elected board members are expected to sit at the meeting.

The NAB Recording & Reproducing Standards Committee meets Saturday at 3 p. m. in the South Ballroom, third floor.

Golfers Gather Sunday

The annual NAB golf tournament for the BROADCASTING-TELECASTING trophy will be staged Sunday at the famous Tam O'Shanter course. Special busses will leave from the Stevens. Entries will be received by the golf tournament director, 870 National Press Bldg., Washington 4, D. C.

Opening the Sunday list of meetings is the BMI board, convening at 10 a. m. in PD6. MBS affiliates will meet 3-5 p. m. in the Upper and Lower Tower Rooms. District chairman of NAB employe-employer relations committees will meet at 4 p. m. in PD12. The Council of Radio Journalism meets at 7 p. m. in PD5. Annual dinner will be held Sunday evening by the "Vip" group that made a post-war inspection trip of European radio facilities.

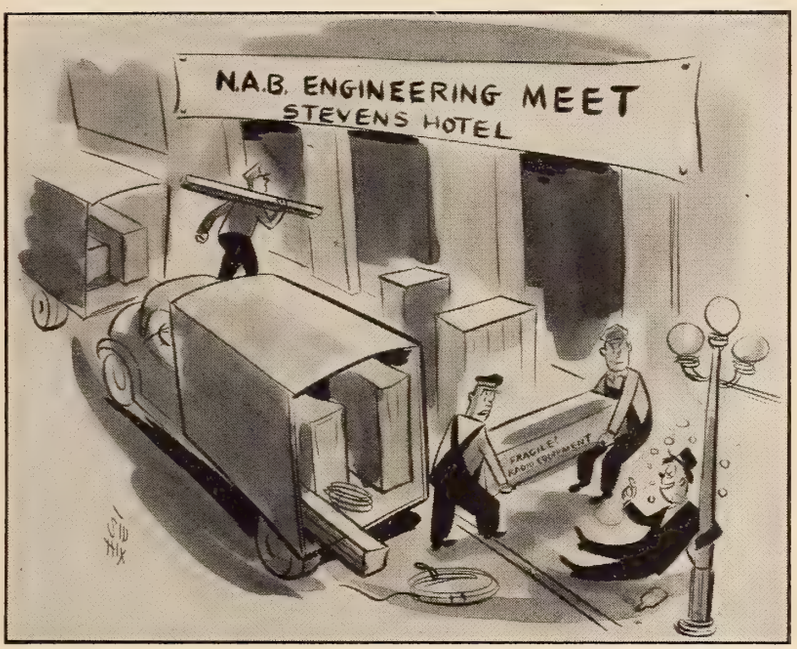
Clear Channel Broadcast System members will meet Monday, April 17, 9 a. m. to noon.

Another Monday event is the annual BMI-NAB "Oldtimers Dinner" with BMI serving as host to its directors and former directors. Dinner will be held at 6 p. m. at the Ambassador East.

"Annual Scratch" of the Flea Circus group, comprising NAB alumni and staff members as well as representatives of associate member companies who made the annual district meeting trek some years ago, is scheduled Tuesday, April 18, at 5:30 p.m. in the suite of Standard Radio Transcription Service.

The Independent's Day meeting

(Continued on page 48)



Drawn for BROADCASTING by Sid Hix

"Shay, Buddy, where can I find thish 'Magical Fifth'?"

GENERAL MILLS

Buys 65 NBC Half-Hours For Summer Drive

GENERAL MILLS has bought 65 half-hour periods on NBC for a whirlwind summer advertising campaign, it was announced last week.

All programs used in the campaign [BROADCASTING, March 27] will be nighttime shows and will be broadcast in periods that become available as other sponsors take summer hiatuses.

The full schedule has not been set.

Although the products to be promoted on the special campaign were not announced, BROADCASTING learned three weeks ago that General Mills intended to invigorate its advertising for Wheaties, a cold cereal, this summer. The agency placing the special NBC order is Knox-Reeves, Minneapolis which handles the Wheaties account.

May 1 to Sept. 7

The announcement of the purchase of the 65 half-hours was made by NBC and by Lowry Crites, director of media of General Mills. The special schedule will begin May 1 and continue through Sept. 7.

The total price that General Mills paid for the 65-show schedule, including time and production was reported to be $700,000.

Three weeks ago Mr. Crites was known to have asked three networks to submit such a package for the projected summer campaign. Aside from NBC, ABC and CBS were approached by the General Mills executive.

Under terms of the agreement with General Mills, NBC will submit programs for its sponsorship as they become available during summer vacations from the air of their regular sponsors. Some sustainers may also be used.

The General Mills use of established network programs on the limited sponsorship basis was somewhat comparable to the technique introduced by Ford Dealers Assn. several months ago in a campaign to announce new models [BROADCASTING, Jan. 16].

NAB Engineering Conference Advance Registration

Adams, Ernest L., WHIO Dayton, Ohio; Adler, Ben, Adler Engineering Co., New Rochelle, N. Y.; Allen, Walter H., KALB Alexandria, La.; Amoo, Lloyd R., KIOA Des Moines, Iowa; Artman, Robert G., KMBC Kansas City, Mo.; Babcock, W. L., RCA Victor, Camden, N. J.; Back, Dr. F. G., Television Zoomar Corp., New York; Bain, D., RCA Victor, Camden, N. J.; Bartlett, F. E., KSO Des Moines, Iowa; Bates, Al, KFAB Omaha, Neb.; Beatty, J. Frank, BROADCASTING-TELECASTING; Beville, Ross H., WWDC Washington; Binns, F. D., WLAC Nashville; Bloom, J. D., WWL New Orleans; Boundy, Glenn G., WJBK Birmingham, Mich.; Browning, Elliot A., WTAG Worcester, Mass.;

Caldwell, Ken, KCRG Cedar Rapids, Iowa; Carlson, Howard C., KAYL Storm Lake, Iowa; Cassens, G. J., WLDS Jacksonville, Ill.; Caudle, L. L., Jr., WSOC Charlotte, N. C.; Chismark, Albert H., WTRY Troy, N. Y.; Church, Arthur B., KMBC-KFRM Kansas City, Mo.; Clammer, E. S., RCA Victor, Camden, N. J.; Clarke, Fred C., KAAA Red Wing, Minn.; Cook, Kenneth H., Kansas City, Mo.; Cooke, Kenneth R., WGBI Scranton, Pa.; Courchene, Homer, WLS Chicago, Ill.; Craven, T. A. M., Craven, Lohnes & Culver, Washington; Cross, Robert, KROC Rochester, Minn.; Curtis, James R., KFRO Longview, Tex.; Dahl, Don, KGVO Missoula, Mont.; DeWitt, John H., WSM Nashville, Tenn.; Dieringer, Frank, WFMJ Youngstown, Ohio; Dowdell, John T., WIBX Utica, N. Y.; Duszak, H., RCA Victor, Camden, N. J.;

Ebel, A. James, WMBD Peoria, Ill.; Engle, Sam W., KWBE Beatrice, Neb.; Fallain, Frank D., WFDF Flint, Mich.; Felts, T. R., WTHI Terre Haute, Ind.; Fiedler, Leroy F., WKBW Buffalo, N.Y.; Findley, Lauren K., Collins Radio Co., Cedar Rapids, Iowa; Fox, Robert A., WGAR Cleveland, Ohio; Florance, Herbert C., KDFC, Sausalito, Calif.; Froke, Lester, KELO, Sioux Falls, S. D.;Gardner, Kenneth J., WHAM Rochester, N. Y.; Gillett, Glenn D., Glenn D. Gillette & Assoc., Washington; Glanton, Roy, WOW Omaha; Green, John A., Collins Radio Co., Cedar Rapids, Iowa; Grove, William C. KFBC Cheyenne, Wyo.;

Hadlock, W. O., RCA Victor, Camden, N. J.; Hamrick, William H., WWNC Asheville, N. C.; Hancock, Robert I., KDTH Dubuque, Iowa; Harmon, Ralph N., Westinghouse Electric Corp., Washington; Hayden, J. Roger, Int'l Derrick & Equipment Co., Columbus, Ohio; Hedrick, Phil F., WSJS Winston-Salem, N. C.; Herold, Joseph, WOW Omaha, Neb.; Hirsch, Oscar C., KFVS Cape Giradeau, Mo.; Hixenbaugh, George P., WMT Cedar Rapids, Iowa; Hoffman, Karl B., WGR Buffalo, N. Y.; Holbrook, R. H., WSB Atlanta, Ga.; Hoisington, Duane W., KAYS Hays, Kans.; Hopkins, A. R., RCA Victor, Camden, N. J.; Hulick, Henry, Jr., WPTF Raleigh, N. C.; Jackson, A. H., Blaw-Knox Co., Pittsburgh; Kelley, F. J., WTSP St. Petersburg, Fla.; Kessler, Robert E., Allen B. DuMont Labs Inc., Clifton,

(Continued on page 49)

Summaries of Technical Papers to Be Delivered

At The NAB Engineering Conference

Co-channel and Adjacent Channel Television Interference Tests—J. W. Wright, CBS.

A series of tests were performed to determine the highest undesired to desired signal ratios at which viewers are not annoyed by interferences of different kinds for both field sequential color and for the standard black and white system. 293 viewers were tested for standard co-channel, offset carrier, thermal noise, diathermy, and upper and lower adjacent channel interference. Critical viewing tests by engineers were made of multiple image, impulse noise, and c-w interference. Results indicate that there is no important difference between the tolerable interference ratios for a field sequential color system and those for the standard black and white system. Relationship of the tolerable levels of interference to the FCC Standards of interference will be shown.



Mr. Wright



Mr. Guy

Objectives of the NBC Bridgeport UHF Installation—Raymond F. Guy, NBC.

The author will describe the purposes of the project, the timing which was projected for it, and the division of work among the RCA companies to most fully utilize the skill and experience available. A description of the station will be given, illustrated with slides. The paper will describe the results of the tests up to the time of presentation.

1 KW UHF Television Transmitter —Part I, The Bridgeport Installation—T. M. Gluyas, RCA.

A 1 kw UHF television transmitter operating from 529-535 mc is described. Methods of employing eight standard tubes in the output stage to develop the required power, design problems encountered, the measuring techniques employed and novel features are covered. Performance data are included.



Mr. Gluyas



Mr. Fiet

A Highgain UHF Television Transmitting Antenna System (Part II, The Bridgeport Installation)—O. O. Fiet, RCA.

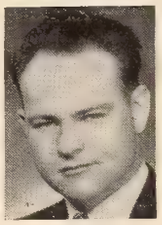
A UHF television transmitting antenna of high power gain will be described. This antenna is designed to operate from 529 to 535 mc. Problems associated with transmission lines and the application of wave guide techniques to the system will be discussed. Performance data, design problems, experimental techniques and novel features will be presented.

A 5 KW Television Transmitter of Advanced Design—John Ruston, Allen B. DuMont Labs.

This transmitter basically employs well established techniques adapted to the particular requirements of television transmitters to obtain maximum reliability and simplicity of manufacture, operation and maintenance. Features of the transmitter which will be described include: "Medium level" modulation followed by a small number of broadband stages, one of which contains a simple notching filter for lower sideband attenuation; simplified tuning of the broadband stages with built-in equipment; generous fault locating and monitoring facilities; division of the equipment into a self contained 500 w television transmitter, a 2.5 kw aural amplifier and a 5 kw visual amplifier; the use as far as possible of similar units in the high and low band and the visual and aural transmitters; and the use of air-cooled tubes throughout.



Mr. Ruston



Mr. Ellis

The New Synchronizing Generator—C. L. Ellis, General Electric Co.

The author briefly discusses the functions of a synchronizing generator in a television system, describing the new generator, using circuits which eliminate the majority of the controls and adjustments usually characterizing apparatus, emphasizing the degree of reliability, dependability, and ease of operation. The design and function of the special circuits which provide automatic timing, sixth synchronizing signal composition, pulse widths, and flexibility of operation are discussed. Also described are new provisions for rapid on-the-spot trouble shooting and servicing incorporated in this synchronizing generator.

Selecting a Television Transmitter Site for 600 mc and Channel 4, Using Pulse Technique—Lucien E. Rawls, WSM Nashville.

The selection of an optimum transmitter site is one of the major problems encountered prior to the construction of a new television station. To assure a proper selection, it is often desirable to evaluate the adequacy of a proposed site experimentally. To select a location for WSM-TV Nashville, tests have been made on a proposed transmitter site to determine its suitability for Channel 4 and for the proposed UHF band. The pulse or radar technique was employed at both 70 mc and 600 mc, using an e.r.p. of about 25 kw. An extensive field intensity survey, as well as measurements of the delay and amplitude of ghost or echo signals that would degrade otherwise good picture service, was made throughout the urban Nashville area.



Mr. Rawls



Mr. Harmon

UHF Propagation Tests at KDKA Pittsburgh — Ralph Harmon, Westinghouse Radio Stations Inc.

Further expansion of television channels beyond the present 12 VHF channels contemplates the use of the UHF spectrum above 470 mc. A study of propagation at 508 mc in the relatively rough terrain of Pittsburgh is described. Measurements of propagation of KDKA-FM on 92.9 mc were also made in order to compare transmission at the lower frequencies. Particular attention was given to the characteristics of the received signals on 92.9 and 508 mc in shadowed areas. The survey shows that much higher radiated power will be required to produce satisfactory signal levels at 508 mc than at 92.9 mc, and that multipath or ghosting will be more prevalent at 508 than at 92.9 mc.

The Evolution of Studio Lighting—Richard Blount, General Electric Co.

Early TV camera tubes were extremely insensitive, requiring lighting levels greater than 1,000 footcandles which are difficult to obtain over large areas and preclude lighting effects which aid in producing three-dimensional quality. Subsequent tubes have required increasingly fewer footcandles, working very well between 50 and 100 footcandles, matching available light sources, producing excellent tonal rendering, and making possible the use of fewer lighting fixtures. The flexibility of such a system permits lighting for specific effects and an uncluttered floor, which facilitates the use of a variety of camera angles producing more interesting and hence more salable programs.



Mr. Blount



Mr. Back

Basic Optical Requirements for a Good Television Broadcast—F. G. Back, Television Zoomar Corp.

To achieve best results on a television broadcast, lighting conditions, proper selection of lenses, electrical characteristics of orthicon, and electrical adjustments of the camera chains are basic requirements. Each of these requirements influences the other and has to be chosen correctly. All conditions have to be well analyzed and brought into relation to each other. The manner in which this can be done most effectively will be discussed.

A Moderate Size Television Studio and Transmitter Installation—Ernest L. Adams, WHIO-TV Dayton, Ohio

This paper consists of a discussion of the design problem peculiar to a TV station. It will include practical examples of how one station approached some of these problems, as well as the conclusions reached after more than one year of operation. The facilities of an efficient, modern station will be shown and the utilization of these facilities will be discussed with the advantages and disadvantages of the various features being pointed out.



Mr. Adams



Mr. Bigwood

Theatre Television Control Facilities—Robert F. Bigwood, DuMont TV Network.

Experience has shown that

(Continued on page 78)

n The Stevens' Exposition Hall **CONVENTION EXHIBITS** Displays Located On Fifth Floor

HOWING of the newest developments in heavy equipment ill be afforded broadcasters and telecasters at the NAB Conntion. On display will be samples of wares exhibited by umerous manufacturers of transmitters and related equipent, including antenna and tower uctures.

The stress in late developments on new processes of transmisn for AM-FM-TV broadcasters, omising them a better return on eir investment. New transmitter pes—such as those reported by Mont, General Electric and Cols—feature low-cost tube comments and operations, aimed at tting the expense to the owner. A number of firms are announcg additional availabilities in levision equipment—the result of ntinuous post-war research in e manufacturers' laboratories. atured along with these are vaus developments for the currentexpanding use of radio relay ilities for video as well as radio.

Continued modeling of transmits via the air-cooled route is noeable in the trend of availabilis offered. Emphasis also is on pe life, with manufacturers rking to produce tube products ich can better eliminate noise d distortion. Monitoring proces also have been improved for e AM, FM or TV signal.

Tower Showings

In the tower equipment field, mpanies are exhibiting illustradns of 1950 methods in installan of all types of tower construcn. Highlighted are all-purpose aptation of tower designs to supt high-frequency antennas.

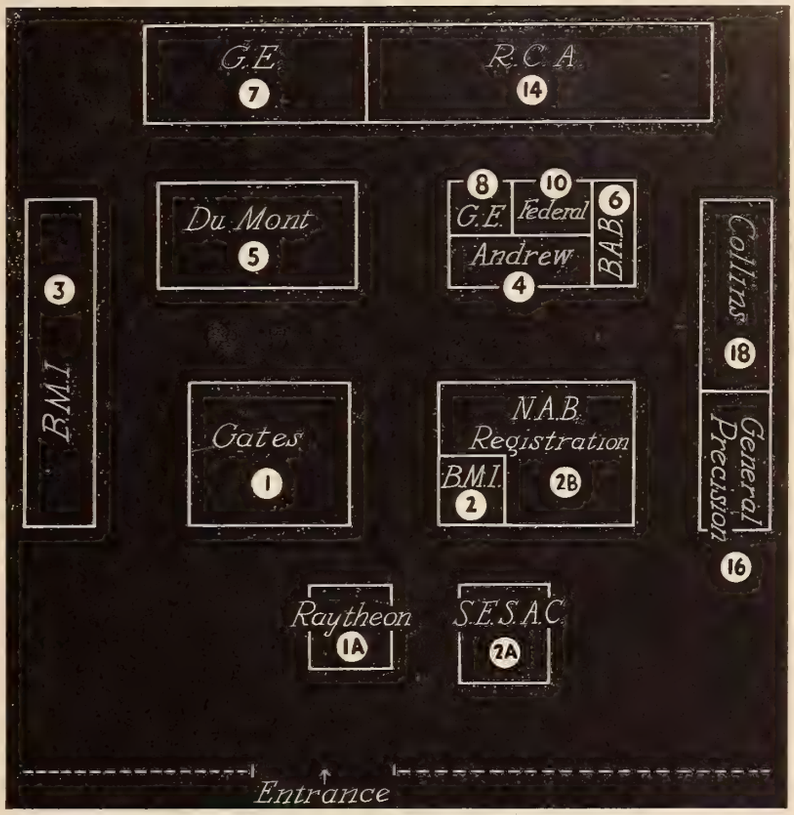
Integration of studio equipment th that of transmitting units, h along modern design, marks a ntinued drive toward perfection h the least possible effort and ace.

Following are brief descriptions transmitting and other equipnt now available to AM, FM, stations, as reported to BROADSTING and on display in Exposin Hall, Stevens Hotel:

Andrew Corp.

LTI-TV transmitting antenna with que feature in that it is capable being fed by a single transmission e, is offered in Andrew Corp.'s exit. Other items for display inde the firm's Multi-V FM broadting antenna, 2,000 mc parabolic enna, and the Type 1,900 Autotic Dehydrator. Also included are nples of the new ultra low loss, lon insulated transmission line for evision and UHF relay use. Standl RMA transmission line and tower hting equipment are additional drew products to be shown.

Representing Andrew Corp.: Dr. tor J. Andrew, chairman of the rd; C. Russell Cox, director of sales l engineering; John S. Brown, ef engineer; M. W. Scheldorf, chief earch engineer; John McCleod nager, Broadcast Consulting Div., l John A. Estelle, district manager.



Floor Plan of Exhibits in Exposition Hall

Broadcast Advertising Bureau

IN ADDITION to samples of all selling aids (dealer co-op, *Pitch*, Retail Information Folders, Retail Service Bulletins, Slide Film No. 1, Direct Mail Series No. 1, *Radio's Feminine Touch*, etc.), Broadcast Advertising Bureau plans to exhibit: BAB Stripfilm No. 2, devoted to national spot selling; BAB Direct Mail Campaigns Nos. 2 and 3; preview of the second in a series of program type sales presentations (on news programs); preview of a brand-new study giving successful television advertising techinques in 35 retail classifications, and BAB's first TV department story ad study.

Members of the BAB staff will be stationed at the BAB booth at all times to explain material to broadcasters, as well as to consult with them on selling problems, whose effectiveness the various BAB aids are designed to increase.

* * *

Broadcast Music Inc.

COMMEMORATING its 10th anniversary at the NAB Convention, BMI will place emphasis on the growth of its music repertoire representing the combined efforts of BMI itself, such subsidiaries as Associated Music Publishers and BMI Canada Ltd., and various publishing firms associated with firm. Spotlight will be on outstanding BMI-licensed song hits of the past 10 years, as well as current hits. Broadcasters will have an opportunity to inscribe their names in the permanent BMI ledger, to be displayed in Booth No. 2 of the Exposition Hall.

Representing BMI will be Carl Haverlin, president; Sydney M. Kaye, co-chairman of the board of directors and executive vice president; Robert J. Burton, vice president in charge of publisher relations; Roy Harlow, vice president in charge of station service; Charles A. Wall, vice president in charge of finance; M. E. Tompkins, AMP president; and others including Ralph Wentworth, Glenn Dolberg, James L. Cox, Al Marlin, Lin Pattee, Ken Sparnon, Dorsey Owings, Burt Squire, Hy Reiter and M. H. Shapiro.

* * *

Collins Radio Co.

TWO NEWLY developed transmitters are among Collins Radio Co., Cedar Rapids, Iowa, attractions. Result of post-war engineering techniques in firm's laboratory is Collins latest 20V 1 kw AM transmitter which features overall efficiency with low cost for tubes and operation, firm says.

Also on display is a new type package FM transmitter of special interest to educational station operators. Called Collins 738A, this complete 10 w FM broadcast package is built into a console type cabinet which firm points out can be placed on any standard desk. Cabinet contains transmitter and its two-channel audio amplifier and controls; microphones, headphones, cordage and

(Continued on page 84)

ALL THAT's new in programming, transcription services, allied arts and the light equipment field will be displayed in Chicago during NAB Convention week by associate member companies. The exhibits, with two exceptions, will be on the fifth floor of the Stevens Hotel.

Broadcast Advertising Bureau, NAB advertising unit, and Broadcast Music Inc., industry music copyright organization, will have their main exhibits in Exposition Hall instead of on the fifth floor. Their exhibits are described in the article covering heavy equipment.

Some of the fifth floor exhibitors plan to give souvenirs to visitors. Others will have playback equipment to demonstrate transcribed programs. Some firms will build their exhibits around promotion material, blow-ups and similar devices.

Playback equipment for a variety of music uses now served by leased wires — for background purposes in hotels, restaurants, etc—and tape recorders embracing the newest developments will be demonstrated during the Engineering and Management conferences. Refinements in speech input equipment also will be shown.

Television-wise, super-speed film projectors designed to give "live" studio clarity and flying spot scanners, as well as new camera chains and monitoring equipment, will be featured in displays.

Recording Advances

Major advances are claimed particularly for sound recording and playback techniques.

Extension in number of the types of professional tape recorder models, as well as refinements in the mechanisms of the different units, also are promised.

Super-power triode TV tubes and ultra-high frequency transmitting circuits—and other developments in TV broadcast equipment—highlight the television side of the exhibits. TV microwave equipment to be shown will reflect improvements assuring TV broadcasters better video operation in the year ahead.

Descriptions of exhibits reported to BROADCASTING follow:

Altec Lansing Corp. Rooms 504A, 505A, 507A

NEW miniature condenser microphone in numerous forms—for stand and suspension mounting, and chest plate and lapel mounting—will be featured by Altec. Company will demonstrate microphone under conditions of extreme moisture to illustrate its "complete freedom from the effects of humidity," officials indicated.

Other products in the Altec Lansing line to be shown include amplifiers, intermodulation test equipment and speech input equipment.

In addition to those products, the company will show products acquired for manufacture from Western Electric Co. last October. Sound products, distributed through Graybar which

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FCC WON'T CENSOR

But May 'Guide' Stations, Says Coy

RESPONSIBILITY for what goes out over the airwaves belongs to the broadcasters, not to the FCC, Wayne Coy, chairman of the Commission, declared Wednesday in answering questions at a special session of *Meet the Press*, originating from the annual banquet of the Radio Pioneers at New York's Ritz-Carlton Hotel, attended by some 200 members and guests.

"I do not think the FCC should have the power now or at any time in the future to determine what goes on the radio," Mr. Coy stated. Asked point-blank if he would have a group of government censors set up to sit in judgment on radio and TV programming, he answered bluntly, "I would not." He hinted, however, that further "Blue Books" for the industry's guidance are not an impossibility.

Mullen Elected

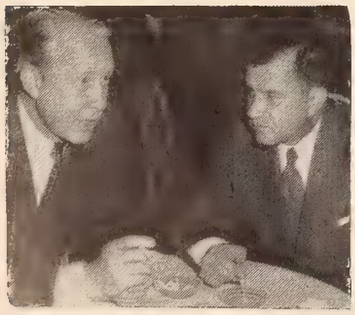
The *Meet the Press* session, which was broadcast by MBS, 10:30-11 p.m., was the concluding feature of the banquet program. Earlier the Radio Pioneers had by unanimous vote elected the official slate of officers for the coming year, headed by Frank E. Mullen, veteran broadcaster who is currently an officer of Jerry Fairbanks Inc., TV film production firm, and a radio management consultant.

Serving under Radio Pioneers President Mullen will be: Orestes H. Caldwell, editor of *Tele-Tech*, first vice president; Arthur B. Church, president KMBC-KFRM Kansas City, second vice president; Paul Morency, vice president and general manager, WTIC Hartford, vice president and secretary; Carl Haverlin, president of BMI, vice president and treasurer; J. R. Poppele, vice president WOR-AM-FM-TV New York, vice president; Martin Campbell, general manager, WFAA-AM-FM Dallas, vice president.

Edison Honored

Thomas Alva Edison was named the first member of the Radio Pioneers Hall of Fame, established to honor those chosen for "special achievement and service in the upbuilding and advancement of the art of radio broadcasting." Mark Woods, ABC vice chairman, head of the Hall of Fame committee, reported to the meeting that the late great inventor had been selected because of his pioneer research work on vacuum tubes which formed a basis for later developments in radio. What was originally known as the "Edison Effect" established the principle utilized in today's radio rectifier tubes, Mr. Woods said. A scroll signifying the permanent bronze plaque which will be placed in the Hall of Fame was accepted by Charles F. Kettering, president of the Thomas Alva Edison Foundation.

* * *



Chatting during the Radio Pioneers Club banquet are these two major network heads—Frank Stanton (l), president of CBS, and Frank White, MBS president.

Five Commentators

The five radio commenators who questioned Mr. Coy—Elmer Davis, ABC; Larry Leseuer, CBS; John B. Kennedy, MBS; H. V. Kaltenborn, NBC; Dorothy Gordon, WQXR, New York—used Mr. Coy's recent speech at the U. of Oklahoma as a springboard. In that address [BROADCASTING, March 20], the FCC Chairman noted that the Commission has been getting a lot of mail complaints against "poor taste and crime programs on the air." He warned broadcasters that "the question of just how bad poor taste can get before it verges over into downright obscenity or indecency may be settled one of these days if the present drift in that direction is not checked."

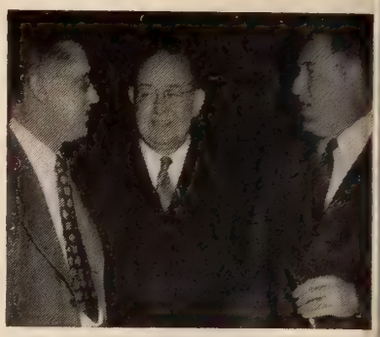
Asked whether his reference to the matter's settlement indicated a plan for some sort of FCC censorship, Mr. Coy replied that it did not. He was merely acting as a reporter, he said, to let broadcasters know what the public thought and that if this thought turned into action it might lead to a demand for legislation to control program content. Admitting that the government's present police powers can deal with obscenity, Mr. Coy questioned whether the American home is the place for obscene entertainment while the police powers are being invoked.

He repeatedly stressed his own disbelief in government censorship, stating and restating the broadcasters' responsibility as licensees to control the output of their stations. Answering a question as to the possibility of an FCC code for program standards, Mr. Coy wryly noted that he had doubts about the value of a code, even when promulgated by the industry itself, "in the light of what's happened to the one recently written by the industry."

Blue Book Cited

Mr. Lesueur mentioned the "Blue Book" issued by the FCC some years before Mr. Coy's time, noting that although a few stations had been cited, "nothing seems to have been done about it." Mr. Coy replied that the Commission had done something about it in its very act of publishing the performance records of certain stations as compared with the promises they had made when applying for licenses.

Bringing certain shortcomings of the broadcasting industry to light in itself had a salutary effect, he said. He cited a survey made by BROADCASTING which showed a feeling among broadcasters that programming had improved after the Blue Book had been issued.



Having an informal discussion during the Radio Pioneers proceedings are (l to r) Messrs. Coy, Hedges and Mullen.

* * *

"It might be a good thing to have other reviews of the situation from time to time," Mr. Coy commented. Asked if he was planning to issue another Blue Book soon, he smiled and answered, "Not tonight."

Answers Color Question

In answer to a query as to why the FCC was trying to stop color television, Mr. Coy replied that the usual accusation is that "we are trying to start it, not stop it." He noted that when the Commis-

(Continued on page 87)

SPORTS BAN

Bill Hits 'Gambling' Results Shows

A BILL to ban broadcasting and other interstate transmission of "gambling information" on sports events—and in the case of horse racing to require an hour's time lag before details are broadcast—was introduced in the Senate last week and scheduled for hearing tomorrow (Tuesday).

The measure has the opposition of FCC and lacks the approval even of its "sponsor," Chairman Ed C. Johnson (D-Col.) of the Senate Interstate and Foreign Commerce Committee, who introduced it at the request of the Justice Dept. and, simultaneously, asked for a Congressional probe of gambling in interstate commerce.

FCC's own ideas on desirable gambling curbs involve a simple ban on either broadcasting or common carrier transmission of information on bets, odds, and prices paid, with no time-lag requirement and no prohibition against broadcasting or telecasting sports events.

The Justice Dept. bill would limit stations and networks to the broadcasting of one horse race per day.

The Commission has the subject of the broadcasting of horse-racing information under study in specific pending cases, and its views as revealed last week may be reflected in forthcoming decisions on those cases.

The bill (S-3358) is an outgrowth of the Attorney General's conference with local, state, and federal officials on law-enforcement problems relating to organized crime [BROADCASTING, Feb. 20, March 13], and has the approval of the conference's legislative and executive committees.

Opposed by Cottone

FCC General Counsel Benedict P. Cottone, a member of the legislative committee, opposed the measure and submitted to the Justice Dept. an alternative bill incorporating the Commission's views.

The Commission feels the Justice Dept. version would make FCC an enforcement agency on criminal matters; is too complicated; and would vastly increase FCC's administrative burden by requiring it to deal with such complex questions as a determination of the nature of "gambling information" and "special events." Monitoring also would probably be necessary.

FCC Chairman Wayne Coy and Attorney General J. Howard McGrath are scheduled as leadoff witnesses when the hearing gets under way tomorrow.

McFarland Heads Group

The hearing will be before the commerce committee's communications subcommittee, headed by Sen. E. W. McFarland (D-Ariz.) and including Sens. Johnson; Lester C. Hunt (D-Wyo.), Charles W. Tobey (R-N. H.), and Homer E. Capehart (R-Ind.).

Sen. Johnson made clear that his introduction of the bill did not signify his endorsement of it.

He told his colleagues that while he recognized the need for restriction of gambling information, "there is a border line between gambling information and legitimate news.

"Many Americans," he said, "get a great thrill out of the on-the-spot broadcasting or telecasting of races,

(Continued on page 89)

BRAND NAMES DAY

White, Mitchell Elected

RANK K. WHITE, MBS president, and Maurice B. Mitchell, director of Broadcast Advertising Bureau, were elected directors of Brand Names Foundation at the fifth annual Brand Names Day held in New York last Wednesday. Both Mr. White and Mr. Mitchell will serve one year terms, the latter as industry representative for CAB. Frank M. Folsom, RCA president, will continue as a director for another year.

Donald B. Douglas, vice president of the Quaker Oats Co., Chicago, and Henry E. Abt, head of the foundation since 1947, were re-elected chairman of the board and president, respectively.

Over 1,000 Attend

Elections were announced following the organization's business meeting. Over 1,000 leading civic and business executives attended luncheon and panel sessions held at the Waldorf-Astoria Hotel as part of New York's celebrations of Brand Names Day. Day was officially proclaimed by Mayor William O'Dwyer. Featured luncheon speakers were Louis B. Mayer, vice president of Loew's Inc., and Dr. Robert A. Millikan, renowned American atomic scientist.

Re-elected chairman at the foundation's business session were Maj. Julis Ochs Adler, vice president of *The New York Times*, WQXR licensee, and W. T. Holliday, chairman of the board, Standard Oil Co. (Ohio). Also re-elected were John W. Hubbell, The Simmons Co., as chairman of the NBF's executive committee, and Gavin K. MacBain, Bristol-Myers Co., as treasurer.

In addition to Mr. White, other new directors elected are: J. Davis Danforth, executive vice president of BBDO; William G. Werner, public relations manager, Procter & Gamble Co.; Palmer Hoyt, publisher of *The Denver Post;* Barry T. Leithead, president, Cluett, Peabody & Co.; Rudolf J. Schaefer, F&M Schaefer Brewing Co.; Edward A. Schirmer, executive vice president, Crowell-Collier Publishing Co.

At the luncheon session, Mr. Mayer praised radio and press for their vigilance in awakening the American people to the threat of Communism.

He also urged the government to break down barriers imposed by foreign countries against American radio, motion pictures, newspapers and magazines which he said "do not enter these countries to a sufficient degree."

Mr. Mayer stated: "I believe it is the responsibility of our government to send them into every nation on earth if for no other reason than that there are countries who want to keep them out."

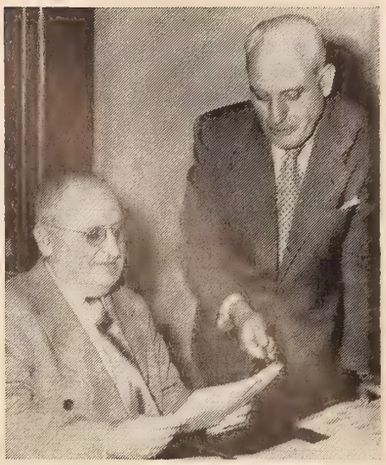
After the luncheon a round-table panel discussed "The Case For Brands and Advertising." Participants included Austin S. Inglehart, president, General Foods Corp., and Harold W. Brightman, president of Lit Bros. A survey presented by Howard A. Trumbull, president of National Family Opinion Inc., showed the buying habits of some 2,000 typical American families.

Among less frequently purchased items, radio, television and phonograph figures revealed were these: For radios— 40% "shop around"; 34% "seek out a store that carries a particular brand"; 16% "buy any one of several brands"; 10% "go to a reliable dealer."

For television sets— 56% "shop around"; 20% "seek out a store that carries a particular brand"; 17% "go to a reliable dealer"; and 7% "buy any one of several brands." For phonographs, the figures were 56%, 19%, 17% and 8%, respectively.

James H. Calvert, president of Joske's of Texas, San Antonio department store and heavy radio user, received the foundation's second annual "Brand Name Retailer of the Year" citation for 1949.

Mr. Calvert was selected "for his leadership in developing an outstanding brand name policy for his store and for directing an intensive coordinated advertising program" in radio and other media, according to Samuel J. Cohen, chairman of BNF's retail advisory committtee, who presented the plaque. Mr. Cohen is sales manager of Lit Bros., Philadelphia. The "Brand Names Certificate of Distinction" also was awarded to nine other retailers, many of whom use radio, for outstanding 1949 brand educational programs.



LOOKING over the contract by which *The Times-Picayune* agrees to sponsor five CBS news periods per week on WWL New Orleans, are John F. Tims Jr. (l), president and general manager, The Times-Picayune Publishing Co., and Howard Summerville, WWL general manager. Three CBS news shows also are being sponsored on WWL by *The New Orleans States*.

WMIT(FM) CLOSES

Goes Off Air Thursday

FIRST FM station in the Southeast, WMIT (FM) Charlotte, N. C., will be silenced next Thursday, concluding an eight-year career as one of the nation's more important examples of FM operation. Just a few days ago WTMJ-FM Milwaukee, first station west of the Alleghenies, emitted its last signal as did its affiliated WSAU-FM Wausau, Wis. [BROADCASTING, April 3].

Disclosure that WMIT would give up the ghost was made in a letter from Gordon Gray, owner, to T. J. Slowie, FCC secretary. Mr. Gray wrote as follows:

"With considerable regret I have decided to discontinue the operation of WMIT after April 13, 1950. After that date any outstanding licenses will be returned to the Commission for cancellation. I had hoped that we might be able to find a purchaser who would take over and continue the operation but we have not been successful along that line.

'High Hopes'

"Approximately 10 years ago, when I first considered the establishment of WMIT, I had high hopes for its future. When, after almost eight years of operation, those hopes had not materialized we were forced to conclude that the operation should be discontinued.

"I still feel that the frequency modulation system of broadcasting is the superior form of sound broadcasting and sincerely hope that some day this feeling, which is shared by quite a few other broadcasters, will prove to be right from a financial as well as a technical standpoint. I can assure you that our decision to cease operation was reached only after considerable thought and full exploration of all factors of the entire situation."

WMIT represented a heavy investment by Mr. Gray. Harold Essex, general manager of Mr. Gray's WSJS-AM-FM Winston-Salem, has directed WMIT. The station started out as W41MM on the old 50-mc band, changing its call letters to WMIT after the war when the FM band was reallocated.

WMIT took the air formally June 1, 1942, and reported regular coverage over parts of seven states. Frequent reports of reception in foreign countries were received by the station.

The station sold some time through the years. For a while it was operated as an NBC bonus station in conjunction with WSJS. When WSJS added an FM station of its own in 1947 the studios of WMIT were moved from Winston-Salem to Charlotte.

WMIT's transmitter is located atop Clingman's Peak, adjoining Mt. Mitchell, with an elevation of 6,571 feet plus a 150-foot antenna. The station's effective radiated power is 53 kw, according to FCC records, with CP for 300 kw. It was the scene of many pioneering FM developments.

Mr. Gray was active in the old FM Assn. serving as a board member before becoming Secretary of Army.

NBC MESSAGE

Points Up Network Radio

APPARENTLY mindful of increasing industry interest in proposed revision of radio's rate structure, NBC last week bought full-page advertisements in three New York newspapers staking claim as "America's No. 1 Advertising Medium."

Network built its message around the 17th Decennial Census, which it said would emphasize to advertisers that "to sell the millions who are *this market*, you can have no medium bigger, more powerful, more economical than network radio." Radio is the only major advertising medium included in the big count," it noted.

Without specific reference to rate revisions for radio, the network made this point: "NBC today costs considerably less per 1,000 homes reached than it did 10 years ago—and NBC today reaches more people at lower cost than any other national advertising medium including the other networks."

The ad which appeared in *The New York Times, Herald-Tribune* and *Wall Street Journal*, said that advertisers invested more money in NBC in 1949 than in any other network. It also claimed that NBC stations have the "largest combined weekly audience in all America," according to BMB.

Frank Joins WSGN

APPOINTMENT of Philip Frank, former BMB executive secretary, as research and sales promotion director of WSGN-AM-FM Birmingham, Ala., has been announced by Henry P. Johnston, general manager of the station. He joins WSGN April 24. Mr. Frank has been active in freelance research, sales promotion and public relations. He also has been associated with ABC, with which WSGN is affiliated. He is co-author of *This Thing Called Broadcasting.*



Mr. Frank

RICHARDS PROBE

FCC Seeks Early Resumption

A PROTEST calling for resumption of FCC's hearings on the news policies of G.A. (Dick) Richards "not later than May 1" was filed by FCC's General Counsel last week after Examiner J. Fred Johnson Jr. adjourned the sessions to Sept. 6.

General Counsel Benedict P. Cottone claimed that delay until September is an "extravagant allowance" contrary to "the clear import" of the Commission's own directions and beyond the needs of Mr. Richards' counsel for preparation of his case.

He asked Judge Johnson to reconsider his denial—just before the adjournment on April 1—of FCC Counsel Frederick W. Ford's motion for resumption within 30 days at the most.

The adjournment came at the end of three weeks devoted to presentation of FCC's case supporting charges that Mr. Richards, owner of KMPC Los Angeles, WGAR Cleveland, and WJR Detroit, ordered KMPC staff members to slant news according to his own personal views.

Mr. Cottone pointed out that FCC had agreed to give Mr. Richards' counsel an opportunity to prepare their testimony, but said adjournment for five months conflicted with FCC's conception of adequate time and with the examiner's own statements at pre-hearing conference.

Judge Johnson, the petition noted, made clear at the pre-hearing conference "that recesses would be granted only to meet the needs of counsel to prepare further for these hearings."

Cites Time Element

Mr. Cottone also claimed the examiner "apparently failed to realize that a great volume of testimony yet remains to be taken in this proceeding which may well consume many months." In addition to Mr. Richards' rebuttal presentation in Los Angeles—where all sessions thus far have been held—testimony may be taken subsequently in Detroit and Cleveland.

The General Counsel said the Commission had made clear in a letter to Judge Johnson that the Richards hearing was to have "priority over other cases which Examiner Johnson was scheduled to hear in April and May." He said the "clear import" was "that the Commission considered the expeditious disposition [of the case] to be of paramount importance and that [it] should be completed without inordinate delay or interruption."

The hearings involve renewal of Mr. Richards' licenses for the three stations, as well as his proposal to set up a trusteeship to take over their control.

Some 23 witnesses were put on the stand by FCC during the three-week session in Los Angeles, before the Commission completed its case. A total of 94 exhibits were introduced.

Adjournment came at the end of a special Saturday session which was one of the stormiest of the hearing.

First clash between FCC and defense attorneys came when FCC's Attorney Ford attempted to introduce a 12-page petition and an affidavit, filed with FCC in February 1949, in which Mr. Richards conceded he had erred in some instances but claimed his ill health made him "impulsive" and that he knew of no instances of actual news distortion [BROADCASTING, Feb. 28, 1949].

The petition and affidavit were admitted in evidence after Examiner Johnson overruled vigorous objections by Chief Defense Counsel Hugh Fulton and his associate, Joseph Burns. They contended two separate issues were involved and called on the Commission to state whether it regarded the proceedings as a license revocation hearing or as a license renewal hearing.

Examiner Johnson in overruling their motion said:

Renewal Question

"As far as I understand, this man Richards is running the station which we are trying now. The question is whether the corporation which he controls shall have its license renewed."

Second major legal clash came in final moments of the hearing, when over strenuous objection of FCC counsel, Messrs. Fulton and Burns succeeded in introducing—for identification only—a packet of letters commending Mr. Richards and the operation of his three stations.

They were copies of documents sent to FCC in support of Mr. Richards by the mayors of Los Angeles, Detroit, and Cleveland; state and national commanders of the American Legion and Veterans of Foreign Wars; Sen. Arthur Vandenberg (R-Mich.); Rev. John J. Cavanaugh, president of U. of Notre Dame; Rev. Dr. James W. Fifield Jr. of Los Angeles; John A. Hannah, president of Michigan State College; K. T. Keller, president of Chrysler Corp.; Lee Jackson, president of Firestone Tire & Rubber Co., Poet Edgar A. Guest and some 40 others.

Final witness called by FCC was John Dehner, now a freelance film and radio actor, who was announcer and news editor of KMPC from April 1942 to Nov. 1943.

News Script Identified

Mr. Dehner identified portions of 43 newscripts which he testifed were broadcast because of either specific or general instructions from Mr. Richards. All, he said, were news stories or editorials clipped from newspapers.

When asked by Defense Counsel Fulton why he had kept these scripts for seven years, Mr. Dehner replied:

"Because, Mr. Fulton, I thought that some day Mr. Richards might have to answer for the manner in which he was conducting himself

(Continued on page 51)

FCC Actions

PROPOSED decision to grant WOWO Fort Wayne, Ind., power boost on 1190 kc from 10 kw to 50 kw directional issued by FCC. Initial decision announced to grant WILK Wilkes-Barre, Pa., switch from 250 w on 1450 kc to 5 kw day, 1 kw night on 980 kc. Initial ruling to grant WMAW Milwaukee license to cover permit for 5 kw on 1250 kc, directional, reported. Details of these and other FCC actions found in Actions of the FCC beginning on page 76 and FCC Roundup on page 88.

FULTON CHARGES CENSORSHIP

Richards Counsel Hits FCC Hearing

HUGH FULTON, chief trial counsel for G. A. (Dick) Richards in FCC's hearing on the station owners news policies (see story this page), charged last week that the hearing represented "an attempt to censor what goes over the radio."

In a statement after the hearing was recessed upon completion of FCC's presentation, Mr. Fulton said he was "amazed that the FCC would attempt to destroy an excellent station like KMPC (Los Angeles) and its right to its license, on the basis of testimony of witnesses such as those relied upon by the Commission."

"With the exception of a very few whose testimony, if accepted 100%, would not justify any attack upon the license of KMPC, they were all disgruntled former employes . . .

'Nursed Grudges'

"Very obviously, they nursed grudges against KMPC and against Mr. Richards and have endeavored for years to damage and injure the station. Their testimony was replete with obvious exaggeration and emphasis on everything which they conceived might be stretched into something unfavorable.

"Wherever they thought they could do harm they purported to have marvelous recollection but on cross-examination constantly sought refuge in 'I don't remember.'

He contended that "the amazing thing is that the FCC should have vouched for the credibility of witnesses such as these and should rely on that kind of evidence in an attempt to destroy great radio stations which have for so many years furnished such excellent service to tens of millions of listeners.

"In all that time," he continued, "the FCC put in evidence only one solitary complaint from a listener and referred to two or three other complaints which its witnesses said they had received in the course of 11 years but which they had not kept, despite the fact that one of its leading witnesses testified that he had carefully preserved for seven years all the material which he thought might be injurious to the station."

Script Authentication

Mr. Fulton contended that FCC counsel "fought desperately to prevent the authentication of the actual scripts that had been used in broadcasts by KMPC and even went so far as to try to prevent the authentication of the scripts for use on cross-examination. This flight from what was actually broadcast, taken together with the absence of complaint and complete satisfaction of the listening public with KMPC and its programs, is most significant."

His statement continued:

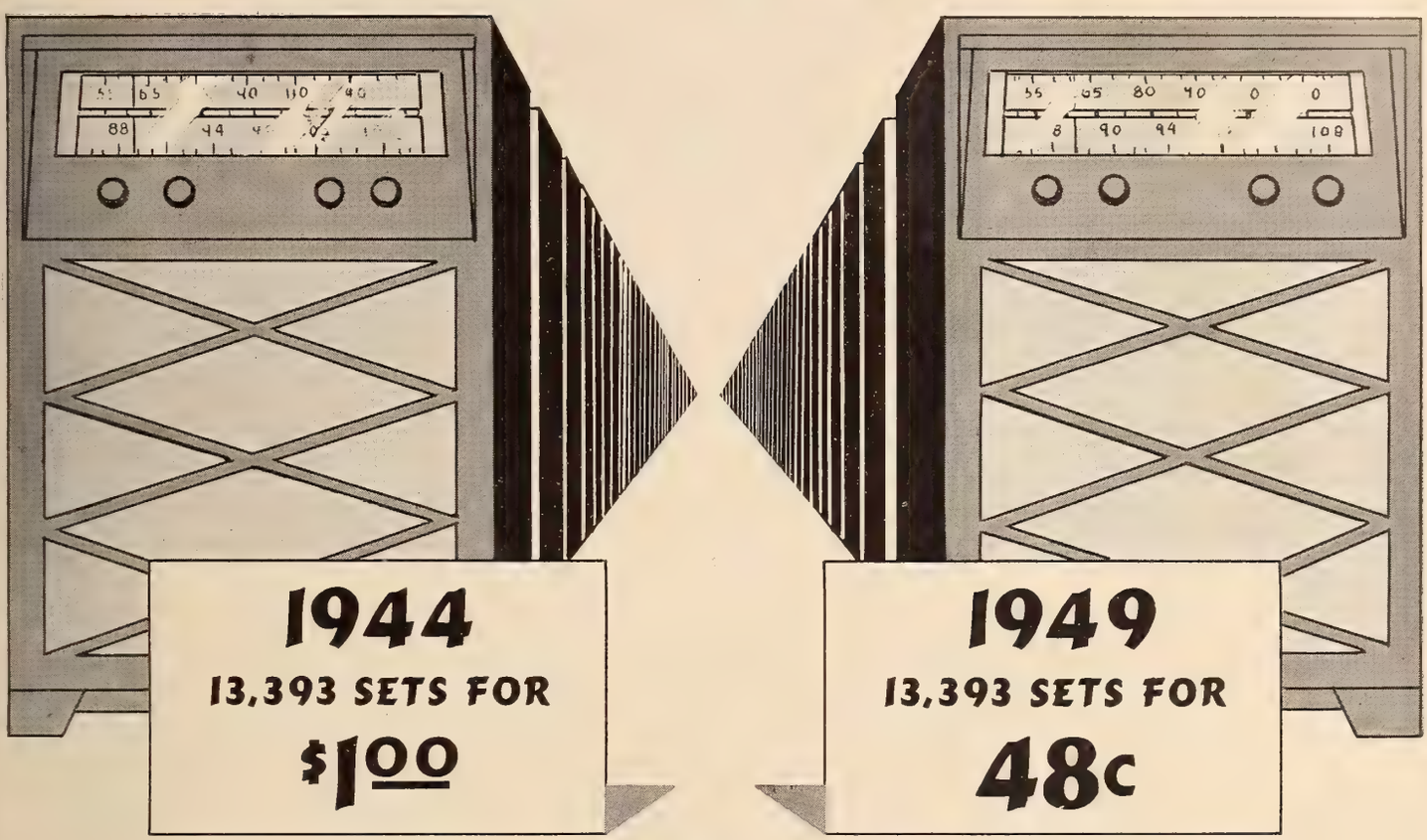
The Commission's only claim of right to examine into the matter at all is on the theory that the public needs to be protected. The public itself is the best judge, and the verdict of the public with respect to all three stations, based on years of listening by tens of millions of persons, was rendered in favor of the stations many years ago.

These proceedings have already cost the taxpayers and the radio stations, and through the radio stations the public, a vast sum of money, and have diverted time and attention that otherwise would have been devoted to still further improving the excellent service rendered to the public by these fine stations.

Despite the fact that none of the Commission's witnesses could show anything broadcast that was false or that deceived the public, the Commission apparently thinks it proper to engage in this kind of proceeding on the testimony of these disgruntled former employes, most of which was to the effect that Mr. Richards dared to have political views different from those of the administration in Washington, and particularly that he dared to state over the radio true facts which such witnesses characterized as unfavorable to the administration and to various persons connected with it, particularly the Roosevelt family.

Clearly this is an attempt to censor what goes over the radio, in violation of the Constitution and of the ban by Congress against censorship. And all this is in the face of the admission in Washington by the chief counsel of the Commission that the Commission has no investigation pending against any radio stations owned by Democrats or labor unions that have expressly stated their intention to purge and drive from office Republican Senators and Congressmen who support the Taft-Hartley Act.

WHO COSTS 52% LESS THAN IN 1944!



(WHO CLASS C, ¼ HOUR MAXIMUM DISCOUNT)

IN terms of Iowa's radio *homes*, WHO cost 10.6% less in 1949 than in 1944; in terms of *radio sets in homes, WHO cost 52% less than in 1944!*

The increased number of radio sets in Iowa's kitchens, dining rooms, bedrooms, etc.—and the additional listening they create—is even more important than the increase in radio homes. Modern research proves that *SETS* make the audience!

In 1944 there were 596,000 radio *homes* in Iowa; in 1949 there were 769,200! . . . In 1944 there were 904,000 radio *sets* in Iowa homes; in 1949 there were 2,140,000! And in addition to this tremendous increase an exceptionally large bonus audience listens in cars, offices, barns, stores, service stations and hotels.

Thus WHO is actually a much better buy today than in 1944. Radio sets in Iowa *homes alone* have increased 136%, while WHO's rates have gone up only about 14%.

The 1949 Iowa Radio Audience Survey* tells the whole story of Iowa's added listening. Write to WHO or Free & Peters for your free copy!

* The 1949 Iowa Radio Audience Survey is a "must" for every advertising, sales or marketing man who is interested in Iowa.

The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with 9,116 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.,
National Representatives

in Northern Ohio



WTAM delivers 30 markets

the largest newspaper delivers 2

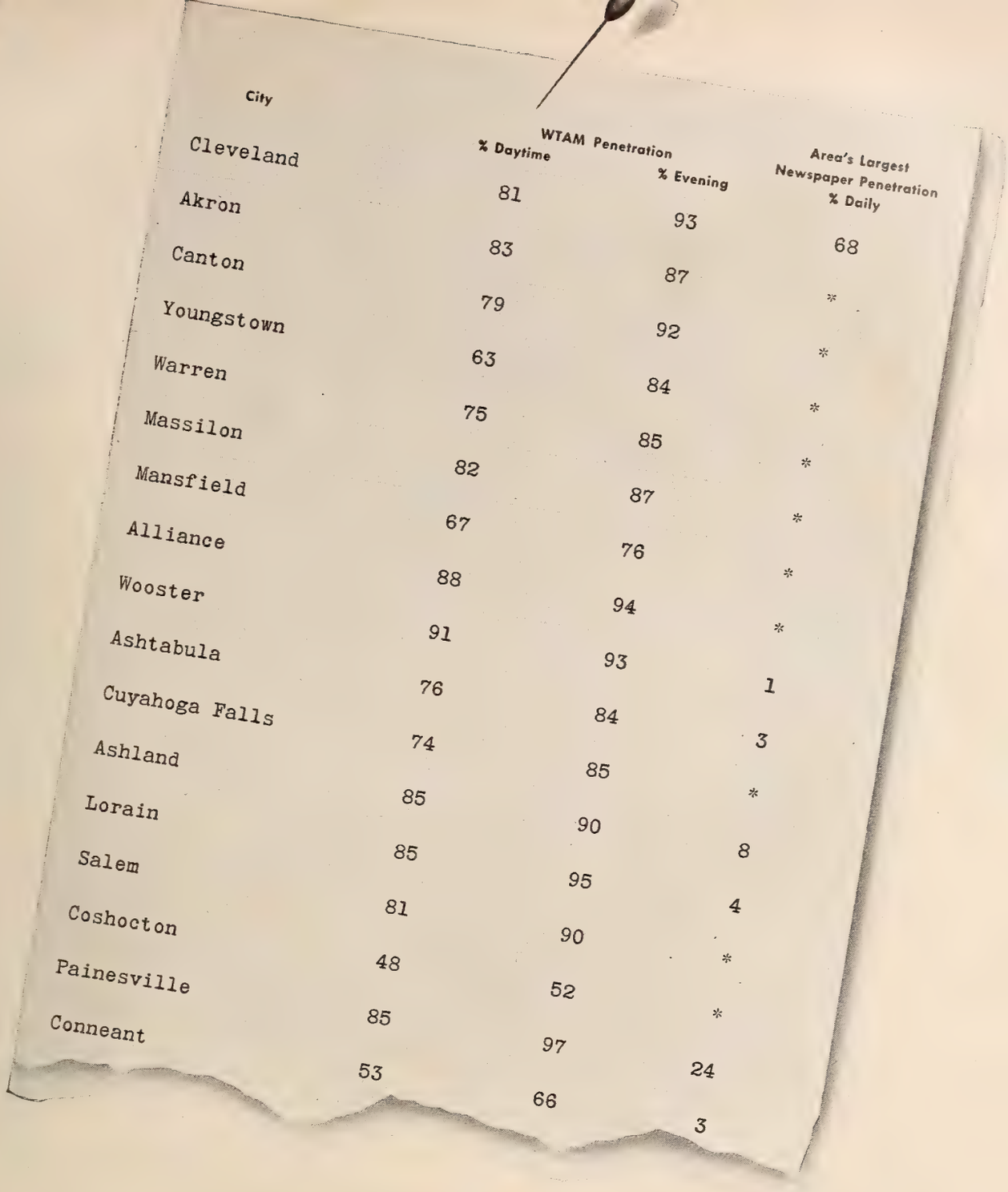
How many markets does your advertising reach in Northern Ohio? How many advertising outlets must you use in order to cover these markets?

If you use the largest newspaper in Northern Ohio, you will really *penetrate* only two markets (Cleveland—68% coverage, Painesville—24% coverage). In order to effectively penetrate as many as thirty markets in the area you would probably need 15 or 20 newspapers . . . and a formidable budget.

If you use WTAM, Cleveland, you will penetrate 30 markets day and night. No other single advertising outlet in Northern Ohio delivers so many individual markets . . . yet the cost is *lower* than other media delivering only one or two markets.

NBC SPOT SALES

NEW YORK • CHICAGO • CLEVELAND • SAN FRANCISCO • HOLLYWOOD



City	WTAM Penetration % Daytime	WTAM Penetration % Evening	Area's Largest Newspaper Penetration % Daily
Cleveland	81	93	68
Akron	83	87	*
Canton	79	92	*
Youngstown	63	84	*
Warren	75	85	*
Massilon	82	87	*
Mansfield	67	76	*
Alliance	88	94	*
Wooster	91	93	1
Ashtabula	76	84	3
Cuyahoga Falls	74	85	*
Ashland	85	90	8
Lorain	85	95	4
Salem	81	90	*
Coshocton	48	52	*
Painesville	85	97	24
Conneant	53	66	3

*Less than one percent

Source for WTAM penetration: BMB Study No. 2 March 1949. Percentage of total families in city listening to WTAM.

Source for newspaper penetration: Audit Bureau of Circulations March 1949. Percentage of total families in city reading this newspaper.

For similar market penetration comparisons of the areas served by seven major radio stations, write NBC SPOT SALES, New York 20, N. Y. You will find that stations represented by NBC SPOT SALES deliver more markets with deeper penetration than any other advertising medium.

INFORMATION AVAILABLE ON:	SERVED BY:
Metropolitan New York and New Jersey	**WNBC**, New York
Illinois, So. Wisconsin and No. Indiana	**WMAQ**, Chicago
Northern Ohio and N. W. Pennsylvania	**WTAM**, Cleveland
Washington, D. C., Maryland and No. Virginia . .	**WRC**, Washington
No. California	**KNBC**, San Francisco
Colorado, Wyoming, W. Kansas and W. Nebraska	**KOA**, Denver
Eastern New York and Western New England . .	**WGY**, Schenectady

Winter's Winds

Need Not Freeze

Refrigerator Sales

By BILL THOMPSON

IF THE MIZERANY brothers of St. Louis should spend next winter in Alaska, their competitors in the refrigerator business might logically assume they went north to exploit the Eskimo market.

This winter, during the colder months when refrigerators would normally be expected to move slowly, Mizerany Appliance Co. chalked up an imposing record for two of its half-dozen brands.

And why only two? Because they were the only brands advertised by radio.

Joe Mizerany, 42-year-old president of the firm, "discovered" broadcasting last September with the help of a WIL St. Louis salesman named William Geisz. Mr. Geisz sold him a weekly package of five 15-minute transcribed disc jockey shows (12:15 to 12:30 p.m.) featuring Myron J. Bennett, a Des Moines broadcaster popularly known as "M. J. B." The first week of the series witnessed a sell-out of 25 Emerson television sets, plugged exclusively to test the "new medium".

Mr. Mizerany was impressed, but reasoned that radio might be even more effective, as winter approached, to keep refrigerator stocks rolling. He started advertising Norge products, and the resultant year-end spurt found him leading all other dealers in the greater St. Louis area by a wide margin.

By mid-November, Norge could no longer meet the heavy demand for refrigerators at Mizerany, but nevertheless continued its sponsorship of the noontime show until early December when Crosley took it over. At the same time, Crosley added six more quarter-hour disc shows a week (4:45 to 5 p.m.) featuring Jack Bennett, a young, romantic-type WIL announcer. After a record first week with both shows, Crosley added a sixth quarter-hour period to the noontime series. In the next 60 days Mizerany moved three carloads of Crosley refrigerators.

A LITTLE MORE than six months ago Mizerany Appliance Co., St. Louis, decided to use radio for the first time. It was a move designed to offset the refrigerator sales decline that normally sets in during cold months. However, the result was a booming business that found the Mizerany brothers unable to keep up with their customers' demand. This is the story of the two brands that radio sold.

"Since entering radio, our business has been up 75%", he told BROADCASTING last week. "It would be four times greater if we had the merchandise."

Before embracing "the greatest of all media", Mizerany's largest advertising budget was $2,000 yearly. It was heavy in neighborhood newspaper space, with an occasional display in one of the big St. Louis dailies. Although late in jumping on the radio bandwagon in 1949, the company rounded out the year with an advertising outlay of more than $4,000—nearly 65% for broadcasting.

"Ninety per cent of an overall advertising budget of $15,000 will go for radio time in 1950," Mr. Mizerany said.

WIL has realized considerably more revenue from Mizerany time than is indicated by the firm's expenditures for Norge and Crosley promotion because these shows have been co-ops. The stepped-up schedule charted for 1950 is due to the fact several other manufacturers of appliances handled by Mizerany are negotiating joint deals.

The Mizerany brothers — Vice President Ed and Sales Manager Steve, as well as Joe—have definite ideas about their commercials. They want them to stress the "friendliness" and "homey atmosphere" of the establishment. Frequently the Announcers Bennett, who are not related, work into their script lines like these:

"Don't have breakfast at home—come down and have coffee and rolls with Joe."

"Bring the whole family in—and just look around."

"You name the terms—anything can be worked out."

"Steve just got married—he knows the problems of the newlywed."

"Tony, our service manager, is a bachelor, girls. Come in and look him over."

Circulars are distributed periodically over a broad area of St. Louis, carrying the streamers: "Kings of the Trade-Ins" and "Friendly Family Dealers". These tags also are used on the air.

The Mizerany family came to this country from Batroun, Syria (now Lebanon), in 1929. The father, Alexander, opened a grocery on the south side of St. Louis, but, being a well-educated man, also taught at St. Raymond's School. Joe, the eldest son, was first of the clan to seek employment outside the family enterprise. He became a wood heel fitter at International Shoe. Within a few years, however, he realized he would be happier running his own business, so he merged his savings with his father's know-how and founded the J M Market. The J M stood for Joe Mizerany.



Jack Bennett (l), announcer on one of the Mizerany disc shows, interviews Steve Mizerany, sales manager of the company, during broadcast from store. At right is Joe Mizerany, president, and second from right is his brother Ed, vice president.

* * *

In 12 years, Joe and his brother Ed had tucked away a substantial sum. Counselling with their father, they decided in 1945 to venture into the appliance business because of a bigger mark-up on goods and a better opportunity for specialized selling. Besides, a lot of people needed appliances after the war. But they proceeded cautiously. Another brother, Steve, was placed in charge of the new project while Joe and Ed stayed on at the J M Market. Ed joined Steve within a year, but Joe left the grocery only six months ago.

Mizerany Appliance Co. has functioned in St. Louis' old South Broadway Poultry Market since it was organized five years ago. At the outset, this property—37 feet across the front and 45 feet long—was rented for $150 a month. But in 1948, when the Mizerany brothers copped a $1500 prize for record sales of Maytag ranges, they purchased the building, and an adjacent 40-foot frontage. Since their "radio boom" of last fall, they have started construction of a 70-foot addition to the length of the structure.

The company has a total of eight employees. Two of the official family are not relatives, but are close friends of the Mizeranys. Tony Stuevers, service manager, has worked for the family 20 years, starting in the grocery when he was 11. Joe Farhatt is credit manager. Within a few weeks, a fourth brother, Virgil, will leave the grocery and come over to the appliance store. A fifth brother, George, will remain in charge of the market.

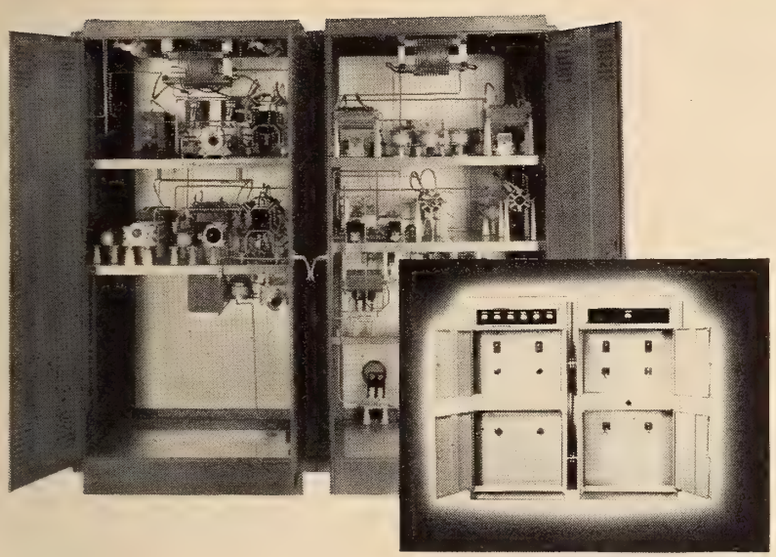
There is a sixth Mizerany—Mrs. Agnes Slyman, only sister of the brothers—but she has never taken an active part in any of the family enterprises. However, she does attend "board meetings" around the family table when the head of the clan, Mother Deby Mizerany, entertains with that famous Syrian dish—kibbee and rolled cabbage.

Alexander Mizerany passed away in January, having lived to see his sons prosper beyond his fondest dreams. He would have been satisfied to see them succeed locally. Yet today through the magic of radio, they attract patrons from three states.

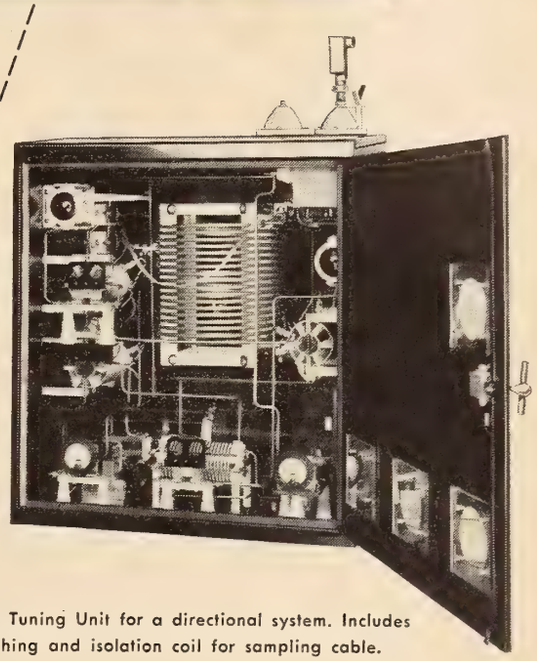


One of a Series

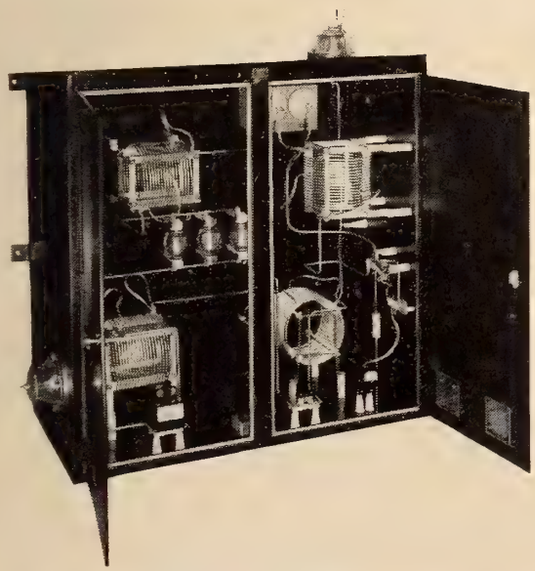
USED BY EFFICIENCY-CONSCIOUS BROADCASTERS ...THROUGHOUT THE WORLD!



Phasing Unit for 6 tower directional antenna system.



Special Antenna Tuning Unit for a directional system. Includes pattern switching and isolation coil for sampling cable.



Special 50KW Antenna Tuning Unit built for a South American station.

ANDREW phasing and tuning equipment has a long record of complete dependability and economy!

Whether your installation requires a single tower or a nine-tower directional array it will pay you, too, to specify ANDREW Equipment.

Andrew CORPORATION
363 EAST 75th STREET CHICAGO 19
World's Largest Antenna Equipment Specialists

TRANSMISSION LINES FOR AM-FM-TV • ANTENNAS • DIRECTIONAL ANTENNA EQUIPMENT
ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT • CONSULTING ENGINEERING SERVICES

WINS DISPUTE

AFM Local Pickets Station

WINS New York, independent outlet owned by Crosley Broadcasting Corp., last week was operating under protest by Local 802 of the American Federation of Musicians, which maintained daily picket lines around the station.

The local's action resulted from WINS' dismissal of its eight-piece orchestra last Monday because of insufficient "public or advertiser acceptance." No programs were disrupted by the action, however.

At the same time WINS offered to negotiate an agreement with the union covering any "future needs" for AFM members as the demand arises. Kiernan T. Murphy, business and co-manager of WINS declined to reveal what action, if any, the station would take in view of the union's protest. The matter is being studied by WINS' legal counsel.

It was reliably learned, however, that Local 802 may take the matter up with FCC, though its officials, who described the situation as a "lockout," would not comment on the Local's plans.

WINS' headquarters at 28 W., 44 St., and two remote programs were picketed. Station's engineers, members of the International Brotherhood of Electrical Workers, also refused, during early hours of the picketing, to cross lines but later resumed work. Members of AFRA employed at WINS crossed the picket lines, however.

Crosley Broadcasting Corp. pointed out that in eliminating the services of "live music" it reached a decision "that most stations in the U. S. have already made". Spokesmen denied the station had locked out the union, pointing to its willingness to negotiate in the future.

MBS SURVEY

Covers One-Station Cities

MBS has engaged Crossley Inc. to conduct a survey of radio listening in 116 communities which have only one network station, it was announced last week.

Crossley is conducting interviewing 12 hours a day, seven days a week during April by coincidental telephone technique.

Richard J. Puff, MBS director of research, said the survey was being undertaken to supply advertisers with better information on listening in markets outside metropolitan areas than had previously been available.

Pacific Exhibit

SIXTH annual Pacific Electronic Exhibit will be held Sept. 13-15 at Long Beach (Calif.) Municipal Auditorium. The event, sponsored by the West Coast Electronic Manufacturers Assn., will be held jointly with the Institute of Radio Engineers annual West Coast convention.



GREATER Cleveland broadcasters appraise results of area's showing of the All-Radio film, "Lightning That Talks," which they promoted at a luncheon in the Hotel Cleveland. L to r: (standing) Jack O'Brien and H. A. Seville, both WEOL Elyria, Ohio; R. Morris Pierce, WDOK; John Patt, WGAR; (seated) Larry Webb, WJW; John McCormick, WTAM; Dave Baylor, WJMO and general chairman, Cleveland AM-Radio Committee, sponsor of showing; Sam Sague, WSRS, and K. K. Hackathorn, WHK.

WALTERS NAMED

Heads Mississippi Bcstrs.

GRANVILLE WALTERS, WAML Laurel, Miss., was elected president of the Mississippi Broadcasters Assn. at the annual convention held in Jackson last weekend (April 1-3).

P. B. Hinman, WROX Clarksdale, was named vice president, and Bob Evans, WELO Tupelo, was re-elected secretary. Assigned to the executive committee were: W. H. Cole, WHOC Philadelphia; Charlie Holt, WHSY Hattiesburg; H. O. Jones, WGCM Gulfport; L. L. Miller, WQBC Vicksburg; James Ownby, WJXN Jackson, and R. F. Wright, WTOK Meridian.

The association unanimously passed a resolution asking Congress to take speedy and favorable action on the McFarland Bill now pending in the House of Representatives. West Point, Miss., was selected as the site for the 1951 convention.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Feb. 28	277
Number of commercials starting on networks during March	5
Number of commercials dropped from networks during March	15
Number of commercials on the four nationwide networks, March 31	267

March Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Toni Co.	Beauty & Fashions by Carol Douglas	ABC	Mon.-Fri., 12:25-12:30 p.m.	Foote, Cone & Belding
Trimount Clthg.	Stop the Music	ABC	Sun., 8:15-8:30 p.m.	W. Weintraub Co.
Benjamin Moore & Co.	Your Home Beautiful	MBS	Sat., 11-11:15 a.m.	St. George & Keyes
Phillips Petroleum Co.	Rex Allen Show	CBS	Fri., 10-10:30 p.m.	Lambert & Feasley
Sterling Drug Co.	Sing It Again	CBS	Sat., 10:30-10:45 p.m.	Dancer-Fitzgerald-Sample

March Deletions

Texas Co.	Metropolitan Opera	ABC	Sat., 2-5 p.m.	Kudner Agency
Doubleday & Co.	Jacques Fray	ABC	Sat., 5-5:15 p.m.	Huber Hoge & Son
Ronson Art Metal Works	Johnny Desmond	ABC	Wed., 9:25-9:30 p.m.	Grey Adv.
Phillips Petroleum Co.	National Barn Dance	ABC	Sat., 10-10:30 p.m.	Lambert & Feasley
Smith Bros.	Stop the Music	ABC	Sun., 8:15-8:30 p.m.	Sullivan, Stauffer, Colwell & Bayles
Westinghouse Electric Corp.	Ted Malone	ABC	Mon.-Fri., 12:25-12:30 p.m.	McCann-Erickson
Kraft Foods Co.	Marriage For Two	NBC	Mon.-Fri., 10:30-10:45 a.m.	J. Walter Thompson
Mars Inc.	Curtain Time	NBC	Wed., 10:30-11 p.m.	Grant Advertising
Sealtest Co.	Dorothy Dix at Home	NBC	Mon.-Fri., 10:45-11 p.m.	N. W. Ayer
American Tob. Co.	Leave it to Joan	CBS	Fri., 9-9:30 p.m.	BBDO
Animal Found. Inc.	Allan Jackson & the News	CBS	Sun., 11-11:05 a.m.	Constock, Duffes
Doubleday Inc.	Doubleday Program	CBS	Sun., 2:30-2:45 p.m.	Huber Hoge & Son
Doubleday Inc.	Doubleday Program	CBS	Sun., 2:45-3 p.m.	Huber Hoge & Son
Luden Inc.	Sing It Again	CBS	Sat., 10:30-10:45 p.m.	J. M. Mathes
M & M Ltd.	Joe Di Maggio Show	CBS	Sat., 10:30-11 a.m.	Lynn Baker

March One-Timers

Omnibook Inc.	Robert St. John	ABC	Sun., March 5, 3-3:15 p.m.	Huber Hoge & Son
Natl. Council Protestant Episcopal Churches	One World In Christ	MBS	Sun., March 12, 11:30-11:45 a.m.	Van Diver & Crowe
Radio Offers	B-Bar-Riders	MBS	Tues., March 21, 5:30-6 p.m.	Huber Hoge & Son

CIGARETTE ADS

FTC Issues 'Cease' Orders

CEASE and desist orders to stop certain advertising claims for cigarettes and other tobacco products were issued against two companies by the Federal Trade Commission last week. Named in the orders were R. J. Reynolds Tobacco Co., Jersey City, N. J., and Winston-Salem, N. C., manufacturer of Camel cigarettes, and P. Lorillard Co., Jersey City, N. J., and New York, maker of Old Golds.

The commission also announced it had before it a trial examiner's recommended decision that the American Tobacco Co., New York, be ordered to stop alleged misrepresentation of Lucky Strike cigarettes. Meanwhile, another trial examiner was considering a case in which Philip Morris & Co. Ltd. Inc., New York and Richmond, Va., is charged with false advertising of Philip Morris cigarettes. Still another pending case, FTC reported, involves the advertising of Pall Mall cigarettes, produced by American Cigarette and Cigar Co., New York and Durham, N. C.

Nicotine Claim

In finding that Camels and Old Golds—and the smoke from them—"do not, as claimed, contain less nicotine than other leading brands," the commission pointed out that "the nicotine content of the smoke of a cigarette is in direct proportion to the nicotine content of the tobacco contained in the cigarette itself."

"In view of this fact," FTC stated, "the reason that the makers of Camels and Old Golds cannot truthfully claim a lower nicotine content is that the tobaccos used by the manufacturers of all the leading cigarette brands contain nicotine in substantially the same quantities and variations."

In addition to the Old Golds prohibitions, the order against the Lorillard Co. also is directed against advertising claims of Friends smoking tobacco, as well as Beech-Nut and Sensation cigarettes.

In the American Tobacco case, the recommended decision of Trial Examiner John Hornor proposes that "the company be prohibited from representing that Lucky Strike cigarettes contain less nicotine and are less irritating to the throat than competing brands; that they are easy on the throat, or that they offer throat protection against irritation or coughing."

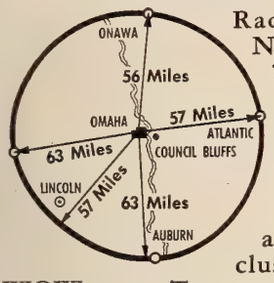
Experts' Choice

The proposed order also is directed against claims that independent tobacco experts prefer Luckies "2 to 1" and that the "toasting" process removes irritants and impurities to a "physiologically significant degree."

WBBC Flint, Mich., will broadcast all Flint Arrow baseball games, home and away, during current season .

WOW-Land is a Big Market

Served through a Truscon Radio Tower



Radio Station WOW, Omaha, Nebraska, serves a market of 764,400 people with total retail sales of nearly a billion dollars.

No other station covers the area comprising the rich, urban and rural market known as WOW-Land. For this exclusive and effective coverage, WOW uses a Truscon Self-Supporting Radio Tower 392 feet high, with an RCA double antenna for FM and TV giving an overall height of 500 ft.



Another
TRUSCON
TOWER OF STRENGTH
500 FT.
HIGH
OVERALL



The characteristics of terrain and meteorological conditions which are individual with WOW-Land received special consideration when Truscon radio engineers designed this handsome tower. Truscon offers a world-wide background of experience to call upon in fitting Radio Towers to specific needs. Whether your own plans call for new or enlarged AM, FM or TV transmission, Truscon will assume all responsibility for tower design and erection . . . tall or small . . . guyed or self-supporting . . . tapered or uniform in cross-section. Your phone call or letter to our home office in Youngstown, Ohio—or to any convenient Truscon District Service Office—will rate immediate, interested attention . . . and action. There is no obligation on your part, of course.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON
SELF-SUPPORTING
AND UNIFORM
CROSS SECTION GUYED **TOWERS**
TRUSCON COPPER MESH GROUND SCREEN

IT'S IN TH



E GROOVE!

Now that you've been stopped by the age-old snare of a pretty girl, consider this:



DOES YOUR TRANSMITTER SPEAK WITH AN ACCENT?

Now what the Sam Hill connection does that query have with the illustration? Very simple . . . the connection is *"in the groove!"*

Think it over. A transmitter is not a linguist. It cannot translate distortion into clear signals. When foreign sounds are picked up from a recording groove and delivered to an amplifier, q. e. d., your transmitter *speaks with an accent.*

If your aim is quality transmission, then look first to the recording groove. If the fidelity you seek is not in the groove, then your reproduction just can't and won't be fidelity on the air.

I extend you my personal invitation to visit our engineering exhibit during the NAB Convention. Browse around at will. See and hear Lang-Worth's revolutionary recording groove that defies rules and ushers in a whole new era in sound recording.

The groove that takes the accent out of transmitters.

C. O. LANGLOIS, *President*



CONVENTION HEADQUARTERS:
Suite 512A-513A
Stevens Hotel
Chicago, Illinois

LANG-WORTH
FEATURE PROGRAMS, Inc.
Network Calibre Programs at Local Station Cost
113 WEST 57th ST. · NEW YORK CITY 19

Editorial

Rate Card Ravishing

THE MILD tempest stirred by so-called "rate adjustments" to compensate for TV's cut-in on tune-in in multiple TV markets, underscores heavily the need for clearer-thinking and planning in both radio and TV rate-making.

There's hardly a radio pioneer alive who doesn't remember the days when the station rate-card was merely an indication of the approximate charge and when time was bartered and brokered in sufficient quantities to meet weekly payroll. Gradually, radio acquired stability, as it proved its efficacy in selling. Today, with an overabundant station population, rate-cutting is again in evidence.

Why broadcasters so delude themselves is beyond reason. They antagonize legitimate advertisers and agencies. They drive away good prospects. And they lower standards.

There are disconcerting reports about similar practices in some TV markets, even at this early date, and with just 102 stations on the air. There are special summer discounts, and package deals. One TV station is said to have three published rates. In another city the competition for a sports account was so rigorous that a deal was sold for less than cost.

It's impossible to justify bargain-basement rates in TV, which is developing at a swifter clip than any art or industry in history. It seems illogical to offer rate inducements when more homes are being served and the medium becomes more economical for the account.

We doubt whether the move toward AM "rate adjustments" will snowball. The sheer force of logic and of statistics on radio homes and tune-in must prevail. Eventually, of course, there will be adjustments. There always are in all media. Broadcasters are lamenting their failure to bring network and station rates in line with coverage during the war years.

The eventual drift may be a single-rate—day and night—for sound radio. Certainly the tune-in averages, indicating 75% daytime listening as compared to nighttime would augur for something other than the conventional 50% of Class A rate for daytime.

Radio and TV have problems enough without engaging internecine rate warfare.

The Left Side

IN THESE explosive times, even the faintest suspicion of activity contrary to the tenets of our form of Government warrants scrutiny.

We are concerned about reports of "slanting" of news written for both newspaper and radio wires. The reports come from responsible broadcasters who are not given to looking under beds.

Experienced newsmen know how this can be done—a subtle phrase here, a trick sentence there, or only half of the facts.

News associations would not for one moment condone such conduct. The culprits would be fired on the spot, if detected.

The National Assn. of Radio News Directors last year looked into such allegations. The news associations are exercising vigilance. But it's hard to monitor every item around the clock.

Broadcasters or news directors who detect the slightest semblance of news slanting should complain. NARND, in our judgment, should maintain constant and continuing watch, not only of news association reports, but of local copy.

TV: It's Cold Outside

A YEAR AGO, convening in Chicago under NAB auspices, the engineers of the broadcasting art were looking for the answer to one question: "When will the TV freeze be lifted?"

This week, again in Chicago, they are still looking for the answer. The question is equally haunting to their colleagues who will assemble in Chicago for the NAB Management Conference next week, and to broadcasters generally. Economic leaders should also be concerned.

The FCC, from which the answer must ultimately come, has stopped guessing. Like the rest of us, the FCC doesn't know. The best anyone can do is look at the steps which the Commission says must be taken first, and try to estimate how much time they will consume. By this standard, the end of 1950 would seem the earliest reasonable estimate.

It is a fact, though it sounds paradoxical, that television is on the move despite the freeze. Some of the important research developments will be detailed in Chicago, as indicated elsewhere in this issue. More spectacular is the continuing high demand for TV sets. The fact that after 18 months of freeze there are 102 stations on the air and some 4,750,000 sets in use is proof of television's vitality, as well as notice of things to come.

The nation's economy will benefit materially from a "thaw." Construction of new stations, opening of countless new markets, increased manufacture and sale of equipment will have a snowball effect extending through years ahead. Just as television was a major factor in averting postwar depression, lifting the freeze could alleviate fears developing around current unemployment of 4,100,000.

Trojan Horsing?

LAST WEEK legislation was introduced (S 3358) at the behest of Attorney General McGrath proposing restrictions on transmission of gambling information in interstate commerce. It was accompanied by a resolution authorizing an investigation, and hearings before the Senate Communications Subcommittee, headed by Sen. Ernest W. McFarland (D-Ariz.), are set for this week.

The bill would penalize radio and TV simply because they are instantaneous news media. Stations would be precluded from broadcasting or telecasting of any "gambling" information before the start of any horse race on the day it is scheduled to run, or during the hour following the finish of the race. The exception would be carrying of a single race as a "special event," like the Derby, with no more than one horse race broadcast by station or network *per day*.

The bill is aimed at the racketeers and organized crime. All interstate media would be affected, but radio and TV would take it on the chin for no other reason than their faculty of "publishing" with the speed of light and the FCC would be the cop.

There's serious question, of course, whether such legislation is Constitutional. It would appear to do violence to the First Amendment. Chairman Ed C. Johnson seemed to recognize that when, in introducing the bill at the request of the Attorney General, he commented that gambling information "ought to be restricted but there is a border line between gambling information and legitimate news."

We're all against crime. The question is whether the ends justify the means; whether Congress should, or can, gamble with the fundamental freedoms. If horse-racing is legal, news about horse-racing must be legal.

There are matters which are not susceptible of legislative correction.

Our Respects To—



NEAL KYSER McNAUGHTEN

NEAL McNAUGHTEN'S life has been just one electron after another, ever since the autumn day back in 1923 when he wandered into a radio repair shop after a dull day in a Pueblo, Col., grade school.

The science of electronics has advanced rapidly since 1923, and Mr. McNaughten has moved along with it to his present post as director of the NAB Engineering Dept., where he runs the gamut of radio problems from international allocations to soldering irons.

There was a gleam in his eye, plus a hole in his pocketbook, when he walked up to A. L. Nelson, operator of the A. L. Nelson Radio Service, and asked for an after-school job. Fortunately the business needed an eager youngster to do one of its less glamorous chores—battery changing, a major operation in service shops during the early '20s.

So Neal McNaughten went to work every afternoon, and Saturdays too, taking out old A, B and C batteries and putting in new ones. Soon he became proficient at testing and repairing. And for fun at home in the evenings he built receiving sets.

When President Coolidge was inaugurated in 1925, a dozen neighbors sat in the McNaughten living room with all the headsets from blocks around. Straight from KOA Denver they picked up the actual broadcast of inaugural proceedings. Loudspeakers were expensive in those days but headsets were adequate and everybody knew that the McNaughten kid had the best receiver in town.

Inevitable, of course, was a homemade ham outfit. Along about that time KGHF was started in Pueblo. Young Neal McNaughten hung around and soon was helping build the station. After graduating from high school in 1929 he went to Greeley (Col.) State Teachers College, figuring on working his way to a degree. About that time the stockmarket collapsed, and along with it the chance of getting a job to finance four years of higher education. The alternative was a job back at Pueblo High School as laboratory assistant in chemistry and physics, augmented by a basement radio repair shop and some extra high school courses.

The next autumn he went to the U. of Colorado, again bound to get higher education. He got a job at the county home, tending furnace and doing odd chores for his lodging, but the depression had thickened and he ran out of money.

After a brief and tedious tour at a gasoline station, he returned in 1931 to the inevitable electrons and set up a full-fledged radio sales and service business at home with a sign

(Continued on page 83)



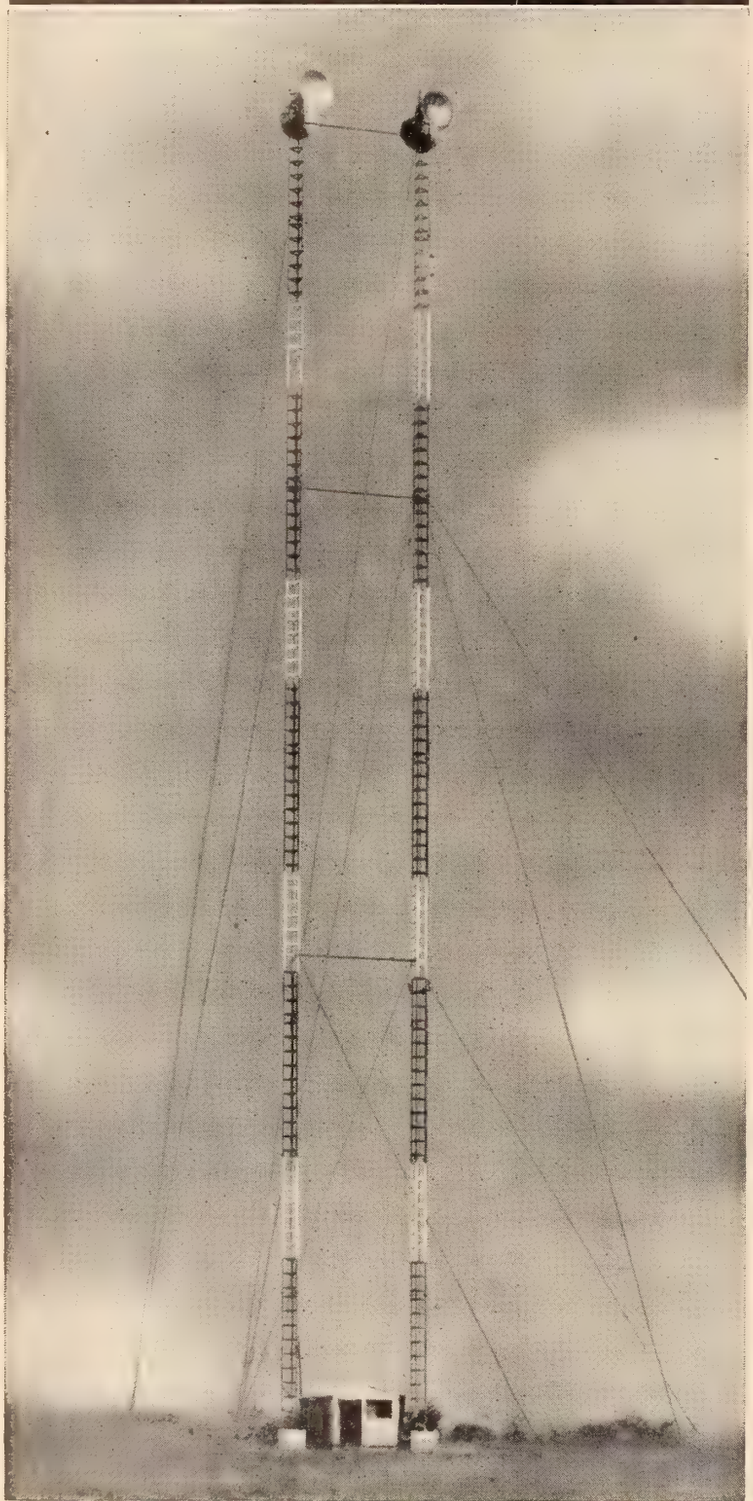
Business is always better in Washington, D.C.

Four million Americans will visit their nation's Capital this summer to spend an estimated $100,000,000. Be sure it's your sales story they hear on WTOP . . . with 44.4% more audience (Jan.-Feb. Pulse) than any other station in Washington.

WTOP
THE WASHINGTON POST-CBS STATION

WASHINGTON'S ONLY 50,000 WATT STATION • REPRESENTED BY RADIO SALES

AM · FM · TELEVISION
TOWERS



200 foot STAINLESS towers. Part of WLAV-TV, Grand Rapids, relay system, holding 4 micro-wave dishes.

STAINLESS, INC.
50 CHURCH STREET • N.Y.C
PLANT: NORTH WALES, PA.

Management

JOHN L. TAYLOR, former general manager of WBUT-AM-FM Butler, Pa., and before that general manager of WCMW Canton, Ohio, appointed manager of WLIO East Liverpool, Ohio. He also was formerly with WJW Cleveland, then Akron, and was chief announcer and continuity director for WKST New Castle, Pa., and program director for WHBC Canton. He succeeds **JOHN M. CROFT**, resigned.

W. ECCLES HUFF appointed general manager of WAAB Worcester, Mass. He was formerly program director for WAAB and before that was production manager of WAKR Akron, Ohio, and program director of WDVK Durham, N. C.



Mr. Huff

IRVING E. ROGERS, president and treasurer of WLAW-AM-FM Lawrence, Mass., elected president of newly formed Greater Lawrence Industrial Corp.

JACK SENTER, manager of KULP El Campo, Tex., resigns. Future plans have not been announced. **ROBERT HATHAWAY**, formerly business manager of station, appointed assistant manager.

CHARLES F. JOHNSON Jr. appointed assistant to **CHARLES M. DALE**, president and general manager of WHEB Portsmouth and Dover, N. H. Mr. Johnson has been with station's commercial department since last September.

PATRICK J. GOODE, president of Elm City Broadcasting Corp., owner of WNHC-AM-FM-TV New Haven, Conn., resumes active duties with management of stations. For past 14 years he has been postmaster of New Haven Postal District. He resigned from that post effective April 1, to devote more time to stations. He will be in charge of public service programs and station relations.

ALLAN CURNUTT named general manager of KICM Mason City, Iowa. He recently resigned from staff of KJAY Topeka, Kan., and before that was general manager of KCBC Des Moines and part owner of KBIG, proposed new station in Des Moines. He also was formerly with WTMJ Milwaukee, WIBA Madison, WOSH Oshkosh, WMAM Marinette and WCLO Janesville, all Wisconsin.



Mr. Curnutt

COL. HARRY C. WILDER, president of WSYR-AM-TV Syracuse, N. Y., elected to membership in Radio Pioneers Club. He was elected president of WSYR in 1932.

K. K. HACKATHORN, general manager of WHK Cleveland, elected trustee of Cleveland Better Business Bureau Inc.

ARTHUR HULL HAYES, CBS vice president and general manager of KCBS San Francisco, returns to his desk after major operation.

Walter E. Poor

WALTER E. POOR, 64, chairman of the board of Sylvania Electric Products Inc., died last Tuesday afternoon at St. Lukes Hospital, New York. Surviving are his wife, Mary Bradshaw Poor; two sons, George Russell and Arthur Phippen, and his brothers, Frank A., founder and chairman of the finance committee of Sylvania, and Edward J., who retired a few years ago as chairman of the board.

WLOW Goes Fulltime

WLOW Norfolk, Va., independent daytime outlet, went on a 24-hour per day schedule last Monday (April 3), four weeks after the FCC granted the station permission to operate fulltime. Owned and operated by the Commonwealth Broadcasting Corp., WLOW is licensed for 1 kw on 1410 kc.

Feature of the Week

(Continued from page 18)

entertainment institution on the air, Gov. Allan Shivers joined with Dallas' Mayor Wallace Savage in broadcast tributes as part of a special nighttime program, *The Early Birds' Night Out.*

Presiding over the anniversary line-up was "Mister Hack" (Elmer Baughman), proprietor of the rustic "Hack Berry Hotel," current fictional setting of *The Birds* variety doings. His helper is black-face, slow-motion-talking "Little Willie," played by advertising man Ben McCleskey.

Jeffries as M. C.

Plump Jimmie Jeffries, onetime *Birds* m.c., now of KLIF Dallas, was back for an anniversary stint.

Commercially, the show appears potent. Booked solid, the program numbers among present sponsors Earl Hayes Chevrolet Co. (six quarter hours weekly); Southwestern Drug (Red Arrow products); Mennen Co., Morton Foods (three quarter hours weekly each); and General Foods (Birds Eye), Bristol-Myers (Vitalis), Whitehall Pharmacal Co. (Anacin) and Dwight Edwards Co. (Nob Hill Coffee), among spot participants.

WKZO-TV

FETZER BROADCASTING CO.

FIRST

ON THE AIR WITH THE NEW
FEDERAL MID-LEVEL MODULATION
TELEVISION TRANSMITTER

•

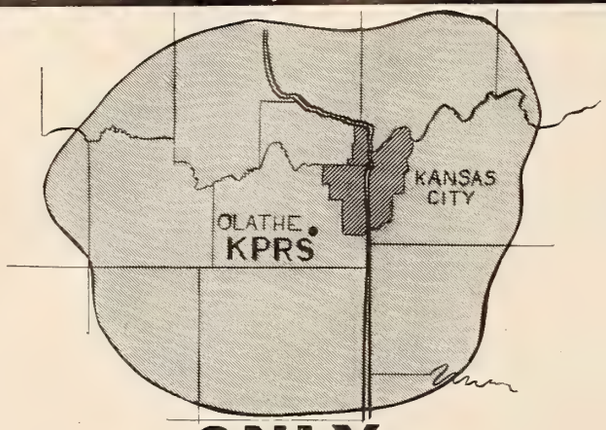
Federal Telecommunication Laboratories, Inc.

500 WASHINGTON AVE. NUTLEY 10, NEW JERSEY

•

BOOTH 10, N. A. B. SHOW

America's 16th★ Market is Starved for Major League Baseball



ONLY
KPRS
OLATHE, KANSAS
BRINGS
Liberty Broadcasting System
"GAME OF THE DAY"
TO THIS
Billion Dollar Market★

125 Major-league games open, beginning April 18th, subject prior sale. Wire or write for prices.

REPRESENTED BY
Continental Radio Sales

★Greater Kansas City

Within 25 miles of KPRS' transmitter there are over 1 MILLION people, who spent over $1½ BILLION dollars last year. KPRS costs less than any other station in this market.

Commercial

ROY PEARCE appointed commercial manager of KSCB Liberal, Kan. He has been in radio for 10 years.

LAWRENCE B. BUTLER, formerly sales manager of KXIC Iowa City, Iowa, joins staff of KDON Salinas, Calif., as commercial and business manager.

WILLIAM J. ROSSER, formerly with Chesapeake & Potomac Telephone Co., added to sales staff of WWDC-FM Washington as account executive.

TOM F. MEAD, formerly with WAGE Syracuse, N. Y., WHOB Gardner, Mass., and WHWL Nanticoke, Pa., appointed sales manager of WHAY New Britain, Conn.

CHARLES A. PRATT, formerly with *Chicago Tribune* advertising department, joins WAAF Chicago's local sales staff.

COLUMBINE NETWORK, consisting of seven Colorado stations, appoints **Western Radio Sales,** Hollywood, as its representative. Stations comprising network are KMYR Denver, KCOL Ft. Collins, KYOU Greeley, KBOL Boulder, KRDO Colorado Springs, KEXO Grand Junction and KCSJ Pueblo.

Mrs. MELBADEAN appointed commercial manager of KULP El Campo, Tex.

H-R REPRESENTATIVES Inc., New York, appointed to represent KXXX Colby, Kan.

WILLIAM P. PEAVEY appointed account executive in San Francisco office of John Blair & Co., Chicago. He spent four years as department head with C. E. Hooper Inc. in New York and Norwalk, Conn.

VIRGIL REITER Jr., formerly of new business department at Ruthraff & Ryan, Chicago, joins Mutual's Central Div. sales staff. He was former Midwest office manager of WCAU Philadelphia.

EDWARD CALLAHAM, former account executive at Ellington & Co., New York, and before that sales promotion executive with Shell Oil Co., joins New York sales staff of Edward Petry & Co.

LAMONT L. (Tommy) THOMPSON appointed TV spot salesman in San Francisco Bay Area and is claimed to be first working exclusively on TV. He has been with KJBS and KCBS San Francisco since end of war. He will represent WCBS-TV New York, WCAU-TV Philadelphia, WBTV (TV) Charlotte, WAFM-TV Birmingham, KSL-TV Salt Lake and KTTV (TV) Los Angeles.

EDWARD PETRY & Co., Los Angeles, moves to new offices in Pacific Mutual Bldg., 523 West Sixth St. Phone remains Michigan 8729.

ZEKE WHITE, commercial manager of KSUE Susanville, Calif., is the father of a boy, Ronald Zelon.

WGIG Joins GALS

WGIG Brunswick, Ga., has joined the Georgia Assn. of Local Stations, according to Tom Carr, sales director of the association. WGIG brings the total membership in the GALS to 30 stations, Mr. Carr said.

DOTY PROMOTED
Is WJZ-AM-TV Manager

PROMOTION of Clarence L. Doty from sales manager to manager of WJZ and WJZ-TV New York, key radio and television stations of ABC, was announced last Monday by Murray Grabhorn, vice president and manager of owned-and-operated stations for the network. Post has been vacant since Mr. Grabhorn assumed his present position.



Mr. Doty

Mr. Doty's appointment signifies expanded local and spot sales activities of ABC's two New York outlets and affords clients and network management more efficient operation, Mr. Grabhorn said.

Mr. Doty, who joined ABC Spot Sales in 1942, has been WJZ sales manager since January 1947 and executive assistant to the vice president in charge of O&O stations since July 1948. Previously he was a member of the national advertising department of Scripps-Howard New York newspapers for six years. Following wartime Navy service, he rejoined ABC Spot Sales in 1946.

WHDH SELL-OUT
Baseball Adjacencies Sold

WHDH Boston has announced a sell-out of all of its baseball game adjacencies to 13 national and local advertisers.

Features scheduled by the station are: *Play Ball,* a 15-minute sports quiz conducted at Hub ball parks prior to game time and sponsored by Community Opticians and Washburn Candy, through Jerome O'Leary Agency; 15-minute music show, before out-of-town games covered telegraphically, sponsored by Stormaster Alsco, also handled by O'Leary; Leo Egan's *Sports Extra,* immediately following games, sponsored by Clinton Clothes, through Lasker Reisman Agency; *Baseball Scoreboard,* to be aired each weekday night, sponsored by First National Bank of Boston through BBDO; Tom Hussey's three-night-a-week sportscast, sponsored by Kent Clothes through Arnold & Co.; spot adjacencies, sponsored by Victor coffee, Albany Carpet Cleaning Co. and the National Co., all handled by John C. Dowd Agency, and remaining availability, purchased by McCann-Erickson for Truval shirts.

WHDH also announced that the Grapefruit League exhibition games, aired through April 4. attracted adjacent time purchases by J. H. Burke Co., Philco distributor; Clinton Clothes, Somerville Nash Dealers and Truval shirts.

GraybaR recommends



GENERAL RADIO

Broadcast & Television Measuring Equipment

ere's what you need to "watch" your broadcast signal as required
the FCC — whether for AM, FM, or TV. Any radio engineer
ll O.K. these General Radio monitors, distributed by Graybar,
r their maker's products have been radio's favorites for decades.
Illustrated are the Type 1931-A Amplitude-Modulation Moni-
r, which performs five functions for AM, including measurement
percentage of modulation on either positive or negative peaks;
e Type 1181-A Frequency Deviation Monitor for AM, which
dicates direction and magnitude of deviation from assigned
equency; the Type 1170-A Monitor for FM and the aural FM
annel for TV, which indicates both frequency deviation and
odulation percentage; the 1182-T Frequency Monitor for TV
deo, which indicates transmitter frequency deviation. Complete
ecifications are available via Graybar.

Graybar has *everything* you need in broadcast equipment . . .
us everything for wiring, ventilating, signaling, and lighting
r your entire station and grounds! Whatever your requirements
to get the most suitable items most quickly, call your nearest
raybar Broadcast Equipment Representative. *Graybar Electric*
ompany, Inc. Executive Offices: Graybar Building, New York 17,
ew York. 5023

Graybar Brings You Broadcasting's Best . . .

Amplifiers (1,20)
Antenna Equipment (20)
Cabinets (13)
Consoles (20)
Loudspeakers and Accessories (1,20,22)
Microphones, Stands and Accessories (1,11,12,15,20,22)
Monitors (10,20)
Recorders and Accessories (2,7,17,19)
Speech Input Equipment (20)
Test Equipment (1,10,21)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (6,9)
Transmission Line and Accessories (5)
Transmitters, AM and FM (20)
Tubes (9,14,20)
Turntables, Reproducers, and Accessories (7,17,20)
Wiring Supplies and Devices (4,8,9,11,16,18,22)

Manufactured By . . .

(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Crouse-Hinds
(7) Fairchild
(8) General Cable
(9) General Electric
(10) General Radio
(11) Hubbell
(12) Hugh Lyons
(13) Karp Metal
(14) Machlett
(15) Meletron
(16) National Electric Products
(17) Presto
(18) Triangle
(19) Webster Electric
(20) Western Electric
(21) Weston
(22) Whitney Blake

● **Distributor of *Western Electric* products**

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

re are Graybar offices in over 100 principal cities. *These the Graybar Broadcast Equipment Representatives in cities:*

ANTA
W. Stone, Cypress 1751
STON
. Lynch, Kenmore 6-4567
CAGO
. Taylor, Canal 6-4100
CINCINNATI
W. H. Hansher, Main 0600
CLEVELAND
W. S. Rockwell, Cherry 1-1360
DALLAS
C. C. Ross, Central 6454
DETROIT
P. L. Gundy, Temple 1-5500
HOUSTON
R. T. Asbury, Atwood 8-4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LOS ANGELES
R. B. Thompson, Angelus 3-7283
MINNEAPOLIS
W. G. Pree, Geneva 1621
NEW YORK
F. C. Sweeney, Watkins 4-3000
PHILADELPHIA
G. I. Jones, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenkerd, Newstead 4700

Production

TOM BROWN, formerly of WOR New York, appointed producer and talent auditioner at WFAA Dallas. He replaces **CRAIG BARTON,** on leave of absence as personal representaitve of Martha Graham Foundation in Europe.

JOHN F. TRIMBLE, formerly with WBT Charlotte, N. C., and before that with KFJZ Ft. Worth, Tex., KGGF Coffeyville, Kan., KFYO Lubbock, Tex., and KGNC Amarillo, joins announcing staff of WTOP Washington.

BOB RAIFORD, formerly with WSOC Charlotte, WABZ Albemarle and WEGO Concord, N. C., joins announcing staff of WIS Columbia, S. C.

KAY LIMONT, formerly in publicity at CBS, joins continuity department of WBRK Pittsfield, Mass., as scriptwriter. She replaces **BRUCE MITCHELL,** resigned.

HUDSON FAUSSETT, stage and movie director, joins NBC-TV as producer.

GEORGE WALLACH, director of programs and operations of WNYC New York, resigns. He was with WNEW New York as producer-director before joining WNYC two years ago. His new association has not been announced.

BILLY STARR, singer for WREN Topeka, Kan., leaves station to do road work for Oscar Davis, WSM Nashville, Tenn., and *Grand Ole Opry* show.

Mrs. MARJORIE CHRISTOPHER, formerly in program department of WLW Cincinnati and later program director of KCRC Enid, Okla., appointed head of newly-created women's department of WQAM Miami, Fla. **DONALD F. FISCHER,** formerly NBC Washington's



Mr. Fischer



Mrs. Christopher

Presidential announcer and night program manager for NBC there, appointed head of new program department at WQAM.

DRUCIE SNYDER HORTON, daughter of Secretary of the Treasury Snyder, returns to WTTG (TV) Washington as hostess of *Ice Cream Social.*

DOUG NIXON promoted to program director of CBR Vancouver.

LEO PEPIN, formerly movie unit and production manager, joins CBS-TV Hollywood in newly created post of show manager. Other recent changes in network television department include naming of **RALPH NORMAN** as associate director of *Alan Young Show;* assigning of **KENNETH MacCLELLAND** as scenic designer on that show in addition to *Ed Wynn Show,* and appointing of **LEONARD AUERBACH** as stage manager for both TV shows.

GEORGE BARNES, formerly announcer of CKOY Ottawa, returns to that station after three months in Great Britain in theatrical work.

BARBARA HUSSIE, formerly CBS Hollywood script secretary, named to newly created post of casting director for network in Hollywood. She will serve both CBS and Columbia Pacific Network program department in auditioning new talent for radio and television, and assist producers and directors of both media in casting.

RICHARD RIFENBURG, former All-American football star and sportscaster on WPAG Ann Arbor, Mich., joins WJR Detroit as staff announcer. He will later assist **VAN PATRICK,** sports director.

JOHN SAUNDERS, formerly with WJW WGAR WEWS (TV) and WNBK (TV) all Cleveland, and WLW Cincinnati, WFMJ Youngstown, Ohio, joins WERE Cleveland as production supervisor.

JON MASSEY, Negro disc jockey for WWDC-AM-FM Washington, starts new show, 11:45 p.m. to midnight Sunday. Show will feature spiritual music.

WILLIAM R. MNICH, former station manager of Ohio U. stations, Athens, joins staff of WMAN Mansfield, Ohio, as announcer.

CLARKE THORNTON, formerly program director for WCUM Cumberland, Md., and before that with KLZ Denver, joins WMAL-AM-FM-TV Washington, as staff announcer.

A. WILLIAM BLUEM, graduate student at Ohio State U., was winner of initial CBS Awards competition for new writers of television scripts.

CHUCK PALMER and **FRANK McLAURIN,** formerly of KFXM San Bernardini, Calif., take their disc show, *Open House,* to KRNO same city. They also join KRNO as executive producers.

RUTH CRANE, women's director for WMAL-AM-FM-TV Washington, chosen by Washington Women's Advertising Club as its nominee for "Advertising Woman of the Year."

Mrs. GERTRUDE BERG, writer-director and actor in *The Goldbergs* on CBS-AM-TV, given commendation award by Veterans of Foreign Wars for program's "understanding portrayal of the American family. . . ."

JOAN TRANGSRUD, 19-year-old mail clerk for KNBC San Francisco, wins singing spot with Los Angeles and San Francisco Civic Light Opera Co. in an audition of more than 200 applicants. She also has been selected for competition in semi-finals of Atwater Kent auditions.

WILLIAM I. KAUFMAN, NBC-TV casting director, has written book, *Your Career in Television,* which Merlin Press, New York, will publish next month.

DUDE MARTIN, star of KGO-TV San Francisco *Hoffman Hayride,* given double award at banquet of San Francisco Academy of Television Arts and Sciences. His show was selected as best live show of 1949 and as having best live commercials.

CLAUDE KIRCHNER, star of ABC-TV's *Super Circus* and freelance Chicago announcer, adopts a 14-day-old boy, Kim.

HAROLD NIENKAMPER, disc jockey for KXOK St. Louis, is the father of a girl.

ROLLO HUNTER, program production manager of KECA Hollywood, is the father of a boy, Kevin Reed.



TO facilitate its sports, news and farm coverage, KCRG Cedar Rapids, Iowa, acquired this Beechcraft Bonanza. First major assignment went to KCRG's Sports Director Bob Brooks (center) to cover the Cedar Rapids Indians training camp at Daytona Beach, Fla. Chatting in the hangar before the takeoff are (l to r) Fred W. Wagenvoord, KCRG general manager; Mr. Brooks, and Jim Watham, general manager of Hunter Flying Service in Cedar Rapids, Eastern Iowa Beechcraft distributor. KCRG has announced acquisition of exclusive broadcast rights to every game the Cedar Rapids team plays in the Three-I League during the 1950 season.

DEFENDS TR USE

Article Cites Defense Need

COMMERCIAL installation of radio for broadcast to busses has been considered acceptable, not only to the riding public but to defense authorities, according to an article titled "Disservice by Liberals," which appeared in the March 29 issue of the *Army-Navy Union News.*

The publication charged that the drive against the use of commercial radio on busses and street cars is part of the program by which "our professional liberals, especially in Washington . . . are dividing our people with agitation." It also declared that in case of an attack during war, thousands of people in busses, street cars and trains would be completely cut off without radio communication from a central point.

WGN Takes Ziv Shows

WGN Chicago has bought five Frederic W. Ziv transcribed shows on a one-year contract it was announced last week. They are *Philo Vance, Guy Lombardo, Favorite Story* and *Lightning Jim,* all half-hours, and *The Menjous,* five-a-week strip. The sale was made by Stan Levey, Chicago representative of Ziv, and Al Unger, Ziv vice president and general sales manager from New York.

RADIO FEATURES

Staff Is Reorganized

PERSONNEL at Radio Features Inc., Chicago package firm, was reorganized last week after the resignation of Ken Houston, executive vice president, and Violet Warren, head of the prize and research staff. Robert Johlie rejoins the firm as director of the prize division, working with Elaine Franklin, according to President Walter Schwimmer.

Mabel Johnson is in charge of the research division on *Tello-Test,* and George Guyan, former Western sales manager for WGN Chicago works as sales manager.

Mr. Houston, with Reuben R. Kaufman, president of Kaufman and Assoc., Chicago agency, is organizing Monitor Productions, radio and TV package firm. Mr. Houston, who is president, and Mr. Kaufman will be equal partners, with the latter remaining inactive. Miss Warren has been appointed director of the prize and research departments. Offices are located at 59 E. Van Buren. Monitor has several shows planned, among which are giveaways.

CBS Planning Group

SPECIAL planning group to develop new ideas for exploitation of its programs and personalities has been formed by CBS Hollywood. Irving Fein, publicity director for Amusement Enterprises Inc., heads new group whose members will include Lloyd Brownfield, director of CBS press information, Hollywood; Arthur Wilde, Hollywood representative of CBS network sales promotion; Rodney Voigt of CBS Hollywood press information and Arthur Sawyer, CBS Hollywood trade news editor.

'JOB JUMPING'

Senate Bill Would Include FCC

FCC COMMISSIONERS and other government officials would be affected by a bill introduced in the Senate last week to stop the so-called practice of government "job-jumping" into private industry.

The measure, sponsored by Sen. Hugh Butler (R-Neb), is similar to a provision of the McFarland FCC procedural bill (S 1973), passed by the Senate and temporarily bottlenecked in a House subcommittee [BROADCASTING, April 3].

Carrying a penalty of $10,000 fine and/or one year imprisonment, the Butler Bill would prohibit an official or employe of a particular agency or department from acting as counsel, attorney or agent for a private party involved in proceedings before it for at least two years after the official resigns.

Sen. Butler specificially mentioned the FCC as an agency where the practice of "job jumping" has been prevalent and conspicuous. He referred to an article he had published in the *American* magazine this month. It mentions former FCC Chairmen Charles R. Denny Jr., and Paul Porter and former Federal Radio Commissioner Harold A. Lafount as "Old Grad" examples. Mr. Denny now is a member of the board of directors and executive vice president of NBC. Mr. Porter is a Washington attorney qualified to practice before the FCC. Mr. Lafount, who left FRC in 1934, subsequently became general manager of the Bulova Radio Stations, and recently retired from business.

Cites Porter

While the article points out that the acceptance of such jobs implies nothing "improper," Sen. Butler said he felt "that, in general, situations such as this should be avoided."

Referring to Mr. Porter, the article cites him as an example of an ex-FCC chairman who "now is actively pressing the cases of powerful private clients before the Commission." Mr. Lafount, the senator wrote, "set himself up as a radio adviser and counsel in Washington. His ability in getting FCC approval for stations he represented—and in helping get the FCC to overlook some activities involving one of his clients—became the subject of a senatorial investigation."

According to Sen. Butler, his bill, referred to the Senate Judiciary Committee, would apply to all persons in government service including Congressmen and Congressional employes. Exempted would be those whose terms of appointment or election expired, or those who leave government service involuntarily, and members of the judicial branch.

The Butler Bill differs from the McFarland Bill in that the latter would prohibit FCC Commissioners, if they resign, from accepting radio employment for the remainder of their terms. Key staff employes of FCC would be forbidden by the McFarland Bill to represent licensees for one year after they leave the Commission.

Sen. Butler said the practice is "one of the greatest problems in the operation of the Federal Government today." Specifically, he said, he wanted to single out those who resigned their government jobs "to sell their influence with their former agencies to business firms, organized lobbies, and other persons or groups with a monetary interest in the decisions that must be made by those agencies."

Other agencies, and examples of job-jumping were cited.

SAUDEK NAMED

Nominated N. Y. REC Head

ROBERT SAUDEK, ABC vice president in charge of public affairs, last week was nominated as president of the New York Radio Executives Club. Nomination on the official slate is tantamount to election.



Mr. Saudek

John Karol, CBS sales manager is the club's retiring president. Nominated as vice president of the club was Ralph Weil, general manager of WOV New York.

Lewis H. Avery, president of Avery-Knodel Inc., station representative, was nominated for reelection as treasurer. Claude Barrere, manager of the Foreign Language Quality Network, was nominated for his sixth term as secretary. Election will be conducted at the May 4 meeting of the club.

Raytheon Names Stout

APPOINTMENT of Edward E. Stout as broadcast equipment Northwest representative for Raytheon Mfg. Co. was announced last week by Leonard A. Rooney, manager of the company's broadcast sales. Mr. Stout replaces Adrian Van Santen, former territory representative who resigned to enter another field.

WEBSTER NAMED

To Policy Board

COMR. E. M. WEBSTER was reported last week to be slated for appointment of FCC's liaison representative with the President's Communications Policy Board studying overall frequency uses and communications problems.

This disclosure came concurrently with announcement that the State Dept.'s liaison officer will be Cecil G. Harrison, assistant chief of the Telecommunications Policy Staff.



AS 'thank you' for public service from the U. of Nebraska, this plaque, held by John Alexander, KODY North Platte, pres. Nebraska Broadcasters Assn., was presented at Lincoln last month to representatives of 13 of the state's 22 stations. Those present at ceremony included (l to r) Lyle DeMoss, WOW Omaha; Harry Peck, KFOR Lincoln; Carl W. Borgmann, Nebraska U., who made the presentation; Mr. Alexander; Virgil Sharpe, KOIL Omaha. Plaque was made by the school's mechanical engineering and practical arts students.





FOR "many hours of pleasure to the blind," Lanny Ross (r) receives award of merit at Philadelphia ceremonies marking the opening of "Educational Week for the Blind." Joseph G. Cauffman (l), chairman of the project, makes the award, as Benedict Gimbel Jr., WIP president and general manager, stands by.

WEARING Easter bonnets, some of hundreds sent in when News Director Chuck Harrison, WHBF Rock Island, Ill., announced he was seeking one for his wife, are (l to r): Front, Forest Cooke, prog. dir.; Bob Sinnett, chief engr.; back row, Maurice Corken, sales mgr.; Les Johnson, gen. mgr.; Mr. Harrison.



STATION Owner-Singer Gene Autry (l) and Edward Wallerstein, pres., Columbia Records Inc., launch hit, "Peter Cottontail," reported by Columbia to have sold 175,000 copies in one week. The two also are responsible for producing a million record sales for "Rudolph, the Red-Nosed Reindeer."

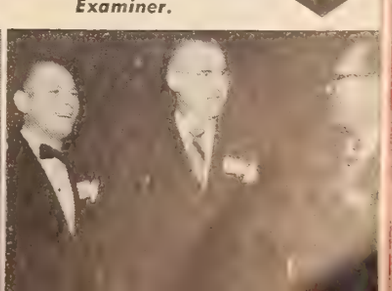


AT Chicago dinner when several oil companies presented exhibits to the Museum of Science and Industry are (l to r): Front, Gov. Adlai Stevenson of Illinois; Maj. Lenox Lohr, Museum pres. and former NBC pres., back, Rawleigh Warner, pres., Pure Oil Co.; H. V. Kaltenborn, Pure Oil commentator.

LOOKING over the script for the new *Occident Family Party* broadcast Friday, 7:30-8 p.m. over WCCO Minneapolis-St. Paul, are (l to r) Art Lund, radio director, Campbell-Mithun Inc.; Walter S. Coleman, manager, grocery products division, Russell Miller Milling Co., sponsor; Stewart MacPherson, WCCO.

ENJOYING an informal discussion before the recent General Motors Automobile Night Dinner in Los Angeles are (l to r): Mark Finley, KHJ Los Angeles promotion manager; Henry Clark, plant manager, GM's Buick-Oldsmobile-Pontiac Assembly Div. in Southgate, and Pat Hogan, radio-TV editor, *Los Angeles Examiner*.





Convention Gavel

(Continued from page 25)

next Sunday, carrying a $5 (including lunch) registration fee, is open to non-members as well as members of NAB. It will be held in the South Ballroom, third floor. Programming is in charge of Ted Cott, formerly of WNEW New York and new manager of NBC stations in New York, and Lee W. Jacobs, KBKR Baker, Ore., convention subcommittee chairman. Mr. Cott promoted and arranged the first independent's meeting last year.

Opening the all-day program will be a discussion of the out-of-home audience, with research material to be presented by Sydney Roslow, president of The Pulse Inc. Promotion, programming and sale of this audience will be taken up by Hugh Feltis, KING Seattle, chairman, and Norman Glenn, *Sponsor*. A panel on mail order business will include Cecil Hoge, of Huber-Hoge Inc., and Ralph Weil, WOV New York.

Edgar Kobak, business consultant and former MBS president, will speak at the luncheon on the subject, "Let's Face It."

Development and sale of new program resources will be taken up by a panel of which Arnold Hartley, WOV New York, is chairman. Other members are Carl Haverlin, BMI; Charles E. Rynd, Ampex Co.; Edward Gruskin, Economic Cooperation Administration; Foy Kohler, Voice of America; Pierre Crenesse, French Broadcasting System; Sellman C. Schultz, Decca Records; Joe Csida, RCA-Victor; John Sinn, Frederic W. Ziv Co. and World Broadcasting System; Maurice B. Mitchell, Broadcast Advertising Bureau; Jerry Franken, *Billboard*.

Sports Clinic

Windup feature is a sports clinic with Patt MacDonald, WHHM Memphis and FM Committee member, as chairman. Leonard Marks, of Cohn & Marks, will discuss legal aspects with Ben Strouse, WWDC Washington, taking up programming and sports adjacencies.

The FM meeting, opening Monday at 9:30 a. m., precedes the formal opening of the Management Conference at the luncheon. A three-point program has been arranged by Matthew H. Bonebrake, KOCY-FM Oklahoma City, and Ed Sellers, director of the NAB FM Dept.

Mr. Bonebrake will open the meeting, to be held in the North Ballroom on the third floor of the Stevens. He will introduce Howard Lane, WJJD Chicago, retiring NAB director-at-large and chairman of the 1950 convention committee. Mr. Lane will discuss functional music as opening feature of a panel on specialized adaptations of FM.

Chet L. Thomas, KXOK-FM St. Louis and president of Transit Radio Inc., will discuss transit as a medium for retailers. Stanley Joseloff, president of Storecast Corp. of America, will talk on FM's place in advertising. Mr. Bonebrake will speak on FM networking. He operates a regional hookup with KOCY-FM as key outlet.

Edward L. Wheeler, WEAW (FM) Evanston, Ill., and WOKZ-AM-FM Alton, Ill., will tell how to use all types of special FM services. Topic for Ed Davis, of Musicast, San Francisco, is "Sell Silence."

Second Monday morning topic for the FM group is building and selling the FM audience. Merrill Lindsay, WSOY-AM-FM Decatur, Ill., will speak for duplication. Mr. Lindsay is a retiring NAB board member. Robert Dean, KOTA-AM-FM Rapid City, S. D., will speak against duplication.

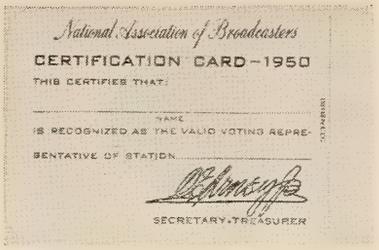
Measurement Theme

Final theme deals with measurement of the FM audience. Dr. Kenneth H. Baker, NAB research director and acting president of BMB, will be speaker.

Concluding the morning is a question-answer period. On the FM panel will be Messrs. Lane, Thomas, Joseloff, Lindsay, Dean, Bonebrake, Wheeler; Everett L. Dillard, WASH (FM) Washington, a retiring NAB director; Frank U. Fletcher, WARL-AM-FM Arlington, Va., NAB director-at-large for FM; Victor C. Diehm, WAZL-AM-FM Hazleton, Pa.; Josh Horne, WCEC and WFMA (FM) Rocky Mount, N. C.

Formal opening of the Management Conference takes place at 12 noon next Monday in the Grand Ballroom. Presiding will be Mr. Lane, as chairman of the Convention Sites & Policy Committee. He will introduce President Justin Miller, who will formally open the convention.

Special head table guests will be members of the board of directors


National Association of Broadcasters
CERTIFICATION CARD—1950
THIS CERTIFIES THAT
NAME
IS RECOGNIZED AS THE VALID VOTING REPRESENTATIVE OF STATION
SECRETARY-TREASURER

NAB certification card for convention voting.

* * *

of Broadcast Music Inc., celebrating its 10th anniversary.

As soon as the meal has been completed the delegates will move through the ballroom ramp to the adjoining Eighth St. Theatre, where all convention meetings will be held. First speaker, at 1:30 p. m., will be Hon. Carlos P. Romulo, diplomat and president of the UN General Assembly. A famed orator and authority on international matters, Ambassador Romulo will speak on "The American Broadcaster's Responsibility in World Affairs."

Steinkraus To Speak

Second speaker, at 2:30 p. m., will be Herman W. Steinkraus, president of the U. S. Chamber of Commerce and president of Bridgeport Brass Co. He will speak on "The American Broadcaster's Responsibility in Industry."

A labor panel starting at 3:30 p. m. will be under chairmanship of Judge Miller. Representing labor will be Daniel W. Tracy, president of International Brotherhood of Electrical Workers (IBEW), and A. Frank Reel, executive secretary, American Federation of Radio Artists (AFRA). Management representatives will be Chet Thomas, general manager of KXOK St. Louis, and Harold Essex, vice president and managing director of WSJS Winston-Salem, N. C. Theme of the panel is "The American Broadcaster's Responsibility in Labor Relations."

The evening is free, with the exhibits remaining open until 9 p. m.

Only business meeting of the Management Conference will be held Tuesday morning at 9:30, with Judge Miller presiding. Dr. Baker will be chairman of a discussion on Broadcast Measurement Bureau. He will outline the present status of BMB and explain its current study as well as its acceptance among advertisers and agencies.

The BMB discussion, of course, will go into the preliminary organization plans for Broadcast Audience Measurement Inc. (BAM), slated to be successor to BMB.

No other topics, aside from resolutions, are scheduled for the morning meeting. Admission to the main convention floor will be limited to those having NAB certification cards. They will be eligible to cast votes on resolutions and convention motions. This meeting is titled, "The American Broadcaster's Responsibility in His Own Profession."

After the Tuesday luncheon, at which a group of BMB publishers will be guests, FCC Chairman Wayne Coy will speak in the theatre. His talk will be built around the theme, "The American Broadcaster's Responsibility to His Government."

Hoffman Scheduled

Two speakers will address the afternoon session starting at 2:30. They are Paul G. Hoffman, administrator of Economic Cooperation Administration, speaking on the broadcaster's position in world economics, and H. E. Babcock, author, agricultural leader and director of a number of corporations. Mr. Babcock's topic will be the broadcaster's responsibility in agriculture.

Dave Garroway, m. c. of the *Garroway at Large* TV program on NBC, will preside at the Wednesday morning TV meeting. Opening feature of the agenda is a skit, "The Morning After," by the *Kukla, Fran & Ollie* NBC cast. Burr Tillstrom, who voices many of the cast's roles and directs the program, will discuss "A Show a Day."

Eugene S. Thomas, WOIC (TV) Washington, re-elected as an NAB TV director-at-large, will speak on the topic "NAB-TV."

A panel will be built around the theme, "The Show's the Thing." Jack Mabley, radio and TV editor of the *Chicago Daily News*, will speak for the public on the topic, "I Watch It." Ernest Walling, NBC producer, speaking for networks, will have as his topic, "*I Produce It Nationally.*" Robert D. Swezey, manager of WDSU-TV New Orleans and re-elected NAB TV director-at-large, will speak for the station on the topic, "I Produce It Locally." Questions will be presented from the floor, as well as ideas.

Concluding feature of the TV session as well as the Management

(Continued on page 51)

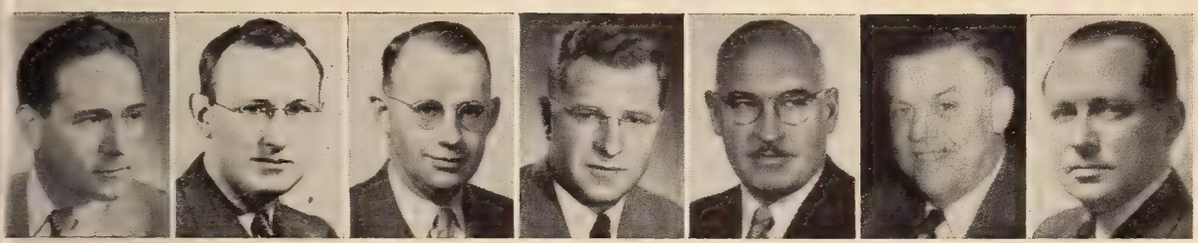


ATTENDING the dinner in New Orleans sponsored by the Mutual affiliates, in honor of Pete Johnson, vice president of MBS, and Charles Godwin of MBS station relations, are (l to r): Seated, Jimmie Willson, general manager, WLAU Laurel, Miss.; Mr. Goodwin; James E. Gorden, general manager, WNOE New Orleans; Mr. Johnson; Louis S. Prejean, president, WAFB Baton Rouge, La.; standing, J. W. Carlier, general manager, WRBC Jackson, Miss.; W. E. Jones, general manager, KSLO Opelousas; Lloyd Goodin, general manager, KRUS Ruston, La.; Tom Gibbons, general manager, WAFB; Dierrell Ham, general manager, KANE New Iberia, La., and Bill Ford, KENT Shreveport. Also present but not shown was Gene Tibbett, general manager, WLOX Biloxi, Miss.

To Participate in FCC-Industry Roundtable



*Mr. Bailey Mr. Chapin Mr. Barr Mr. Willoughby Mr. Braum Mr. Allen Mr. Plummer



Mr. McNaughten Mr. Johnson Mr. Compton Mr. Lodge Mr. Guy Mr. Jett Mr. Marx

* Mr. Bailey to preside. All others in top row, represent the FCC; lower panel are representatives from industry.

Registration

(Continued from page 25)

N. J.; Kilpatrick, Leroy, WSAZ Huntington, W. Va.; Klein, Glen, KAUS Austin, Minn.; Krahl, Kenneth, KMBC-KFRM Kansas City, Mo.;

La Marque, J. W., Graybar Electric Co. Inc., New York; Leeman, Alvin, WKBH La Crosse, Wis.; Levi, Winfield R., BROADCASTING-TELECASTING; Lewis, C. M., RCA Victor, Camden, N. J.;Lewis, Louie, WOI Ames, Iowa; Leydorf, G. F., WJR Detroit, Mich.; Lorber, John F., Raytheon Mfg. Co., Watertown, Mass.; Magin, Theodore G., WDAN Danville, Ill.; Marty, Roland H., KIJV Huron, S. D.; Mathiot, J. E., WGAL Lancaster, Pa.; McConnell, Thane E., Collins Radio Co., Cedar Rapids, Iowa; McCracken, Art, WFAH Alliance, Ohio; Meyers, Walter, WJJD Chicago, Ill.; Miller, J. A., Lang-Worth Feature Program Inc., New York; Minor, M. J., WBT Charlotte, N. C.; Moler, A. R., KMBC-KFRM, Kansas City, Mo.; Motley, Lyle, WBTM Danville, Va.; Neary, John F., Lehigh Structural Steel Co., New York; Neely, Hal G., Allied Record Manufacturing Co., Hollywood; Nelson, Ivar, KFYR Bismarck, N. D.; Nenby, Harold, KAKE Wichita, Kan.; Nopper, Carlton G., WMAR Baltimore, Md.;

Paul, S. J., BROADCASTING-TELECASTING; Pegler, Jack A., Television Zoomar Corp., New York; Perry, Roger L., WPOR Portland, Me.; Poppele, J. R., WOR New York; Pratt, D., RCA Victor, Camden, N. J.; Pratt, Roy, WHO Des Moines, Iowa; Pyle, K. W., KFBI Wichita, Kan.; Quentin, Charles, KRNT Des Moines, Iowa; Rawls, Lucien, WSM Nashville, Tenn.; Rector, Chester, WIOU Kokomo, Ind.; Reed, Elmo, WJPG Green Bay, Wis.; Reid, Robert H., INS, New York; Rekart, Arthur F., KXOK St. Louis; Risk, J. E., KSD St. Louis; Rissler, Harold D., WHO Des Moines, Iowa; Rowe, Thomas L., WLS Chicago; Ruston, John, Allen B. DuMont Labs Inc., Clifton, N. J.;

Sawyer, Roger E., KGLO Mason City, Iowa; Schooley, C. E., AT&T, New York; Shelby, Robert E., NBC, New York; Sheridan, Charles J., Transit Radio Inc., Cincinnati; Sinclair, David G., KVFD-KFMY Fort Dodge, Iowa; Smith, Ken, Allied Record Mfg. Co., Hollywood; Snedeker, M. L., WERE Cleveland; Snider, Robert, KTUL Tulsa, Okla.; Snyder, Reed E., WHO Des Moines, Iowa; Stafford, Leo, KOAM Pittsburg, Kan.; Stantz, L. H., WNBF Binghamton, N. Y.; Stauffer, Ray, WHO Des Moines, Iowa; Straub, Nevin L., WJAC Johnstown, Pa.; Stuckwish, Milburn H., WSOY Decatur, Ill.; Swaringen, E. C., WTAX Springfield, Ill.; Symons, Wm. E., WSAI Cincinnati;

Taylor, Herman D., WTIC Hartford, Conn.; Taylor, J. P., RCA Victor, Camden, N. J.; Tharpe, James B., DuMont Labs, Clifton, N. J.; Thomas, M. W., KOMA Oklahoma City; Tracy, E. C., RCA Victor, Camden, N. J.; Trainor, M. A., RCA Victor, Camden, N. J.; Troman, R. A., Blaw-Knox Co., Pittsburgh; Walker, John, KHQ Spokane, Wash.; Wehrman, Harvey E., KLZ Denver; Whitman, Urlin, WTAD Quincy, Ill.; Wilson, George A., WKRC Cincinnati; Wingard, Lloyd C., WGAR Cleveland; Yandell, Ryburn, WJPF Herrin, Ill.; Yarger, C. R., KSD St. Louis.

ALL-RADIO FILM

Good Reception in Jamestown

RETAILERS in Jamestown, N. Y., commented enthusiastically on the industry promotion film, "Lightning That Talks," after a showing before the Jamestown Advertising & Sales Club, according to Simon R. Goldman, WJTN-AM-FM.

If supported by follow-through roundtable on the radio medium, the film provides the basis for a successful meeting, Mr. Goldman said as a result of his local showing. He said, local newspaper representatives who recognized the film was designed to depict radio's sales story, were not at all indignant, as in the case of some showings in other cities.

"As far as we are concerned, the film helped us have a very profitable evening for radio in the Jamestown area," Mr. Goldman said. "We certainly received our money's worth from the picture. I'm confident that a well-planned evening with the film in the kick-off spot will do a job for radio and the stations making the presentation."

Plough Inc. Sales

PLOUGH INC. (St. Joseph aspirin), parent company of WMPS Inc., owner and operator of WMPS Memphis, has reported sales for the first quarter of 1950 totaling $3,906,000, as compared with $3,-972,000 in the same period in 1949. For the same period, net earnings were $148,800, or 33 cents per share, compared with $136,400, or 30 cents per share in the same quarter of 1949.

KFWB SALE

Maizlish Would Pay $350,000

NEGOTIATIONS are under way for sale of KFWB Hollywood by Warner Bros. to Harry Maizlish, KFWB general manager, the film studio announced last week in a brief statement. Agreement specifies $350,000 consideration.

Warner Bros., which has owned and operated KFWB for 25 years, is disposing of the station in line with its policy to drop all interests not directly associated with motion picture production. KFWB is assigned 5 kw on 980 kc.

Other Principals

Persons who will be associated with Mr. Maizlish in the venture were not disclosed but it was indicated backing includes a New England banking group. Mr. Maizlish has been manager of KFWB for 13 years. Prior to that he was in the Warner Bros. Hollywood exploitation department and earlier had been in film distribution and publicity in Atlantic City.

Meanwhile it also was reported on the West Coast that negotiations were underway between Warner Bros. and CBS whereby the network would acquire the Warner studio lot at Sunset Blvd. at Bronson St. for use in television operations. KFWB is on the Fernwood Ave. side of this block square property and would be protected. CBS in New York, however, claimed the Warner lot is only one of several it has considered and no agreement "of any kind is near jelling."

Blackburn Elected

JAMES W. BLACKBURN, with McCann-Erickson as a copy group head for the past ten years, has been appointed a vice president.

Engineering Agenda

(Continued from page 24)

Nashville, member, NAB Engineering Executive Committee.

FIVE KW AIR-COOLED TELEVISION TRASMITTERS FOR VHF—E. Bradburd, Federal Telecommunications Labs., Nutley, N. J.

A SUPERGAIN ANTENNA FOR VHF TELEVISION—L. J. Wolf, RCA Engineering Products, Camden.

16 mm TELECASTING PROJECTORS—Blair Foulds and Frank N. Gillette, General Precision Laboratory, Pleasantville, N. Y.

OPERATION OF BELL SYSTEM TELEVISION NETWORK FACILITIES—Charles E. Schooley, American Telephone & Telegraph Co., New York.

TELEVISION SOUND DIPLEXING IN A TELEVISION LINK—Leo Staschover and H. G. Miller, Federal Telecommunications Labs., Nutley, N. J.

TELEVISION ECONOMICS—Robin D. Compton, WOIC (TV) Washington.

10 WATT FM FOR EDUCATION—Thane E. McConnell, Collins Radio Co., Cedar Rapids, Ia.

12:30 to 2:30 p.m.—Boulevard Room

Presiding: A. James Ebell, WMBD Peoria, Ill. chairman, NAB Engineering Executive Committee

TELEVISION POSSIBILITIES — G. Emerson Markham, Director, NAB Dept. of Television.

2:30 p.m. to 5:45 p.m.—North Ballroom

Presiding: K. W. Pyle, KFBI Wichita, Kans., alternate member, NAB Engineering Executive Committee.

ENGINEERING ASPECTS OF TRANSIT RADIO—Charles Sheridan, Transit Radio Inc., Cincinnati.

A MINIATURE CONDENSER MICROPHONE FOR RADIO AND TELEVISION—John K. Hilliard, Altec-Lansing Corp., Hollywood.

FACSIMILE—PRESENT AND FUTURE—John V. L. Hogan, Hogan Labs., New York.

RECESS

A NEW 1 KW AM BROADCAST TRANSMITTER—Lauren K. Findley, Collins Radio Co., Cedar Rapids, Ia.

THE COLUMBIA HOT STYLUS RECORDING TECHNIQUE—W. S. Bachman, Columbia Records, New York.

DESIGN CONSIDERATIONS AND DEVELOPMENT OF A NEW TYPE 5 KW AM TRANSMITTER—Fred Grimwood, Gates Radio Co., Quincy, Ill.

SATURDAY, APRIL 15

9:30 a.m. to 1:00 p.m.—North Ballroom

Presiding: Neal McNaughten, NAB

MAGNETIC RECORDING ADVANCES IN 1949 AND 1950—W. Earl Stewart, RCA, member, Magnetic Recording Group, NAB Recording & Reproducing Standards Committee.

FCC AUDIO PROOF OF PERFORMANCE TESTS—George Adair, Consultant, Washington.

ENGINEERS AND MANAGEMENT—Richard P. Doherty, director, NAB Dept. of Employe-Employer Relations.

FCC—INDUSTRY ROUNDTABLE.

Presiding: Stuart Bailey, Jansky & Bailey, Washington.

FCC MEMBERS (from the Engineering Department in fields of Research and Broadcasting)

Curtis Plummer
John A. Willoughby
James E. Barr
Cyril M. Braum
Edward W. Allen
Edward W. Chapin

INDUSTRY MEMBERS

Raymond F. Guy, NBC
E. K. Jett, WMAR-TV Baltimore
E. M. Johnson, MBS
William B. Lodge, CBS
Frank Marx, ABC
Neal McNaughten, NAB
Robin D. Compton, WOIC (TV)

3 p.m.

Meeting, NAB Recording & Reproducing Standards Committee.

STAND-BY PAPERS

A NEW TELEVISION DE-MODULATOR—Jack W. Downie, General Electric Co.

RECENT IMPROVEMENTS IN TELEVISING MOTION PICTURE FILM—Robert Myers, Transmitter Division, Allen B. DuMont Labs.

A SMALL SIZE HIGH-FIDELITY RIBBON PRESSURE MICROPHONE FOR AM, FM AND TV BROADCASTING—Harry F. Olson, Head, Acoustical Research, RCA Labs., Princeton, N.J.

WOR TOWER FIGHT

Case Nears Completion

BID OF WOR New York to increase the height of its towers at Carteret, N. J.—vigorously contested by the Civil Aeronautics Administration, Air Transport Assn. and Port of New York Authority—has moved one step nearer decision as parties to the involved FCC hearing filed their proposed findings.

WOR, which has been after the modification since 1937, seeks to change its directional array by replacing the present two 410-ft. vertical towers with two new 658 ft. towers. The new array would be top loaded to simulate an electrical height of 195°, which would "substantially extend the present daytime service area" of WOR as well as primary and secondary nighttime service areas. WOR is assigned 50 kw on 710 kc as a Class I-B clear channel outlet.

Chief objection to the new towers by the aviation groups is that they would constitute a "menace" to air navigation in an already highly congested metropolitan area.

NAB Supports WOR

NAB's brief in the case supports WOR's bid, noting the decision would "form a basic precedent for the accommodation of conflicting broadcasting and aeronautical interests throughout the United States." NAB noted that no evidence was produced to show that the change in flight rules for Newark airport would be "abnormal or extraordinary" in comparison with those of other metropolitan airports of the same class. Neither was a showing made that Newark's desirability as a terminus "would be materially impaired," NAB said.

Other obstructions in the area already limit Linden airport, a small commercial field just one mile from the towers, NAB said, noting the WOR situation was known when the Linden field was licensed.

WOR told the Commission the new towers, using the special marking devices it proposes, actually would be an aid to air navigation "sorely needed" in the area. The towers would be marked with special high-intensity beacons, WOR said, as well as with electronic devices which nearly all planes in that area are capable of using. WOR claimed no justification exists in the record whereby the towers could be termed a "hazard" to aircraft.

Cites Interference

The station told the Commission that use of the new array also would substantially reduce interference with KIRO Seattle, explaining that the 124,222 people in an area of 20,500 sq. mi. now affected would be reduced to 31,887 persons in 9,640 sq. mi. Only negligible increases in interference would occur to WKRG Mobile, KGNC Amarillo, WGBS Miami and WHB Kansas City, it was said.

CAA observed the case "is the first such proceeding in the history of the Commission in which the Administrator has presented evidence, as a party, with respect to the aeronautical hazard that would be created by the granting of a transmitter construction permit." CAA said however the situation was not unique in that FCC submitted applications for CAA's approval relating to towers and that the WOR proposal had been so rejected.

CAA told the Commission that of the total of 2,286 such applications "which we received and investigated during the period July 1, 1948, to November 1, 1949, [CAA] raised objections to only 83" and "a number of these have been compromised by relocating the obstruction." It was noted a compromise had been made with WOR on construction of its TV towers and that CAA "assisted that relocation by providing engineering advice" as in other cases.

CAA pointed out that since FCC has no authority to change air navigation procedures as would be required in the area, the Commission's decision cannot be based on an assumption the procedures would be changed. CAA already has opposed any such change.

CAA further noted that WOR's proposal for special marking violates its standards, based on the international standards, and hence also FCC's rules which require towers to meet CAA specifications and approval. Confusion with airport landing markers also was alleged. CAA in addition held that the WOR proposal, which also would require special marking of other radio towers in the area, properly called for a general rulemaking proceeding and hence could not be considered in the case.

In terming the proposed towers a hazard, CAA said WOR itself has complained to the Administrator that planes were flying too close to the present towers.

ATA, taking a similar position to CAA, told FCC that WOR was not asking an aviation regulatory body to change its flight rules but rather asking a radio regulatory body to do so by "indirection."

The Port of New York Authority also told FCC it has already spent $1,000,000 on development of Newark airport, in which nearly $24,000,000 has been invested. Of this amount $14,000,000 represents Federal funds. The Port said the towers would adversely affect the "master plan" approved by CAA for continued expansion and reconstruction of the airport.

The Port also claimed the "elaborate" electronic devices proposed by WOR to mark the towers "are not adaptable to or regularly used in all types of aircraft, particularly small private aircraft." Violation of CAA marking standards also was claimed.

IF YOU HAVE A SPOT RADIO PROBLEM

CONTACT OUR NEAREST OFFICE

Joseph Hershey McGillvra, Inc.

RADIO AM-FM-TV REPRESENTATIVES

Executive Offices—366 Madison Avenue, New York 17, Murray Hill 2-8755

NEW YORK • CHICAGO • LOS ANGELES

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Milestones

► WADC Akron, Ohio, celebrated its 25th anniversary April 8. Station was founded by Allen T. Simmons, who purchased the equipment for a temporary station set up by auto dealers to promote the 1925 Akron Automobile Show. In 1927, WADC affiliated with CBS.



Mr. Simmons

► *American Forum of the Air*, NBC feature, celebrated the 22d anniversary of its initial airing late last month.

► WIBA Madison, Wis., marked its 25th anniversary last week with several commemorative programs. Station, owned by the Badger Broadcasting Co., subsidiary of the *Capital Times* and *Wisconsin State Journal* (both Madison) took the air April 2, 1925, with a 100 w transmitter installed in a corner of a local dance hall. Affiliated with NBC since 1931, WIBA operates with 5,000 w day and night on 1310 kc. Ken Schmitt, manager, has been with the station during its entire history, as has William T. Evjue, president of Badger Broadcasting and editor of the *Capital Times*.

ATLANTA MERGER

To Transfer WCON-FM-TV

APPLICATION to transfer WCON-FM-TV Atlanta from the Atlanta *Constitution* to Atlanta Newspapers Inc., proposed new firm consolidating the ownership of the *Constitution* and the Atlanta *Journal*, was filed with FCC last week [CLOSED CIRCUIT, April 3]. Bids to switch the *Journal's* WSB-AM-FM-TV to the new firm already have been filed.

Explanation of the further step to effect the consolidation was given to the Commission in a letter signed jointly by Clark Howell, publisher of the *Constitution*, who will become preferred stockholder in Atlanta Newspapers, and H. B. Wilcox, secretary-treasurer of the *Journal*, who becomes secretary-treasurer of Atlanta Newspapers. Ex-Gov. James M. Cox, chief owner of the *Journal*, will acquire control of the new firm under the agreement and become board chairman.

When WCON-TV is licensed, Atlanta Newspapers would turn in the license for WSB-TV for Channel 8 (180-186 mc), with the latter moving to the WCON-TV Channel 2 (54-60 mc) assignment and using the WCON-TV transmitter plant and 1,000-ft antenna, now nearing completion. Since WCON-FM operates from the same site, the license of WSB-FM also would be surrendered upon licensing of WCON-FM.

Will Surrender WCON

As soon as the Commission approves the transfers, the permit for WCON is to be surrendered, FCC was told. Atlanta Newspapers would continue WSB, 50 kw clear channel outlet on 750 kc.

Fort Industry Co.'s WAGA Atlanta already has filed application for permission to switch from 5 kw on 590 kc to WCON's assignment of 5 kw on 550 kc when the transfers are effected. WAGA has offered to purchase the WCON AM plant for $237,500. Original cost of the entire WCON-AM-FM-TV plant was reported to the Commission was $946,280.50.

All of the common stock of Atlanta Newspapers Inc. will be held by present owners of the *Journal*, a Cox family interest, while all the preferred stock, a convertible issue, will be held by the Howell group. Mr. Howell becomes vice chairman of the board of Atlanta Newspapers. J. Leonard Reinsch, managing director of the Cox radio properties, which include WHIO Dayton, Ohio, and WIOD Miami, Fla., in addition to WSB, will become radio director of the new firm as well as a member of its board.

Richards Probe

(Continued from page 30)

with respect to his news policy."

Mr. Richards' instructions to him, he said, were "definite and positive and there was no doubt as to what he was instructing me about."

When defense counsel demanded that he point out anything "false" in the newspaper stories or editorials, the witness replied:

"There may have been nothing wrong with the individual story. It was the fact that Mr. Richards' selected it and why he selected it that was wrong."

When he complained about certain items, Mr. Dehner testified the station owner retaliated with, "We're not expressing an opinion, we're reporting what someone else said." But, Mr. Dehner said, the opinion of the person quoted always coincided with that of Mr. Richards.

'For Good of Industry'

Eddie Lyon, FCC witness on March 31 [BROADCASTING, April 3], while under cross-examination in his second day on the stand, interrupted Defense Counsel Fulton to declare that "I want to make one thing clear. I am not here to hurt anyone. I am not here out of friendship to anyone. KMPC is but one tiny segment of a vast industry, to which I have devoted 21 years. I am here for the good of the industry."

Mr. Lyon reiterated that Mr. Richards had ordered him to refer to President Truman as a "pip-squeak" and Henry Wallace as a "pin-head"—instructions which he said he ignored.

Mr. Fulton demanded:

"Isn't it a fact that neither of these orders were even given?"

At this point Mr. Lyon broke into Mr. Fulton's salvo of questions to protest to Examiner Johnson:

"Your honor, I resent being cross-examined with the implication that I am lying under oath."

Mr. Fulton alluded frequently to Mr. Lyon's previous day's admission that he had given a false report to KMPC management concerning an affidavit he submitted to FCC about the station's operations and news policies.

Charges Intimidation

When defense counsel asked Mr. Ford, "Do you want to withdraw this witness or do you want to continue to vouch for his credibility?" Mr. Ford retorted, addressing Judge Johnson:

"Mr. Fulton is deliberately misconstruing function of the Commission counsel and trying to intimidate the witness."

Mr. Lyon said that although he didn't always follow instructions, he carried out a great many of Mr. Richards' orders.

Testimony of George Lewin, self-described "straw boss" of KMPC newsroom from early 1947 to early 1948, was surprisingly brief. Mr. Lewin, who had been regarded as second only to Clete Roberts in the FCC array of witnesses, told of orders purportedly issued by Mr. Richards. Like other witnesses, however, Mr. Lewin couldn't point specifically to any wholly false statement about anyone that KMPC had broadcast.

"Let the witness stipulate," quipped Mr. Lewin as defense counsel began cross-examination, "that there's going to be a lot of faulty memory." Mr. Lewin mentioned Leo Durocher, Laraine Day and the newly formed republic of Israeli as additional subjects of Mr. Richards' displeasure.

RICHARDS CASE

Calif. Group Cites Issues

A PLEA that the public not lose sight of the real issues in the G. A. (Dick) Richards case (see story page 30) has been issued by the Southern California Assn. for Better Radio and Television.

The association claimed that counsel for Mr. Richards, who has been accused of ordering the slanting of news on his KMPC Los Angeles, are attempting to try the case by charging FCC as a government agency with interfering with "private business."

"A radio station," the association asserted, "is not private business. Air over which a station broadcasts belongs to the people, and FCC licenses are granted with understanding that station will be operated 'in interests of the public.'

"Coloring of the news is a disservice to the public. If there are indications that a station presents biased newscasts and commentaries, it is proper and fitting for the FCC to act."

The association urged the public to attend sessions of the Los Angeles hearing, at which Mr. Richards' licenses for KMPC, WGAR Cleveland, and WJR Detroit, as well as a trusteeship plan for the stations, are at stake.

ARENA ENDORSES

Hollywood News Club Stand

ENDORSEMENT of Radio News Club, Hollywood, stand in bringing charges against G. A. Richards for news distortion on KMPC Hollywood was given group last week by Assn. of Radio News Analysts, New York. In a wire containing resolution proposed by H. V. Kaltenborn and passed by ARNA, they said:

"We hereby go on record in support of the efforts of the Radio News Club of Hollywood in trying to secure the presentation of full, unbiased news reports. We also endorse any action that will tend to preserve the right of competent news analysts to digest and interpret the news. This is in line with the code of ethics of this association, which in Article Six opposes all censorship of broadcast material. We also fully endorse the statement of standards of the Radio News Club of Hollywood. We are glad to note that in several respects this statement of standards is in complete accord with ARNA's own code of ethics."

AIR MUSIC

Functional's Service Set for WGHF

CONTRACT between Air Music Inc., New York, and Marshall Field's Functional Music Inc., under which Air Music will utilize Functional's special equipment and services to provide a planned background music service through WGHF (FM) New York, was announced last week.

Negotiations were conducted in Chicago between Linton Wells, executive vice president of Air Music Inc. and WGHF, and G. Howard Lane and Nat Feiner, president and vice president respectively, of Functional Music. William G. H. Finch is president of Air Music and owner of WGHF.

Under the provisions of the three-year contract, with renewal provisions, it was announced, Air Music will purchase its receivers and speakers from Functional Music, and WGHF will acquire Functional's music library comprising approximately 6,500 selections, plus monthly additions. WGHF also takes on various collateral services which Functional has perfected in its Chicago operations with WFMF (FM) Marshall Field outlet.

Air Music is now creating its sales, installation and maintenance forces and expects to be in full swing in May, officials said. WGHF has been on the air since 1941 and operates on Channel 270, 101.9 mc, with power of 20 kw. Its present schedule is from noon until 9 p.m. but it will soon program 18 hours daily, officials said.

In commenting on the contract, Mr. Wells predicted that within a year Air Music will have a "very substantial number of subscribers to its background music service in the metropolitan area."

Convention Gavel

(Continued from page 48)

conference itself will be a panel on "The Profit Motive." Speaking for the advertiser will be Jim Moran, of Courtesy Motor Sales Inc., Chicago, with the topic, "TV Has Paid Off for Me." Marion Harper Jr., president of McCann - Erickson, will speak for the agency, with the topic, "It Must Pay Off for My Clients." William B. Ryan, manager of KFI Los Angeles, speaking for the station, will have the topic "And It Must Pay Off for Me." Final speaker will be Robert C. Tait, president of Stromberg-Carlson Co., discussing "Our Television Privilege."

The TV meeting winds up the convention proceedings.

NEW and BETTER
Broadcast Crystals
by JK



BROADCAST STABILIZED UNIT
JK 57 Line

HERE'S A TRULY *better,* FCC approved broadcast crystal for both new and replacement applications.

The JAMES KNIGHTS COMPANY offers complete and prompt regrinding service for broadcast stations — produces high quality crystals for mobile and fixed station equipment. Write for your copy of the JK Catalog today!

Crystals ... for the Critical

Characteristics
Of the New JK57MT
Frequency range: 400 KC to 1750 KC
Nominal temp.: +60°C ±1°
Adjust. frequency: ±.01%
6.3 volt 1 amp heater
Completely insulated — will hold temp. to −20°C
Can be supplied with octal base (JK87MT) with or without thermometer, and set for various temperatures.

The JAMES KNIGHTS Co.
Sandwich, Illinois

Exhibits—5th Floor

(Continued from page 27)

will share its display space with Altec, include such broadcast items as the 633A and 639 type microphones, 9 type vertical lateral reproducers and WE loudspeakers.

Supervising exhibit will be A. A. Ward, vice president; J. K. Hilliard, chief engineer; G. L. Carrington Jr., and H. S. Morris, products sales manager. Altec will occupy Room 507A, part of the Graybar suite.

* * *

Amperex Electronic Corp.
Rooms 556A, 557A

EMPHASIS of Amperex will be its complete line of transmitting and rectifying tubes for use in AM, FM and television transmitters whether fixed or mobile. Representatives at convention will be Sam Morris, Richard Becker, Roy Horstmann, Eric Weissenberger.

* * *

Ampex Electric Corp.
Room 553A

MAGNETIC tape recorders will be displayed by Ampex. In addition to production units, company hopes to show a new playback-only unit designated as Model 450. The tape recorders come in four models (200, 300-C, 300-R, 300-S) and can erase record playback simultaneously. Model 450 playback-only unit is based on need for a variety of uses now dependent on disc recording or leased wire systems, such as background music for restaurants, hotels, etc.

Using twin-track magnetic tape (¼ inch wide) with two sound tracks, model permits two-hour programs at 7½ inches-per-second or four-hour programs at 3¾ I. P. S. and gives 15,000 replays from same tape. Automatic controls can be set for continuous playing or simply for one "round trip" of the tape. Shut-off and reversing operation, which takes place midway between two and four programs, are fully automatic.

Ampex will be represented by T. Kevin Mallen, vice president and general manager, and H. A. McMicking, treasurer.

* * *

Broadcasting Program Service
Room 524A

PRE-RECORDED music will be shown on tape, demonstrating first of a series of musical films for TV and featuring Vienna Symphony Orchestra. Low-priced Audio-Master playback machines will be on display. It plays all sizes and speeds. Herbert Rosen will be convention representative.

* * *

Capitol Records Inc.
(Broadcast Div.)
532A, 533A, 534A

THEME of Capitol's convention exhibit will be "A service produced in the entertainment capital of the world, Hollywood." Scene of display will be the Capitol Music Bar at Sunset & Vine, Hollywood. Capitol will have on hand high-quality audition equipment for demonstrating its transcribed music.

Attending the convention will be Clifford E. Ogden, sales manager; Gene Milner, eastern representative; Alvin King, central representative, and Bill Stubblefield, southern representative.

* * *

Columbia Transcriptions
(Div. of Columbia Records Inc.)
Room 509

VERSATILITY and strides of Columbia's Microgroove (33⅓ rpm) technique for broadcast use will be accented in samples of several current transcribed programs, recorded on Microgroove discs. In addition, technical information on playback and reproducing standards will be available for distribution, as well as brochures and pamphlets. A running log of all AM stations (1,244, according to a recent check by Columbia) equipped to play the transcriptions will be maintained at the exhibit in Room 509.

For contrast, Columbia will show one of the first 16-inch shellac transcriptions and its 10-inch vinylite Microgroove counterpart. Personnel at convention will be Robert J. Clarkson, Girard D. Ellis, Carl Reinschild.

* * *

Bruce Eells & Assoc.
(Broadcasters Program Syndicate)
Rooms 542A, 544A

BLOWUPS of brochures detailing attractions of each of its 21 transcribed shows will be featured by Bruce Eells & Assoc. at its exhibit. Complete transcribed library service includes advertising, drama, mystery, comedy, romance, juvenile and other program types. Service represents "first and only complete transcribed library offered to radio executives," according to company. Firm will mail new portable Califone portable playback to subscribers with each audition album.

Officials of firm to attend: Bruce Eells, president; Jim Eells, general manager; Jean Armand, in charge of Eastern territory; Wade Crosby and Parker Stough, executive representatives.

* * *

Fairchild Recording Equipment Corp.
Rooms 546A, 548A

THREE major advances in the art of sound recording and playback are promised by Fairchild at its display booths: (1) professional equipment for sound track recording in synchronism with cameras and projectors; (2) new pickup arm with provision for three separate cartridges —all in one arm, and (3) Thermo-Stylus Kit.

For sound track recording equipment, Fairchild will demonstrate a Pic-Sync Tape Recorder, utilizing standard quarter-inch magnetic-coated tape and operating in sync with motion picture film. A Control Track Generator, built into a compact carrying case, enables synchronous recording of motion picture sound tracks on quarter-inch tape when used with a non-synchronous recorder.

New turret-head pickup arm eliminates plug-in cartridges and extra pickups. Combination of any of three cartridges—vertical, standard lateral and Microgroove—may be mounted in one arm by turning knob on pickup. The above-mentioned kit consists of a special stylus, cutter adaptor, and a heat control. Use virtually eliminates surface noise and frequency discrimination at inner diameters of the cutting disc, Fairchild claims.

Fairchild products will be demonstrated by Wentworth D. Fling, Jay H. Quinn, Avery Lockner, Bill Hazlett, T. L. Lindenberg, and Leon A. Wortman.

* * *

Federal Telephone & Radio Corp.
Room 534 (see IT&T, Exposition Hall)

* * *

General Precision Lab.
Room 521 (see Exposition Hall)

* * *

Harry S. Goodman Productions
Rooms 515A, 517A

NEW radio and television ideas are promised by Goodman Productions, which will feature one of its newest acquisitions, *Red Ryder*, together with an elaborate animated display. Firm also plans to have celebrities on hand in Suite 515A-517A to meet and greet NAB members, and to feature some of its TV availabilities. Newest is *Ship's Reporter*, 15-minute film series emceed by Jack Mangan, who interviews celebrities aboard ship and at LaGuardia Field, New York.

Officials slated to attend are Harry S. Goodman, president; Daniel R. Goodman, vice president; Hal Willis, Irving Kempner, and Tom Allen, district managers; Jack Slatter, Canadian represenative.

* * *

Gray Research & Development Co.
(Division of Gray Mfg. Co.)
Room 560

AIMED at low-cost production of TV commercial copy is Gray Telop, principal display of Gray Co. A versatile, 4-channel optical system with flexibility of control, machine permits production of an unlimited variety of effects with the simplest copy forms. Dual projector consists of opaque cards 3¼ inches by 4 inches, for announcements, titles and programs; glass slides, same measurements, for transparancies; small objects and strip material. One object can be faded to another instantly or by lap dissolve or superimposing to obtain special effects. Diplexer allows one TV camera to be used for two film projectors and the Telop.

In addition, Gray announces development of a camera turrent and a multiplexer to assure continous operation in a TV projection room, even though a camera may fail, and in order to preview one projection while another is on the air. Other equipment available through Gray Co. is a viscous-damped transcription tone arm for high-fidelity reproduction. It gives continuous tracking on an LP record that for testing purposes has been distorted by a ⅛ inch shim under the record's outside diameter, Gray claims.

At the Gray booth, Arthur H. Jones, vice president, and Chester Snow, of the research staff, will supervise activities.

Graybar Electric Co.
Rooms 504A, 505A, 507A

IT'S a big secret, this annual display of products sold through the Graybar organization. No Graybar official will give any details of the secret. The company is sharing its space with Altec Lansing Corp. and Machlett Labs. (see separate listings).

* * *

International Derrick & Equipment Co.
Room 539A

SPECIAL FEATURE by Ideco, manufacturer of AM-FM-TV towers, is showing of color motion picture of tower being built for WCON Atlanta, Ga., as an illustration of Ideco "know-how" in tower construction. Firm has built numerous towers of various heights, 750 ft., 490 ft., etc. Towers available in all types for AM-FM-TV broadcasting and include self supporting, guyed and guyed-top-loaded. Company representatives at the convention: J. Roger Hayden, sales manager; S. E. Wilson, Eastern District sales manager, and G. M. Butler, advertising and sales promotion manager.

* * *

International News Service-International News Photos
(Television Dept.)
Room 553

INS-INP will provide continuous screening of daily, weekly and sports newsreels for television, in association with Telenews Productions, in Room 553. INS wire and INP will function to provide daily news bulletins and photo news coverage. Latest types of equipment for this news dissemination will be on display and various prepared packages of news photos will be demonstrated — all suitable for TV programming.

Highlight of exhibit will be the unveiling of a brand new 1950 Super-Projectall balopticon projector for television—similar to that introduced by INS-INP at last year's convention. Actual films of Projectall operation embracing the new model also will be demonstrated by INS-INP, which claims to be leading distributor of newsreels for video.

Robert H. Reid, manager of INS-INP's TV Dept., will head exhibit personnel, to include Charles N. Burris, sales manager, Telenews Productions Inc.; George Tressel and Frank Tracey, Tressel Television Productions Inc.; John M. Cooper, director, INS Radio Dept.; Gene Roguski, manager, INS Chicago bureau, and Charles J. Nichols, manager, INP Chicago bureau.

* * *

Keystone Broadcasting System
Room 521A

THE FIFTH floor exhibit of Keystone Broadcasting System will be in charge of Naylor Rogers, executive vice president. In commemoration of Keystone's 10th anniversary, the organization will present silver greeting cards to delegates. Edwin R. Peterson and Sidney J. Wolf will be on hand, along with Mr. Rogers.

* * *

Lang-Worth Feature Programs Inc.
Rooms 512A, 513A

TWO exhibits will be maintained by Lang-Worth—one for the engineering conference, the other for broadcast executives. Former will concentrate on a new eight-inch transcription, unveiled as a "mystery record" at last year's convention and now

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES

refined for full use. Lang-Worth then converted its entire library of 16-inch discs to the eight-inch form after setting up its own recording, processing and pressing plants.

Management exhibit from April 16 to 18 will be pointed to programming and sales. The new eight-inch library with special cabinet and index system by Globe-Wernicke will be on exhibition, along with scripts and audition platters of new talent, features and shows to be introduced in the eight-inch disc library.

Lang-Worth's representatives are: C. O. (Cy) Langlois, president; Pierre Weis, vice president in charge of sales; John D. Langlois, secretary; Cy Langlois Jr., treasurer; W. O'Keefe, vice president in charge of artists and repertoire; J. A. Miller, research and engineering director; Walter B. Davison, director, West Coast operations; William E. Young, sales representative, and Hugh Allen, development engineer.

* * *

C. P. MacGregor
Room 502

NEW MUSIC library plan of interest to radio stations will be unfolded at company's exhibit in Room 502. MacGregor plans to exhibit its transcription services, both music and dramatic, and emphasize availability of "topnotch" production shows featuring well-known Hollywood personalities.

MacGregor executives on hand: George R. Jones, manager; Nat Donato, eastern manager, and William M. Mertz Jr., midwest manager.

* * *

Machlett Laboratories
Rooms 504A, 505A, 507A

COMPLETE line of broadcasting and industrial power tubes, including new water jackets and terminal connectors, distributed in the United States by Graybar Electric Co., will be shown. New high-power thoriated cathode tube designed for use as a single output tube in 25 kw television and 50 kw FM service also will be exhibited. Representatives at convention will be R. R. Machlett, H. J. Hoffman, Dr. H. D. Doolittle, R. E. Nelson, R. N. Kellogg Jr.

* * *

Magnecord Inc.
Rooms 535A, 536A, 537A

COMPLETE line of professional magnetic tape recorders for every purpose will be exhibited by Magnecord Inc. Company now offers console, portable or rack mount models. Some features of the new Magnecorder equipment include: Three heads for separate erase, record and playback, the latter used to monitor from the tape while recording. The PT7 capstan, which controls tape speed, operates by a positive drive principle which uses a flexible molded gear coupling instead of usual puck idlers, gears or belts, eliminating timing errors in recording and playback, according to firm. Unit also accommodates 10½-inch NAB reels on all models including portable. Frequency response remains flat from 50-15,000 cps (*plus* over *minus*) 2 db at 15 inches per second tape speed.

Rewind operation is accomplished by pushbutton controls which also may be remotely operated. All units have high speed forward and 15-inch or 7½-inch per second tape speed at flip of switch. Amplifiers have switch for equalization of speeds.

Additionally, another unit incorporating features of standard PT6 and known as PT63-A will be shown. New Magnecorder provides third head for playback and monitoring tape. Also slated for display is a kit (101) which will convert present PT6 Magnecorders in field for monitoring tape while recording.

Kit contains three-head unit which plugs into present receptacles holding heads on present PT6 equipment. Monitor amplifier and power supply also are part of kit and can be attached to present Magnecorder for monitoring tape.

Attending the Magnecord exhibit in Rooms 535A, 536A and 537A will be: R. J. Tinkham, president; C. G. Barker, vice president for sales; J. S. Boyers, chief engineer; R. S. McQueen, advertising manager; R. L. Landon, production manager; D. K. Hornbogen, sales service, and P. J. McCauley, engineer.

* * *

McIntosh Engineering Laboratory Inc.
Rooms 535A, 536A, 537A

THE DISPLAY of McIntosh Engineering Laboratory Inc. will demonstrate and show measurements on the new high-efficiency unity coupled amplifiers (60 to 65%) with less than ½% distortion between 20 to 20,000 cycles. These amplifiers are used as monitoring, recording, and as line amplifiers. An auditory demonstration will be conducted in connection with a Magnecord tape machine and a James B. Lansing speaker.

Measurements of distortion, noise, and the like, will be made with Hewlett Packard test equipment. NAB plug-in equalizers and miscellaneous equipment useful to broadcasting will be shown.

Representatives present will be: Frank H. McIntosh, president; Gordon J. Gow, chief of the laboratory; Kenneth Owen and Frank Inglis.

* * *

Charles Michelson Inc.
Room 560A

COMPLETE line of dramatic programs including mysteries, kiddie shows and family programs, as well as special purpose programs for specified types of local advertisers, are among those services offered by Charles Michelson Inc. Others are the Gennett and Speedy-Q sound ef-

(Continued on page 86)



OFFICERS of American Assn. of Advertising Agencies greeted Secretary of Commerce Charles E. Sawyer, guest of honor, at White Sulphur Springs luncheon during the recent convention. L to r: Clarence B. Goshorn, Benton & Bowles, retiring AAAA board chairman; Frederic R. Gamble, AAAA president; Secretary Sawyer; Louis N. Brockway, Young & Rubicam, Advertising Council and AAAA vice chairman; Charles W. Jackson, of the White House staff; Fairfax M. Cone, Foote, Cone & Belding, AAAA board chairman.

HOME LISTENING

Jan. Equals Average Of 3 Years-Nielsen

NUMBER of home hours of radio listening in January 1950 equalled the average of the past three years, Arthur C. Nielsen, president of the A. C. Nielsen Co., stated Thursday in an expansion of his remarks at the ANA convention March 30 [BROADCASTING, April 3].

During the past three years the number of radio homes has increased from an average of 37,600,000 to the present figure of 40,800,000, a gain of 8.5%, Mr. Nielsen explained.

"If we take into account that (1) radio listening per home has declined 7.8% due to the combined effect of TV and other factors and (2) that the number of radio homes has increased 8.5%, then the result is there have been as many home hours of listening in January of this year as the average for the past three years," said NRI's president.

Mr. Nielsen noted that the 7.8% decline in daily hours of listening per home breaks down to 17.1% in the largest cities, 6.3% in medium cities, and 1.5% in small towns and farms.

"If we analyze this by time of day, we get 8.2% down in the morning, 5.2% in the afternoon, and 9.7% in the evening," he said.

He asked that full recognition be given the fact that when a TV set goes into a home the total amount of broadcast listening or viewing is "tremendously increased."

Actually, he said, it goes from 4 hours 8 minutes, which is radio listening only, up to 6 hours 39 minutes combined—an increase of 61%. This divides as follows between daytime and nighttime: Daytime goes from 2 hours 29 minutes to 2 hours 59 minutes, an increase of 20%. Evening goes from 1 hour 39 minutes of radio listening to 3 hours 49 minutes of combined radio and TV, or an increase of 122%.

The total TV viewing alone goes from zero (prior to installation of set) to 4 hours 3 minutes, he noted. Daytime goes up to 50 minutes and evening to 3 hours 13 minutes.

Radio listening over the three year period has dropped from 4 hours 8 minutes to 2 hours 36 minutes, a decline of 37%, Mr. Nielsen said. He pointed out that the 37% is a very important figure to keep in mind. There's a reduction of 13% in daytime and 73% in the evening.

"It should be recognized however," he said "that only a small per cent of the homes has TV at this time. The best available estimates for January 1950 put TV homes at 3,950,000 which is 9.7% of the 40,800,000 estimated radio homes.

"As we have seen, radio has declined 37% in such homes, so the total reduction in radio throughout the country is only 37% of 9.7% or 3.6%. Therefore if nothing else had happened to affect radio audiences in the past few years they would have declined 3.6% due to the advent of TV."

— Station Owners — Managers —

RADIO TELEVISION PUBLICITY CORPORATION

Cordially invites
your inquiries regarding our proven, effective

AM - FM - TV STATION SERVICE

(Exclusive in your area)

See us at NAB Convention—Stevens Hotel, Room 529
(April 14-19)

—or better yet, make our executive offices your headquarters while in Chicago.

RADIO TELEVISION PUBLICITY CORPORATION

159 East Chicago Avenue Chicago 11, Illinois
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P&G's Morgens

(Continued from page 23)

the effect that 'radio's through and television is taking its place.' We don't intend to give up any valuable radio properties, at least until after we have lived with this new situation for quite a while and appraised it thoroughly."

There has been inadequate research to date on what has happened to newspaper and magazine readership in television homes, he noted. "Any sound judgment of the relative effectiveness of radio versus other media per dollar spent depends on such measurements as well as on other appraisals," he said.

"No," he said, "we are not in any rush to give up our radio properties because of television. We think that if advertisers generally would appraise the new situation sanely and unhurriedly, it would make for stability and the continued efficiency of radio."

Mr. Morgens said that after thorough appraisal of the situation in general and patient endeavor to achieve cost reductions that seem proper—"if we still cannot find a way to make a certain program into an efficient advertising vehicle, then we shall, of course, drop the program."

"We think that, too, will be helpful to radio," he added. "If there is anything that won't benefit radio, it is for an advertiser to keep a program on the air after it has ceased to be an efficient medium for him."

In following its future plan for radio, P&G (as well as other advertisers) "will need the cooperation of the networks, of the stations and of radio talent," Mr. Morgens said. "We feel certain that at the right time such cooperation will be forthcoming because it will be in the best interests of radio generally.

"I stress the phrase 'at the right time' because timing is a key factor in this whole situation. Any adjustments that are needed in the costs should certainly be made before there is a collapse of program and advertising structure in broad areas of radio. It will be very difficult to rebuild those structures after such a collapse, regardless of such adjustments as are made."

As for television, P&G regards it as posing a serious problem in keeping a sound relationship between the effective result and the cost of television advertising.

Mr. Morgens said P&G believed that its first job in approaching television "is to learn."

"The need for learning about television will never stop, of course," he said. "And it may well take years before we can know the answers to some of television's most important problems. However, the more all of us apply ourselves to the learning job, the better it will be for television generally."

Part of the learning process is experimentation, he said. "Naturally, not everyone can afford to experiment with television. However, the networks can and are doing it, certain stations can and are doing it, and large advertisers and advertising agencies can do it. There is a crying need for such experimental efforts.

"Even before we get into the creative area," he said, "there is need for experimentation in order to lower the medium's mechanical costs. Surely, for example, there will eventually develop some better and lower cost method of coast-to-coast transmission than the coaxial cable or film."

Need Experimentation

In the creative area, he said, there is a need for experimentation "with a whole new approach to program production if we are going to have really high program quality at a reasonable cost."

P&G does not intend to use television "because it's an intriguing and popular thing to do; or because it is vaguely felt to be a broad, statesmanlike thing to do; or because it's a good thing to get in on the ground floor of a new medium; or even because salesmen and dealers take more favorable notice of television than they do of other media to which they have grown accustomed."

"Television's job is to sell merchandise to the consumer," he said.

Mr. Morgens cast an oblique warning at violations of good taste and irresponsibility in telecasting.

"Procter & Gamble, like any other sound advertiser, will only use television in a manner that is clearly in keeping with the broad public interest. That's the principle which we follow in everything that we do and perhaps it goes without saying. However, it's particularly important to emphasize in regard to television in its character-forming years."

Summing up, Mr. Morgens said: "It will take work, and lots of it—on the part of advertisers, agencies, networks, stations and program producers—if we're going to make sure that both radio and television deliver advertising messages effectively and efficiently in the difficult years that lie before them. If we do that job well, both media will be great and constructive forces in America for many years to come."

Your FM Station
LIFE SAVER
The New
MULTIPULSE
FIXED FREQUENCY RECEIVER
With 8
Pulse Channels
N.A.B. Convention
April 12-19
Suite 550 A
MULTIPULSE SALES CO.
64 W. RANDOLPH ST.
Chicago, Illinois

1886 Roy C. Witmer 1950

FUNERAL services for Roy C. Witmer, 63, former NBC vice president and pioneer of network broadcasting, were held last Monday at his home in Westport, Conn. He died at his home April 1 after a prolonged illness.



Mr. Witmer

Mr. Witmer served as vice president of NBC for 17 years until his resignation in 1948. Under his leadership the NBC sales department was credited with developing basic sales principles now used by networks and stations throughout the country. Among these was the technique of designing programs to fit the needs of individual advertisers.

The former NBC executive was born July 8, 1886, at Niagara Falls, N. Y., and began his business career after attending Leland Stanford U. in California. He devoted his early activities to the banking and utility fields, then managed manufacturing plants in New England.

In 1927 Mr. Witmer joined NBC's advertising department as a salesman. He was promoted to assistant sales manager two years later and became sales manager in 1930. Following year he was appointed vice president in charge of sales.

Mr. Witmer was further promoted to staff vice president handling assignments from Niles Trammell, former NBC president and now chairman of the board.

Mr. Trammell, a close personal friend of Mr. Witmer, last week said he knew of "few people who have given to the broadcasting industry so unselfishly of themselves as he did."

Mr. Witmer is survived by his wife, Dorothy Parks Witmer. Burial was to be held in California.

Alabama AP Group Elect

AT a meeting of the Alabama Associated Press Broadcasters' Assn. held in Montgomery, Ala., March 26, Howard Martin of WALA Mobile, was elected president, succeeding W. Emmett Brooks, WEBJ Brewton. Others elected: C. O. Liles, WMLS Sylacauga, vice president; Lamar Matthews, Associated Press Radio staffer, secretary; and directors, Bert Bank, WTBC Tuscaloosa; Eloise Hanna, WBRC Birmingham; Henry P. Johnston, WSGN Birmingham, and F. E. Busby, WKRG Mobile.

Neill Heads CAB

MALCOLM NEILL, CFNB Fredericton, was elected president of the Canadian Assn. of Broadcasters at the final session of the annual meeting at Niagara Falls, Ont. [BROADCASTING, April 3]. The CAB board was scheduled to meet at Ottawa today (April 10), preparatory to meeting with the Royal Commission on Arts, Letters and Sciences at Ottawa, in its final sitting April 11-14, to hear final briefs on broadcasting.

KSTP AM-TV STRIKE

IBEW Engineers Walkout

STRIKE of 22 technicians of the International Brotherhood of Electrical Workers (AFL) Wednesday night at KSTP-AM-TV Minneapolis-St. Paul caused interrupted service at both outlets. Regular schedule was soon resumed and "is continuing without interruption," KSTP officials report.

Negotiations have been in progress since last August for a renewal of the contract which expired Sept. 30. According to KSTP spokesmen, the union demanded "a substantial wage increase for all stations involved in the joint bargaining." Other stations involved were WMIN WTCN WLOL and KEYD, all Minneapolis-St. Paul, the latter's contract expiring in February.

After many meetings, KSTP reports, WMIN WTCN KEYD and WLOL agreed to increase wages $3 a week. "However KSTP refused to grant any increase because our technician wage is now $95 a week with supervisors receiving $110." This is higher than wages paid by the other stations, KSTP said.

Regarding final negotiations, KSTP said: "Early last evening (Wednesday) Freeman Hurd, the international's business agent, called Hubbard (Stanley E. Hubbard, KSTP president and general manager) for a conference which he readily agreed to at our offices. Hubbard arrived here just a few minutes before 8 p.m. and after only a short discussion with Hurd, the latter gave an ultimatum of two minutes in which to grant an increase, without naming the amount, or the men would strike. As it was learned later the union had struck five minutes before Hurd issued the ultimatum."

Mr. Hurd said the engineers, members of Local 1216, "have received only a $5 a week increase in the last 3½ years and are paid well below even smaller stations in comparable cities."

KSTP spokesmen said the station is "rapidly recruiting replacements."

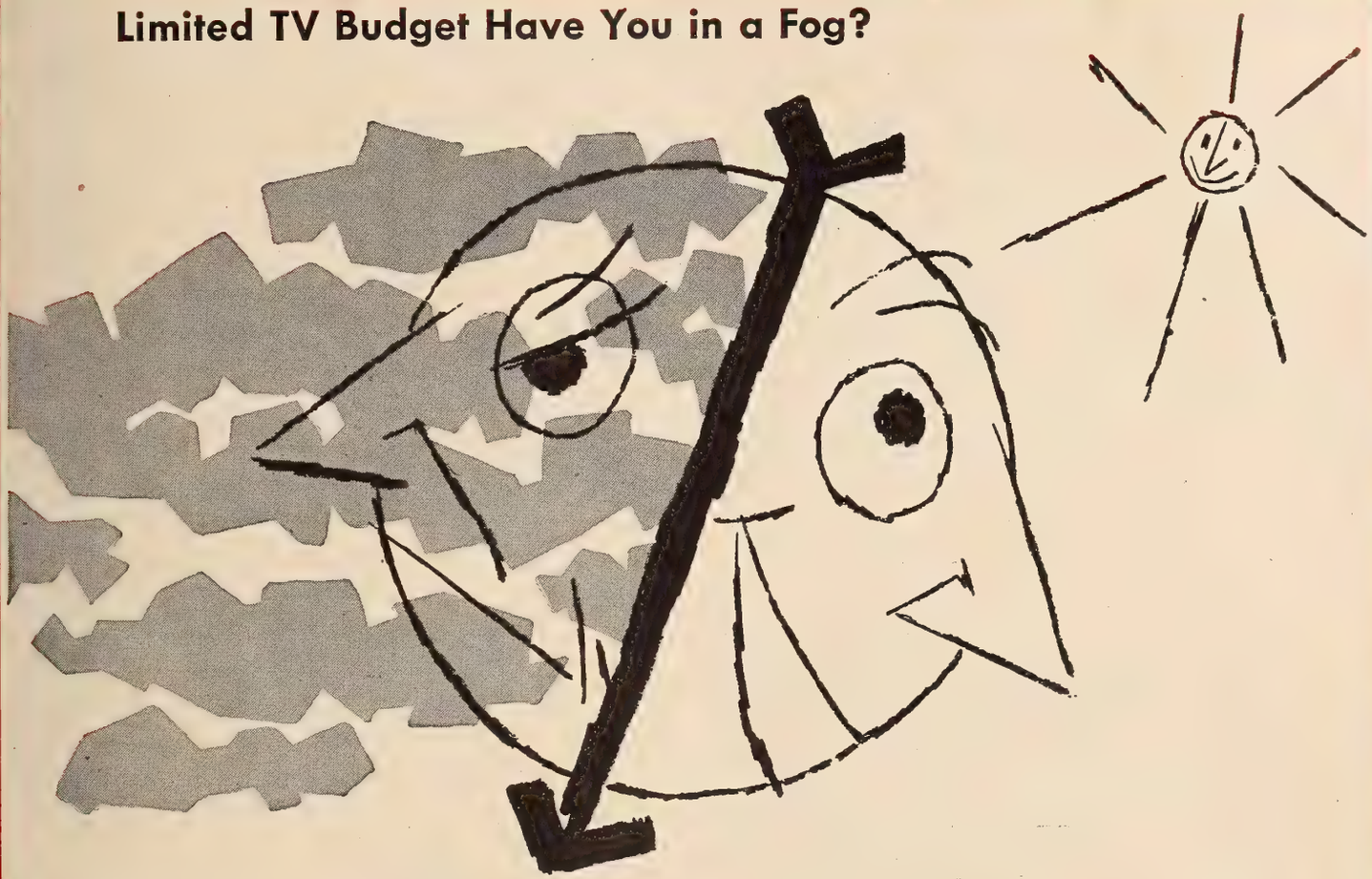
We don't sell *"time"!*
We USE time to increase your sales and profits.
WGRD Grand Rapids, Michigan

APRIL 10, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

Limited TV Budget Have You in a Fog?



See Daylight with Du Mont Daytime Television

You don't need a Fort Knox pass-key to make television work hard for you. Du Mont Daytime Television makes a little go a long way...modest in time and talent costs, carries authority when it comes to results. For Du Mont, with no fish to fry in radio, has cooked up daytime television programs you'll like ...network or local. They're good.

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America's Window on the World

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TELECASTING

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APRIL 10, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

VHF MOVE TO UHF?

Coy Cites Spectrum Economy

POSSIBILITY of moving all television from VHF to UHF was suggested by FCC Chairman Wayne Coy last week in questions posed as cross-examination got under way in the Commission's color television hearing.

From the standpoint of spectrum economy—without regard to differences in VHF and UHF coverage or other factors—Chairman Coy said:

"It would seem to me quite reasonable that to use the ultra-high frequencies in their entirety from 470 or 500 mc to 890 mc is freeing the kind of spectrum space that can be utilized by other services, and are needed for other services, and that would be in the public interest."

His questions and assumptions suggested a six-year "amortization" period after which VHF broadcasters would be required to switch to UHF operations.

This departure from previous lines of questioning highlighted a week which produced these color television developments:

● Demonstrating its new three-color picture tube "for the record," RCA showed Thursday for the first time that its color by a new technique now can be transmitted over the existing 2.7 mc coaxial cable in addition to radio relay, thus seemingly removing what had been considered a substantial objection to the system.

● Chairman Coy suggested the possibility of an FCC request or order that manufacturers begin now to build adapters into their black-and-white sets so they would be able to receive "non-compatible" (CBS) color in monochrome in event a non-compatible system is authorized.

● Donald Fink, former chairman of the Joint Technical Advisory Committee of Radio Mfrs. Assn. and the Institute of Radio Engineers, said he personally felt the dot-interlace principle employed in color could also be applied to black-and-white to improve resolution, "quite possibly" without adversely affecting the value of sets now in use.

● Dr. G. H. Brown, RCA Labs research engineer, reported his company is working on a single tri-color camera tube but that it is still in the research stage.

● Comr. Robert F. Jones served notice that he intends to explore the television patent situation by asking RCA to submit data on the patents to which it has rights, what the rights cost and what they cover.

● FCC called upon RCA, CBS, and Color Television Inc., sponsors of the three principal color systems under consideration, to submit detailed parts and costs data for conversion to their respective color techniques.

New Demonstration Set

● FCC scheduled an official demonstration of CBS' new dot-interlace color method for April 26 in New York, but said otherwise it would conform to its previously announced hearing schedule including sessions during the NAB convention next week. April sessions will be held today and tomorrow, and on April 17, 18, 19, 20, and 25.

● Both RCA and CBS demonstrated their color systems Friday for members of the International Radio Consultative Committee of the International Telecommunications Union.

Chairman Coy's questions on the advisibility of moving television "upstairs," which later were pursued by Comr. George E. Sterling, were posed during Dr. Fink's appearance to launch the hearing's cross-examination phase. Mr. Coy asked:

"Has the thought ever occurred to you [that] a sound sensible solution of the television problem might be achieved by getting away from adapters and converters and standards problems by establishing a color television service in the UHF range and providing a reasonable period of time to amortize the VHF black-and-white service, and give those channels to other services which are in great need of them?"

Dr. Fink, given the lunch recess to prepare his answer, thought a "much preferable" solution (which he said has been ruled out "on very good grounds") would be to add 40 or 50 VHF channels adjacent to the present 54-216 mc TV range. An upstairs reallocation, he felt, would be upsetting to the industry, aside from other objections.

Color Timetable

Chairman Coy—who injected at one point that "neither of us is committing himself as to what is going to be done here, so let us assume some things"—followed up with a question based on the assumption that color standards be adopted by, "let us say," the first of July; that color sets become available two years thereafter, and that the deadline for moving from VHF to UHF might be six years after that, or eight years from "the first of July."

The Chairman's observation about the reasonableness of "freeing" the VHF by moving into UHF followed a statement pointing out that FCC's present VHF proposal would leave the VHF intact but utilize all but about 140 mc of the available UHF frequencies. From the standpoint of spectrum economy he thought it better to vacate the VHF and use all of the UHF.

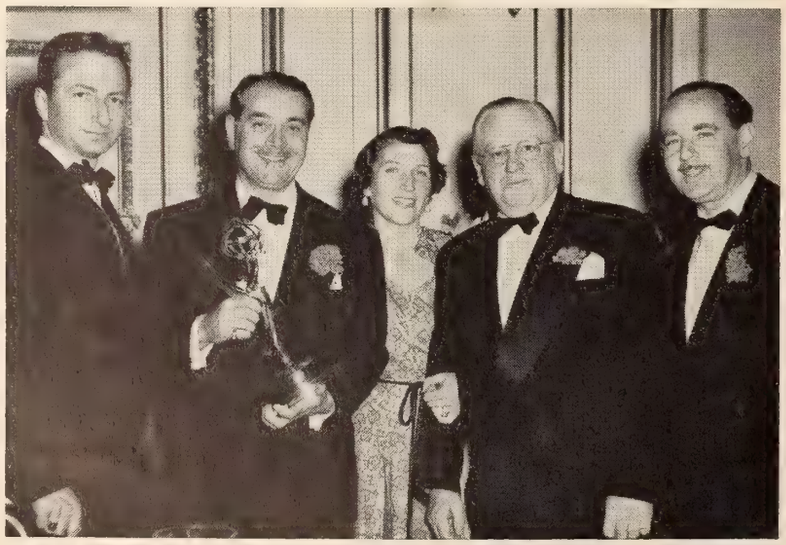
Dr. Fink said his "first objection"—which Chairman Coy specifically excluded from his assumptions—was the "possibility that some parts of the country would not, in fact, receive the television service" that they otherwise might. He thought this problem might be alleviated by "spotting" additional stations to serve such areas, but that a great number of channels would be required.

Coverage Problems

He said his answer was assuming the use of ground-based stations, and that coverage problems would dwindle if Stratovision were employed. He was not sure that Polycasting, involving the use of many low-power stations to achieve coverage, is the best answer to the problem. Nor did he think VHF would be as useful to some of the non-broadcast services as UHF is.

Chairman Coy wanted to know the effect that announcement of color standards might have upon purchase of black-and-white sets. Dr. Fink thought it might not be too great if a compatible color system were chosen, but that sales would definitely be affected by adoption of non-compatible standards.

Would this effect be offset, Chairman Coy asked, if manufacturers would start now to build adapters into their sets, so that



KPIX (TV) San Francisco receives the San Francisco Academy of Television Arts and Sciences silver "Emmy" award for outstanding station achievement in 1949 [TELECASTING, April 3]. **At the presentation ceremonies are (l to r) David Crandell, KGO-TV San Francisco director, and president of the San Francisco ATAS; Philip G. Lasky, KPIX (TV) vice president and general manager, who accepted the award for the station; Mrs. Lasky; Mayor Elmer Robinson, and Syd Cassyd, president of the Los Angeles ATAS.**

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all built in the future would be "compatible." He seemed particularly concerned about the desirability of such a procedure in event FCC should decide to postpone a decision on color.

Further, he asked, would manufacturers accept such a course if FCC ordered it, or would they go to court "on the question of jurisdiction?"

Dr. Fink thought court action might result, but that "a lot of manufacturers" would adopt the procedure "without too much urging" if they thought the color decision would come soon—in six months, for example.

Chairman Coy suggested the jurisdiction question might arise on another score "if manufacturers don't do something about the oscillator radiation problem" which causes interference to other services.

Fink Under Subpena

Dr. Fink, who made clear that he was appearing under a subpena by FCC and not as a representative of any other organization (including the so-called Condon Committee on color, of which he is a member), said he thought FCC should be able to write fundamental color standards after (1) seeing the official demonstration of the RCA tri-color tube; (2) seeing the CBS system using dot-interlace; (3) seeing the CTI system again, as scheduled for the first week in May.

On the point of comparative coverage, he said he thought a UHF station would reach 30 miles whereas a VHF station of the same power could reach 50. But he emphasized throughout his testimony that equipment improvements are almost inevitable.

He estimated a $175 VHF set would sell for not more than $190 with a UHF tuner added.

Chairman Coy at one point indicated he felt a lone UHF station competing with several VHF stations could be compared to a station broadcasting CBS color, which can't be received in monochrome by existing sets without modification.

Dr. Fink felt that before color standards are definitely fixed there should be controlled subjective viewing tests with "people representative of the public."

He denied he considered the CBS system "not good enough to be adopted," declaring he was "taking no stand between systems." He thought, however, that a broadcaster would start with a larger color program schedule if a compatible system were chosen. He said that "the color converters I have seen for the RCA system do not satisfy my definition of a converter."

Dr. Fink repeatedly paid tribute to the dot-interlace technique, used in the RCA system and recently adopted by CBS, as a means of improving resolution. He said he had been an advocate of the widest possible bandwidths, but believes with the introduction of dot-interlace that 6 mc is "the proper compromise between quality of service and quantity of service."

Under questioning by Comr. Jones he conceded that "somewhat" more costly receivers might be necessary to realize the "full capabilities" of the technique.

RCA's demonstration of coaxial cable transmission of its color was simulated at the official Thursday showing. But Dr. Elmer W. Engstrom, RCA Labs, vice president in charge of research, disclosed that color pictures were successfully sent from Washington to New York and back by cable earlier in the week. The cable was unavailable Thursday because of commercial commitments.

E. W. Chapin, head of the FCC Laboratory Division, told Dr. Engstrom the "coaxial" color picture appeared better than the regular color picture. Dr. Engstrom replied that although the color and background seemed enhanced, closer observation would show considerable reduction in detail, as when monochrome is relayed via the cable.

Cable transmission of color was achieved by a technique developed within the last 10 days. Dr. Engstrom considered it an interim measure in view of rapid expansion of radio relay facilities capable of passing the full 4 mc video signals.

Double Sampling Used

The technique was described as involving double sampling—once at the entrance terminal of the coaxial cable and once at the exit. The three color signals are sampled at 2.4 mc, permitting the resulting signal to be passed by the cable and to retain color characteristics. To assure proper phasing, this lower sampling rate is produced by passing the 3.6 mc sampling frequency of the regular color transmission through a "two-thirds mutiplier" and then into the 2.4 mc sampling unit.

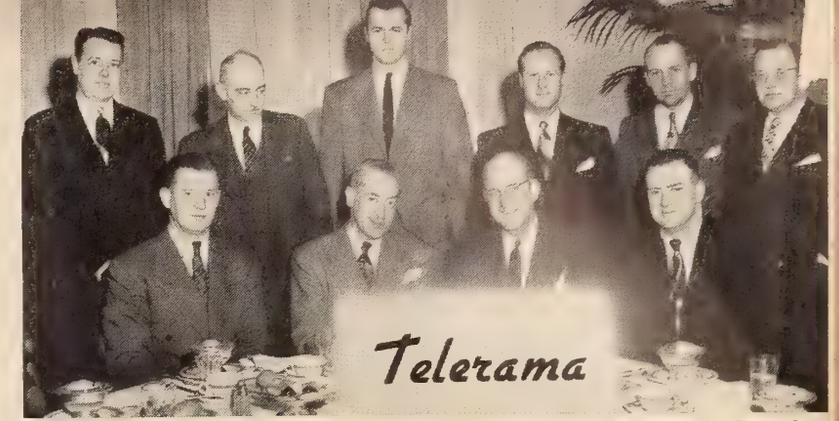
At the end of the coaxial the signal is separated again into three color signals by a receiver-type sampler operating at 2.4 mc. This is fed through a "three-halves multiplier" into the second transmitting station's regular 3.6 mc sampler.

Like the earlier unofficial showings [TELECASTING, March 27, April 3], the record demonstration included both three-gun and one-gun models of the tri-color kinescope. Fidelity of the three-gun version, which was generally deemed superior to that of the one-gun model, was rated at least equal to that of RCA's earlier three-tube system.

Some observers said they saw 325-line horizontal resolution of the test pattern of the three-gun picture tube and approximately the same vertically. On a set receiving in monochrome, 325-line resolution was clearly evident. During the "coaxial" transmission, horizontal definition was figured at about 100 to 125 lines.

Dr. Engstrom explained that higher definition will be possible when the dot patterns on the mask

(Continued on Telecasting 15).



PRESENT at recent TV Spot Clinic luncheon in New York (l to r): Seated, Reynold Kraft, Paul H. Raymer Co.; Alfred E. Nathan, v. p., Ronson Art Metal Works Inc., guest; Keith Kiggins, Edward Petry & Co.; Don Kearney, Katz Agency; standing, John Porterfield, Raymer; Norman Farrell, Weed & Co.; Elliott Reed, Free & Peters; Albert S. Goustin, John Blair & Co.; Jack Brook, Free & Peters; Scott Donahue, Katz.

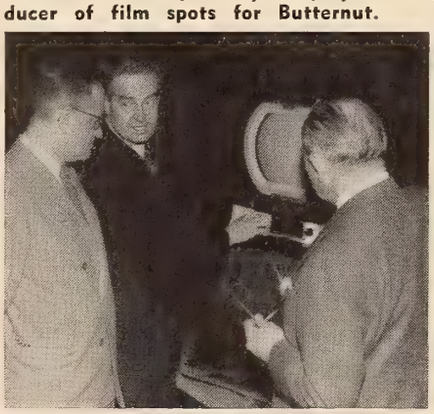
VELMA DAWSON, ceramist and creator of "Howdy Doody" figure, shows revised version of "Scotty Sears," another of her creations, which demonstrates merchandise on Sears TV film spots produced and placed by The Mayers Co., Los Angeles.



CARTOON character, "Butter-nut Kid," used for Butter-nut bread commercials on *Hopalong Cassidy* TV series, is introduced to W. J. Brewer (r), radio-TV dir., R. J. Potts, Calkins & Holden, Kansas City, by H. W. McMahan, executive producer, Five Star Productions, Hollywood, producer of film spots for Butternut.



CHATTING in Tampa, Fla., with Joie Chitwood (r), auto daredevil, is William E. Robinson, TV supervisor for Kenyon & Eckhardt Inc. Mr. Robinson also was on hand to oversee the Princeton (N. J.) Film Center's recent production of a series of TV commercials for the Ford Motor Co.



GETTING latest information on General Electric TV production during a tour of Electronics Park, Syracuse, Fred Waring (center), star of GE's *Fred Waring Show*, has his questions answered by Dr. Walter Baker (l), GE vice president, and E. H. Vogel, GE's manager of marketing.



SPORTSCAST on WPIX (TV) New York helped dramatize Howard Clothes opening of a new retail store in Jamaica, L. I. Participants in telecast (l to r): Harry Krawit, pres., Peck Adv. Agency; Jimmy Powers, sports commentator; Samuel Sennet, Howard pres.; Maurice A. Fitzgerald, borough pres.





MOBILE unit cameramen focus lenses during WBEN-TV's pickup of the consecration of the Bishop of the Episcopal Diocese of Western New York at St. Paul's Cathedral in Buffalo.

* * *

WBEN-TV Nears Its Second Year As Buffalo's Only TV Outlet

THE CITY of Buffalo, thriving with its industries, Great Lakes shipping and point-of-market for Upstate New York farmers, ranks second in population in the Empire State only to teeming New York City and environs.

Commanding the northernmost tip of Lake Erie, Buffalo is an historic example of American cities which have been enriched by the United States' lush hinterland.

Thus, it is not surprising that the story of electronic pioneering parallels the story of Buffalo and of WBEN-TV, the city's first and only video station.

For the past two years, as of May 14, 1950, Buffalo residents have watched the new pictorial art—television—grow in stature in their city. Their response has been recorded in facts and figures.

Set Circulation Soars

On Jan. 1, 1949, only seven full months after the station officially made its debut, the count of television sets in the Buffalo area was less than 10,000—not an insignificant number for a one-station market. Latest figures show a different story with the number of sets already well past 75,000.

There is another testimonial to WBEN's progress in the video world. Since the station went on the air as the country's 25th TV outlet, 317 advertisers have used its facilities. This total, as of last fall, includes 253 local and 64 national advertisers. Ninety-two local and national-spot advertisers now use WBEN weekly, excluding network sponsors.

A look at any one of the many sponsors' letters tells a flattering story, both to the medium as an advertising art and WBEN's ingenuity in making the medium pay off.

A local dealer, the General Ice Cream Corp., distributor of Sealtest ice cream, was interested in knowing how many children watched its one-minute, three times weekly, announcement. This in the late fall when Canada's neighbor city was readying itself for winter.

For its test, Sealtest offered two ice cream suckers to anyone viewing the WBEN spot, providing they would send their name and address to the firm's "Sealtest Ice Cream Man" at the station. The offer was repeated on three consecutive telecasts. Sealtest found—and these are its words: ". . . Phenomenal result! Our offer drew 2,617 pieces of mail! Naturally, this enthusiastic mail response sold us on television. . . ."

Another advertiser, The Western Savings Bank of Buffalo, carefully watched for results of its pictorial advertising. Here is its answer as conveyed to WBEN:

"The interest of the television audience was immediately reflected by the opening of several substantial accounts the morning after this program was shown, with the depositors specifically referring, with some degree of amusement, to this program. In fact, one interesting case was that of two elderly maiden ladies who brought in a substantial amount of cash which they kept hidden in their home."

The amusement was justified as the commercial portrayed a burglar meticulously ransacking a home only to find a Western Savings passbook and his comment: "An honest burglar cannot make a living any more—everybody in Buffalo is keeping his money in the Western Savings Bank."

Pioneering Background

WBEN-TV just didn't happen like Topsy. In back of the TV station's appearance on the Buffalo scene is a pioneering instinct which long served WBEN-AM-FM history. All three facilities are products of broadcasting enterprise by its parent, the Buffalo *Evening News*. The AM station this year is marking its 20th year in broadcasting, the *News* is celebrating its 70th anniversary.

Even before WBEN went on the air in 1930, the *News* sponsored shortwave broadcasts from Schenectady to the Byrd expedition in the Antarctic. The paper also pioneered in the use of the telephone, telegraph and wireless in news-gathering in its early days.

During the '30s, the paper experimented in ultra-shortwave broadcasting, and also issued one of the first daily radio-facsimile editions in the nation. Its W8XH now reposes in the Smithsonian Institution in the nation's capital.

In November 1946, WBEN's FM station, Buffalo's first frequency modulation outlet, began daily broadcasts. WBEN's TV license was applied for in early 1946.

Not to be caught short by inexperience in the video art, the station jumped the gun a day before its scheduled opening and on May 13, 1948, telecast the consecration ceremonies of the Rt. Rev. Lauriston L. Scaife as Episcopal Bishop of Western New York. This telecast from St. Paul's Cathedral in Buffalo was the first such event filmed by TV cameras in the U. S.

Telecast of Niagara Falls

Another landmark followed. On Sept. 12 of the same year, WBEN-TV made its first telecast from Niagara Falls, which is located about 18 miles from Buffalo. Remotes now are the practice rather than the novelty. Some 250 have been made by WBEN-TV since that time, notable among them the Christmas Eve midnight mass from St. Joseph's Cathedral, the Buffalo Air Show, an entire performance of Cole Bros. Circus, complete plays from Erlanger Theatre, inauguration of Mayor Mruk and a recent dedication of an $18 million Veterans hospital in Buffalo.

As a rule, the management of such a station would be of top-notch calibre. WBEN Inc. is no exception. Its executives are directed by Edward H. Butler, editor and publisher of the *News* who also is president and treasurer of the firm, and Alfred H. Kirchhofer, managing editor of the *News*, who is vice president and secretary. Clayton G. Underhill, paper's business manager, is assistant treasurer.

Most active of this triumvirate

* * *



Mr. KIRCHHOFER

in station affairs is Mr. Kirchhofer, a former president of the American Society of Newspaper Editors and former president of the National Press Club when that organization began erecting its $10 million building in Washington, D. C. Managing editor since 1927, Mr. Kirchhofer has matched his newspaper career with an equally as exciting association with radio and the entertainment field. Under his personal direction, the TV, AM and FM operations of WBEN are centered around a long-experienced executive staff.

C. Robert Thompson is WBEN station manager. He joined the station in 1938 as supervisor of WEBR, then owned by the *News*. A member of the Radio Pioneers Club, Mr. Thompson started in radio in 1926 and was station manager of WCOL Columbus, Ohio, before coming to Buffalo.

Key Personnel

The men with whom Mr. Thompson integrates the three-facility station operation are:

Ralph J. Kingsley, with WBEN since 1930, technical director of AM, FM and TV. He came to Buffalo from WBAL Baltimore.

R. Glenn Beerbower, assistant technical director in charge of TV, was an RCA field supervisor and directed the station's initial test while with RCA and also final tests before joining the staff.

Frank W. Kelley, assistant station manager in charge of sales for WBEN Inc.; Nicholas J. Malter, TV sales manager; George R. Torge, program manager of *News* stations (he started on WBEN in 1936 as a singer and announcer), and Edward J. Wegman, TV program assistant.

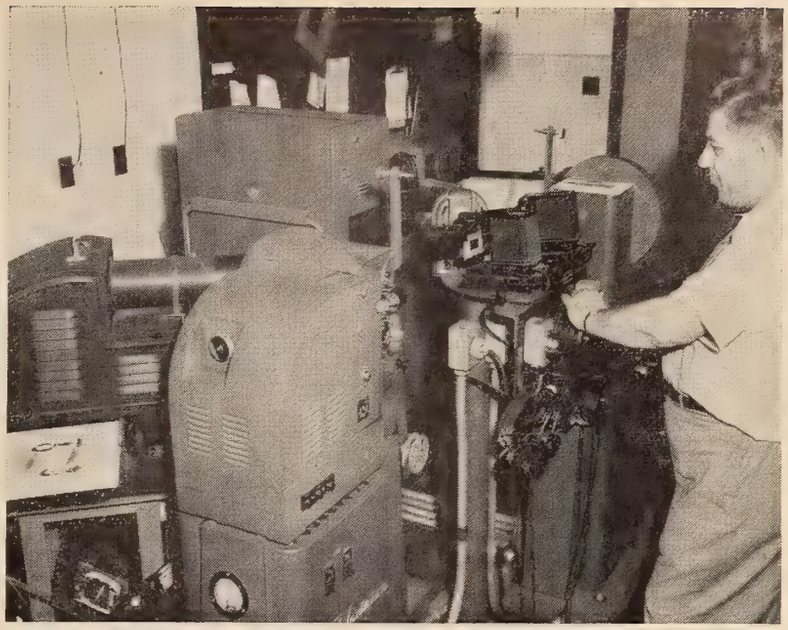
Many phases of this three-fold operation are cooperative. There are 116 persons on the payroll, including 43 employes directly relating their activities to television and others providing assistance. Of these 43, 16 are fulltime technicians.

Both radio and television studios are on the 18th floor of the Hotel Statler in downtown Buffalo. The TV and FM transmitters also are in the hotel with the tip of the RCA super-turnstile antenna reaching skyward 335 ft. above the street. It radiates an effective power of 16.2 kw visual and 10.2 kw aural.

Four Networks

Primarily a basic NBC station, WBEN-TV, which operates on Channel 4 (66-72 mc), also carries TV programs from CBS, ABC and DuMont.

Since its arrival on the Buffalo scene, WBEN-TV has followed a policy of promoting television in cooperation with the city's set dealers. A series of full-page ads in the *News* carried the message to the public. Each week, for a period of seven weeks in the early fall of 1949, the advertisements urged people to buy sets in order that they may see "the best things in life." The newspaper was urged to follow up these ads by suggesting where and what television set the people could buy.



WBEN-TV utilizes a complex 6-way set-up with film camera. Two 2" x 2" slide projectors, two movie projectors, a Baloptican and a Kaleidoscope projector are utilized. Quentin P. Renner is station's film editor.

* * *

Reprints of choice ads, all prepared by the Roizen Agency of Buffalo working with WBEN-TV's promotion department, were distributed by dealers and distributors to TV-set prospects. Some 100,000 copies were circulated.

Local Shows

The station's 800 sq. ft. studio is a busy location with continuous production of local shows underway. A locally authored and produced show is *The Clue*, sponsored by Stein Brewery which also has an hour of local wrestling and sponsored two other local shows during the past year. This "whodunit" is written by Fred Keller, station's executive producer, and Ray Wander, a local ad man. *The Clue* has passed its first birthday on the air.

Another local attraction is the half-hour South Park Chevrolet *Barn Dance*. Telecast weekly from the studio, the show features hillbilly and western favorites. It drew 1,800 people at $1 each when the telecast originated for charity at a nearby club hall.

Other outstanding local shows include *Meet The Millers*, a Mr. & Mrs. farm couple who specialize in economical food preparation; the musical *Four Quarters;* a youth talent feature, *Stars of Tomorrow*, and *Teen Time*, for the Saturday afternoon disc jockey high school fans.

A display-ad type show, *Shoppers Guide*, designed for presentation of information and products' hints, has received phenomenal success. A husband-wife team, veterans of radio and theatre, has handled as many as 24 spots in a 40-minute period. At present it is a half-hour show, Monday, Wednesday and Friday at 4:30 p.m. It has been on the air since November 1948. *Shoppers Guide* has been so profitable to the advertiser that the single spot rate of $15 has gone up to $22.50 with a waiting list making up a formidable backlog, WBEN-TV reports. Advertisers of same products are asked by the station not to place spots more than once a week in order to avoid monotony.

On-the-air time has jumped in one year from a weekly average of 5 days and 22 hours, to 7 days and more than 50 hours. Class A basic one-time hourly rate is $400.

In a breakdown of program hours, figures for Jan. 30 to Feb. 5 this year showed: Studio hours, 1:15 sustaining, 6:30 commercial, for a total of 7:45; film hours 3:55 sustaining, 2:10 commercial, total 6:05; remote hours, none sustaining, 1:40 commercial, total 1:40, and network hours, 4:45 sustaining and 28:25 commercial, for total of 33:10. Station's total 48:40 hours for this period has 9:95 sustaining and 38:45 commercial.

With an investment which runs well over a half million dollars without operating losses, WBEN-TV expects that within the next year or perhaps a little later, the station finally will break into the black.

On the road to the profit column, WBEN-TV is pitching with all the program-pugnacity it can muster. These efforts have jelled into capsule success stories such as these:

Hengerer Dept. Store found that when a $1.50 toy accordion was demonstrated once by "Santa" over WBEN-TV, $1,500 worth of the toys were purchased at the store the following day.

Pulls for Martino

Martino Radio Service of Buffalo sponsored a 10-minute *Telenews* newsreel on the station last November. Client reported sale of three Philco combinations at $699 per set as a direct result.

Vic Smith, National TV Co. owner, found during the same period that four one-minute film spot announcements for Polaroid lenses sold 200 of the lenses with a total retail value of $1,200—or an amazing return of $300 worth of business for each minute of advertising.

Another advertiser, General Electric Supply Corp. of Buffalo, found that sales of GE clock radios increased 221% after advertising on the station. "Likewise, our sales of television sets more than tripled since our sponsorship of sport programs on the station," GE added.

In the local sports field, WBEN-TV carries portions of professional hockey and wrestling. It has telecast the National Rowing Regatta, local college football, collegiate doubleheader basketball, midget auto and harness racing.

WBEN-TV reports the George

(Continued on Telecasting 15)

* * *



C. ROBERT THOMPSON (l), WBEN-TV station manager, and Frank W. Kelly, assistant station manager in charge of sales, inspect the installation of studio lights.

TV DIRECTORS

SDG Claims Sweeping Jurisdiction

SWEEPING jurisdiction over all directors of both "live" and film television shows was formally claimed in New York last Wednesday by the Screen Directors Guild.

Simultaneously, Cecil B. DeMille, spokesman for the guild, revealed at a news conference that SDG will "start immediate action" to bargain collectively for over 200 television directors in New York, Chicago, Detroit and other cities.

The guild, which now represents between 60 and 70 video directors, would include as members screen and video directors, assistants and floor managers. It would invoke Section 9 of the 1947 Labor Management Relations Act.

Mr. DeMille said he doesn't anticipate a "jurisdictional fight" with the Radio and Television Directors Guild which claims similar representation. RTDG membership now covers 36 of the 45 TV directors connected with local TV stations [TELECASTING, March 27].

Parties Not Identified

While Mr. DeMille declined to identify parties in current negotiations, it is known that representatives of both SDG and RTDG have conferred informally within the past fortnight to discuss jurisdictional problems.

Mr. DeMille said he couldn't speak for SDG members but admitted, under questioning, that one solution might lie in the absorption of RTDG by his guild, a nonprofit group organized for the mutual benefit of its members and not a union in the accepted sense. SDG has affiliation with the Screen Directors Guild in New York, he added.

Mr. DeMille described the SDG as affording a "common meeting ground for Hollywood and the television industry."

"Television and motion pictures are two ends of the same stick which is a system of releasing pictures that move across a screen," he observed, adding that he didn't mean to "suggest or indicate or prophesy that television will supplant the motion picture theatre."

Mr. DeMille noted that SDG had staked its jurisdictional claim on the ground that members are "directing action across a moving screen."

Question of whether television is a form of sound broadcasting and thus not subject to jurisdiction of the motion picture medium—or whether it is a separate distinct art, as ruled by at least one high court—was put to Mr. DeMille and his associates. They dismissed it as academic and thought that any decision which might hold TV to be part of sound broadcasting would have no effect on jurisdictional claims of the SDG, which basically was founded to represent motion picture directors.

On Common Footing

Thus, Mr. DeMille appeared to reflect Hollywood's feeling that television is more closely related to motion pictures than to radio.

Turning to television in general, Mr. DeMille felt that the medium would be "the greatest box office in the world" by means of one of "several mechanical or coin-operated devices." He disclaimed trade reports, however, that he favored Phonevision, Zenith Radio Corp.'s avowed subscription system, over any other development.

"Phonevision is a threat to exhibitors," Mr. DeMille said in reply to a question. "All television is a threat but exhibitors have faced many threats before and have found solutions. Television certainly will have a disastrous effect on bad pictures."

RTDG REACTION

Warns SDG on Encroachment

QUICK to react to Screen Directors Guild's jurisdictional claim over television directors (see separate story), the Radio and Television Directors Guild last Wednesday warned the screen guild not to encroach on its domain.

RTDG pointed out it has a charter from the American Federation of Labor as an international union with jurisdiction over radio-TV directors, and that working TV directors in New York, Chicago and Hollywood are RTDG members.

Furthermore, the statement added, RTDG in New York has working contracts with the four major TV networks recognizing it as "the sole and exclusive bargaining agent" for all TV staff directors, associate directors and floor managers.

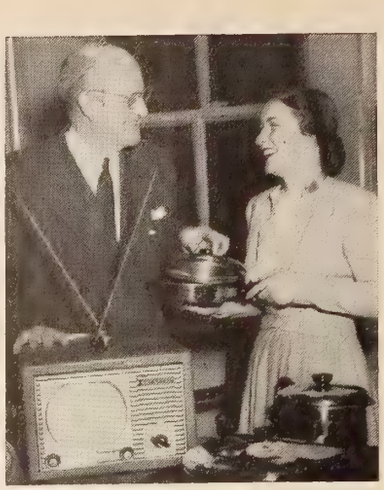
"If Mr. DeMille and the SDG do not attempt a raid on the established and recognized jurisdiction of the RTDG, there will be no trouble," the guild cautioned. "However, if Mr. DeMille and his organization attempt such a jurisdictional raid, they're headed for an all out fight."

MACY'S PLANS

Negotiates WOR-TV Series

NEGOTIATIONS were nearing completion last week between WOR-TV New York and Macy's Dept. store for a twice weekly, half-hour program.

Details were not set but present plans call for a noontime series, probably on Wednesday and Friday, featuring Barabara Wells and guests and offering consumers advice on what to look for when buying merchandise. Program would originate from Macy's own radio studios and stress the store's slogan: "It's Smart to be Thrifty." Victor Ratner, Macy vice president and former CBS official, is handling negotiations for the store, which reportedly is launching the series as a TV experiment.



BEST overall guess on estimates of TV circulation during February in key markets represented by Edward Petry & Co. was made by Annabelle Andersen, New York timebuyer formerly with Warwick & Legler. She is awarded first prize, a television set, by Keith Kiggins, Petry TV official. Miss Andersen also receives prizes for coming up with the best guess for Boston.

BASEBALL RIGHTS

TV-Radio Set in Philadelphia

BASEBALL picture in Philadelphia was completed last week with the announcement that WPTZ (TV), WFIL-TV and WCAU-TV would each telecast a portion of the home games of the Athletics and Phillies. Rotating sponsorship has been signed with Atlantic Refining Co. and P. Ballantine & Sons, with the possibility of another advertiser being added. N. W. Ayer is agency for Atlantic; J. Walter Thompson represents Ballantine.

During the regular season at Shibe Park, WPTZ cameras will originate the ball games for the three Philadelphia TV stations. Feeds to WCAU-TV and WFIL-TV will be augmented by those stations with commercial announcements from their own studios.

WPTZ is to telecast all Saturday afternoon games except five. WFIL-TV will have weekday day games and the aforementioned five Saturdays not covered by WPTZ. WCAU-TV will telecast Sundays, totalling 42 games. Some of these Sunday games will also be carried by WFIL-TV.

Atlantic and Ballantine were also sponsors during the 1949 season.

Radio rights are to be handled by WIBG and WPEN, Philadelphia independents [BROADCASTING March 20]. The former will cover the Athletics' schedule and the latter the games of the Phillies. WPEN's broadcasts will be sponsored with Atlantic, Supplee-Sealtest and Ballantine alternating. Atlantic will sponsor WIBG's coverage. Also under Atlantic's plans for the baseball season are broadcasts of Philadelphia games via a regional hookup to Eastern Pennsylvania.

ABC-TV currently issuing copies of its film catalogue to affiliates, listing films available for TV programming.

WKZO-TV TESTS

First Signal Successful

WKZO-TV Kalamazoo-Grand Rapids, Mich., began transmitting test patterns last week, according to John E. Fetzer, owner, president and general manager of Fetzer Broadcasting Co., owner of WKZO and WKZO-TV, and WJEF Grand Rapids.

Reports of reception of WKZO's signal "far exceeded our expectations," Mr. Fetzer said. Monitoring posts were set up in Lansing and Jackson, Mich., and in South Bend and Elkhart, Ind. First pattern was sent out last Tuesday from 12 midnight to 1:30 a.m. "It was surprising to find a deluge of telephone calls the next day," Mr. Fetzer said, "in view of the late hour."

Station's studios are maintained in Kalamazoo at present with offices at both Kalamazoo and Grand Rapids. As yet, Mr. Fetzer said, no date has been set for the official debut. WKZO, operating on Channel 3 (60-66 mc) with 16 kw aural and 8 kw visual will be a primary CBS-TV affiliate although programs will be carried from all other TV networks. The station is using a new type Federal Midlevel transmitter.

KECA-TV STAFF

11 Added, 19 Transferred

ADDITION of 11 new employes and transfer to more responsible positions of 19 staff members at KECA-TV Hollywood has been announced by Frank Samuels, vice president in charge of ABC's Western Division. The changes were brought about since the station started seven-nightly operation March 11, Mr. Samuels said.

New members of the engineering department are: John F. Scales, Francis A. Oliver, Roger L. Monson, Richard T. McCartney, Klarence F. Krone and Edward J. Corey. Additions to the non-technical staff include: Carolyn Roberts, makeup assistant; Darrell E. Ross, stage supervisor; Nigel G. (Jimmy) Horton, assistant film director; Billy L. Alcine, TV program assistant; Dee Jay Falls, tour aide.

L. A. WRESTLING

Telecasting Ban Is Lifted

FOLLOWING a seven-week telecasting ban, local wrestling returns exclusively to Los Angeles television April 13 via KTLA (TV) and KECA-TV. The ban had been in effect since Feb. 9 when promoters of the matches said telecasting hurt box office receipts.

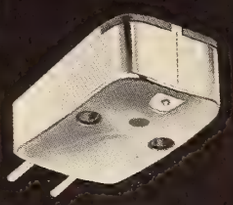
According to plans negotiated for wrestlers by MCA Agency, which has taken over representation of 20 top wrestlers [BROADCASTING, March 27], matches will be telecast twice weekly—on KTLA (TV) starting April 13 and on KECA-TV starting April 14.

NO MORE!

NO MORE PLUG-IN CARTRIDGES!
NO MORE EXTRA PICK-UP ARMS!

with the new..... Fairchild
TURRET-HEAD ARM







NOW—All 3 CARTRIDGES in ONE ARM

lateral, vertical and microgroove—or any other combination desired

SIMPLY TURN KNOB to select cartridge...

Pressure Changes Automatically

New miniature version of the Fairchild moving coil cartridge permits this revolutionary advance.

- OPTIMUM PERFORMANCE ASSURED by separate cartridge for each function. Mount any 3 of four cartridges listed at right in one arm.
- OPTIMUM GROOVE TANGENCY—offset design.
- NEW VISCOUS DAMPING—NO ARM RESONANCE.
- FITS ALL TRANSCRIPTION TABLES—mounting radius, 13⅜″; height above record surface, 1⅞″; base height adjustable.
- **3 WAY TURRET-HEAD ARM . . . . . $65.**

MINIATURE DYNAMIC CARTRIDGE, shown above, fits all arms and record changers—standard RMA mountings—Diamond Styli mounted perpendicular for back cuing.

- LINEAR FREQUENCY RESPONSE—constant velocity device—moving coil design for low mass moving parts and freedom from distortion.
- NO HUM PICKUP—extremely small coil winding keeps induced hum at least 15db below other professional type cartridges.
- HIGH LATERAL COMPLIANCE in conformance with good pickup design.
- CONNECTS TO MICROPHONE CHANNEL—low impedance—feeds through equalizer directly to the input of console at microphone level.

CARTRIDGES WITH DIAMOND STYLI	LOW PRICED
Unit 212—Lateral 2.8 mil	$42.50
Unit 211—Lateral 2.2 mil	42.50
Unit 210—Lateral 1.0 mil	47.50
Unit 213—Vertical	50.00

Fairchild RECORDING EQUIPMENT CORPORATION

154 St. & 7th Avenue • Whitestone, New York

"CAN'T BE BUILT," they said... but General Electric Built It!

Highest gain TV



***GOING UP*—THE ANTENNA THAT COULDN'T BE BUILT.** When others gave up, General Electric solved the most difficult high-gain TV antenna problem ever undertaken by a manufacturer. Two developments here are noteworthy. First, a special feed design saved several thousands of dollars for the broadcaster. Instead of the usual two, this antenna requires only one transmission line to feed it, a simplification achieved by designing and building a special slot diplexer, first of its kind to be used in high channel operation. Second, G-E engineers were able to maintain desired antenna characteristics by compensating for increased pole diameter through the lower portion of the antenna.

At Louisville the WHAS-TV antenna is driven by a G-E 5 kw high channel transmitter.

antenna* in the world!

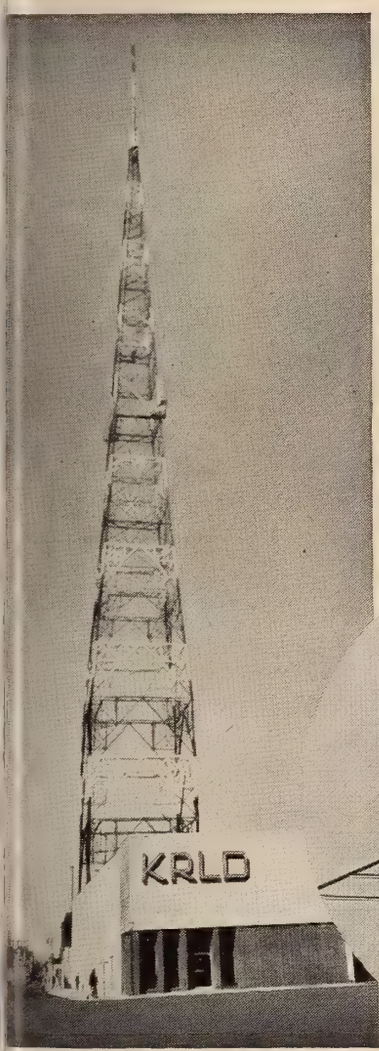
Spectacular 12-Bay Superturnstile for WHAS-TV is first ever made for Television Broadcasting—gain measured from input better than 12.5

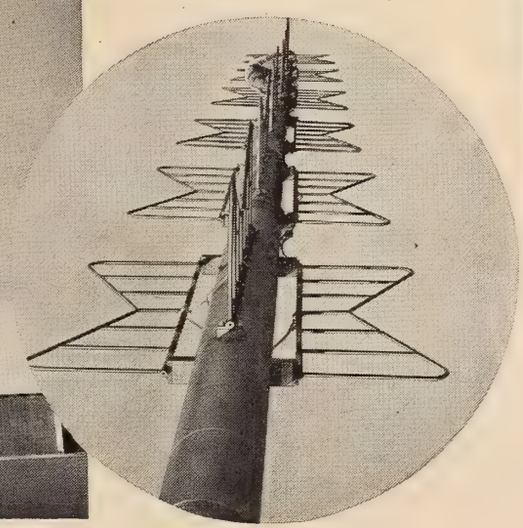
UNIQUE SLOT DIPLEXER PERMITS SINGLE LINE ANTENNA FEED!

RIVAL manufacturers said it couldn't be done—that nobody could build a 12-bay antenna of superturnstile design and make it work. Why not? Because the required mast diameter would be so large it would affect the antenna characteristics.

General Electric television engineers didn't think so. They accepted the challenge, took the problem back to Electronics Park, put to work the immense research, engineering, and manufacturing facilities of this great plant...and delivered the complete antenna to Louisville four months later!

Building TV station equipment is a precision job. If your station plans present difficult problems of design, engineering, or construction, put G.E. on your team. Offices in all principal cities. *General Electric Company, Commercial Equipment Division, Electronics Park, Syracuse, New York.*





LARGEST LOW BAND HIGH GAIN ANTENNA!

At KRLD-TV, Dallas, Texas, this 10,000 pound, heavy-duty antenna provides an effective gain of 6.2. It is designed and built to withstand a 50-pound wind loading, equal to a 150-mile-an-hour gale. Inset shows batwings of heavy-walled tubing.



WIND LOADING 60 POUNDS! Rising 1050 feet above the Hudson River, the WOR-TV tower at North Bergen, N. J. is the highest structure in the state. General Electric FM and TV antennas, mounted together on a special mast, can resist a wind velocity of 165 mph. WOR-TV is also equipped with General Electric FM and TV transmitters and a custom built control console.

**for VHF commercial operation*

You can put your confidence in—

GENERAL ELECTRIC

Labor Bureau Compares Radio-TV

(Report 106)

TELEVISION already has replaced radio as the chief product of radio and television manufacturers and in 1949 TV sales were responsible for about two-thirds of the industry's total dollar receipts, according to a study published by the U. S. Dept. of Labor's Bureau of Labor Statistics.

Titled "Radios and Television Sets," the study is part of a BLS detailed report on employment and payrolls. It also points out that, "contrary to popular notion, the radio and television industry has provided relatively few additional jobs as a result of the television boom." Employment in January was only 4% higher than in January 1949— an approximate increase of 5,000 in the production worker force, the report reveals.

The study also reveals that video set manufacturers reported accounting for almost $600 million of the radio-television industry's $850 million sales in 1949. In the five months ending with January of 1950, approximately two million video sets were produced, compared with 6,000 sets throughout 1946. Simultaneously, the report showed, radio set production dropped during 1949 from the 20 million established in 1947 to about half that total.

* * *

Video's Effect on Young People Studied

THE EFFECT that television has on children's study and other habits is starting to face the same controversy which met radio not too many years ago. To date no clear cut answer has been presented on the subject although it would appear that the age of the child is one of the determining factors. Following a survey made at Chicago's South Shore high school, it was reported last week that senior class students' grades "bear up under the strain of TV" better than those of any other class group. Philip Lewis, assistant principal and instructor of a TV course there, found that "superior" students can safely spend from 15 to 20 hours weekly in viewing. Average students should spend only from five to 10 hours, he said. He noted an average decline of 19% in grades of junior class members who watch video 19 hours weekly, and of 8½% in sophomores' grades. TV helped seniors, however, in history, civics and drama courses. Mr. Lewis termed it a "challenge" to find out how TV can aid each subject studied.

In New York first returns from a survey intended to evaluate television's "adverse" effect on the eating, study and other habits of New York City school children were revealed in findings prepared for release today (Monday) by United Parents Assn.

Results by age breakdown: (five to seven) 20 out of 75 parents reported an "unfavorable effect" on recreation activities and 22 said TV "adversely affected" children's eating habits; (seven years old) 13 out of 111 noted adverse effects on study habits, 29 on recreation and 27 on eating; (eight year olds) five out of 73 on study, 12 on recreation and 19 on eating; (nine year olds) seven out of 51 on study, 13 on recreation and 19 on eating; (10 year olds) eight out of 46 on study, 12 on recreation and six on eating; (ages 11 to 13) 33 out of 249 on study, 40 on recreation and 27 on eating habits.

UPA officials declined comment on initial findings pending a more thorough analysis of a larger proportion of the 100,000 questionnaires circulated by parent-teacher associations of schools affiliated with UPA. First findings were based on 605 returns from parents in the boroughs of Manhattan, Brooklyn, the Bronx and Queens.

* * *

New TV Lighting System Announced by N. Y. Firm

INVENTION and perfection of a new lighting system for television, which could allegedly result in savings of more than a million dollars annually in cost of TV films, has been claimed by Larry Gordon, president of Television Features Inc., division of Larry Gordon Studios, New York. System is called "filtelite."

Lighting is described as "mobile sunlight," so constructed and manipulated that an entire production set can be lighted properly in a minimum of time, according to Mr. Gordon, who has installed it in one of his studios. Reel of all completed TV films is being made available to advertising agencies.

* * *

Hopalong Cassidy Leads Tele-Que Video Ratings

MOST popular television program in Los Angeles and Orange Counties during first week of March was *Hopalong Cassidy*, according to Tele-Que survey of Coffin, Cooper & Clay Inc., Hollywood. Show received 59.7 rating. Results were based on viewing diaries kept by 575 TV viewers in the area.

Next nine shows in popularity were: *Spade Cooley Time*, 52.7; *Texaco Star Theatre*, 47.2; *Feature Movies* (KTLA), 46.6; *Lone Ranger*, 45.1; *Sandy Dreams*, 42.1; *Harry Owens*, 41.9; *Time for Beany*, 38.6; *Feature Picture* (KTLA), 38.2; *Cyclone Malone*, 37.6.

* * *

Videodex Ratings Issued for March

MILTON BERLE'S *Texaco Star Theatre* was seen in 2,161,700 homes in 17 cities covered by the March Videodex television ratings. The program had a rating of 61.3, according to the Jay & Graham Research Inc. report issued last week. Ratings were derived from the Videodex panel during the first week of March.

The list of top 10 Videodex rated programs follows:

Program	Rating	No. (000's) Homes	No. Cities
1. Star Theatre	61.3	2,161.7	17
2. Talent Scouts	55.2	1,552.2	10
3. Toast of Town	48.7	1,677.1	16
4. Godfrey & Friends	46.9	1,653.2	17
5. The Goldbergs	42.3	1,432.2	14
6. Stop the Music	38.3	1,206.8	16
7. Kraft TV Theatre	36.1	1,110.6	15
8. Lone Ranger	35.9	1,168.9	12
9. Cavalcade of Sports	34.8	1,130.5	16
10. Fireside Theatre	34.8	1,047.6	14

Test Pattern Argument

ORAL ARGUMENT on FCC's proposal restricting separate operation of TV aural and visual transmitters has been scheduled for May 12, the Commission has announced. Those who have filed comments and wish to participate must enter appearances by May 1. The proposed rule changes would allow test patterns to be accompanied only by a single tone or series of tones while separate operation of the aural transmitter would be allowed only for test purposes or emergency fills upon failure of visual equipment. Many telecasters have urged liberalization of the proposal [TELECASTING, Dec. 12, 1949; Jan. 16].

Weekly Television Summary—April 10, 1950 TELECASTING SURVEY

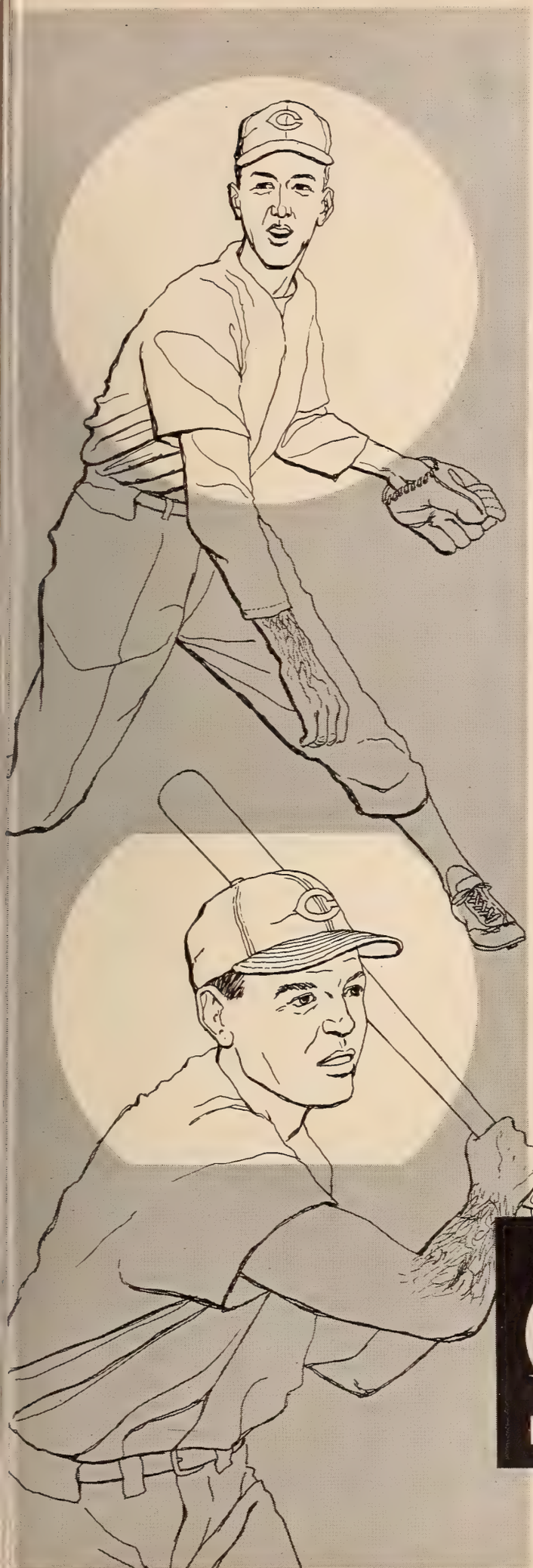
City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	2,475
Ames	WOI-TV	6,785
Atlanta	WAGA-TV, WSB-TV	31,500
Baltimore	WAAM, WBAL-TV, WMAR-TV	146,191
Binghamton	WNBF-TV	10,320
Birmingham	WAFM-TV, WBRC-TV	12,070
Bloomington	WTTV	5,000
Boston	WBZ-TV, WNAC-TV	305,793
Buffalo	WBEN-TV	75,693
Charlotte	WBTV	12,169
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	418,366
Cincinnati	WCPO-TV, WKRC-TV, WLWT	92,900
Cleveland	WEWS, WNBK, WXEL	176,474
Columbus	WBNS-TV, WLWC, WTVN	49,600
Dallas, Ft. Worth	KBTV, KRLD-TV, WBAP-TV	49,125
Davenport	WOC-TV	8,325
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	42,900
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	191,430
Erie	WICU	33,432
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	49,125
Grand Rapids	WLAV-TV	23,200
Greensboro	WFMY-TV	10,400
Houston	KLEE-TV	17,500
Huntington-Charleston	WSAZ-TV	6,578
Indianapolis	WFBM-TV	30,000
Jacksonville	WMBR-TV	8,200
Johnstown	WJAC-TV	16,560
Kalamazoo-Battle Creek	....	8,046
Kansas City	WDAF-TV	28,901
Lancaster*	WGAL-TV	35,563
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	448,737
Louisville	WAVE-TV, WHAS-TV	25,901
Memphis	WMCT	29,775
Miami	WTVJ	20,125
Milwaukee	WTMJ-TV	89,419
Minn.-St. Paul	KSTP-TV, WTCN-TV	74,900
Nashville	.....	25
New Haven	WNHC-TV	71,100
New Orleans	WDSU-TV	19,897
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,060,000
Newark	WATV	Incl. in N. Y. Estimate
Norfolk	WTAR-TV**	9,315
Oklahoma City	WKY-TV	21,541
Omaha	WOW-TV, KMTV	20,361
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	435,000
Phoenix	KPHO-TV	4,500
Pittsburgh	WDTV	80,000
Portland, Ore.	.....	887
Providence	WJAR-TV	34,125
Richmond	WTVR	26,213
Rochester	WHAM-TV	31,056
Salt Lake City	KDYL-TV, KSL-TV	11,000
San Antonio	KEYL, WOAI-TV	13,016
San Diego	KFMB-TV	33,200
San Francisco	KGO-TV, KPIX, KRON-TV	43,442
Schenectady	WRGB	70,000
Seattle	KING-TV	24,450
St. Louis	KSD-TV	101,254
Syracuse	WHEN, WSYR-TV	33,758
Toledo	WSPD-TV	37,000
Tulsa	KOTV	20,800
Utica-Rome	WKTV	11,500
Washington	WMAL-TV, WNBW, WOIC, WTTG	118,250
Wilmington	WDEL-TV	30,322

Total Markets on Air 60 Stations on Air 103 Sets in Use 4,906,365

* Lancaster and contiguous areas.

** New station in this report.

Editor's Note: Sources of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.



miami valley **EYES** are glued to **WHIO-TV**

Dayton's **FIRST** Television Station to Broadcast

CINCINNATI REDS

Baseball Games

April **18**—October **1**

This market's growing TV audience (over 55,000 as you read this) spends a lot of time looking at WHIO-TV. The reason . . . outstanding programming like the Cincinnati Reds home games April 18—October 1.

Top local programs, news and sports coverage, plus CBS, ABC and DuMont network shows make WHIO-TV FIRST in Television in the Miami Valley.

NEWS • SPORTS

CBS, ABC, DuMont Best Shows

channel 13
whio-tv -AM -FM
DAYTON, OHIO

Affiliated With The Dayton Daily News and Journal-Herald



Film Report

CANNON MILLS, to supplement its various advertising campaigns, is blazing a trail in television. Cannon is offering free to retail stores, two one-minute TV commercial films to increase May-June selling of towels. Store pays only for TV time at local rates. Open-end is provided to permit 11-second local announcement for individual stores. . . . **American Releasing Corp.**, Los Angeles, signed by **Sue Dwiggins** and **Vi Russell** to handle their TV package *Little Magic Mystery*. Consisting of 13 quarter-hour programs, package will be distributed nationally.

* * *

Burr Tillstrom, creator and co-owner of NBC-TV *Kukla, Fran & Ollie*, has been signed by **TEEVEE Film Co.** Beverly Hills Calif. to produce half-hour TV series based on **OZ** stories by L. Frank Baum. Series will utilize combination of live talent and marionettes and will be produced in Chicago. Completion of film is expected for fall telecasting. Same firm producing series of six five-minute television films *Vignettes of Fate*. **Merrill Pye**, vice president in charge of production of TEEVEE, has resigned. **Marc Frederic** and **William Asher** will assume duties formerly overseen by Mr. Pye.

* * *

Reported to be largest sound stage ever used for television in Hollywood, being utilized by **United Productions of America** at General Service lot, for **Ford** commercials. Series of 10 90-second films being produced for NBC-TV Kay Kyser show. They will be available May 11. Agency: **J. Walter Thompson Co.**

* * *

Shallow & Graham Productions, Los Angeles, has completed series of six one-minute TV film commercials for **Day & Night Mfg. Co.**, Monrovia, Calif. (water heaters, Panelray gas wall heater). Films currently being telecast on 13 western and southwestern stations including KTTV (TV) KTLA (TV) KLAC-TV all Los Angeles; KRLD-TV Dallas; WBAP-TV Fort Worth; WDSU-TV New Orleans; WKY-TV Oklahoma City; KPHO-TV Phoenix; KSL-TV Salt Lake City; WOAI-TV San Antonio; KFMB-TV San Diego; KRON-TV San Francisco; KOTV (TV) Tulsa.

* * *

Princeton Film Center Inc. is expanding its New York facilities to speed handling of film production due to increased demand for TV film. New addition to Manhattan set-up will make creative talent, editing facilities and screening room immediately available to video clients.

* * *

Television Features Inc., New York, currently producing one-minute spots for **Sweetheart Soap** and **Mueller's Spaghetti**, through **Duane Jones**; **Purolator**, through **J. Walter Thompson**; **Lee Pipes**, through **Donahue & Coe**; **Buffalo Savings Bank**, through **Muir & Co**; **P. O. C. Beer**, through **Gregory & House**; **Franks Beverages**, through **Adrian Bauer**; **Spred Satin** and **Durkee Foods**, through **Meldrum & Fewsmith**. Commercials recently completed include **Richard Hudnut**, through **Kenyon & Eckhardt**; **Air Wick**, through **Weintraub**. **William Van Pragg**, vice president in charge of production, says future schedules indicate high intensity production as result of commercials successfully completed and aired.

* * *

INS-Telenews weekly newsreel review, 20-minute summary of week's news, being telecast on WGN-TV Chicago, under sponsorship of **City National Bank and Trust Co.** . . .

PROGRAM FINDER

Crosley Issues 'Tel-A-Dial'

CROSLEY Broadcasting Corp.'s three television stations, WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus, have begun free distribution of more than 100,000 copies of a copyrighted, trademarked program finder called the "Tel-A-Dial."

The "Tel-A-Dial" consists of an outer casing with a slanted window through which each day's program



Examples of Crosley's "Tel-A-Dial." At the right is a rear view showing an easel by which the viewer may stand it on his television set.

* * *

listings can be seen on a sliding inside card. Made of cardboard with a natural wood finish, the "Tel-A-Dial" has an easel on back, enabling the viewer to stand it on his television set.

Separate versions of the "Tel-A-Dial" are provided for audiences in the Cincinnati, Dayton and Columbus areas served by the three stations. New slides will be issued enabling the viewer to stand it on periodically to keep the program tinder up to date, the firm reported.

PGH. CHANNELS

Seven Applicants Set Plan

RESOLUTIONS urging allocation of additional television channels for Pittsburgh "forthwith" were reported last week to have been adopted by the Pittsburgh City Council and the Board of County Commissioners.

Simultaneously, seven Pittsburgh television applicants notified FCC they had reached agreement on individual proposals which would have the cumulative effect of assigning VHF channels 3, 7, 9, 11, and 13 to the Pittsburgh area, one of which (No. 3) has already been assigned to WDTV.

FCC's own pending allocation plan would allocate two VHF and two UHF channels to Pittsburgh.

The city and county resolutions directed appropriate local officials to request of Pennsylvania's Congressional delegation "that all necessary and appropriate steps be taken to the end that authorization for the operation of additional television facilities in the city of Pittsburgh to be allocated by the FCC may be issued forthwith."

The resolutions cite Pittsburgh as "the birthplace of radio broadcasting"; claim FCC has "unfairly discriminated" against the city by its four-channel proposal.

The seven applicants who joined in the statement to FCC were KQV, WLOA, WJAS, WCAE, KDKA, WWSW, and United Broadcasters Inc.

SEEKS WTPS-TV CP

Asks FCC To Reinstate Grant

NEW ORLEANS *Times-Picayune*, operator of WTPS and WTPS-FM, asked FCC last week to reinstate its grant for construction of a new television station.

The newspaper's construction permit for WTPS-TV was given up last summer after the Commission called a hearing on its request for additional construction time. Spokesmen said the newspaper is "very much desirous" of building and operating a television station, and said the request for reinstatement seeks Channel 10 since a petition is pending for reallocation of No. 7, originally assigned to WTPS-TV, for use in Baton Rouge instead of New Orleans.

Goodman Show Sold

HARRY S. GOODMAN Radio & Television Productions has sold its TV telephone game, bingo-type prize program, to WBAL-TV Baltimore, with feature set to start May 1, and plans to expand the program to Boston, Detroit, Cleveland, Cincinnati and Los Angeles. Package now is on WJZ-TV New York, WFIL-TV Philadelphia and WGN-TV Chicago. Stations offer sponsors' products as prizes to televiewers of program which is aired "live" in each city. Viewers play the games by using either telephone or social security numbers.

COLUMBIA PLANS

Record Firm Sets CBS-TV Show

COLUMBIA RECORDS Inc., New York, has completed its plans for a 2.5 million dollar advertising and promotion campaign [BROADCASTING, April 3] using radio, television, national magazines, co-op newspaper space, display and point of sale material, Ken McAllister, director for advertising and promotion, announced.



Mr. McAllister

The plan includes sponsorship of one half hour of the CBS hour-long television show *The Show Goes On* starring Robert Q. Lewis, starting April 20, Thur., 8:30-9 p.m.

Columbia will sponsor the program through June 18 and will resume on Sept. 24 for the rest of the year. Each week a Columbia artist will appear on *The Show Goes On*. During the spring the program will be seen on WMAR-TV Baltimore, WCBS-TV New York, WCAU-TV Philadelphia, WOIC(TV) Washington, WBKB(TV) Chicago, WKRC-TV Cincinnati, WBNS-TV Columbus, WJBK-TV Detroit, WXEL (TV) Cleveland. When it returns in the fall it will be seen in 40 cities throughout the country.

Columbia Records will renew *The Columbia LP Record Parade* Sundays on CBS.

NBC-TV Revue Plans

NBC-TV's two-and-a-half-hour *Saturday Night Revue* will return in the fall after a summer hiatus starting May 20. Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of TV, announced the resumption was definite.

Heinz Starts Video

H. J. HEINZ Co., Pittsburgh, (57 varieties) in its first television try, today (April 10) starts a 13 week daytime spot participation campaign on KFI-TV Los Angeles. Expending $1,000 weekly, firm will use a total of 299 participations on six of the TV station's top shows. Agency, Maxon, Inc., New York.

Correction

RCA EXPECTS the market for black-and-white television sets to continue through the foreseeable future. Answering questions at the premier public demonstration of RCA's tri-color television tube, Brig. Gen. David Sarnoff, RCA board chairman, said he did not foresee a time when the company would not be building monochrome sets, despite the advent of color [TELECASTING, April 3]. Inadvertently, the "not" in "did not foresee" was dropped in TELECASTING'S account.


FOR CONGESTED AREAS
specify BLAW-KNOX
Whether it's for a spectacular TV antenna or a modest mobile communication system, a Blaw-Knox Tower *designed for the job* is your best—and safest—buy. In congested areas and cities throughout the country hundreds of Blaw-Knox Towers—both large and small—are proving the worth of their superior construction. For this assurance of safety and performance you might expect a premium price but—Blaw-Knox Towers *cost no more* than those of doubtful stability! Specify Blaw-Knox, and be sure.
BLAW-KNOX DIVISION OF BLAW-KNOX CO.
2038 Farmers Bank Bldg., Pittsburgh, Pa.
Distributed by
GraybaR
OFFICES IN 100 PRINCIPAL CITIES
BLAW-KNOX ANTENNA TOWERS

WTAR-TV OPENS

Dedication Is Held April 2

WTAR-TV Norfolk, Va., went on the air officially April 3 when more than 1,800 persons attended formal dedicatory ceremonies in the Center Theatre.

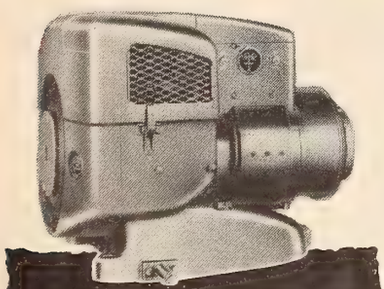
The dedicatory address was given by Campbell Arnoux, president of the WTAR Radio Corp. Other speakers on the 45-minute program included the Rt. Rev. William A. Brown, bishop of the Episcopal Diocese of Southern Virginia; Admiral Ralph O. Davis, commandant, Fifth Naval District; Rep. Joseph Porter Hardy Jr. (D-Va.); Mayor Pretlow Darden, and Sheldon B. Hickox Jr., NBC director of station relations, who welcomed the 59th affiliate to the network.

Entertainment featured local talent and WTAR-TV personalities, after which the NBC network was joined.

The following day, WTAR-TV began its regular schedule, opening at 5:15 p.m., sign-off at 11 p.m. with a test pattern between 2 and 5:15 p.m.

WTAR-TV's dedication was heralded by full-page newspaper advertisements. Owned and operated by the WTAR Radio Corp., WTAR-TV operates on Channel 4 (66-72 mc) with power of 12.25 kw aural, 24.5 kw visual. Its affiliates are WTAR-AM-FM.

ELECTRIC POWER
for MOBILE TV UNITS



with ONAN ELECTRIC PLANTS

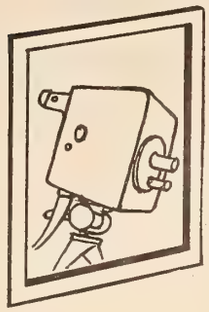


Quiet-running, vibration-free Onan Electric Plants are compact, lightweight, easy to install in TV, FM, and AM mobile units. Supply power for transmitting, recording, lights and all other needs. Electric push-button or manual starting. Fully shielded to eliminate radio interference. Air-cooled A.C. models range from 400 to 3,000 watts. Water-cooled electric plants up to 75,000 watts.

ONAN STANDBY ELECTRIC PLANTS for transmitter stations, *keep you on the air* and protect against loss through failure of highline power. Fully automatic start and stop. 1,000 to 75,000 watts, A.C.

Write for literature

D. W. ONAN & SONS INC.
3156 Royalston Ave., Minneapolis 5, Minn.



Reel Takes

JOHN OTIS CARNEY

FLYING in the Marine Corps, writing a best seller and working as executive producer for Louis DeRochemont are major landmarks along the road traveled by John Otis Carney to his current position as president of United Videogram Inc. As head of the year-young firm, which has offices in Chicago, Washington, New York and Minneapolis, Otis coordinates all film production work on commercials and shows, outlines presentations, does much of the writing and offers a creative consulting service to stations, agencies and clients.



Mr. CARNEY

He hops between his various offices but headquarters at 33 S. Clark St. in Chicago, city of his birth. Otis attended grade and high schools there, but went eastward in 1939 to Princeton, where he became an enthusiastic member of the Ivy Club, frequently stayed up all night debating literature and politics, and majored in English. In 1941 he left school to enter the Navy. After flight training and assignments in this country, he served two years in the Pacific as a Marine Corps flier and was discharged with the rank of captain.

It was while training at Corpus Christi, Tex., that he co-authored *Love at First Flight* with another pilot. The book was published in 1943, and sold 300,000 copies. Otis confesses his biggest mistake to that point—"and still"—was turning down $30,000 cash for motion picture rights.

Edits Humor Magazine

Otis returned after four years of service to Princeton long enough to edit the humor magazine, *Tiger* (the oldest of its type in the country), and to collect a diploma. For several months thereafter he toured Mexico, writing freelance fiction and non-fiction and reporting the daring-do of the Mexican Baseball League for the *Chicago Daily News*.

Getting an editorial job on *Time* magazine caused his abrupt departure northward, but before he had time to report to *Time's* New York offices he met and was hired by Louis DeRochemont. Mr. DeRochemont, who originated the "March of Time" documentary, hired Otis in one sitting at the men's bar of the Waldorf. This was in January 1947.

Mr. DeRochemont had resigned his "March of Time" dictatorship to operate independently and to work for 20th Century-Fox. Otis, as his executive producer, helped make the commercial film, "Boomerang," and these documentaries: The eight-reel "Tobaccoland U.S.A." for Chesterfield cigarettes, which cost $400,000; two-reel (20-minute) films for Squibb, Reynolds Metal and the Insurance Co. of North America, and two eight-reelers on a town in Alabama and one in New England, which were distributed in Europe by the State Dept. to show typical American living.

Although he did planning, general production, much of the writing and all of the contact work, the photographic process remained fine theory but bad practice with him. "I still can't take a picture with a Brownie, but I *do* know what a good picture has and how it can be taken!"

Wrote FBI Sequel

Always a creative writer, Otis scripted "FBI No. 2," designed (but never filmed) as a sequel to "The House on 92nd St.," produced by Mr. DeRochemont. Because of his aptitude for drama and scripting, he next signed with Actor Gary Cooper to find, develop and write movies for Mr. Cooper's independent production enterprise. The job was short-lived, for the day Otis was hired he contracted malaria, which led to double-pneumonia and a hospital bed for three months. After recovering, he went to Minneapolis for a change in pace and wrote features for the *Star*. It was there he married the former Frederika Fly of Memphis. They now live in Lake Forest, a northern suburb of Chicago, with their two sons, Thomas 2, and John Otis II, 10 months.

United Videogram's biggest production in its first year was *The Marines War*, a 26-chapter documentary on the Pacific war based on the book of the same name by Fletcher Pratt, military historian. Four chapters have been compiled from Navy, Marine Corps and captured Japanese film, and 300,000 feet are still in reserve. The series is being considered for network sponsorship, and has been previewed in New York, Washington and Minneapolis. It can be telecast as 13 half-hour or 26 20-minute shows.

United has completed TV films for 53 accounts, including Minnesota Mining & Manufacturing Co., Grain Belt Beer, North West Buick Dealers, Northland Ice Cream, Schmidt Brewing Co., Skippy Peanut Butter, Gluek Beer and Alcazar Cigars. Firm also produces *Washington Tapestry* with Mrs. Raymond Clapper, widow of the Washington correspondent, and the *Bob Cooke Sport Show* and *Bob Cooke Chalk Talk* (he is sports editor of the *New York Herald Tribune*).

To lower the high cost of quality TV film commercials, Mr. Carney hopes to get a complete library of stock shots on all kinds of merchandise so spots can be tailored. "The greatest need in television," in his opinion, "is for all those involved, especially agency people, to think in terms of pictures. It's difficult to visualize spots and shows and to know budget limitations, but it has to be done."

WJIM-TV PLANS

Regular Programming To Start

WJIM-TV Lansing, Mich., owned and operated by WJIM Inc., is scheduled to begin regular program operations sometime this week, according to Harold F. Gross, president and general manager.



Mr. Gross

On test pattern since March 17, WJIM-TV is RCA - equipped, transmitting from an antenna tower of 345 ft., located 1,185 ft. above sea level. Station operates on Channel 6 (82-88 mc) with power of 9.3 kw aural, 18.7 kw visual.

Mr. Gross said WJIM-TV soon will be housed in a modern $500,000 plant and, as soon as possible, will add all varieties of local programming to its daily schedule of network and film shows. Network broadcasts will be beamed by microwave from Detroit to transmitting equipment at Milford, Mich., where new microwave facilities make possible transmission to Lansing without any intermediate beam-weakening towers, he stated.

In addition to Mr. Gross, executive personnel at WJIM-TV include: Howard K. Finch, station manager and program director; C. X. Castle, chief engineer, and Roger S. Underhill, director of sales.

VHF to UHF?

(Continued from Telecasting 3)

side the tube and the three-color ot groups on the tube face—both umbering about 117,000—are in-reased. RCA hopes to double the umber of dots.

Highlight readings of the three ets were reported as 7 foot lam-erts for the three-gun color set, 2 foot lamberts for the mono-hrome set, and 4 foot lamberts for he one-gun color set. Ambient oom lighting was 0.5 foot lam-erts.

Most of the Monday-Tuesday essions, preceding cross-examina-on of Dr. Fink, was devoted to ighly technical testimony by Dr. . H. Brown, research engineer of CA Labs, on recent technical de-elopments and a "complete engi-eering consideration of the RCA ystem."

Dr. Brown said experience has hown the RCA system requires a ignal-to-noise ratio no greater han that for black-and-white, and hat observers have found unani-nously that the system is no dif-erent from monochrome with re-pect to transmission irregularities ncluding ghosting and spurious mages.

Report Submitted

He submitted a report indicating hat transmitters capable of de-eloping up to 5 kw carrier power t the upper end of the UHF re-ion, near 890 mc, will be available ithin 18 to 24 months.

Comr. Jones questioned him in etail on the date when RCA first onceived and began development f its present color system. Dr. rown observed at one point that e didn't think any pinpoint date as pertinent, but under question-ng reported that the system was orked out in theory in late 1948 r early 1949.

Comr. Jones asked for a complete imetable on the entire project.

Hugh M. Beville Jr., NBC direc-or of research, testified briefly on he length of time needed before CA could provide color service to reas presently reached by coaxial able. He estimated that by Octo-er 1950 some 23 cities with a total opulation of 45,770,000 would be erved by radio relays capable of arrying RCA color. As of March 2, he said, 28 cities with 51,405,000 opulation were receiving network ervice by coaxial or radio relay.

William R. McAndrew, assistant o. NBC's Washington vice presi-ent and also general manager of he NBC Washington stations, ompared program production costs or color and black-and-white. Under questioning by Comr. Jones, e concluded that from his experi-nce he saw no reason for a broad-aster to hesitate about entering olor because of the additional costs n this phase of color operations.

Dr. Brown, back on the stand, sserted that RCA had used the ot-interlace technique in its pres-nt system from the beginning in rder to accomplish the purpose for which CBS adopted it a few weeks ago—to get greater resolution.

He presented comparative data showing, on the basis of visual acuity, RCA resolution superior to that of CBS.

In response to Comr. Jones on the possibility of a "combination" set which could receive transmissions under all three systems, Dr. Brown thought it possible to find some common components, then put all three receivers into a box "and call it a single receiver." But, he said, it would not be a question of "subtracting" tubes and circuits, but of adding them.

In response to further questioning, counsel for RCA agreed to submit data on additional circuits which would be necessary in such cases and on components common to the systems.

On the question of multiple standards, posed by Comr. Jones, Dr. Brown said: "I just don't understand how multiple standards can work—I have no conception of it."

The question of patents was raised after Dr. Engstrom took the stand Tuesday to outline the working of the tri-color tube. Comr. Jones elicited from RCA counsel a statement that RCA has rights to license and in some cases sublicense receiver and television patents owned by International Telephone & Telegraph Corp., General Electric, Westinghouse, Phillips Co., and Farnsworth.

Singling out the Farnsworth patents in particular, Comr. Jones said he wanted to know how much RCA paid for its patent rights and what they involved.

Patent Question

Pressed by Comr. Jones, RCA General Attorney Joseph V. Heffernan said he didn't know whether anyone could build a black-and-white set without using RCA patents, but later reported he was sure the Hazeltine Corp. and Dr. Edwin H. Armstrong and possibly others also license TV set manufacturers.

Dr. Engstrom testified, also under questioning by Comr. Jones, that he felt RCA color sets might be built to sell, without the kinescope, at about 25% more than comparable black-and-white models without kinescope. Including RCA's tri-color tube he thought the price might be 25 to 50% more than comparable black-and-white models with kinescope.

Questioned as to Board Chairman David Sarnoff's estimate to newsmen that tri-color tube receivers might cost 20 to 25% more than comparable monochrome sets, Dr. Engstrom said that "I suspect he'll ask us to do it for that price" and that the RCA engineers will "try to do it."

He told questioners that even if FCC should fail to approve the RCA system he assumed RCA would manufacture any color tubes which others would want to use, because "we're in the business of making tubes." He said he didn't want to imply, however, that RCA assumes the CBS system alone will get FCC approval.

Telefile: WBEN-TV

(Continued from Telecasting 5)

F. Stein Brewery Inc. is one of Buffalo's largest bankholders. According to Robert C. Stein, advertising manager, the firm increased its beer and ale business 40% in 1949 over the preceding year. He attributed a "good percentage" of this increase to TV. The Stein TV message now centers about the slogan "7 million more bottles sold in 1949 than in 1948."

Two new local shows of recent appearance are *Charades*, a take-off on the old-parlor game with TV trimmings, and a fast-paced variety show called *Vaudville*. Both programs began in February.

Use Special Equipment

In back of WBEN-TV's telecasts are special equipments, elemental for a metropolitan-sized station. WBEN-TV is RCA equipped throughout except for improvisations made by the staff engineers themselves. The mobile unit is a standard RCA remote truck with a two-camera chain and a 7,000 mc microwave relay transmitter.

Recently installed is a master control room where network programs are routed to the transmitter without interference to studio operations. In addition to the two studio cameras, WBEN-TV utilizes a complex but successful six-way set-up. Two 2" x 2" slide projectors, two movie projectors, a Baloptican, and a Kaleidoscope are utilized.

Buffalo has cut a deep impression on the national TV picture. Statements like this one from T. J. Atcheson Glass Co., Buffalo (to Ellis Adv. Co., same city) tell the story:

"We want you to know how very well pleased we are with the TV contract you took care of for us with WBEN-TV. We have been getting very nice results on same and have had more comments from this TV program from customers than we have ever had from any other advertising. . . . We earnestly recommend television to anyone desirous of a new medium that in our opinion has brought more business per dollar cost of advertising than we ever expected."

Mul-Tel System

NEW low-cost multiple TV distribution system, designed for locations where many receivers are in use, was unveiled last Thursday by the Brach Mfg. Corp. of Newark, N. J. (Div. of General Bronze Corp.), antenna manufacturers. The Mul-Tel system will operate from any antenna. Spot tests in Newark and surrounding areas indicate that the system will serve to increase sale of sets, the company said.

FOR TV STATIONS:

The GRAY TELOP

Television Optical Projector **ENABLES EASY, LOW COST TV COMMERCIALS**

Now used by networks and independent stations

The problem of low budget yet modern and visually interesting TV Commercials production is solved by the new Gray Research TELOP. Versatile, 'cinematic' effects are obtained from inexpensively prepared materials or small objects.

1. TELOP TELEVISES MANY THINGS

There are four optical openings for opaque cards, photographs, art work, glass slides, transparencies, strip material (on rolls), *and small objects.*

2. DUAL PROJECTION

Two slide holders, containing ten projection items, may be used in any two optical openings. Any two items may be televised simultaneously with *superimposition*, through *lap dissolve* or *fade-out*. The bottom station in the TELOP may be opened for televising small objects.

3. STAGES #2 and #3

These two variable speed units may be attached to any station, one for vertical roll strip, the other for horizontal televising of teletype news strip. The horizontal unit may be used anywhere between top and bottom of the mosaic.

4. NO KEYSTONING

The single projection lens eliminates keystoning of the projected mosaics.

5. RUGGED EQUIPMENT

The TELOP, weighing 600 lbs., has a cast iron base and rigid framework to withstand constant hard usage.

For full details write for Bulletin T-101



GRAY RESEARCH and Development Co., Inc.
24 Arbor St., Hartford 1, Conn.
Division of The Gray Manufacturing Company • Originators of the Telephone Pay Station



ALLEN B. DU MONT LABORATORIES, INC., TELEVISION TRANSMITTER DIVISION, CLIFTON, N. J.

Promotion



CONTEST, in conjunction with return of Elizabeth McGee, "Maid of Cotton," to Spartanburg, S. C., currently being conducted by WORD that city. Bale of cotton will be given listener who can name largest number of articles made from cotton or its by-products. Cotton in bale was grown in Spartanburg County and will be auctioned in front of WORD studios when contest closes. Proceeds will go to winner of contest. Bale is on exhibition in front of studios with large sign urging passersby to listen to WORD and WDZY (FM) for details.

Jigsaw Map

BLUE, yellow and white map is made out of pieces of jigsaw puzzle sent to trade by WTAR-TV Norfolk, Va. Map is illustrated, showing points of interest, chief industries, sports, etc., of station's coverage area. Card accompanying puzzle map tells market facts concerning new station, which took the air April 2. After detailing population, retail sales and so forth, card remarks, "Put these essential pieces together and you have a pretty TV sales picture—a picture of the market on the jigsaw map enclosed."

Scavenger Hunt

REVIVAL of scavenger hunts currently taking place on WAAM (TV) Baltimore via Nick Campofreda afternoon shows. On first day Mr. Campofreda asked for 1921 silver dollar, 1940 Maryland license plate, front page of any newspaper over one year old, and (for his sponsor, Gunther Brewing Co. of Baltimore) original Gunther beer label on old bottle. Starting time for submitting items was given as 9 a.m. following morning. At 6:15 a.m., lines began forming in front of studios. Prizes given to first persons arriving with rare items included watches, radios, TV sets, shoes and all arrivals received cases of sponsor's beer.

Pointing Finger

NEW method of calling its clients' attention to "proof" copy of their radio announcement being utilized by KFRO Longview, Tex. Paper hand, outlined in red, with index finger pointing, is pasted on copy sent to advertisers. Finger points to announcement, and written on hand is message, "Get more sales! Please put this on your bulletin board so all of your sales staff may know radio station KFRO-1370 Longview, Texas."

Follow-Through on Cut

WFIL-AM-FM-TV Philadelphia is following up its AM nighttime rate cut [BROADCASTING, March 27, April 3] with promotional vigor. Station is sending to trade letter summing up new policy along with new rate card and reprint of trade ad which claims WFIL has made marked gain according to BMB 1949 survey.

Gorilla Hero

BUSHMAN, top-billed gorilla at Chicago's Lincoln Park Zoo, named "news broadcaster most unlikely to be affected by any suggestions from a sponsor" by Chicago News Broadcasters Assn. During gorilla's 22d birthday celebration at luncheon in zoo's monkey house, President Charles Sebastian, news editor at WFJL (FM) Chicago, made presentation to Zoo Director Marlin Perkins. Mr. Perkins and Bushman are stars of *Zoo Parade*, telecast Sunday on WNBQ (TV) Chicago. Local radio newsmen were among the 100-plus guests who munched Bushman's three-foot cake.

Promotional Effort

NAB CONVENTION issue, detailing works contained in its transcribed library, published by SESAC as its regular monthly service bulletin. Issue features house ad calling attention to SESAC's service headquarters at Stevens Hotel, Chicago, with this copy: "Follow the leaders to rm. 530A, where you'll find a complete transcribed program service. . . . We have the source of revenue. You have the sponsors—let's get hitched." Also included in bulletin are news of SESAC affiliates, comment on importance of music in television, contents of firm's library and use of SESAC service by educational and religious broadcasters, as well as favorable subscriber reactions.

Card Mailing

MORE THAN 6,000 postcards sent to grocers and druggists by WNAX Yankton, S. D., on behalf of Griffin shoe polishes. Card shows WNAX mike and sponsor's products and announces, "New radio campaign for Griffin. . . . It's your time to shine with Griffin."

Key Ring for Anniversary

TO MARK five years of its *Make Believe Ballroom* program, CKEY Toronto, sent flashlight and key ring with CKEY key to advertising agency executives and advertisers, along with typed data sheet in form of key on surveys on program.

Advertising Facts

LETTER sent to advertisers and public by WFOB (FM) Fostoria, Ohio, extolls advantages of radio coverage and newspaper circulation as supplementary to one another in delivering sales messages from businesses to consumers. Proving that two media are complimentary is list of stations with newspaper affiliations in Ohio. Local merchants are advised to use both media and advantages gained are cited. WFOB's wire services, programming and other selling points are given, followed by list of current sponsors. Public is urged to get FM receivers as soon as possible. Card enclosed with letter concerns market data.

Numbers for Promotion

LISTS and numbers play important role in latest promotion piece from KSD-TV St. Louis. Large white sheet, reprint of full page ad in *St. Louis Post Dispatch* has "100,000" across top, with text on left side of page explaining that more than 100,000 families in station's area are enjoying "top-rated programs of all four television networks . . . shows and stars such as. . . ." Following is long list of programs carried by KSD-TV. Days and hours of telecasting are given and readers are urged to "See your television dealer today!"

Selling to Bilinguals

FRENCH RADIO Assoc. Ltd., Montreal, group of six Quebec stations (CKVL Verdun, CKCV Quebec, CHLN Three Rivers, CHLT Sherbrooke, CJSO Sorel, and CHEF Granby) issues brochure showing how French-speaking Quebec can be used as advertising medium. Brochure is replete with maps, English text and cartoons to illustrate points on bilingualism of this segment of Canada's population, which uses English for business only.

Personnel

C. W. DOEBLER, formerly of sales promotion staffs at KWKH and KTBS Shreveport, La., KMOX St. Louis and partner in agency, Ford & Doebler, Shreveport, returns to KMOX as sales promotion manager. He was with KMOX originally in 1945, leaving the next year to join F & D.



Mr. Doebler

ETHEL GILCHRIST, former manager of sales promotion and advertising of NBC's KNBC San Francisco, joins NBC-TV advertising and promotion department as writer.

ELEANOR R. MORRISON joins WCOP Boston as publicity director.

STANLEY R. RADOMINSKI, recent Southern Methodist U. graduate in journalism, joins publicity staff of WFAA Dallas.

HAROLD M. PARTELOW, formerly with *Palo Alto Times*, joins KNBC San Francisco as advertising and promotion assistant manager.

AM WSYR 570 kc.
FM WSYR 94.5 mg.
TV WSYR Channel 5

WSYR

the Only COMPLETE Broadcast Institution in Central New York

WSYR RACUSE

AM • FM • TV

NBC Affiliate in Central New York

HEADLEY-REED, National Representatives

UP UP UP UP UP UP UP UP UP UP

goes your

TOWER

if

ERECTED

by

Schumaker Construction Company

EAST MICHIGAN STREET
MICHIGAN CITY, IND.

Phone 5700

Mr. Richard Bellamy
Benton and Bowles
New York City
Dear Dick:

Here in WCHS terrytory bisness is good an' hit's gonna git a plumb sight better! Fr'instance, you never seen sech a buildin' boom in yer whole life! Why Dick, did you know thet fer th' first two munts uv 1950 Charleston, West Virginny, ranked FOURTH in th' whole Fifth Federal Reserve District in th' amount uv buildin' permits issued? Jest think uv it! FOURTH in a area which includes lots uv real big cities! Yessir, th' report I seen on th' boss's desk showed thet a whole heap uv cities more'n three times th' size uv this'un didn't have half as much buildin' bizness, an' y'know, Dick, thet's a purty durned good sign thet things is all right down this way! I b'lieve it ud be a real smart thin' fer folks interested in advertisin' ter give this WCHS area th' once over! This here's one uv th' best markets in th' country, an' hit's gonna git better! Jest tho't I'd tip yuh off! Five an' a half million dollars worth uv buildin' in two munts ain't hay!



Yrs.
Algy

WCHS
Charleston, W. Va.

Allied Arts



JACK WEIR LEWIS appointed acting director of Rocky Mountain Radio Council, Denver, succeeding **CLARENCE C. MOORE,** who continues on executive board as treasurer. Mr. Lewis formerly was production director and associate director for council.

WBAL Baltimore announces, via colorful promotion booklet, its complete modern recording service. Booklet describes facilities, talent, writing services and prices for recordings charged by station.

QUARTER-HOUR package, *Hollywood and Vine,* featuring **EDWIN MARTIN,** former film columnist, in commentary on human interest side of movie colony, recorded by **Raymond R. Morgan Co.,** Hollywood. **RAY MORGAN Jr.** is producer and director of show.

HARRY S. GOODMAN Prods. announces sale of more than 200 half-hour mystery and musical programs to WFIL Philadelphia.

NEW talent service, **TELE-TEST EXCHANGE Inc.,** has headquarters at 35 West 53d St. Firm records all registrants on 16mm film and then divides them into five categories: leading women and ingenues, etc. Service is designed to cater to performers, casting directors and others interested in television. Officers **TOM ELWELL,** president; **BILL COSTIN,** vice president and treasurer, and **EVERETT BIRCH,** secretary.

CBS and **N. W. AYER & Son** sign for full **Videodex Report,** issued by Jay & Graham Research, Chicago. Contracts cover individual monthly reports for 17 cities and network summary.

STORECAST Corp. of America, New York, services additional 50 national food stores in Chicago area with its in-store programs. Extended service brings to 150 total number of chain food stores in that area carrying system.

GEORGE A. HORMEL & Co., Austin, Minn., sponsor of *Music With the Hormel Girls* on ABC, signs two-year agreement for national Nielsen Radio Index complete service.

JAMES V. BOYLE, formerly with Yankee Network, joins Peter Jay Rotondo Construction Co. (television scenery), New York, as sales and promotion manager.

HOWARD P. HUDSON, radio information specialist of National Planning Assn., Washington, elected publicity chairman and member of the board of directors of National Capital Forge, American Public Relations Assn.

STEPHEN DIMARCO, formerly with Lane Bryant, New York department store chain, appointed account executive for DiMarco-von Lowenfeldt Assoc., San Francisco public relations firm.

ALVIN FREEMOUNT, media broker representative, opens office to provide confidential service for buyers and sellers of radio stations and newspapers. Firm is located at 4750 York Rd., Philadelphia.

BOB SCHULTZ, formerly with MCA Agency and W. B. Doner, Detroit, named director of television for Herman Fialkoff Theatrical Agency. He is currently packaging new type fashion show for TV.

COFFIN, COOPER & CLAY Inc., Hollywood, announces addition of 16 new subscribers to its Tele-Que monthly television audience analysis and rating service. Included are BBDO, Los Angeles; Abbott Kimball Co. of California; Taggart & Young Adv.; Lockwood-Shackelford Adv.; A. L. Paul Co.; Charles Stahl Co.; California Adv. Co.; Lisle Sheldon Adv.; Ted H. Factor Co.; Roche-Eckhoff & Assoc.; Coleman-Jones Adv.; Ross Sawyer Adv.; Albert Lang productions; Benrus Watch Co., Stokey-Ebert Television Enterprises and Los Angeles Board of Education.

Equipment

DAVID LEO HOWARD, assistant general manager of Canadian Pacific Communications, appointed president and general manager of new Canadian government company, Canadian Overseas Telecommunication Corp. New corporation takes over communication assets of Canadian Marconi Co. and Cable & Wireless Ltd. Board of new corporation includes **Lt. Col. Henri Gagnon,** Quebec; **R. M. Brophy,** Toronto, formerly with NBC and president of Rogers-Majestic Corp., Toronto; **J. H. Hamilton,** Vancouver; and **Commander C. P. Edwards,** deputy minister, Dept. of Transport, Ottawa.



Mr. Howard

CORNELIUS D. CROWLEY Jr., former associate attorney with Harper & Matthews, joins legal staff of RCA Communications Inc., New York.

JAMES N. DAVIS, formerly senior research engineer for Physics Labs of Sylvania Electric Products Inc., Bayside, N. Y., appointed technical representative for company at Washington, D. C. He has been with company since 1946 and prior to that was radar official in Naval Research Lab. Before that he was engaged in industrial personnel work for Illinois Tool Works.

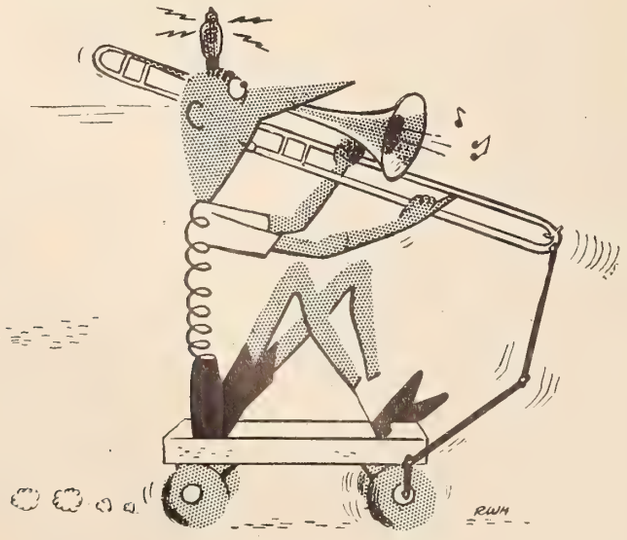
LYNN C. HOLMES, senior electrical engineer in Stromberg-Carlson research laboratory since 1943, named associate director of research for firm.

M. CHARLES BANCA appointed manager of newly-created industrial television products group of RCA Engineering Products Dept. He was previously manager of scientific instrument group of same department.

HENRY D. SARKIS appointed sales representative by Clarostat Mfg. Co., Dover, N.H. He will cover industrial accounts in Chicago and Milwaukee areas. Mr. Sarkis was formerly with RCA and Crosley.

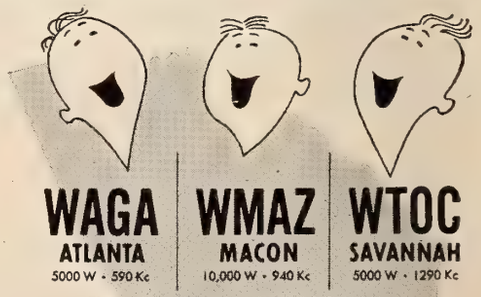
HORN TOOTER . . .

DULUTH, MINN.—"So I'm not modest. But it's fun blowing your own horn when you've really got something to blow about," insists Otto Mattick. "And, Man alive!—has KDAL got something! We've got the Duluth-Superior Market—America's 51st in Retail Food Sales—right in the palms of our hands." Otto's right, too. For KDAL's Hoopers prove their audience dominance in this important food market. What a job KDAL does for food advertisers! How about doing a job for you?



Your food advertising dollar brings you more sales in the KDAL Market. Ask Avery-Knodel for success stories. Then for availabilities for your next campaign.

Only a combination of stations can cover Georgia's first three markets



The C.B.S. Affiliates in GEORGIA'S First 3 Markets

The Georgia Trio

Represented, individually and as a group, by **THE KATZ AGENCY, INC.**





Sure he wants to walk...
AND YOU CAN HELP!

Can you think of a finer way to celebrate Easter? You can help some youngster throw away his crutches and get a fresh start. You can help give some handicapped child the proper medical care and special training he needs to grow up to be a useful, happy citizen.

GIVE...during the Easter Seal Campaign

THE NATIONAL SOCIETY FOR CRIPPLED CHILDREN AND ADULTS, INC.
11 S. LaSalle Street • Chicago 3, Illinois



LIBERTY SALUTES

Its Regional Managers

- In the Southwest — **SEWALL CUTLER**
- On the Pacific Coast — **BENTON PASCHALL**
- In the Pacific Northwest — **JIM "TEX" LAWSON**
- In Colorado and Arkansas — **LEONARD COE**
- In Georgia — **TOM CARR**
- In Florida — **JONAS WEILAND**
- In the Central Atlantic states — **SCOTT RUSSELL**

LIBERTY BROADCASTING SYSTEM

Dallas, Texas

RIVERS CASE

Council Restates Complaint

RADIO STATIONS of Savannah, Ga. have told FCC that their protest against a Savannah grant to E. D. Rivers Jr. [BROADCASTING, March 13], was not directed against his desire to serve Negro listeners, but against his policy on religious programs and "his failure to live up to other commitments" to the Commission.

The restatement of their complaint against Mr. Rivers, based on his operation of WEAS Decatur, Ga., was contained in an answer to Mr. Rivers' contention that they were protesting because they wanted to keep down competition, and that they want "no part" of a radio service for Negroes in Savannah [BROADCASTING, March 27].

The existing stations, filing in the name of the Savannah Radio Council, contended WEAS had not carried out commitments made to FCC with respect to certain programs. On the basis of Mr. Rivers' proposal to build "the same type of public service" in Savannah, they assumed that he intends to:

(a) Permit solicitation of funds on religious programs; (b) sell all or practically all of his religious time; (c) devote at least 25% of the broadcast day to religious programs; (d) broadcast no educational, children, or discussion programs on a regularly scheduled basis, and (e) otherwise conform to the pattern of broadcasting that he has established in the operation of station WEAS.

Submits Amendment

The Council also submitted an amendment of its by-laws which provides specifically that "nothing in these by-laws shall be construed to relieve the individual licensee members of their individual responsibilities and obligations under the Communications Act." Mr. Rivers in his answer dated March 20 had claimed the original by-laws raised questions as to "whether there has been an unlawful delegation" of licensee responsibility to the Council.

The Council is composed of WCCP WDAR WFRP WSAV and WTOC. They are seeking to have Mr. Rivers' Savannah grant (900 kc, 1 kw, daytime only) vacated and his application set for hearing. Their petition and reply to Mr. Rivers' answer were filed by Marcus Cohn and Samuel Miller of the Washington law firm of Cohn & Marks.

News

HERB CARNEAL, sportscaster for WSYR Syracuse, N. Y., resigns to become sports director of WHYN Springfield, Mass. He formerly was with WMBG Richmond, Va.

RALPH GIFFEN, former staff director in charge of baseball coverage for WBZ-TV Boston, named to sports production staff of WOR-TV New York. He will direct camera coverage of Brooklyn Dodgers home baseball games. Previously he had been with WBZ and WORL Boston as sports producer and writer.

DON SMITH, formerly with WBNS Columbus, Ohio, joins news staff of WKBN Youngstown, Ohio, as reporter

VIVIAN McCOLLUM, recent graduate of Salene-Johnston, advertising college, San Francisco, joins news staff of KGO same city.

HAL CESSNA, farm editor and announcer at WGFG Kalamazoo, Mich., is the father of a boy, Mark Steven.

TOM LESURE, member of news staff at WCOP Boston, is the father of a girl, Linda.

WBRK Pittsfield, Mass., will air *Forum for Living* safety quiz show, as part of contest sponsored by Casualty Insurance Co. of Massachusetts.

Technical

T. L. KIDD, formerly chief engineer of KVRH Salida, Col., appointed chief engineer of KFH-AM-FM Wichita, Kan.

PHILLIP B. LAESER, with The Journal Co., Milwaukee, owner and operator of WTMJ-AM-FM-TV that city and WSAU Wausau, Wis., since 1929, appointed manager of radio and television engineering. He was formerly chief television engineer for The Journal Co., and will now direct technical development and operation of firm's present and future radio-TV activities. **EDWIN CORDES** becomes chief engineer of TV facilities.



Mr. Laeser

W. A. DUFFIELD, formerly manager and chief engineer of former CKY Winnipeg, now CBW Winnipeg, moves to Montreal as supervising engineer at engineering headquarters of CBC. When former CKY was bought by CBC in 1948, Mr. Duffield became engineering assistant for prairie provinces at CBC Winnipeg regional headquarters.

ROSS H. BEVILLE, technical director of WWDC-AM-FM Washington, elected mayor of Takoma Park, Md. He has been member of Washington suburb's City Council since 1948.



Mr. Beville

GENERAL ELECTRIC Co., Syracuse, N. Y., announces new television synchronizing generator (type PG-2-B) which offers new improvements in accuracy, reliability and ease of operation. Mounted on two chassis, generator weighs 23 pounds and is built for both portable and studio applications.

ARCHIE SICHELS, engineering supervisor at WIBG Philadelphia, is the father of a girl, Jane Louise.

HENRY DABROWSKI, chief engineer of WATV (TV) Newark, N. J., is the father of a boy.

NEED MORE COVERAGE?



It's no "yolk" that to "hatch" more business in North Dakota, you need KFYR. When your schedule includes KFYR, a quarter century of fully-developed listener loyalty helps you tap North Dakota's multi-million dollar market of buying consumers. Ask any John Blair man for the facts.

KFYR

550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, N. DAK.

To Reach The **RICH** Central Wisconsin Farm Market, use

"The Voice of the Dairyland"

WJMC

RICE LAKE, WISC.

MEMBER STATION ARROWHEAD NETWORK

Represented nationally by: RA-TEL
regionally by: Bulmer-Johnson, Inc., Mpls.

Programs



V NEW New York, beginning yesterday (April 9), 5-5:15 p.m., and continuing on succeeding ndays, airs new radio series titled *Speak for Peace*, featuring promint personages speaking on internanal peace. First broadcast of series atured Carlos P. Romulo and next nday Mrs. Franklin D. Roosevelt ll be guest speaker. Series will run 52 weeks and is being transcribed Lang-Worth Feature Programs Inc. distribution to more than 600 stans in the U. S. and Canada. Tranriptions will be available at cost to y station requesting them.

Home Builders Interviewed

ROMINENT Philadelphia builders pear each Friday on Raymond Rosen Co.'s *Weatherman* show over WFIL-V that city. Builders are interewed by Leon Raider, manager of ilders' division of sponsor's company. atures of homes currently being ilt by contractors of installations being flashed screen for demonstration purposes. ries plans to cover most city and burban developments to give prosctive buyers overall picture of home uation in Philadelphia.

Radio Covers Paper

BC's West Coast feature program, *pecial Event*, did on-the-scene report production of newspaper. Special ent crew from KGO San Francisco nt into city room of *San Francisco xaminer* and followed story from porter's copy through editing, typetting and into printed paper. Brief terviews were conducted with writers, itors and printers as copy moved rough various stages.

Three Attractions Telecast

HREE top attractions surrounding pening of new arena in Milwaukee ill be telecast by WTMJ-TV that city is week. *Schlitz Salute to Milwaukee*, sponsored by Schlitz Brewing Co., ill be aired at 9 p.m. today (April). April 12 simulcast of *High Life evue*, sponsored by Miller Brewing o., will be carried by station, plus xtra half-hour of talent show on TV nly. April 14 *Life of Riley* radio show ill be telecast from new arena, sponored by Pabst Brewing Co.

Death Valley Tour

NNUAL Death Valley tour, staged by ience department of College of the acific, Stockton, Calif., covered by CVN (FM), educational station loated on campus. Heading tour is John . Crabbe, director of station, and Jim olly, chief engineer. Broadcasting is one from rebuilt surplus army truck hich relays material to KCVN. Distance to station is 200 air miles. On-the-spot interviews, campfire programs, descriptive color of places visited and general news of caravan itself are included in programming, which is tape recorded for rebroadcast in event certain portions do not come through due to atmospheric conditions.

Fighting Pessimism

PANEL discussion, built around telecast of *Encyclopedia Britannica* film, *Where Will You Hide?*, in order to counteract pessimism which facts of film might arouse, was presented over KING-TV Seattle following showing of film late last month. Participants in panel were Dr. David Bradley, author of *No Place To Hide* and member of medical group at Bikini; Rt. Rev. Stephen F. Bayne Jr., Bishop of Episcopal Diocese of Olympia, Wash., and Dr. Loren Donaldson of U. of Washington department of fisheries, who was also at Bikini. Similar presentations of controversial material are planned by KING-TV.

Elephants for Background

AMONG prominent personalities highlighted on *Pick-A-Pocket* show over WIBC Indianapolis were high officials of Shriners organization and three elephants which were being used to publicize Shrine Circus. Jim Shelton, m.c. of show, aired program from downtown street where eight motorcycle policemen were needed to control estimated crowd of 1,500.

Sabbath Service Telecast

REGULAR Saturday Sabbath service telecast from Jewish temple by WPTZ (TV) Philadelphia fortnight ago as part of station's coverage of religious services from churches of all denominations. Rabbi Lasker of Congregation Temple Judea conducted services and addressed television audience, explaining significance and background of ceremonials.

Pharmacists Explain

SHOW intended to familiarize lay public with services rendered by pharmacists aired by KMA Shenandoah, Iowa. Further series, *Your Druggist and You*, slated to start on station April 20, 8:30 p.m., was initiated by Walter D. Myers, president of Iowa Pharmaceutical Assn., and Leonard Powers, president of Nebraska Pharmaceutical Assn., on special show over KMA. Pharmacists were interviewed in prescription departments of their respective stores, and explained how pharmacists are trained, standards are set up for public protection and how cooperation between doctors and druggists is used to bring greater public service. Future shows will feature representatives from drug manufacturing concerns in area explaining quality control of drugs.

WMBG Programming

PREDICTIONS of games to come are offered sports-minded listeners of WMBG Richmond, Va. Allan Phaup, sports reporter for station, visited all Virginia college campuses and recorded interviews with football coaches as they worked at spring training drills. Interviews are incorporated into nightly sports programs, giving football fans preview of coming season's events.

TV Education

SCHOOL systems, Encyclopedia Britannica, TV manufacturers and distributors cooperate to bring *School of the Screen* series to Massachusetts schools via WBZ-TV Boston. Twelve-week series will feature 48 top educational films produced by *Encyclopedia Britannica* and will be run twice-weekly. Many schools will receive films over 16-inch TV screens given them by national manufacturers and distributors. Twenty-minute shows are being used as test of TV educational impact.

Picture Results in Program

MEMBERS of fourth grade at George W. Brown School at Newburyport, Mass., have been play-acting at radio broadcasting as part of their studies. Picture of them utilizing tin can on stick as microphone recently appeared in *Boston Post*. After seeing picture, management of WLAW Lawrence, Mass., offered its facilities to group for one show. Mobile unit of station went to Newburyport to pick up broadcast.

Golf Coverage

THOROUGH coverage of Greater Greensboro open golf tournament given its listeners by WEEB Southern Pines, N. C. Jack S. Younts, station's president, and mobile unit were on the spot broadcasting from jeep with two handie talkies. Tournament included many top names in golf and was heard on state-wide hookup through WEEB.

Serviceable Show

QUARTER-hour public service program, *You and Your Lawyer*, designed to better acquaint public with its rights and duties under the law, instituted by KDYL Salt Lake City. Show is aired Friday 6 p.m. in cooperation with Utah State Bar Assn. and U. of Utah law school. Prominent members of Utah bar and faculty members of law school discuss such legal questions as property rights of married women, debtor's rights and legal responsibility of parents. Legal ramifications are discussed in language easily comprehended by lay mind. Show has been incorporated by Utah State Bar Assn. into its public relations program.



The stars of today and tomorrow are Yours for more Sales ... with the *new era* in Thesaurus



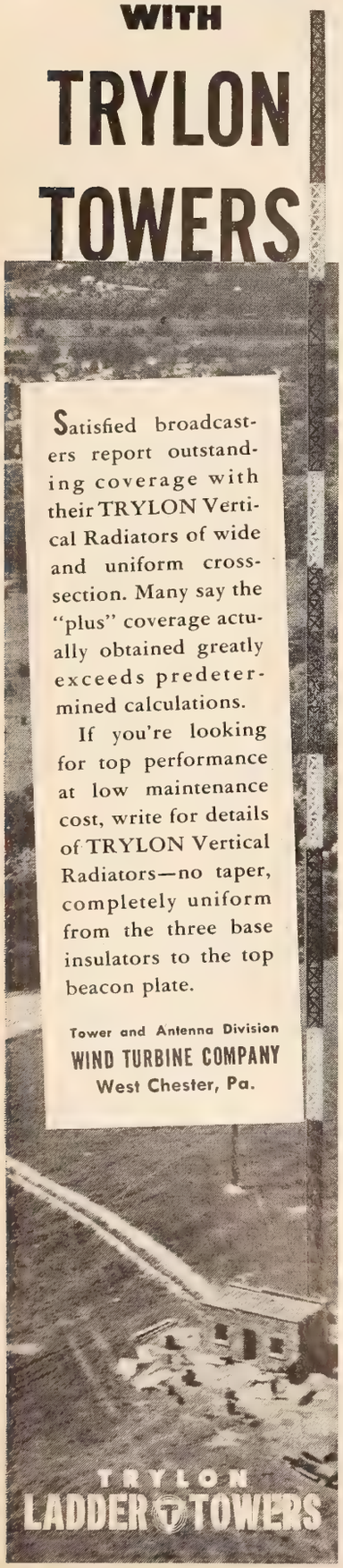
Swing and Sway with Sammy Kaye

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal...top name artists! You get *comprehensive* programming, promotion, publicity . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division
120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

"PLUS"
Coverage
WITH
TRYLON
TOWERS



Satisfied broadcasters report outstanding coverage with their TRYLON Vertical Radiators of wide and uniform cross-section. Many say the "plus" coverage actually obtained greatly exceeds predetermined calculations.

If you're looking for top performance at low maintenance cost, write for details of TRYLON Vertical Radiators—no taper, completely uniform from the three base insulators to the top beacon plate.

Tower and Antenna Division
WIND TURBINE COMPANY
West Chester, Pa.

ACTIONS OF THE FCC

MARCH 31 to APRIL 7

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

April 3 Decisions . . .

ACTION ON MOTIONS

WJIG Tullahoma, Tenn. — Further amended Commission's hearing order on Jan. 4 as amended by subsequent order March 6 to delete issues 1, 3, and 7. By Commission en banc.

By Comr. George E. Sterling

KECC Pittsburg, Calif.—Granted intervention in hearing upon application of Stanislaus County Bcstrs. Inc., Modesto, Calif.

WNAE Warren, Pa.—Granted dismissal without prejudice of application to change power to 1 kw-D, 100 w-N.

Coston-Tompkins Bcstg. Co. and David W. Jeffries, Ironton, Ohio—Dismissed as moot petition of Coston-Tompkins filed March 24 for continuance of hearing re application and that of David W. Jeffries, Ironton, Ohio.

WCBI Columbus, Miss.—Granted dismissal without prejudice of application to change to 580 kc, 1 kw unl. DA.

FCC General Counsel—Granted extension of time to May 1 to file proposed findings of fact in proceeding upon aplications of WCMB Lemoyne, Pa. and WHEB Harrisburg, Pa.

KCNY San Marcos, Tex.—Granted dismissal without prejudice of application to increase power to 250 w-D, 100 w-N.

WBRK Pittsfield, Mass.—Granted dismissal without prejudice of application to change to 610 kc, 1 kw unl. DA.

WIKY Evansville, Ind. — Granted leave to amend application so to make revisions in directional array; removed from hearing.

FCC General Counsel—Granted extension to May 1 in which to file exceptions to initial decision issued in proceeding upon application of KIOA Des Moines, Ia.

Hamtramck Radio Corp. and Atlas Bcstg. Co., Hamtramck, Mich.—Granted petition of Hamtramck Radio Corp. requesting extension to April 14 to file proposed findings of fact and conclusions of law in proceeding upon application and that of Atlas Bcstg. Co. Hamtramck, Mich.

KRIO McAllen, Tex.—Granted leave to intervene in hearing upon applications of WLCS Baton Rouge, La. and KJAN Bcstg. Co., Baton Rouge.

New Rochelle Bcstg. Serv. Inc., New Rochelle, N. Y.—Granted leave to amend application so as to include an engineering affidavit showing other services to areas of interference.

Public Service Bcstg. Co., Schenectady, N. Y.—Granted dismissal with prejudice of application on 1240 kc, 250 w unl.

FCC General Counsel—Granted extension to April 27, to file exceptions to the initial decision issued in proceeding upon application of KIO Idaho Falls, Ida.

Midland Bcstg. Co., St. Joseph, Mo.—Granted dismissal without prejudice of application for TV construction permit.

By Examiner Fanney N. Litvin

KOJM and KAVR Havre, Mont.—Granted petition as amended of KOJM for leave to take depositions of Mayor Harry Soderberg, et al, starting 10 a.m. on April 12 and 13 Havre, Mont. in proceeding re application and that of KAVR.

KAVR and KOJM Havre, Mont.—Granted petition of KAVR for leave to take depositions of 29 witnesses in Havre, Mont. on April 13, following taking of depositions heretofore authorized to be taken by KOJM, and to continue thereafter until completed.

WXKW Albany, N. Y.—Granted leave to amend application for mod. CP so as to correct proposed parameters for WXKW DA shown therein; insofar as oppositions of WHDH Boston, Mass. and KOA Denver, request termination of authority granted WXKW to conduct program tests, or reduction in nighttime operating power of WXKW to 1 kw, such requests are dismissed, without prejudice to right of parties to renew requests in proper petitions addressed to Commission en banc.

By Examiner J. D. Cunningham

FCC General Counsel—Granted extension to May 1 within which all parties shall file proposed findings in proceeding re applications of Delta Bcstg. Inc., Thibodaux, La. and KCIL Houma, La.

Gateway Bcstg. Co. Texarkana, Ark.—Granted leave to amend application with respect to (a) estimated cost of operation, expected revenues, and financing of proposed construction, (b) program statistics; and (c) plans for staffing proposed station; application as amended, retained on hearing docket and hearing will be conducted as presently scheduled, on March 28. (Action March 28).

WSNY (Winslow P. Leighton, et al, transferees, and Western Gateway Bcstg. Corp.) Schenectady N. Y. — Granted extension of time to April 14 within which to file proposed findings.

By Examiner Leo Resnick

WINS New York, N. Y.—Granted leave to amend application to change estimated date for completion to 6-26-50.

April 3 Applications . . .

ACCEPTED FOR FILING

License for CP

WBCO Bessemer, Ala.—License for CP new AM station.

AM—780 kc—790 kc

KSPI Stillwater, Okla.—CP AM station to change from daytime to unl. using facilities 780 kc 250 w D and 790 kc 500 w N.

AM—620 kc

WWNR Beckley, W. Va.—CP AM station to change from 1450 kc 250 w unl. to 620 kc 1 kw DA-N AMENDED to request 1 kw-D 500 w-N DA-N.

AM—1230 kc

Lakeland Bcstg. Corp., Wausau, Wis.—CP new AM station on 1230 kc 250 w unl. AMENDED to make changes in officers, directors and stockholders.

Modification of CP

WJBA Sparta, Wis.—Mod. CP new AM station for extension of completion date.

License Renewal

Request for license renewal AM station: WKCT Bowling Green; WCEN Mt. Pleasant, Mich.

Request for license renewal FM station: WBET-FM Brockton, Mass.; WUSJ-FM Lockport, N. Y.

Modification of CP

WHAS-TV Louisville, Ky.—Mod. CP new commercial TV station for extension of completion date.

(Continued on page 87)

LOBBY PROBE

Communications Not Included

THE COMMUNICATIONS industries do not fit into present plans of the House committee exploring lobby activities, it has been learned. Rep. Frank Buchanan (D-Pa.), chairman of the committee, said that the current schedule calling for consideration of the role government agencies play in influencing legislation does not include any case studies relating to the communications field.

Fortnight ago the committee heard various educators give an academic review of the role of lobbying in representative self-government. Next phase in the group's study is a more detailed probe of lobbying as it actually affects certain fields of governmental activity.

Rep. Buchanan said the third phase of the investigation is consideration of groups which should be included under the lobby law or ruled exempt. The Congressman expects to recommend that radio be exempted from the Lobby Registration Act and plans to call Judge Justin Miller, NAB president, to testify on the industry's behalf. [BROADCASTING, March 20].

Canada Drafts Report

THE ROYAL COMMISSION on Arts, Science and Letters, which has been conducting hearings on Canadian broadcasting and television throughout Canada, will have its report ready early this autumn, Prime Minister Louis St. Laurent has announced in Parliament at Ottawa. The Royal Commission, which will complete its hearings at an early date, has made substantial progress in drafting its report. The report is expected to establish Canadian government policy on broadcasting and television for at least the next 25 years.

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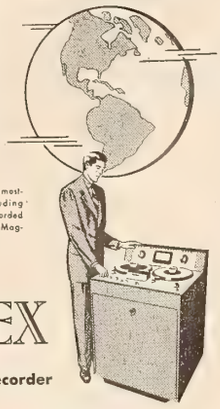
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AX-15b

Summaries of Papers

(Continued from page 26)

tively large studios are needed for comfortable and efficient production work. This need is not confined to the large network stations alone, but is apparent in the operation of a smaller station. In general, it will be shown that existing AM stations will find their audio studios inadequate, both in size and associated facilities, for TV. One solution to this problem is to rent a theatre or unused fraternal assembly hall of suitable barnlike dimensions. However, these rentals will have to be equipped and possibly extensive modifications will have to be made to the stages or existing platforms therein. Various codes pertaining to places of public assembly may have to be considered. Technical and building facilities will be described for this type of semi-permanent studio so that those who are at present casting about for new and larger space, or those who may be coming into the TV business, may gain an idea of the magnitude of the job.

Graphical Design of Grid Modulated Power Amplifiers For Television—John Lorber, Raytheon Mfg. Co.

To simplify the design of grid modulated radio frequency power amplifiers for TV transmitters, graphical methods have been devised, using the constant current characteristics of the tubes. Starting with the assigned power and the bandwidth required, the use of these methods permits a rapid and complete analysis. The degree of linearity and harmonic distortion can be determined. All other required operating data, such as R. F. drive, D. C. insertion, and grid driving power, are easily obtained from the curves.



Mr. Lorber



Mr. Bradburd

Five KW Air-Cooled Television Transmitters for VHF—E. Bradburd, Federal Tele. Labs.

This paper discusses a completely air-cooled 5 kw VHF TV transmitter which more than meets the FCC specifications as to power output, lower sideband attenuation and full modulation bandwidth. Emphasis is placed on the method of design for reliability, low cost of operation, and the low tube replacement cost. Mid-level modulation is employed which provides a simple and effective video system using only receiver type tubes. The modulated amplifier and signal amplifier use air-cooled tubes and are so designed that tube replacement does not require retuning of the transmitter. Also included is discussion of the monitoring and supervisory facilities included in the control console.

Television Economics — Robin D. Compton, WOIC (TV) Washington

This is undoubtedly the most important and unpopular subject before the broadcaster today. Since the engineering budget is normally a great portion of any station's budget, it becomes doubly important that the engineers be aware of all aspects of television economics. There are many contributing factors which will be discussed, including organization of the station staff, budgets, unions, network transmissions, and governmental controls.



Mr. Foulds



Dr. Gillette

16mm Telecasting Projectors — Blair Foulds, Dr. Frank N. Gillette, General Precision Lab.

The necessity for film in TV programming, coupled with the general acceptance of 16-mm film size, places a new emphasis on the quality of 16-mm projection equipment. Experience is now sufficient to demonstrate the inability of existing projectors to realize fully the capabilities of 16-mm film. A fundamental analysis of projector principles directed toward most effective utilization of 16-mm picture and sound shows that considerably better performance than is generally realized can be obtained from 16-mm film. The result is totally new projection equipment which is consistent with the professional character of station operations.

Operation of Bell System Television Network Facilities—Charles E. Schooley, AT&T

About 8,700 miles of video and 8,400 miles of audio network channel of the Bell System are employed by the major broadcasters in transimtting TV programs to a total of 62 TV broadcasting stations about the northeastern portion of the U. S. Daily, stations are connected to and disconnected from network channels, and points of origin and direction of transmission changed, to suit the broadcasters' changing service requirements. To maintain all channels in proper operating condition and exercise the necessary supervision, special apparatus, methods, and arrangements are required and are discussed.



Mr. Schooley



Mr. Wolf

A Supergain Antenna for VHF Television—L. W. Wolf, RCA

The demand for multi-station installations and for higher values of E.R.P. has resulted in the design and manufacture of antennas having more gain than is feasible with the conventional superturnstile antenna. This paper discusses super-

another radio station helps Time Buyers buy

The KMLB Service-Ad* shown here highlights this station's market characteristics and coverage, its audience, and its programming features. That's information not covered in the regular KMLB SRDS listing . . . information Time Buyers like to have at their fingertips when they're weighing spot radio opportunities.

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ain antennas which have great ectrical versatility, permitting di-ectional patterns, and great me-hanical versatility, permitting ultiple antenna systems on the ame tower. Power gain values of 0 or more are shown to be usable y controlling the tilt of the ver-cal beam. New diplexers for ansmitting both the visual and ural signals from the same anten-a are also discussed.



r. Staschover



Mr. Miller

elevision Sound Diplexing in a Television Link—Leo Staschover, H. G. Miller, Federal Tele Labs.

This paper deals with subcarrier quipment designed to provide high delity sound and picture informa-on over a single wide-band micro-ave relay link, and outlines circuit etails in the submitter and sub-eiver units and cites test data on V sound transmission over single nd multiple relay hops. High delity sound frequencies are well ithin the accepted video band, nus complicating the simultaneous ansmission of video and audio on common carrier in relay applica-ons. Systems have been suggested ntroducing the sound by modula-on of AM and FM subcarriers or f the position and waveshape of he standard synchronizing pulses. n FM subcarrier system is shown o possess advantages of simple ircuitry, protection against cross-alk from the picture into the sound hannel, and requires no modifica-on of a relay link designed pri-arily for high-quality video ansmission. Equipment discussed mploys an FM 5 mc subcarrier, hose center-frequency is stabi-zed by a feedback system. Pri-ary design considerations are stable operation, simple alignment and ease of servicing.

Ten Watt FM for Education—Thane E. McConnell, Collins Radio Co.

The widespread use of radio for educational purposes by churches, schools and other non-profit organizations has been hampered by the large initial investment and operating overhead required in the past. A means of overcoming these difficulties is the low-cost 10 w FM unit, sufficiently complete to meet initial requirements, yet with flexibility to allow gradual expansion. Many factors considered in selecting the components of a 10 w FM system to provide these advantages will be discussed.

Engineering Aspects of Transit Radio—Charles Sheridan, Transit Radio Inc.

This paper presents a brief historical background of transit radio followed by discussion of a typical receiver. Design and operational points will be covered in sufficient detail to illustrate the problems involved. Information on station sites, transmitter equipment, programming, maintenance routine, personnel, and general installation data will be given. Future progress and anticipated technical improvements will terminate the discussion.



Mr. McConnell



Mr. Hilliard

A Miniature Condenser Microphone for Radio and Television—John K. Hilliard, Altec-Lansing Corp.

This paper describes a microphone system, the acoustic transducer consisting of a condenser unit having an overall diameter of 0.6". Factors governing the size of a microphone as related to its frequency response and the general design considerations are explained. The microphone is omnidirectional over a 360° spherical pattern, has high sensitivity, and is extremely rugged to shock. Special accessories relating to use in broadcasting, television and recording are discussed. A demonstration will show the various characteristics of the microphone.

Facsimile—Present and Future—John V. L. Hogan, Hogan Labs.

Facsimile broadcasting may be regarded as the fifth type of radio broadcasting to reach fulfillment. Facsimile provides a record communication service whose commercial development has been awaiting the FCC "green light." The current experimental status of FM Multiplex Facsimile broadcasting presents the "chicken and egg" problem with respect to the wide distribution of receiver units. These problems and the current activities directed toward the development of FM multiplexed facsimile broadcasting will be discussed.



Mr. Hogan



Mr. Findley

A New One kw AM Broadcast Transmitter—Lauren K. Findley, Collins Radio Co.

Over a period of approximately 14 years there has been no substantial change in the basic set-up in the 1 kw AM broadcast transmitter. The trend has been toward refining and complicating a basic standard design. This paper will discuss the accumulation of expensive new techniques and improved circuit components combined to give the broadcaster a simpler, less expensive 1 kw transmitter with no sacrifice in reliability of operation.

The Columbia Hot Stylus Recording Technique—W. S. Bachman, Columbia Records

Some of the factors which affect the quietness of cut and loss of high frequency response in disk recording are discussed. A technique of applying heat to the cutting stylus is described, which

(Continued on page 83)

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Rhymaline Time, featuring emcee David Andrews, pianist Harry Jenks and KMBC-KFRM's celebrated Tune Chasers, is one of the Heart of America's favorite



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Wanted—General manager existing 250 watt station midwest. Must have commercial background. Box 720E, BROADCASTING.

Field managers. If now calling on trade in Chicago, Toronto, Dallas, Seattle, Atlanta, Mexico City, Omaha, Kansas City, Louisville, and Cleveland areas; having attractive deal. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Salesmen

Wanted—Salesman for 1000 w daytime independent in southwest that gets and keeps its one-sixth share of audience in 6-station market of 240,000. If we hire you we pay $250 month for three months, or 15 percent, whichever greater. After that, commission is straight 15% and will not be lowered or raised. Want man who knows he can bill $3000 monthly and make $450 for himself, or more. Full details in first letter to Box 719E, BROADCASTING.

WSKB, McComb, Mississippi 5000 watts. Open for two top salesmen—write, wire, phone—confidential.

Announcers

Wanted—Deep south NBC affiliate needs capable staff man with at least two years experience. Excellent opportunity for the right man. Station located in expanding market over 100,000 population. Studios air-conditioned. If interested, send audition platter, picture, references, and minimum starting salary expected. Box 551E, BROADCASTING.

Wanted: Chief announcer. Must be showman, have strong personality and ability to mix with people. Permanent job. Give qualifications and salary expected in first letter. Box 693E, BROADCASTING.

Announcer with first class license. $240 per month for right man. Send audition disc. Box 738E, BROADCASTING.

Combination announcer with first class operating license. Send audition disc and salary requirements. Box 761E, BROADCASTING.

Chief announcer, good at play-by-play sports, and MC. Knowledge of music and copyright essential. 5000 watt CBS affiliate northwestern college town of 30,000. Job requires 48 hours, wage $60.00 week. Write Box 764E, BROADCASTING.

Announcer, minimum two years experience. Intelligent, personable, diligent, congenial. Immediate permanent position with definite future. Send, do not call, full details: salary, references and photo. WHYN, Holyoke, Massachusetts.

Wanted—Good announcer with first class license. Salary in line with ability. Send disc and full details first letter. Lester L. Gould, WJNC, Jacksonville, North Carolina. Immediate opening.

Situations Wanted

Managerial

Young successful manager desires change. Built two stations. Always made profit. Civic minded. Will give you a station you will be proud to own. Announce. Sell. Work. No drink. Married. Box 587E, BROADCASTING.

$7428 monthly personally written new local business in eight months. Made a station profitable as manager-sales manager. Details? Box 666E, BROADCASTING.

Situations Wanted (Con't)

Program manager: Now director metropolitan key station for network. Interested similar position with well established station, network or TV. Sober, family man, 32. 12 years topflight experience. Know radio A to Z. Box 732E, BROADCASTING.

Manager, commercial manager, twenty years experience covers all phases. Currently with metropolitan station but desire connection with one in medium market. Prefer to locate in midwest but will consider other locations. Box 749E, BROADCASTING.

Program manager: Now director metropolitan key station for network. Interested in similar position with well established station, network or TV. Sober, family man, 32. 12 years topflight experience. Know radio A to Z. Box 753E, BROADCASTING.

Successful manager, commercial manager. Strong on sales. Efficient management guaranteed. Twenty three years managerial and sales experience. Can do programming and continuity writing. Excellent references. Married. Forty three years old. Minimum $100 per week. Box 757E, BROADCASTING.

Manager—commercial manager, presently managing sales metropolitan radio station. Outstanding record in increasing sales under highly competitive conditions. Background includes effective merchandising of advertising at local and national level. Considerable activity in community and civic affairs. Box 771E, BROADCASTING.

Salesmen

Salesman. Experienced small station operation. Prefer Florida, southwest. First phone ticket. Box 711E, BROADCASTING.

Know-how in radio sales and production. Commercial manager, writer, producer of many successful programs, seeks progressive opportunity. BA, young, responsible background. Dependable. TV anywhere, AM eastern area. Box 724E, BROADCASTING.

Best qualification-results. Zip, dash, brains too! Use me? East. Box 756E, BROADCASTING.

Experienced salesman, presently employed, looking advanced position. Also announcing and writing experience. Box 773E, BROADCASTING.

Announcers

Top sportscaster, excellent play-by-play, listener appeal, employed, available immediately, references. Box 388E, BROADCASTING.

Announcer, graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college. Former staff 5,000 watt NBC affiliate. Consider all offers. Box 607E, BROADCASTING.

Baseball—Highly qualified play-by-play, basketball, football, staff. Young, married. Have copyrighted 15 minute sport feature. Available immediately. Box 614E, BROADCASTING.

Eastern stations—Experienced versatile announcer. Operate console. Low starting salary. Box 640E, BROADCASTING.

Combo man currently employed looking for advancement. Married. References. Box 644E, BROADCASTING.

News—special events-color specialist. Thoroughly experienced, sober family man. Available soon, complete with best of references. Box 650E, BROADCASTING.

Topnotch sportscaster presently employed. Ready to specialize in sports. Personal interview if desired. Write Box 661E, BROADCASTING.

Situations Wanted (Con't)

Announcer, two years experience, 28, vet. Married. Presently employed. Specialty, disc jockey, news and special events. Expertly trained on local news gathering and editing. Also time salesman. Hard worker. Tops in personality. Prefer middlewest. Box 655E, BROADCASTING.

Announcer-salesman. Handle sports, news, sales. Experienced both announcing and sales. Young, aggressive, dependable. Give details. Prefer metropolitan or west. Consider others. Box 685E, BROADCASTING.

Lemon announcer looking for peachy station. Voice like wild goose. Two years lapsus linguae. 25. Single. Operator. Box 694E, BROADCASTING.

Chief announcer just married looking for steady job in a sports community. All staff announcing, heavy on sports, special events, news. Disc, photo, references available. Box 701E, BROADCASTING.

Announcer, two years sales, advertising and promotional work. Write commercial copy. Know board. Box 712E, BROADCASTING.

Announcer: 26, over 2 years experience all phases, disc shows, news, script, morning man, two years. Dependable, married, 18 months on present job. References. Box 713E, BROADCASTING.

Announcer-program director. College graduate desires position in AM or TV station. NBC instructed in all phases of radio. Excellent references. Box 714E, BROADCASTING.

Sportscaster. Four years experience. First rate baseball. Completely reliable all phases announcing. Excellent references. Box 722E, BROADCASTING.

Announcer. Single, young, strong play-by-play baseball. Class A eastern league experience. Also capable dj and staff work. Top references. Box 726E, BROADCASTING.

Starting out, Well trained, announce, write. News, dj, heavy on sports, 23, married, travel. Disc, photo. Box 731E, BROADCASTING.

Ten years major market announcing, newscasting and programming experience. Solid network and local radio background. Best references. TV directing and production. Box 733E, BROADCASTING.

Topflight sportscaster. Present 50 kw sports and staff. Experience baseball, basketball, football, boxing, hockey. Also sportswriting and features. 28. College. Married. Want permanent position reliable operation. Start $65 week. Box 735E, BROADCASTING.

Newscaster, sportscaster. AB in Journalism. 1½ years experience. Authoritative voice. Age 28, married, one child. Sober, industrious. Prefer midwest station, but all replies answered promptly. Box 737E, BROADCASTING.

Would you like to have an announcer with twelve years music experience? Well trained, educated. Box 739E, BROADCASTING.

Excellent staff announcer. Present 50 kw. Desire change. Experience commercials, news, popular and classical music, special events, sports play-by-play and color. NBC trained. 28. College. Married. Start $65 week. Box 736E, BROADCASTING.

Announcer or program director, versatile. Six years experience. Present position stagnant. Good references. Age 27, veteran, single. Minimum $70-$75. Box 742E, BROADCASTING.

Stop, Look, Listen. Are you looking for a sincere hard working, young, veteran, as an announcer? Interested in permanent position. Will consider summer replacement. Box 743E, BROADCASTING.

Topflight announcer, 6 years experience, news, DJ, commercials, console, anything required of staff man. B.S. Degree. Box 745E, BROADCASTING.

First phone, announcer or engineer combination. Two years army 500 w AM, 150 w FM. 24, single, will travel. Disc, photo. Box 746E, BROADCASTING.

Radio—Need an announcer with knowledge all phases broadcasting and operations of consoles? Good on commercials, news. Television—good director, am thoroughly trained in and understand all phases of radio and television broadcasting. Limited announcing experience. Can do anything in TV. Ambitious, dependable, married. Resume and disc on request. Box 747E, BROADCASTING.

Situations Wanted (Con't)

Three years commercial broadcasting experience. General knowledge of TV station operation. Desire permanent position. Will travel. Box 748E, BROADCASTING.

Announcer: Over two years experience, married, 26, morning man 2 years with other staff duties. Box 751E, BROADCASTING.

Announcer, recent graduate radio school anxious to start in radio. Ambitious, hard worker, heavy on news and sports. Married, one child, will travel. Details and disc on request. Box 758E, BROADCASTING.

Experienced announcer, 3 years, all types programs. Newscaster with distinctive voice. B.S. in Speech. Married. Now employed. Box 759E, BROADCASTING.

Announcer: 2 years experience, disc shows and staff work, married, 26. Box 752E, BROADCASTING.

Announcer: Graduate of leading radio school. No practical experience. Did a few newscasts with Armed Forces. Go anywhere. Salary no object. Night turn welcome. Know control board. No glamour boy. Versatile. Young, eager and cooperative. Box 760E, BROADCASTING.

Announcer, 30, single, deep resonant voice. Would like to transfer. Will travel. Disc, photo available. Can handle board. Box 769E, BROADCASTING.

Sportscaster, and staff, three years experience, 25, married, college, will travel. Box 770E, BROADCASTING.

Sportscaster. Baseball play-by-play. Former player. Inexperienced—but extremely capable, nevertheless. College broadcasting degree. Young, hard working, single, sober, serious. Box 772E, BROADCASTING.

Experienced all-round announcer-dj. B. S. in Journalism; selling-writing experience; operate panels; available immediately. For disc write, call Bob Grove, 403 N. Queen, Martinsburg, W. Va.

Announcer-engineer, first phone, one year straight announcing, one year combination. Graduate Don Martins. Primarily announcer, news, commercial, some play-by-play, football, baseball. Married, no children, car. Housing conditions primary, working conditions and salary secondary. Prefer west, southwest (quarterhorse country). Lee Hughes, 5414 S. Wood St. Chicago 9, Illinois.

Top announcers; top newscasters; top writers; available now. Write, phone or wire Pathfinder School of Radio 1922-A Oak St., Kansas City, Mo. HArrison 0473.

Versatile announcer seeks position preferably in midwest in progressive 25 kw. One year experience as staff, dj, sports, assistant program director. Single, 24, college background. Presently salesman. Would like to change permanently to radio. P.O. Box 596, Pierre, S.D.

Announcer-disc jockey, young, single. Experienced network and independent operation. Can handle full assignment of news, commercials, interviews, etc. Economy cut, no job. Imperative secure position right away. Disc on request. Dick Thomas, 200 Cambridge Ave.. Garfield, New Jersey.

Announcer, 1st phone license, sportscaster football, baseball, basketball. Capable DJ, news, write copy. Single, ambitious. WEA. 24 Avondale Street, Valley Stream, New York.

Technical

Recent RCA graduate, family man, now employed TV servicing. No broadcast experience. 1st class and amateur license, seeks operator or combination position. Box 533E, BROADCASTING.

Engineer degree 10 years experience all phases, licensed. Box 554E, BROADCASTING.

Engineer, 14 years experience, AM-FM construction, installation, maintenance, studios, transmitter, 10 kw directional, available immediately. References. Box 606E, BROADCASTING.

Engineer—First class phone license amateur. Inexperienced. Any offer considered. Box 612E, BROADCASTING.

Transmitter engineer or station technician. B. S. Degree Bradley University and technical school; was chief radio technician in Navy; have first phone license; prefer midwest, but will go anywhere in U. S. Full particulars will be furnished in letter. Box 652E, BROADCASTING.

Situations Wanted (Con't)

ployed chief 250, desiring engineer- position with larger station. Prefer rolina's. Married, car. Box 653E, OADCASTING.

gineer—Experienced in construction, o chief engineer-announcer last posi- n. Prefer straight engineer position th future. Good references last job. ailable one week. North or south. x 659E, BROADCASTING.

gineer—26 months experience trans- tter, remotes. Graduate leading ra- school. Army radar experience. ll travel. Box 684E, BROADCAST- G.

gineer, experienced 5 kw AM, 3 kw transmitters control board, re- tes. Good background. Single, car, ll travel. Box 690E, BROADCAST- G.

gineer, 3½ years AM-FM, experi- ed on remotes, transmitter and con- e operation. No announcing. Single, ve car. NY, New England, Pa. pre- red. Box 702E, BROADCASTING.

gineer-Executive now head of broad- st engineering department major uipment company. College gradu- . FCC licensed, licensed professional gineer with over 10 years experience. pable efficient operation AM, FM, d TV installations. Available im- diately. Box 716E, BROADCAST- G.

gineer, chief or technical director. oroughly experienced all phases AM, f, directional. Also experienced in nagement, teaching and TV. Rec- mendations from top consultants and ployers. Box 721E, BROADCAST- G.

ve first class phone license. Will ept job anywhere. Inexperienced. x 730E, BROADCASTING.

perienced licensed engineer wants sition anywhere. Can announce. In- ested in anything from chief down. y reasonable offer accepted. Ad- ess Box 734E, BROADCASTING.

class ticket, unused, appreciate ur name on back, chief make offer. rite Box 740E, BROADCASTING.

rst phone license. Experienced trans- tter, remotes, console. Seeking per- nent job with northeastern station. arried, car. Box 750E, BROADCAST- G.

EI grad., TV course, 1st phone li- nse. Now engaged in TV servicing. dio and radar experience. Any offer nsidered. Box 765E, BROADCAST- G.

cent graduate—first phone desires anywhere in the south. Straight gineer. Box 767E, BROADCASTING.

gineer—One year broadcast. 10 years dio and ham background. Prefer arm climate. Lloyd Conway, 1221 N. rmont Ave., Los Angeles, California.

gineer — First class, experienced nsmitter, board, tape recorder. ailable immediately. Earl Davis, 5 E. York, Olney, Illinois.

rst class phone, no experience. Mar- d. Have radio and TV servicing ex- rience. Age 38. Settle anywhere. rris Segal, 3949 Wyalusing Ave., la. 4, Pa.

rst phone, family man, now doing TV rvicing. No broadcasting experience, t wants opportunity. Will travel. ward Solomon, 170 E. 88 Street, ooklyn, New York.

ven years training in radio and elec- nics. BS in EE, graduate of Navy ctronics school and National Radio stitute. First phone. Seek engineer- g position in south or southwest. bert B. Wilson, Lake Cormorant, iss.

Production-Programming, others

ogram director experienced network, dependents, setting up new station. ograms versatile, can meet and beat mpetition. Knowledge all phases ation operation. Have written copy, ld, announced all types shows. Ex- llent announcing voice, technique. nscientious, capable, can increase ation prestige, revenue. Currently em- oyed metropolitan area. Disc, details, ox 696E, BROADCASTING.

ed good copy? I have sales-getting eas, write for proven copy. Only sin- re inquiries, please. State need, com- ercials, continuity, editorial philoso- y copy, original gag chatter. Estab- hed writer. Box 710E, BROADCAST- G.

Situations Wanted (Con't)

Woman does man-size job! Captures achievement record in lively industrial area. Woman commentator-program director with record of versatility and popular success seeks new opportunities with progressive station. Background includes successful programming, writing, public relations techniques. Personality, voice, performance of sustained, above-average caliber. Immediately available for affiliation which recognizes combination of effort, ability, results. Box 717E, BROADCASTING.

NAOB graduate desires posititon in women's activities in a station within 50 miles of Purcellville, Va. Box 723E, BROADCASTING.

Program director, sportscaster, play-by-play, special events. Box 725E, BROADCASTING.

Combination man, approximately 18 months experience, 22 year old veteran, single, transportation. Attended Texas Trade School and Institute of Radio Broadcasting. Will go anywhere. You name it, but prefer southeast sector. Box 728E, BROADCASTING.

Continuity writer-announcer. College graduate, now employed 1 kw station. Single, 26, best references. Seek solid location with future, permanence. Newspaper experience. Box 744E, BROADCASTING.

Wanted: Position as program director or producer-director on TV. Eighteen year background in radio and theatre. Presently employed as program director of east coast independent. East coast station preferred. Box 755E, BROADCASTING.

Two experienced radio girls available soon. Traffic manager, secretary-receptionist. Both dependable successful employees. Excellent references. Best rceommendations from present employer. If you can use both, write today. Box 768E, BROADCASTING.

Hillbilly band, nationally known A-1, available for radio, anywhere, union, program directors write Dick Carson, Baden, Pa.

Television

Managerial

Rugged TV pioneer. Prewar experience as New York performer and director and post-war experience as one of country's leading television salesman desires sales manager position with compensation commensurate with ability and proven results. Box 718E, BROADCASTING • *TELECASTING.*

Production-Programming, others

Assistant TV director. Experienced remote and studio programming and station operation. TV and radio writing background. Box 715E, BROADCASTING • *TELECASTING.*

Program director, 250 watt, ready for television. Seven years radio writing, announcing, programming. Three years little theatre, acting, directing, light design, stage manager; twenty weeks Television Workshop, New York, all phases. Cultured, wonderful voice. A positive asset to any TV station, will start any position. Full resume sent on request. Box 763E, BROADCASTING • *TELECASTING.*

Top idea man, sales promotion, programming, merchandising, now employed, seeks TV connection, Los Angeles radio station, advertising agency. E. Horis, 651 Dunsmuir, Los Angeles.

For Sale

Stations

For sale—1000 watt daytime station. Can go fulltime. East central section United States. Box 657E, BROADCASTING.

For immediate sale. Complete broadcasting AM 250 watt station with complete Blaw-Knox radio tower, 179 feet, self supporting. This complete equipment can be shipped immediately and can be sold on terms. $5000.00 total price. J. J. Phillips & Son, 124 E. Lachapelle St., San Antonio, Texas.

Equipment, etc.

$11,000 FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

For Sale (Cont'd)

For sale—411 ft. Truscon self-supporting tower, type D-30, insulated at base, supporting General Electric 4-bay circular FM antenna with mast, type BY-4-B with 2⅛" coaxial transmission line from FM antenna to tower base. Tower erected in center of 10 acre tract in Wheaton, Maryland, near Washington, D. C. Box 648E, BROADCASTING.

RCA 301B HF field intensity meter complete with battery unit antenna and accessory case. Excellent condition. $500. Box 729E, BROADCASTING.

For sale: 646B REL FM receiver, perfect for FM relay pickup. Originally $350.00. Available at much less, immediately. Write Chief Engineer, WNAM-FM, Neenah, Wisconsin.

GE FM broadcast transmitter exciter model 4BTIA, 3 kw amplifier model 4BF2A. Station monitor GE type 4BM-1-A. Limiting amplifier GE type 4BA 5-A. REL FM broadcast receiver model 646., Console 25B speech input equipment, Western Electric. 3 Western Electric 109 type reproducers, complete. 5 spare 9A reproducer heads. 3 Robinson turntables, 1 audio oscillator. Hewlett Packard model 201B. 1 distortion analyzer Hewlett Packard model 325B. 1 vacuum tube testing equipment model 798 Weston. 1 Western Electric remote amplifier model 22D. 6 Western Electric 639A cardioid microphones. 5 Western Electric 633A salt shaker microphones. 1 Rek-O-Kut 16-inch recorder model M5 w/Webster head. 275' Truscon self-supporting tower. 4 bay GE antenna type BY4A complete with baluns, matchers and trombones. Co-axial cable. Andrew 1⅝"—51.5 ohms. 19 straight lengths. 2 expansion joints. 5 right angle bends. 1 45 bend. Gas inlet couplings, gauges, clamps, etc. Audio rack. 1 GE utility amplifier. 1 GE line equalizer. 1 GE line level indicator. New tubes—unused. 2 GE GL7D21. 2 GE GL5D24, 4—250's. 2 RCA 829B. 1 RCA 815. 1 GE phasitron. Used tubes. GE GL7D21's. Eimac 4-250A's. 815's. 829's. For further particulars address Beloit College, Beloit, Wisconsin.

For sale: New uniform cross-section guyed type towers with all necessary equipment. We will deliver and erect anywhere in United States or South America. Eight 200 ft. towers, seven 250 ft. towers, six 300 ft. towers, five 325 ft. towers. Write, wire or phone (Ph 3348). Consolidated Tower and Construction Co., Petersburg, Virginia.

Have several used guyed Wincharger towers. Will sell erected. Tower Construction Co., Commerce Bldg., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Stations

Man with 28 years experience in all phases of radio, willing to buy in on AM station in Illinois, outside of Chicago. Confidential. Box 762E, BROADCASTING.

Equipment, etc.

Wanted: Used studio control equipment high fidelity only. Mikes, turntables, control console, etc. Must be in good condition and reasonably priced. National Academy of Broadcasting, 3338 16th St., N. W., Washington, D. C.

Wanted to buy. Good used studio equipment including console, turntables and microphones, also a transmitter frequency and modulation monitors. Frank C. Carman, KUTA, Salt Lake City, Utah.

Wanted—Approximately 400 feet used 1⅝" coax transmission line. State condition, price, etc. WJBY, Gadsden, Alabama.

Help Wanted

Announcers

Wanted by New York state NBC regional AM station with TV in operation. Topnotch announcer who can handle studio sports show and regular staff duties. Experienced men only. Send disc and photo with complete particulars first letter. Attractive salary. Box 706E, BROADCASTING.

Help Wanted (Cont'd)

FOR ANNOUNCER
OPPORTUNITY

Somewhere there is a promising young gentleman waiting for the opportunity to join an established network station about to assume powerful regional status. Here is an immediate opportunity for nice-appearing, intelligent, industrious young man with a minimum of two years experience to become a member of a higher caliber, friendly family station. Send resume, references, disc, photo and salary to

BOX 741E, BROADCASTING.

Situations Wanted

Managerial

Manager

16 years radio, industry recognized reputation. Let's talk over your problem and my background during the NAB Convention. Contact through Avery-Knodel, Inc., Chicago. Andover 3-4710. April 16-18 or Box 774E, BROADCASTING.

Schools

NATIONAL ACADEMY OF BROADCASTING, INC.
NAOB

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N. W.
Washington 10, D. C.

NEW TERM OPENS JUNE 5

NATIONAL ACADEMY OF BROADCASTING. Dept. 111
3338—16th St., N.W.
Washington 10, D. C.

Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name.....

Address.....

City.....State.....

(Continued on next page)

Schools (Cont'd)

SRT • SRT • SRT • SRT • SRT
SRT-Radio
AMERICA'S OLDEST BROADCASTING SCHOOL
Intensive full or part time
COURSES
ANNOUNCING • ACTING
SCRIPT WRITING • ADVERTISING
Outstanding Faculty of Network Professionals
Co-Educational • Day or Evening
Small Classes
Approved for Veterans
Write for Prospectus
School of Radio Technique
RKO Bldg., Radio City, New York 20, N. Y.
228 South Wabash Ave., Chicago 4, Illinois
SRT • SRT • SRT • SRT • SRT

WOW FARM TOUR

Two-week Trip Is Completed

THE third annual Farmers' "New South" Study Tour sponsored by WOW Omaha, ended in Omaha March 30 after a two-week inspection of farms, ranches, plantations, agricultural schools and activities associated with farming. [BROADCASTING, Feb. 6].

Directed by Mal Hansen, WOW's farm director, the party totaled 219 including 72 man-and-wife couples, owning farms totaling 112,000 acres. The 6,000-mile tour by special train got underway March 16 and since that time covered 18 Southern states and a trip to Cuba. Mr. Hansen broadcast daily from the trip on his *Farm Service Reporter* program and also presented daily telecasts for WOW-TV by film.

WWDC Business Up

WWDC Washington had a 28.5% increase in business during March as compared with the same month last year, according to Ben Strouse, vice president and general manager of the Capital Broadcasting Co., station owner. Mr. Strouse also pointed out that a substantial increase was shown in both local and national business with national spot business being particularly good. WWDC-FM, which feeds Transit Radio, showed a 96% increase in business during March over the same month in 1949.

Harry W. Mambert

HARRY W. MAMBERT, 52, commercial salesman at KFJZ Fort Worth, died at his Fort Worth home on April 1, after a long illness. A native of Iowa, Mr. Mambert was affiliated with the Masons and Shriners as well as the Fort Worth Sales Executives Club. He leaves his wife. Services and burial were in Marion, Iowa.

QUARTER-hour added to *Nancy Craig* five weekly show on WJZ New York.

BONDS DRIVE

Radio-TV Pledge Support

PLANS for the U. S. Treasury Dept.'s savings bond "Independence Drive," scheduled May 15-July 4, were outlined March 29 by Sec. John W. Snyder. Full radio-TV support of the campaign is expected, paralleling the industry's past efforts. Series E bond goal is $653,950,000.

Secretary Snyder, citing America's traditional concept of thrift as key to the nation's progress and security, reported that individual citizens now hold nearly $49 billion in bonds and recalled that total national income during the low depression year of 1933 was only $33.5 billion. He addressed national leaders of all fields at a dinner climaxing the one-day campaign conference held at Washington's Mayflower Hotel.

NAB President Justin Miller was among the head-table guests. Arno H. Johnson, vice president of J. Walter Thompson Co., was a featured speaker during the conference.

A radio-TV promotion kit is being prepared by Treasury for the drive along with a special series of its regular *Treasury Guest Star Parade* transcriptions. Four-network kickoff for the drive is scheduled May 15, 10-11 p.m., with President Truman and Secretary Snyder featured along with all-star entertainment. NBC-TV is expected to simulcast the President and Secretary Snyder and air special TV features during the remainder of the time.

National allocations of the Advertising Council are to be devoted to the Independence Drive during the first two weeks of the campaign. Radio-TV promotion on the local level is to be coordinated by the state and local savings bond committees. Various U. S. industrial groups are furnishing 49 exact replicas of the Liberty Bell, minus the crack, which will be sent on tour for local promotion as symbols of the campaign. Bells are being cast in France.



ALTHOUGH March 23 was clear and nearly cloudless in Amarillo, Tex., KGNC's Farm Editor Johnny Linn proves he was right when he predicted precipitation that day. Attired for heavy rain, Mr. Linn weathers the downpour brought on by "Rainmaker" Bernie Howell, KGNC's musical director.

ELECTRONICS MEET

Engineers Plan May Session

NEW techniques for improvement of quality and durability of electronic components to meet increasingly severe demands of modern equipment will be discussed May 9-11 by technical authorities at a series of conferences to be held at the Dept. of Interior Auditorium, Washington. Sponsoring the discussions will be American Institute of Electrical Engineers, Institute of Radio Engineers and Radio Mfrs. Assn., with cooperation of the Dept. of Defense and National Bureau of Standards.

Hundreds of engineers representing the electronics equipment and components industry will meet with military and government research and scientific specialists. New trends in design and fabrication of equipment will be discussed along with special needs of electronic weapons used by the military.

MAIL pull of 46,825 letters drawn by *Pick the Hits* over CKOY Ottawa, in 21 broadcast days, station reports.

KPMO DENIAL

Illegal Transfer Alleged

INITIAL DECISION to deny application of KPMO Pomona, Calif. for renewal of license was issued fortnight ago by FCC. Denial of renewal was proposed by Hearing Examiner Jack P. Blume on the grounds that Myron E. Kluge and Dean H. Wickstrom, original partners, had effected a number of transfers in ownership with full knowledge it was in violation of Commission rules.

Examiner Blume found that Mr. Kluge sold his holdings in December 1946 to Dr. Warner H. J. Sorenson for $15,000 without FCC consent. The decision said that Mr. Kluge, because of serious financial difficulty, felt that compliance with the then existing Avco rule would inconvenience and delay his receiving payment. Pending application of KPMO for assignment of license to cover the transfer was proposed to be dismissed as moot. KPMO is assigned 500 w on 1600 kc.

Meanwhile, in another initial decision, Examiner Leo Resnick proposed to grant the application of WRIB Providence, R. I., for an increase of power from 250 w to 1 kw on 1220 kc.

FM ON RAILROAD

CNS&M Installs Service

THE Chicago, North Shore and Milwaukee Railroad has announced installation of FM service in one of its Electroliners which operates between Chicago and Milwaukee. The installation, a Zenith-Major FM set similar to those used in transit radio, was made by the engineering department of WEAW (FM) Evanston, Ill.

T. Houston Clinch, president of the railroad, indicated that initial tests have been most satisfactory and that, in spite of the fact that the Chicago, North Shore and Milwaukee Railroad is an electrically operated line, no unusual difficulties were encountered due to the static eliminating features of FM receivers.

PROPERTIES WHERE YOU WANT THEM!

EAST
TOP NETWORK FACILITY
$400,000.00
Long established regional network station in East that dominates vast market area. Earnings are consistently large over many years. Gross profit shows better than 20% return on purchase price. Owner selling in property consolidation plan.

MIDDLEWEST
OWNER RETIRING
$200,000.00
Middle-western major market network fulltime facility—well staffed—consistent earner grossing nearly $200,000.00. Prosperous market. Financing can be arranged. Reason for selling—owner retiring. Price $200,000.00.

WEST
CALIFORNIA INDEPENDENT
REGIONAL—$65,000.00
Well equipped money maker serves well integrated market. Studios-transmitter combined assures low operating cost, maximum profits. Present rate earnings pay out three years. Price $65,000.00. Terms—half at transfer, balance one year.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
STerling 4341

CHICAGO
Harold R. Murphy
333 North Michigan
RAndolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
EXbrook 2-5672

Respects

(Continued from page 40)

nted in the front yard. The busi- s prospered, though he had been ced to sell his saxaphone, trom- e and bicycle to raise necessary ital. Though business was good, closed shop in 1933 and headed Texas upon hearing that KRGV rlingen might have need for an ineer.

hat was the turning point in life of Neal McNaughten. Dick es, manager of KRGV, asked n what he knew about trans- tters. "They're no mystery," said applicant. But when he was ted what he knew about anten- s, he said "Nothing." So he was mptly hired and ordered to ign and build from scratch a v KRGV antenna system.

He liked the work at Harlingen d spent evenings taking univer- extension courses. About six nths after he got the job, he iced a comely Harlingen girl the studio, singing on a home- n program. A few months later z Hatchett became Mrs. Neal Naughten. In 1934 came a pro- tion to chief engineer.

Shifts to FCC

For six years life moved along rmally. Around the world things ren't quite so normal and when e FCC advertised for engineers 1940, Neal McNaughten filed an plication. The result, after a ining period in Baltimore, was assignment to San Juan, Puerto co. About a year later, just prior Pearl Harbor he was given an signment as assistant supervisor the FCC's Great Lakes primary nitoring station, at Allegan, ich., with a seven-state area to tch. One of his first jobs was stallation of almost 100 acres of ombic and other types of anten- s.

In 1943 he accepted a position assistant chief of the Washing- n office of the FCC's International vision, Treaty Section. There he tered a new field, propagation, d had a job consisting of pre- ting transmission paths for the ffice of War Information; pre- ring first documents for the next rld wide telecommunications con- rence which eventually material- ed in Atlantic City in 1947; act- g as an FCC representative in AC's FM and TV studies; liaison tween the military and civilian es of frequencies during the war ars. These activities gave him a owledge of world allocation prob- ms and an intimate familiarity th NARBA's knotty issues.

That work led to appointment in 1945 as chief of the FCC Standard Broadcast Allocation Section. In that post he received Presidential appointment as secretary to the U. S. delegation to the Second NARBA Conference, with ex-officio title of secretary-general of the conference.

In preparation for the third NARBA conference he was named to coordinate NARBA activities with the FCC clear channel proceedings, and prepared the original U. S. proposals for the Third NARBA Conference. He was named to the U. S. delegation at the engineering pre-NARBA conference held at Havana in 1947. At this meeting he was one of the two official U. S. spokesmen. He also served as a member of the U. S. delegation to the International Telecommunications Conference held in Atlantic City.

To NAB Post

About that time NAB was deep in pre-NARBA preparations and wanted an allocations expert. Mr. McNaughten was the logical choice, and Jan. 1, 1948, he joined NAB as assistant director of the Engineering Dept. A year-and-a-half later he became director upon resignation of Royal V. Howard, now holder of a CP in Honolulu.

Last autumn he attended the NARBA conferences in Montreal as an industry advisor to the U. S. delegation. As NAB's representative he was active in Montreal and took part in the current Havana sessions until directed by NAB president Justin Miller to withdraw because negotiations were felt to be taking an unfavorable turn.

Compiles Handbook

At NAB Mr. McNaughten has taken part in a long list of national and international projects. Recently, as NAB engineering director, he completed the 675-page fourth edition of the *NAB Engineering Handbook*. As chairman of NAB's Recording & Reproducing Standards Committee he has been active in developing disc and tape standards for the broadcasting industry. He also has been participating in the current Washington session of the CCRI (International Radio Consultation Committee) as a member of the U. S. team.

Born Jan. 20, 1911, Neal McNaughten at 39 has enjoyed a satisfying and exciting electronic career. He is a member of Institute of Radio Engineers and the Washington Exchange Club.

The McNaughtens live at 3513 Valley Drive, Alexandria, Va. They have one child, Marjorie Lee, aged 6½.

Summaries of Technical Papers

(Continued from page 79)

achieves a quiet cut with reduced high frequency response loss at low groove velocities.



Mr. Bachman



Mr. Grimwood

Design Considerations & Development of a New Type 5 kw AM Transmitter — Fred Grimwood, Gates Radio Co.

An analysis will be presented of basic considerations and design factors of this new standard AM 5-10 kw broadcast transmitter. Reference is made to a new type cooling system, simplified installation requirements, the achievement of operating efficiencies, and a basically new vacuum tube lineup.

Magnetic Recording Advances in 1949 and 1950—W. Earl Stewart, RCA

In this paper the author will discuss the development and need of standards for the magnetic tape system of recording and reproducing, the present status of these standards, and work now being done to complete the essential standards. The various types and uses of equipment will be discussed, outlining the versatility of tape in building programs. In closing, the author will discuss some of the many possible future uses of tape.



Mr. Stewart



Mr. Adair

FCC Audio Proof of Performance Tests—George Adair, Consultant

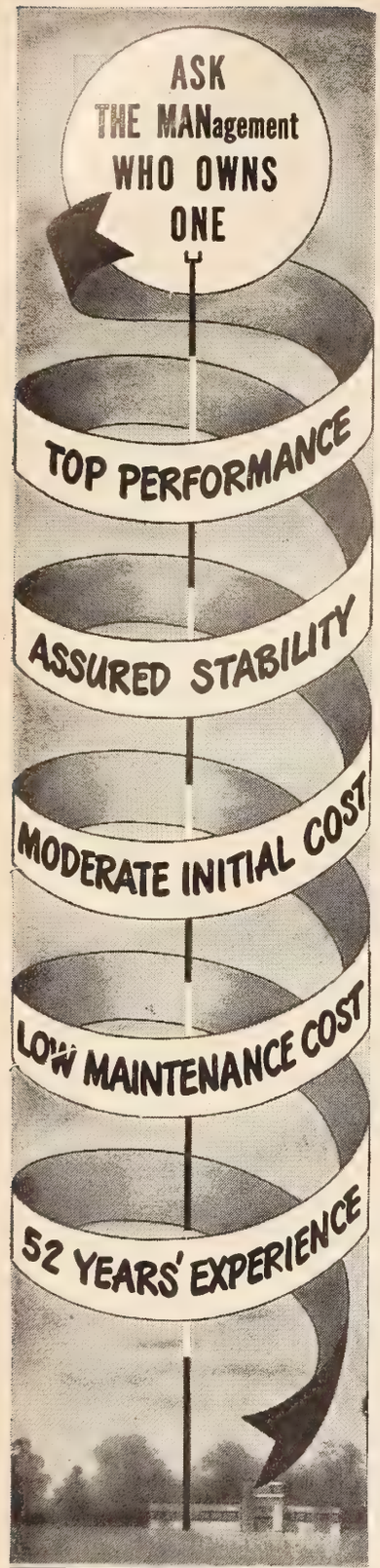
This paper will discuss interpretation of Sections 3.46 and 3.254 of the Commission's Rules and Regulations as to when, why, what, and how the audio proof of performance measurements are to be made. Also discussed will be suggested forms for recording the measurements and what should be done with them, both for compliance with the Rules and for usefulness to the station.



FORDHAM UNIVERSITY
PROFESSIONAL RADIO AND TELEVISION

SUMMER INSTITUTE—July 5 to August 11
SIX WEEKS OF NEW YORK'S
TOP NETWORK LECTURERS,
PRACTICAL RADIO-TV COURSES,
WORKSHOP EXPERIENCE IN THE
STUDIOS OF WFUV-FM

Write for: Folder "B", Radio-TV Dir., Fordham U., N. Y. 58, NYC



LINGO

Vertical Tubular Steel

RADIATORS

Write for Factual Data

JOHN E. LINGO & SON
CAMDEN 5, N. J.

Exhibits—Exposition Hall

(Continued from page 27)

two bay antenna complete with antenna lead-in are included. (See light equipment story for other Collins exhibits and personnel attending booth).

Three types of Collins remote equipment will be displayed, including one, two and four channel models and providing a-c or automatic change-over battery/a-c operation for all types of remote broadcast situations. Two multiple consoles slated to be shown are high-fidelity—suitable for AM, FM or TV applications. One (the 212A) has two output channels.

New cabinet rack contains company's line of standard rack mounted speech equipment including pre-amplifiers, line, isolation, program and monitor amplifiers, power and relay units, and jack panels. For non-broadcast use, a Collins 51J communications receiver will be shown. Firm claims its outstanding characteristic of extreme suitability and tuning accuracy often lends itself to use as a secondary frequency standard.

At the Collins booth will be: R. H. Hollister, broadcast equipment sales manager; Carl Service, manager of Western Div.; Harold Olson, Scott Killgore, Tom Moseley, John Stanbery, Al Scott, sales representatives. I. K. Findley, J. A. Green, T. E. McConnell, F. M. Malone will handle engineering displays.

* * *

Allen B. DuMont Labs Inc.

DuMONT features a new 5 kw transmitter that is completely air-cooled. Firm says low cost transmitting tubes provide its product with lower operating expense. Also on DuMont's feature list is microwave relay for remote operations. With crystal controlled circuits—for reliable and unattended operation, DuMont explains—the relay operates in the 2,000 mc band where optimum propagation is obtained. Firm adds that with transmitter independent of antenna, system may be used for portable or fixed installations.

With accent on television, DuMont Labs will exhibit equipment for studio, transmitting and remote operations. The new DuMont-Holmes super-speed 16mm projector and the Dynamic Flying Spot Scanner will be among those items shown at the exhibit. The projector is designed for image orthicon pickup and produces pictures with "live studio" snap and clarity from film or Teletranscription, according to DuMont officials.

Also slated for display are a triple-orthicon camera chain and sync distribution, picture distribution and monitoring equipment.

DuMont representatives: Herbert E. Taylor Jr., division manager; Robert E. Kessler, assistant manager; James B. Tharpe, sales manager; Herbert Bloomberg, Central District; Lewis E. Pett, Southern District; Edgar Felix, Northern District; Lewis C. Radford Jr., Southeastern District; Charles E. Spicer, Robert J. Myers, William C. O'Brien, sales engineers; Gordon S. Gregory, engineering manager; Herbert Eayrs, John Ruston, Max Shovlowsky, Edward Usher, engineers; Chester E. Greenwood, manufacturing manager; Ralph Grauso, Russell White, technicians.

Gates Radio Co.

INTRODUCED by Gates Radio Co., of Quincy, Ill., are the firm's new BC-5B and BC-10B 5 kw and 10 kw AM transmitters. Highlights are, according to Gates, a tube complement costing about one-half that of other current 5 and 10 kw transmitters now on the market and a minimum power savings of 3 kwh, which Gates estimates at about $500 per year.

Gates says its new transmitter incorporates for the first time in any AM equipment, the 3X2500F3 power tubes in both radio frequency amplifier and modulator circuits, employing a tungsten filament and featuring longer tube life. This, firm adds, results in better performance from the noise and distortion standpoints than has been possible heretofore. Also exhibited by Gates is a new 10 w mobile transmitter designed for the 26 mc remote broadcast relay spectrum.

In addition to heavier equipment line Gates will exhibit a broad line of speech input consoles, transcription turntables and portable remote amplifiers.

Representing Gates will be: Fred O. Grimwood, sales manager; L. I. McEwen, executive vice president; Francis W. Wentura, chief engineer; John Bowers, purchasing agent; Norbert Jochem, audio engineer; Owen J. McReynolds and Larry Cervone, Washington Office.

* * *

General Electric Co.

LATEST transmitter developments and studio equipment design headline General Electric, Syracuse, N. Y., exhibit. GE displays a new, completely air-cooled 5 kw low channel TV transmitter (type TT-10-A), modeled with low-cost tube complement and low power consumption. This unit, according to firm, is geared for low costs in installation, operating and maintenance.

Companion to the new transmitter is firm's new visual demodulator (type TV-21-A), providing picture and waveform video signals for continuous monitoring of the transmitted signal. This unit, rack-mounted, has crystal controlled vestigial-sideband reception.

Studio setup includes a new block-built console for both programming and monitoring and redesigned studio and film camera channels with cables and plugs to eliminate conventional interconnecting wiring. GE finds system usable in any station that has a standard synchronizing generator.

Included in console are monitors with 12½-inch black-faced picture tudes and dual waveform display and a new calibration monitor with built-in calibrator circuits for signal level control. GE has reduced overall dimensions of cabinets in this equipment. Control panels fit into the console desk, which in combination with matching base cabinets, provide complete studio and master control facilities for any size station, GE says.

Other units included in GE's showings are a stabilizing amplifier (type TV-16-B), providing automatic correction of the sync and blanking portion of the TV signal, adjustable sync percentage and improved LF characteristics; a new wipe amplifier (type TV-24-A) featuring full wipes including those from remotes to locals; a sync lock unit (type TV-30-A) for synchronizing a local sync generator with the sync signal coming from a remote point; a utility video amplifier group (type TV-31-A), consisting of three independent channels and a power supply; an electronic video mixer (type TV-19-A) which laps, fades and dissolves at a constant, pre-set rate; a montage amplifier (type TV-35-A) that inserts rather than superimposes.

Representing GE at the convention: A. A. Brandt, general sales manager; G. F. Metcalf, manager, commercial equipment division; P. L. Chamberlain, manager of sales, commercial equipment division; F. P. Barnes, sales manager, broadcast and television, commercial equipment division; R. D. Jordon, advertising manager, commercial equipment division; R. J. Brown, manager Washington office, commercial equipment division; W. G. Broughton, W. C. Jaeger, O. K. Lindley, N. J. Peterson, E. W. Rosentreeter, C. J. Simon and R. S. Yeandle, all headquarters.

General Precision Lab. Exposition Hall (see also Room 521)

NEW LINE of TV film equipment will be introduced, including 16mm projectors for telecasting and review rooms. A new portable utility 16mm projector is designed for use with image orthicon and field cameras. Studio TV transmitting and camera chain with innovations will be shown. Representatives at convention will be Blair Foulds, R. L. Garman, Frank N. Gillette, L. L. Pourciau, John M. Sims, H. A. Sterns, S. S. Lee.

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA

ernational Telephone & Tele-aph Corp. (American Research Development Unit) See also Room 534

IT displays the FTL 27A, a UHF io link system, that relays tele-ion video programs. Equipment minates video cable circuits and dio-to-transmitter link, intercity ay, or portable remote service. lso to be exhibited is FTL 38A nd channel equipment providing ilities for transmission of high-lity sound and video over a single relay system, such as the FTL television UHF radio relay link, minating the need for least high-lity telephone wire.

. H. Hickerson, chief public rela-ns director, and Trevor H. Clark, charge of engineering services, l supervise the exhibit.

* * *

Radio Corp. of America

MONSTRATIONS of video effects ipment, ultra-high frequency trans-ting circuits and a 500 kw super er beam triode, claimed by offi-s to be the world's most powerful tron tube, will be featured at the A exhibit. Display will mark RCA's rance into ultra-high frequency vision broadcast equipment.

firm's tube department will display riode tube capable of 500 kw of tinuous output and tested at 1 mil-w input. New tube (Type 5831) immediate applications in high er and international broadcast vice, paving the way for new devel-nents in high power hitherto con-ered economically unfeasible or im-ctical, officials say.

TV broadcasting equipment making sible special video effects also will featured by RCA. These include: -45A Genlock, TM-2A Utility Moni-Flying Spot Scanner, and new tching, fading and film projection ipment. Other products are a e-talking microphone, remote con-for microwave parabola antennas, roved studio audio equipment, new l or studio desk (which may be led for easy portability), a new od with improved friction head.

Following RCA personnel will be at show: A. R. Hopkins, manager of oadcast and Communications Equip-at Section; J. P. Taylor, manager Advertising and Sales Promotion tion; M. A. Trainer, manager of oadcast Studio Products Group; na Pratt, manager of Broadcast nsmitters Products Group; C. M. vis, manager, Broadcast and Com-nications Field Sales Group; W. Watts, vice president in charge of gineering Products Dept.; T. A. Smith, general sales manager, Engineering Products Dept.

In addition to the above list of managers of the Engineering Products Dept., the following members of the sales staff are expected to be present: W. L. Babcock, Henry Duszak, D. Bain, E. S. Clammer, E. C. Tracy, F. D. Meadows, and E. T. Griffith. From the advertising staff and publicity will be: W. O. Hadlock, and M. Gaskill.

The broadcast field salesmen will be present including: A. Josephsen, J. E. Young, R. J. Newman, P. G. Walters, W. B. Varnum, R. C. Dubois, J. H. Keachie, D. S. Newborg, E. Frost, J. F. Palmquist, Engineers of the Engineering Products Dept. will be: J. E. Young, H. E. Gihring, J. H. Roe, W. J. Poch, and N. S. Bean.

* * *

Raytheon Mfg. Co.

LATEST advances in development of equipment for broadcasters and telecasters will be reflected in Raytheon's exhibit of its high-power, 2,000 mc TV microwave equipment. New type aluminum screen mesh dish with plastic structural members will be part of the display. Plastic dish will be mounted on a tripod with the new Raytheon tripod head.

A new RC-12 master studio console, designed for use in regular AM and FM studio work and TV audio requirements, will be shown to broadcast-TV engineers. Unit includes advantages and improvements selected from returns of survey of some 2,000 broadcast and TV engineers, firm claims. Some improvements: High-gain amplifiers and back-lighted front panel for TV audio studio use; ability to reach and service every component part in console; ultra-modern appearance.

TV monitor for off-the-line use in viewing programs in control and film rooms, clients' and announcers' booths, also will be shown. Monitor has complete set of controls on front panel and its light-weight construction makes it practical for remote pickup use. Unit includes an audio amplifier and loudspeaker, which may be fed from audio cue line in conjunction with TV monitoring. A new RRC-10A equipment rack cabinet, featuring center rail mounting and reversible doors and designed to house all equipments of standard 19-inch rack size, also will be shown. Provisions for meter mountings, AC outlets, cooling fan and adjustable center rails make it ideal for custom built equipments, company contends. In fact, it now is being used to house all Raytheon standard broadcast equipment, and will be available in a few months.

Raytheon personnel at the exhibit booth are: Ray C. Ellis, vice president; James J. Tynan, sales manager; John S. Spargo, sales promotion; William Short, Andrew Bark, John Lorber, engineering department; Leonard A. Rooney, broadcast sales manager; L. Edward Pamphilon, broadcast equipment sales department; Robert H. Bauman, Chicago Raytheon manager. Other representatives: Ben Farmer, Warren Cozzens, Henry Geist, W. B. Taylor, and Howard D. Crissey.

* * *

SESAC Inc.
(See also Rooms 528A, 530A)

SESAC will maintain two extensive exhibits during the convention, with headquarters in Suite 530-A and a main floor display in Exposition Hall. Plans call for a complete array of new platters with special emphasis on transcriptions of the Trinity Choir of St. Paul's Chapel, New York. In addition, SESAC will feature recent recordings of the New World Symphony Orchestra, Philharmonic Aeolian String Symphony, Fraternity Glee Club and the Barbershop Quartet.

Program aids, designed as library supplements, will include SESAC's Continuity Script Service (a special feature is the *Mister Muggins* fairy tale-for-children show). Also spotlighted will be a new catalog of 1,200 bridges, moods and themes covering over 200 different categories chosen from the SESAC library. Program Guide also will be available for subscribers.

Heading the SESAC contingent in Suite 530-A are R. C. Heinecke, K. A. Jadassohn and Robert Stone; in Exposition Hall, Ken Parker, Ralph Baruch and Lou Tappe.

RADIO-TV SUPPORT
Stanton Cites 'Brotherhood'

IN A REPORT on radio and television cooperation with the promotion of Brotherhood Week by the National Conference of Christians and Jews, Frank Stanton, CBS president, has stated that the broadcasting industry outstripped all records.

"It becomes difficult to compare one year with the next," Mr. Stanton said. "We came close to the saturation point, but, if anything, radio was even better in its cooperation this year, and television certainly exceeded anything it had done before."

Mr. Stanton, who was chairman of the Brotherhood Week radio and television committee, said that cooperation of television stations was much greater than had been anticipated. The committee had to prepare 50% more of its special films than had originally been planned. Recordings of spot announcements were sent to every radio and television station. He also lauded the major networks for producing special broadcasts on the Brotherhood Week theme.

Hayes Forms Firm

RICHARD R. HAYES, former radio engineer with the U. S. Army and Dept. of State, and electronics officer in the Navy, has announced the formation of Richard R. Hayes & Assoc. The engineering firm is located at 1608 Mardell Ave., San Antonio, Tex.



WHAT EVERY
Sponsor
Agency
Station
SHOULD KNOW

. . . there's fingertip information on exactly how hundreds of national spot and network advertisers used radio and television in 1949.

It's all in the

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

NAB CONVENTION ISSUE

APRIL 17th

By subscribing TODAY, you'll get all the stuff that planning board sessions and leading time buyers consult all through the year—BROADCASTING's copyrighted product analysis of 29 basic groups, from automotive to cigarettes to toiletries.

1450

BROADCASTING • Telecasting
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Enter my subscription immediately for 52 weekly issues of BROADCASTING—and be sure I get the big April 17 NAB CONVENTION ISSUE.

☐ I enclose $7.00 ☐ Please bill me

NAME

COMPANY

ADDRESS

CITY ZONE STATE

MEMO *to advertisers*

When you buy WMFG in combination on the Arrowhead Network . . . you aren't just getting a "bonus" station. The Hibbing market, world-famous iron ore producer, is sales-rich for you . . . a market best reached by WMFG, the station the Iron Range prefers!

WMFG HIBBING, MINN. NBC

MEMBER STATION
ARROWHEAD NETWORK

Represented nationally by: RA-TEL
regionally by: BULMER-JOHNSON, Inc., Mpls.

Exhibits—Fifth Floor

(Continued from page 53)

fect record libraries, now being supplied on new flexible stock.

For television, the firm has open-end, five-minute film series especially produced for TV stations. These include: *Capsule Mysteries*, three to five weekly for five-minute sponsorship; *Secrets of Magic*, open-end, five-minute film series starring Blackstone, also for three to five times weekly sponsorship. Now in production, both are priced for local advertisers.

In charge of exhibit are Charles Michelson, president, and Sidney Guber, sales department.

* * *

Multipulse Sales Co.
Room 550A

FIRST showing of complete fixed-frequency FM receivers for use in storecasting, background music and educational systems. At convention will be William G. Drenthe, Ray Wilson, Harold Hiemark, Howard Carlson, Robert Clark Jr.

Musicolor Inc.
Room 526A

SHOWING of light synchronized with music that can be used for AM, FM and TV studios and reception rooms, as well as on TV on film or direct to mosaic. Representatives at convention will be Maurice Wetzel, Helen Spencer, Christian Mueller, W. Lockwood Martling Jr., George Davis, Leo Sivin.

* * *

Presto Recording Corp.
Room 516

PRESTO will demonstrate its PT-900 portable tape recorder and the larger studio model, SR-950, as well as the 6N recorder and 90-B amplifier. Gear-driven units include the 8D-G recorder and 90-B amplifier, the 64-A transcription turntable, and Type 65 transcription player which is complete with speaker and amplifier for use by advertising agencies and production departments.

Presto personnel include George J. Saliba, president; Thomas B. Aldrich, sales manager; M. M. Gruber, secretary; and John Strampeer, production engineer.

* * *

RCA Recorded Program Services (Thesaurus)
Rooms 512, 513

THESAURUS service exhibit will be built around RCA's "new era" commercial programming theme designed not only to produce shows that attract sponsors but also to provide station subscribers with tools for "getting and holding local sponsorship." Exhibit, on view in Suite 512 and in Exposition Hall, will serve to showcase RCA Recorded Programs Services' entire product.

Featured with display material will be driftwood-stained picture frames adorning draped walls. Frames contain 14-inch by 18-inch photo of a Thesaurus name artist or groups and have attached pocket for brochures on particular series. Transcription record, featuring selections by artist, is fixed beneath each frame in such a way that it may be removed by salesman and auditioned on request in suite.

RCA mailed out in advance to all subscribers and service prospects keys which actually fit the lock to Room 512. Attending in behalf of Thesaurus and RCA Custom Record Sales are: Jim Davis, manager of Custom Record Sales Div. and head of Thesaurus operation; Don Mercer, manager, RCA Recorded Program Services; Wade Barnes, Thesaurus and Syndicated Sales manager; Bert Wood, program manager; Ben Rosner, advertising and promotion manager; Al Hindle, Chicago manager, Custom Record Sales; and Addie Amor, Bill Reilly, Bill Gartland, Henry Gillespie, Dave Rogers and Bill Davies, Thesaurus sales representatives.

* * *

Standard Radio Transcription Services Inc.
Rooms 556, 557

"PHENOMENAL commercial results" from Standard's shows at last year's convention have inspired a 1950 exhibit with three new shows to supplement the original five series of programs, according to Standard officials. These include: *Musical Round-up*, five quarter-hours weekly featuring western music; *Chapel in the Sky*, one-half hour weekly, sacred and inspirational music; and the newest, *Sports Parade by Don Wattrick*, three quarter-hours weekly.

Outstanding feature of Standard's exhibit will be a display of sales proof of star shows to local advertisers by hundreds of Standard-subscribed stations. Augmenting this will be an analysis showing the type of local businesses which sponsor these various shows. Firm as usual will offer a souvenir gimmick to visitors—this year, a pocket piece.

Standard's representatives: Gerald King, president; Milt Blink, vice president; Alex Sherwood, sales manager; Harry Bluestone, production chief; Gus Hagenah, Lewis Teegarden, John Devine and Dave Williams.

* * *

Westinghouse Electric Corp.
Room 509A

REPRESENTING Westinghouse at fifth floor reception room will be F. W. Fischer, manager of district electronic sales; M. H. Wood, manager of communication sales; M. R. Briggs, division engineer; T. M. Bloomer, section engineer; I. Mager division sales engineer; L. W. Clark engineering and service supervisor all of Baltimore. In addition these regional representatives will be present: W. E. Berkey, Chicago; A. D. Massey, St. Louis; G. B. Saviers Pittsburgh.

* * *

Wincharger Corp.
Room 531A

PHOTOGRAPHS of various Wincharger radio tower installations, a Wincharger tower in miniature model and tower lighting equipment, are on display by the Sioux City, Iowa, radio tower firm.

Wincharger representatives on the scene include Allen C. Tilton, Radio Tower Div., and staff members, Henry J. Geist, William B. Taylor, Warren Cozzens, Ben Farmer, Hollis Joy and Andrian Van Santen.

World Program Service (World Broadcasting System)
Rooms 500, 501, 501A

PLANS for a star-studded new half hour variety show will be unveiled at the World Broadcasting System's exhibit in Suite 501, a joint exhibit with Frederic W. Ziv Co. Show introduces special dramatic program material headlining a stage-and screen famous name, according to World officials. Through a dramatic display, over 15 new commercial ideas for expanding sales revenue at the local level will be reviewed. Stations will receive the first announcement of addition of new artists and

Nielsen Ratings*

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
RANK OF TOP PROGRAMS, EVENING, ONCE-A-WEEK
EXTRA-WEEK FEBRUARY 26-MARCH 4, 1950

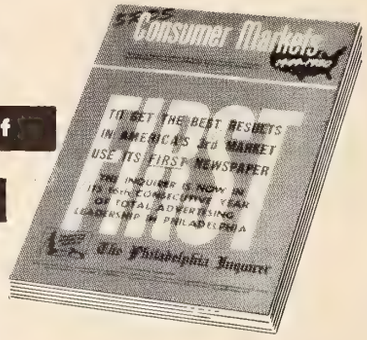
Current Rank	Previous Rank	Program	Current Rating Homes %
1	1	Lux Radio Theatre (CBS)	25.6
2	3	Jack Benny (CBS)	24.3
3	7	Amos 'n' Andy (CBS)	21.7
4	2	Arthur Godfrey's Talent Scouts (CBS)	21.4
5	5	Mystery Theatre (CBS)	20.0
6	8	My Friend Irma (CBS)	19.3
7	11	Fibber McGee & Molly (NBC)	18.6
8	9	Charlie McCarthy Show (CBS)	18.3
9	16	Walter Winchell (ABC)	16.8
10	10	Life With Luigi (CBS)	16.5
11	23	Mr. & Mrs. North (CBS)	16.4
12	25	Truth or Consequences (NBC)	16.2
13	15	Mr. Chameleon (CBS)	16.1
14	12	Red Skelton (CBS)	16.0
15	41	Mr. District Attorney (NBC)	15.8
16	26	Horace Heidt (CBS)	15.7
17	29	Bob Hope (NBC)	15.3
18	4	Mr. Keen (CBS)	15.2
19	22	Day in the Life of Dennis Day (NBC)	15.2
20	13	You Bet Your Life (CBS)	15.2

Copyright 1950 by A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.

(*) Homes reached during all of any part of the program, except for homes listening only 1 to 5 minutes.

Here's a complete, time-saving book of market information



CONSUMER MARKETS is in the hands of every advertising agency that places national advertising and in most important national advertiser organizations.

Many Uses: "Used to look up specific markets, to set up sales and advertising quotas," says the President of a mid-western agency. "Use sales and purchasing power information for analysis of markets in relation to newspaper and radio advertising," writes the assistant media director of a famous soap manufacturer.

Users Like It: "I keep my copy close to my desk for frequent reference," reports the space buyer for a major New York City agency. The research director of a Detroit 4-A agency writes, "Has more information in one book than any other publication of its kind."

CONSUMER MARKETS was designed as a companion piece for use with the regular monthly Sections of SRDS to make all jobs of media-market selection easier, faster, more accurate.

Note to Media Advertisers: Your Service-Ad near data listings in the "Consumer Markets" Section of SRDS comes into play when agencies and advertisers are deep in the study of where to spend their advertising dollars. Position reservations for the 1950-51 Edition are now being accepted.

Extra copies of the 1949-50 Edition of CONSUMER MARKETS are available at $5.00 each. Sent on five days free trial.

Consumer Markets
A Section of Standard Rate & Data Service
Walter E. Botthof, Publisher
333 North Michigan Avenue, Chicago 1, Ill.
New York • San Francisco • Los Angeles

WAGA
Atlanta, Ga.
USES
Magnecorder
Engineered by the World's Oldest and Largest Manufacturers of Professional Magnetic Recorders.
Write - Magnecord, Inc., 360 N. Michigan, Chicago, Ill.



PT6-JA
A new easily portable, high fidelity magnetic tape recorder and amplifier priced unbelievably low- $499.50

sical organizations introduced in service.

Demonstrations will cover the *Dick ymes Show*, the *Lyn Murray Show*, nemaker Harmonies*, World Musi- Time Signal Jingles, World Musi- Weather Jingles, World Commer- l Jingles for 25 different advertis- and other new features of service.

Attending convention will be John L. hn, World president; Robert W. iedheim, sales manager; Maynard rquardt, West Coast manager; m Carter, George Field, Hugh auel, Ken Farnsworth, sales rep- sentatives.

Frederic W. Ziv Co.
Rooms 500, 501, 501A

(See World Program Service for ory on joint exhibit.)

FCC Won't Censor

(Continued from page 28)

on called for proposals for revis- g the standards of good engi- ering practice in the upper fre- encies and included an invitation r proposals for standards for lor TV, not a single such pro- sal was received from the in- stry.

Questioned about the effect of e lifting of the Mayflower Deci- on, Mr. Coy said he had noted ly a half-dozen examples of sta- on editorializing, stating that he ould like to see more of it, pro- ded the other side is given a ance to answer. He quickly add- l that the decision of whether or t to editorialize is completely a atter of the judgment of the oadcasters themselves and not up the FCC.

Asked about station owners in- cting their personal opinions and rejudices into supposedly unbiased ews programs, Mr. Coy said that him such a practice resembled beling a product as edible when n fact it is not. He also urged hat broadcasters observe true free- om of speech in their allocation f program time despite their per- nal views, stating for example hat an atheist should not be de- ied time on the air just because is doctrine is abhorrent to the ndividual station operator. If this rinciple were followed out, he as Democrat, might be denied time y a broadcaster of different po- itical belief, he noted.

William S. Hedges, NBC vice resident, president of the Radio Pioneers, presided at the dinner neeting, which was addressed, riefly and in verse, by Mr. Kalten- orn, founder of the organization which is comprised of men and women engaged in radio for 20 ears or longer. Senator Ford, Joe Laurie Jr. and Harry Hirshfield rovided amusing and appropriate comments on the occasion. Law- ence Spivak, editor of the *Amer- can Mercury*, served as moderator f the *Meet the Press* session.

DEMONSTRATION of its *High School Radio Forum* program given by WNAX Yankton, S. D., before 2,500 school administrators at National Assn. of Secondary School Principals in Kansas City recently.

March Box Score

STATUS of broadcast station authorizations and applications at FCC as of March 31 follows:

	AM	FM	TV
Total authorized	2,269	753	109
Total on the air	2,117	714	103
Licensed (All on air)	2,083	496	37
Construction permits	186	253	72
Conditional grants		4	
Total applications pending	1,149	183	385
Requests for new stations	300	37	348
Requests to change existing facilities	278	35	13
Deletion of licensed station in March	2	6	
Deletion of construction permits	7	9	1
Deletion of conditional grants		9	

FCC Actions

(Continued from page 76)

April 4 Decisions . . .

BY THE SECRETARY

WSKB McComb, Miss.—Granted license change system of modulation.

WJAT Swainsboro, Ga.—Granted license for new AM station; 800 kc, 1 kw.

WJAC-TV Johnstown, Pa.—Granted license for new commercial TV station and change studio location.

WHAS-TV Louisville, Ky.—Granted mod. CP for extension of completion date to 10-1-50.

WOC-TV Davenport, Ia.—Same to 11-2-50.

WNCA Aiken, S. C.—Same to 6-2-50.

Catawba Valley Bcstg. Co. Inc., Hickory, N. C.—Granted license new STL KIB-80 (formerly WDDH).

KATL Houston, Tex.—Granted license increase power, install new trans. and change from DA-DN to DA-N; 1590 kc, 5kw, DA-N, unl.

WSHB Stillwater, Minn.—Granted assignment of license from corp. to partnership—William F. Johns Sr., William F. John Jr. and Penrose H. Johns, a partnership d/b as St. Croix Bcstg. Co. No monetary consideration.

KWKH Shreveport, La.—Granted CP to install new trans.

WVMI Biloxi, Miss.—Granted mod. CP to change studio location.

WBGE-FM Atlanta, Ga.—Granted mod. CP for extension of completion date to 10-1-50.

KOEN Oceanside, Calif.—Granted license noncommercial educational FM station; Chan. 209 (89.7 mc) 10 w.

WPTF Radio Co., Raleigh, N. C.—Granted license new remote pickup KA-3913.

WDOD Bcstg. Corp., Chattanooga, Tenn.—Granted license for new STL KIB-79 (formerly WQHU).

Baptist General Convention of Tex., Dallas—Granted license new STL KGA-97.

WTTS and WTTV Bloomington, Ind.—Granted request for voluntary assignment of CP's of AM station WTTS, commercial TV station WTTV, and KA6097, exper. TV relay to Sarkes Tarzian Inc.

Following granted mod. of CP's for extension of completion dates as shown: KEYL San Antonio to 10-7-50; WAUX-FM Waukesha, Wis. to 10-15-50; KBNT San Bernardino, Calif. to 10-27-50; KOWN Conway, Ark. to 10-22-50; WTTV Bloomington, Ind. to 10-15-50; WKZO-TV Kalamazoo, Mich. to 10-24-50.

WWSW Pittsburgh, Pa.—Granted license change frequency, increase power, install new trans. and DA and change in trans. location.

Columbia Bcstg. System Inc., Area New York—Granted request to delete station and dismiss pending renewal for remote pickup KA-4703.

National Bcstg. Co. Inc., Area of Chicago—Granted request to delete station and dismiss pending renewal application remote pickup KA-4671.

Richmond Radio Corp., Richmond, Va.—Granted mod. license KA-5562 to change frequency from 31.22, 36.62, 37.02, 39.28 mcs. to 26.39 mc.

National Bcstg. Co. Inc., Chicago and New York—Granted mod. license KA-5162 to delete frequencies 152.99 and 153.05 ms: to delete frequency 152.09 mc KA-5169 New York.

National Bcstg. Co. Inc., Washington, D. C.—Granted mod. license KA-5174 to delete frequency 153.05 mc.

National Bcstg. Co. Inc., Cleveland, Ohio—Granted mod. license KA-5181 to delete frequencies 152.99 and 153.05 mc.

National Bcstg. Co. Inc., San Francisco—Granted mod. license KA-5189 to delete frequency 166.25 mc.

National Bcstg. Co. Inc., Denver, Col.—Granted mod. license KA-5193 to delete frequencies 152.99 & 153.05 mc.

Paducah Bcstg. Co., Paducah, Ky.—Granted CP and license new remote pickup KA-2331.

Radiohio Inc., Columbus, Ohio—Granted CP and license new remote pickup KA-3472.

American Bcstg. Co. Inc., New York—Granted CP new remote pickup KA-6197.

Rio Grande Bcstg. Co. Inc., Area of Albuquerque, N. M.—Granted CP new remote pickup KA-3284.

KIDO Inc., Boise, Ida.—Granted CP for new remote pickup KA-2729.

F. C. Todd, Gastonia, N. C.—Granted CP new remote pickup KA-3844, KA-2661.

KALE Richland, Wash.—Granted mod. CP to change type of trans. mount FM ant. on top of AM tower and change studio location.

WPKY Princeton, Ky.—Granted license for new AM station; 1580 kc. 250 w D.

KONE Tulsa, Okla.—Granted license change frequency, increase power, install new trans. and DA-DN and change trans. location. 1300 kc, 1 kw-N 5 kw-D-DA, unl.

KFVD Los Angeles—Granted license install. new trans.

WAAF-FM Chicago—Granted license new FM station; Ch. 230 (93.9 mc) ERP 28 kw, 350 ft.

WJJD and WFMF Chicago, Ill.—Granted voluntary assignment of license from an Illinois corp. to WJJD Inc. a Delaware corp.

KLVL Pasadena, Tex.—Granted mod. CP for approval of ant. and trans. location and change type of trans.

ACTION ON MOTIONS

By Examiner Basil P. Cooper

KFYO Lubbock, Tex.—Granted extension of time to file proposed findings of fact and conclusions in proceeding re application to April 14.

By Examiner J. D. Cunningham

David M. Segal, Idabel, Okla.—Granted request that appearance in proceeding re application and that of Gateway Bcstg. Co., Texarkana, Ark. which was filed after expiration of period required by Rules for such filing be accepted.

KCNA Tucson, Ariz.—Granted continuance of hearing in Docket 9579 from April 20 to June 20.

Public Service Bcstg. Corp., Schenectady, N. Y.—Dismissed petition to amend application with reference to stock ownership.

April 5 Applications . . .

ACCEPTED FOR FILING

AM—550 kc

WAGA Atlanta, Ga.—CP to change from 590 kc 5 kw unl. DA-N to 550 kc 5 kw unl. DA-N. (Contingent on deletion of WCON Atlanta.)

AM—1470 kc

Thompson K. Cassel, Sayre, Pa.—CP new AM station 1540 kc 1 kw D AMENDED to request 1470 kc.

Modification of CP

Mod. CP new AM station for extension of completion date: WRHC Jacksonville, Fla.; WGAF Valdosta, Ga.; KSOX Harlingen, Tex.

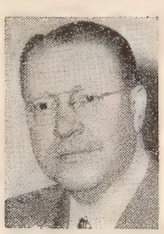
KFAL Jefferson City, Mo.—Mod. CP AM station to change studio location

(Continued on page 88)

BALTIN NAMED

Is WHOM Vice President

CHARLES BALTIN, with WHOM New York since 1940, has been appointed vice president, Generoso Pope Jr., executive vice president of the Atlantic Broadcasting Co., which operates WHOM, announced.



Mr. Baltin

Mr. Baltin has served in various executive capacities for the station including director of public broadcasts, program director, and assistant general manager. In his new post, he will supervise the sales and program departments.

Prior to joining WHOM, Mr. Baltin produced educational radio programs and was active in the adult education field.

Upcoming

April 12-19: NAB convention, Stevens Hotel, Chicago:
Engineering Conference, April 12-15; Unaffiliated Stations Conference, April 16;
FM Stations Conference, April 17; Management Conference, April 17-19.

April 20-21: Philadelphia Chapter Assn. for Education by Radio, U. of Pennsylvania.

April 26-28: Northern Eastern District of the American Institute of Electrical Engineers, Sheraton-Biltmore Hotel, Providence, R. I.

April 29: Catholic Broadcasters Assn. spring conference, Catholic U. of America, Washington, D. C.

May 4-7: Institute for Education by Radio, Columbus, Ohio.

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Another BMI "Pin Up" Hit—Published by Simon House

THERE'S AN X IN THE MIDDLE OF TEXAS

On Records: Lawrence Welk—Mer. 5376; Betty Garrett—MGM 10667; Dennis Day—Vic. 20-3707; Mel Torme—Cap. 825.

On Transcription: Johnny Guarnieri—Thesaurus; Page Cavanaugh Trio—World; Bob Crosby—Standard.

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

FCC Actions

(Continued from page 87)

Applications Cont.:

from Jefferson City to Fulton, Mo., change trans. and ant. etc.

License for CP

KGNB New Braunfels, Tex.—License for CP new AM station.

License Renewal

Request for license renewal AM station: WBEC-FM Pittsfield, Mass.; WOCB-FM West Yarmouth, Mass.; WCTC-FM New Brunswick, N. J.

Modification of CP

Mod. CP new FM station for extension of completion date: WJLB-FM Detroit; KAKC-FM Tulsa, Okla.; WGAL-FM Lancaster, Pa.

WLAG-FM LaGrange, Ga.—Mod. CP new FM station to change ERP to 1.5 kw, ant. to 99 ft.

WEST-FM Easton, Pa.—Mod. CP new FM station to change ERP 11.2 kw, ant. to 72 ft.

KFMB-TV San Diego—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

SSA—680 kc

WIKY Evansville, Ind.—Request for SSA on 680 kc, 100 w for period of six months.

AM—1590 kc

WGTC Greenville, N. C.—CP AM station to change from 1490 kc 250 w to 1590 kc 5 kw-D 1 kw-N DA-N.

AM—580 kc

KDSJ Deadwood, S. D.—CP to change from 1450 kc 250 w unl. to 580 kc 1 kw-D 500 w-N.

Modification of License

WMNB North Adams, Mass.—Mod. license to increase power from 100 w to 250 w unl. on 1230 kc.

Modification of CP

WLIN Merrill, Wis.—Mod. CP new AM station to change from DA-DN to DA-N.

April 6 Applications . . .

ACCEPTED FOR FILING

SSA—770 kc

KOB Albuquerque, N. M.—Request for extension SSA on 770 kc 50 kw-D 25 kw-N for period beginning June 1.

License for CP

KFJI Klamath Falls, Ore.—License for CP to change studio location.

WTTN Watertown, Wis.—License for CP new AM station.

Modification of License

KAST Astoria, Ore.—Mod. license to change from DA-DN to DA-N.

License Renewal

Request for license renewal new FM station: WILA Woodstock, Ill.; WEEX Easton, Pa.

Modification of CP

WGAL-FM Lancaster, Pa.—Mod. CP to change ERP to 3.82 kw, ant. to 260 ft.

License for CP

KSLH St. Louis, Mo.—License for CP new noncommercial educational FM station.

KCIJ Shreveport, La.—Mod. CP new AM station for extension of completion date.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO APRIL 6

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,118	2,084	183		308	265
FM Stations	714	497	261	*4	37	24
TV Stations	103	36	73		349	182

* Two on the air.

* * *

Docket Actions . . .

FINAL DECISION

WILK Wilkes-Barre, Pa.—Announced decision by Commission to grant application of WILK to change from 1450 kc, 250 w to 980 kc, 5 kw day, 1 kw night, directional. Decision March 31.

PROPOSED DECISION

WOWO Fort Wayne, Ind.—Proposed decision issued to grant application of WOWO to increase power from 10 kw, non directional to 50 kw directional night, on 1190 kc. Subject to engineering conditions [Broadcasting, April 3, p. 90]. Decision March 31.

INITIAL DECISION

WMAW Milwaukee, Wis.—Initial decision issued by Examiner Basil P. Cooper to grant application of WMAW for license to cover CP for new station on 1250 kc, 5 kw unlimited, DA-2. Decision April 5.

OPINION AND ORDER

Santa Monica, Calif.—Adopted memorandum opinion and order to strike from the record as sham and false petition for reconsideration re its application for new station [Broadcasting, April 3, p. 90]. Order March 31.

Non-Docket Actions . . .

TRANSFER GRANT

KRUX Glendale, Ariz.—Granted assignment of license from Gene Burke Brophy, licensee and individual owner, to new corporation Radio Arizona Inc. Mrs. Brophy will retain 89.53% interest. Newcomers Renee S. Donnet, owner of ranch and farm properties, 10.27% and Beverley Middleton, presently manager of KRUX will hold .20%. Mrs. Brophy requested transfer as illness of her husband prohibits her devoting as much time to running station as heretofore. Granted April 4.

Deletions . . .

TWO AM authorizations and one FM were reported deleted last week by FCC. Total since Jan. 1, AM 23; FM 31; TV 2.

KVNJ Fargo, N. D. — Northwest Broadcasting Co. License April 4.

WMAC Pottstown, Pa.—Radio Anthracite Inc. CP April 5.

WRMV Richmond, Va. — Southern Broadcasters Inc. CP April 5. Extension of completion date for CP denied March 6.

New Applications . . .

AM APPLICATIONS

Metropolis, Ill.—Fort Massac Bcstg. Co., 920 kc, 500 w daytime. Estimated construction cost: $17,732.11. Principals in Fort Massac include: James H. Firmin, instructor at Indiana U., 16⅔%; Noah J. Korte, National State Bank, president; Walter H. Firmin, vice president Wyoming Tie and Timber Co.; Bernard Lurie, owner Good Luck Glove Co.; S. F. Chase, Metropolis Bending Co. (wood products) 8⅓%; Don M. Park, Metropolis Bending Co.; Eddie Clark, secty. and manager Massac Theatres; Robert V. Gillespie, farming; William R. Tiner, secty-treas. Bonifield Brothers; J. B. Humma, owner Humma Drug Store; and Elva M. Firmin, housewife, each has 8⅓% interest. Filed April 6.

Jonesboro, Ark. — Radio Jonesboro Inc., 970 kc, 1 kw daytime. Estimated construction cost $24,092.20. Principals in Radio Jonesboro include: A. L. Hendrix, 98% owner Al Hendrix Motors and ⅓ owner Court Square barber shop; R. H. Holbert, 50% owner Hotel Noble; H. B. Wall, 50% owner Wall's Dept. Store; Curtis V. McKinney, cashier Citizen's Bank; Herbert J. Parker, 33⅓% owner Parker Motor Co.; Merrit M. Crall, 28% interest City Drug Store, ⅓ owner Snyder Drug Co.; James F. Lyons, ⅓ owner Jonesboro Sporting Goods; Neal B. Bunn, director Jonesboro high school band; and Earl Ed Young, manager Malco Theatres in Jonesboro and owner Young Candy Co. Filed April 6.

Seymour, Tex. — William C. Moss, 1230 kc, 100 w unlimited. Estimated construction cost: $10,511. Mr. Moss, individual owner, is a salesman for Curtiss Candy Co., Dallas. Filed April 6.

Coalinga, Calif.—Pleasant Valley Radio Co., 1470 kc, 500 w day. Estimated construction cost: $13,999.90. Rea B. Bowman, instructor at Electronic Technical Institute and Benjamin Bowman, conductor with Pacific Electric Railway Co. are equal partners. Filed April 5.

Georgetown, Del.—Rollins Bcstg. Co., 900 kc, 1 kw day. Application resubmitted. Filed April 5.

Ironton, Ohio—Glacus G. Merrill, 1230 kc, 250 w unlimited. Estimated construction cost: $13,500. Mr. Merrill is president and general manager of WHAR Clarksburg, W. Va. Filed April 5.

Lebanon, Ore.—W. Gordon Allen, 1400 kc, 250 w unlimited. Estimated construction cost: $7,800. Mr. Allen is CP holder for station at Puyallup, Wash. granted Feb. 16. Filed April 5.

Waco, Tex.—Winston O. Ward, 1010 kc, 1 kw day. Estimated construction cost: $19,500. Mr. Ward is owner of KIMP Mt. Pleasant, Tex. Filed April 5.

Monroe, Wis.—Nicholas Tedesco, 1260 kc, 500 w day. Estimated construction cost: $14,418. Mr. Tedesco's radio interests include ownership of 10% of stock of application at Owatonna, Minn., and 25% interest in application for station at S. St. Paul, Minn. Filed April 3.

FM APPLICATION

Indianapolis, Ind.—Jordan College of Music. Channel 220 (91.9 mc), ERP 750 w. This is an application for noncommercial educational station. Filed April 3.

TV APPLICATION

Portland, Me.—Guy Gannett. Channel 8 (180-186 mc), ERP 27.49 kw vis, 13.75 kw aur., antenna 525 ft. Mr. Gannett is president of Guy Gannett Bcstg. Service, licensee of WGUY Bangor and WGAN Portland. This application was previously filed April 16, 1948 and estimated construction cost at that time was $163,845. Filed April 3.

New Orleans—Times-Picayune Pub. Co., Channel 7 (174-180 mc), ERP 21.5 kw vis., 18 kw aur. Times-Picayune is licensee of WTPS that city. This application is request for reinstatement of CP previously authorized. Filed April 6.

TRANSFER REQUESTS

WWOK Flint, Mich.—Assignment of license of Cooperative Radio Co., licensee, to John J. Hurd, receiver in bankruptcy. Cooperative Radio is a Texas firm and right to do business in Michigan was revoked due to failure of concern to file annual report as required by that state. Company seeks transfer to preserve assets, pending determination of bankruptcy proceeding and subsequent sale of station, subject to approval by Commission, to pay creditors. WWOK is assigned 1 kw unlimited on 1470 kc, directional. Filed March 24.

WJBA Sparta, Wis.—Assignment of construction permit from William M. Gleiss, permittee, to Victor J. Tedesco for $1,000. Mr. Tedesco has other radio interests including 25% interest in WSHB Stillwater, Minn. In event that transfer is not granted Mr. Tedesco filed simultaneously application for new station at Sparta seeking same facilities. WJBA is assigned 990 kc, 250 w day. Filed March 27.

WHLL Wheeling, W. Va.—Assignment of license from Erlin L. Freeman, Kenneth H. Forney and Glen A. Forney d/b Wheeling Broadcasting Co., licensee, to corporation of same name and partners. Transfer requested to complete partnership agreement. WHLL is assigned 1 kw day on 1600 kc, directional. Filed March 27.

WMFT Florence, Ala.—Involuntary transfer of stock owned by Franklin L. Bush (deceased), in licensee corporation to Emma E. Arland Bush, executor of his will. WMFT operates with 250 w unlimited on 1240 kc. Filed March 27.

WRON Ronceverte, W. Va.—Assignment of license from William E. Blake, licensee, to Blake Broadcasting Co., a new corporation. Mr. Blake retains 66.67% of stock and remainder is purchased by 20 minor stockholders. Mr. Blake desired transfer to broaden local ownership and place station on sounder financial basis. WRON is assigned 1400 kc, 250 w. Filed April 6.

N.M. STATIONS

Rio Grande Group Sold

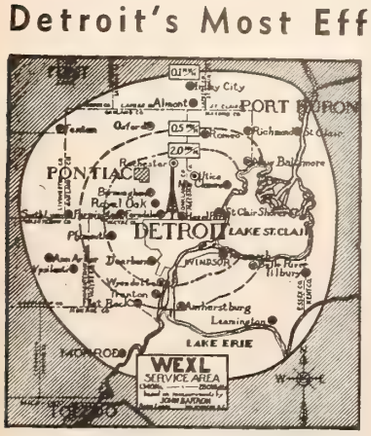
APPLICATIONS were filed with FCC last week for approval of the sale of Rio Grande Broadcasting Co.'s KOAT Albuquerque, KTRC Santa Fe and KRSN Los Alamos, all N. M., for $140,000 to Herbert Wimberly, H. W. Bumpas and Albert Cadwell [BROADCASTING, March 6]. Bid for sale of Rio Grande's KGAK Gallup, N. M., to Merle Tucker, Rio Grande manager and part owner, was filed simultaneously.

In addition to Mr. Tucker, present owners of Rio Grande include President Albert E. Buck and Frank Rand. Mr. Bumpas, manwould manage the three stations his group will acquire.

All four of the stations are 250-w local outlets, with KOAT, KTRC, and KRSN affiliated with ABC and the Zia Network. Mr. Tucker formed Zia, termed the first regional network in New Mexico, in 1946. KOAT is on 1450 kc, KTRC on 1400 kc, KRSN on 1490 kc, and KGAK on 1230 kc. Mr. Tucker said KGAK would continue as an independent.

Application of Mr. Bumpas and associates for the Santa Fe, Los Alamos and Albuquerque stations was filed by P. W. Seward, Washington attorney, while Mr. Tucker's application for KGAK was by Dow, Lohnes & Albertson.

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WEXL-FM
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PL 7-0695

Sports Ban

(Continued from page 28)

sketball, football and baseball mes. Non-betting fans have hts also."

He told newsmen the Justice pt.'s proposal was "drastic," ming "mighty close to the free- m of information guaranteed by e Constitution. Some of that in- rmation, no doubt, can be used r gambling. But a great many ople are interested in it as news, d not for betting."

He said representatives of radio, levision and newspapers would be ked to testify, and that anyone se who wished will be given an portunity to present views.

With the bill, Sen. Johnson in- oduced a resolution asking for 0,000 to conduct an all-inclusive vestigation of the problem of mbling in interstate commerce. is proposal appeared headed for snag because of its conflict with similar resolution introduced rlier by Sen. Estes Kefauver -Tenn.). The Kefauver measure uld go farther, however, being med primarily at a study of the tire field of organized crime.

The Democratic Policy Commit- e in the Senate has been studying e two resolutions and must decide hich of the two should be author- ed in event a choice has to be ade.

Strict Prohibitions

The Justice Dept. bill would pro- bit "the use of or the leasing, rnishing or maintaining of any mmunication facility for the ansmission of gambling informa- on in interstate or foreign com- erce."

"Communication facility" is de- ned as "any and all instrumen- lities, apparatus, personnel, and rvices . . . used or useful in the ansmission of writings, signs, gnals, pictures, and sounds of ll kinds by wire or radio or other ke connection. . . ."

"Gambling information" means ets or wagers or related infor- ation assisting in the placing of ets or wagers on any sporting vent or contest, or transactions or nformation facilitating betting or agering activities on any sport- g event or contest."

To this definition, the bill adds he following, which the Justice ept. described as "purely illustra- ive":

In connection with horse racing, ambling information includes among other things entries, scratches, jockeys, jockey changes, weights, probable winners, scheduled starting time of race, actual starting time of race, track conditions, the betting odds, changes in the betting odds, the post positions, the results and the prices paid.

The bill's prohibition would not apply to transmission of "information in connection with the news reporting of sporting events or contests," if the information is intended only for "printed news publication in newspapers, magazines, journals or like periodicals, or [with specific limitations] for radio and television broadcasting. . . ."

But in these cases the stations or publications would have the burden of showing that the information "is not being used directly or indirectly to circumvent the purposes of the Act."

Limitations Set

The specific limitations on broadcast or telecast use of such information are spelled out as follows:

No radio broadcasting station or television broadcasting station, for which a license is required by any law of the U. S., shall broadcast or permit to be broadcast any gambling information relating to horse racing before the start of any race on the day it is scheduled to be run; or during the one-hour period immediately following the finish of such race or before the start of the next race at that track, whichever period is longer.

This section shall not preclude the broadcasting of the progress of, or information concerning, a horse race where such broadcast is carried as a special event and not as part of a regularly scheduled series of broadcasts of races, provided that no more than one horse race shall be broadcast by any station or chain of stations per day.

FCC would be required to "adopt such rules and regulations and make such orders with respect to the operation of radio broadcasting and television broadcasting stations as shall be necessary to insure compliance with the provisions of this Act."

With respect to common carriers, FCC would require them to file appropriate tariffs and "take such steps as may be necessary to insure enforcement" of the tariffs.

Anyone obtaining common carrier facilities for transmission of news of sporting events would be required to file with the carrier a "statement that the communication facility so obtained is to be used for such purposes." Failure to file such a statement would be taken to mean that the facility is being used in violation of the law.

The bill appeared to be aimed primarily at gambling on horse races. The Justice Dept. explained, however, that it was designed "so as to generally include within the scope of the bill the prevalent organized wagering on football, baseball, and basketball games, which appears to be increasing rapidly and could be expected to become more prominent if only horse racing alone were covered by the bill."

Referring to the special requirement of a time lag on broadcasts and telecasts of horse-race data, the report said:

It is believed that if non-broadcast receivers of news classified as "gambling information" are, for the most part, limited to printed publication, a sufficient time lag will naturally follow to impair the value of the news for gambling purposes. . . .

The [bill] does not impose any time lag in the radio or television broadcasting of sporting events and contests other than horse racing, since it appears that only in horse race gambling is the need for rapid transmission of changing factors so unique.

Moreover, enforcement of the time lag is feasible in the broadcasting of horse racing gambling information by mere public watchfulness and complaints of the public to the FCC, plus some monitoring by the Commission of broadcasts. By contrast, the imposing of a delay on transmissions by wire and in point-to-point radio techniques would be virtually unenforceable without a large police force or authorizing and requiring common carriers to be responsible for observing all transmissions over private circuits which they furnish. Such means are neither feasible nor desirable, and would constitute intolerable burdens.

The bill is designed to aid the states "in their endeavor to cope with the growing evil of organized gambling and bookmaking activities by denying the use of interstate communications facilities for such activities." Violators would be subject to prosecution under the appropriate state laws.

1950 **April 10** 1950

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Television & Radio Management Consultants

NBC COAST CHANGES

Denny Outlines Status

CLARIFYING the status of various top personnel in the realignment of NBC West Coast operations [BROADCASTING, April 3] Charles R. Denny, executive vice president in Hollywood last week stated that Thomas C. McCray, New York director of network programs, transferred to Hollywood as director of the Western Division, sound broadcasting operations, "has been placed in charge of sound broadcast network operations. These duties include not only programming, but sales and engineering," he said.

Sidney N. Strotz, Mr. Denny declared, is not leaving NBC and continues as administrative vice president in charge of the Western Division.

Harold J. Bock, replaced by Thomas McFadden as manager of KNBH (TV) "has been offered an important post with NBC," Mr. Denny said. But he withheld nature of the appointment. Mr. Bock will vacation for several weeks before taking over his new assignment. It is understood that his duties will consist of director of public relations for the Western Division. Les Radditz continues as manager of the networks' Hollywood press department, post Mr. Bock held before going to KNBH.

Frank Berend, Western Division sales manager, continues in that capacity, reporting to Mr. McCray.

Greater emphasis also will be given to Hollywood originations and creation of programs, with operations of that department stepped up. Homer Canfield, Western Division program manager, remains in that capacity.

Parallelling New York, radio operations will be completely divorced from television, with Mr. McCray reporting to Mr. Denny. Norman Blackburn, director of Western network television operations will report to Sylvester L. (Pat) Weaver, vice president in charge of television.

Under the network policy on owned and operated stations, Mr. McFadden and John Elwood, general manager of KNBC San Francisco, report direct to James Gaines, in charge of O & O stations, New York.

GEN. STONER

Joins Weldon & Carr

MAJ. GEN. FRANK E. STONER, U.S.A. Ret., chief of the Army Communications Service during World War II, has joined Weldon & Carr, consulting radio engineers of Washington and Dallas, the firm has announced. He will be in charge of a new branch office of the firm in Seattle.



Gen. Stoner

Gen. Stoner is a native of Vancouver, Wash. After his war service, he was director of telecommunications for the United Nations. As part of his UN work, he served with the late Count Folke Bernadotte in Palestine and installed a network of radio stations throughout the Middle East.

Among awards Gen. Stoner has received are the Distinguished Service Medal; Cross of the British Empire; French Legion of Honor, and the Marconi Memorial Medal of Achievement.



At Deadline...

GOOD RECEPTION CLAIMED FOR UHF VIDEO SIGNALS

ON HEELS of Chairman Wayne Coy's hint that FCC may be thinking of moving television into UHF (see story page 56), NBC authorities reported Friday that RCA-NBC's experimental UHF station at Bridgeport, Conn. is providing "good" or "excellent" pictures at 60% of receiver locations.

Report appeared to confirm earlier industry appraisals of Bridgeport operation as impressive [TELECASTING, Feb. 6, April 3].

Of 45 receiver installations, report classified picture quality of 38% as excellent, 22% good, 20% fair, 11% poor, and 9% unusable.

Preliminary data also showed "good or better" picture quality at 65% of locations within 23 miles. It was pointed out, however, than "any reception ratings and conclusions about service range at this time can be only preliminary in nature, compared with the thorough analysis contemplated. For example, by using superior transmission line between antennas and receivers, when it becomes available, many of the installations of inferior rating will be upgraded."

Station reportedly using 14 kw.

Report, prepared by Raymond F. Guy, manager of NBC radio and allocations engineering, said "tube performance has been excellent," noting that "during 1,000 hours of power application since installation there has been but a single failure of one hour, due to a defective tube."

In operation since last Dec. 29, station carries programs of NBC's WNBT (TV) New York from 9 a.m. to WNBT sign-off, five days weekly, using 2000 mc relay link to cover 55-airline-mile distance from New York. Relay was set up in January to avoid picture degradation which resulted when WNBT pictures were received on Channel 4, and is providing "excellent and reliable" picture quality, report said.

As of March 23, 41 receivers and converters had been installed in homes in Bridgeport area, in addition to 7 being used by RCA and NBC authorities. Some 43 others were being installed or awaiting installation.

Report was filed with FCC accompanying request for renewal of special temporary authority for operation of station.

SEN. BRIDGES DEMANDS COMMUNICATIONS PROBE

PROBE of American policy on communications and other phases demanded Friday by Sen. Styles Bridges (R-N.H.) in statement charging that Germany was "unrepresented" last summer when wavelengths were reassigned to Russia and Soviet-controlled stations at Copenhagen international communications conference. Statement was made in letter to Sen. Pat McCarran (D-Nev.), chairman of Senate Appropriations Committee, urging action at "first possible moment." Sen Bridges also is member of committee.

Referring to testimony by U. S. Comr. John J. McCloy before committee on 1951 budget, Sen. Bridges noted "we are spending millions of dollars under ECA and State Dept. appropriations to finance Voice of America activities." He quoted *New York Times* story March 24 that the "Munich transmitter, which has been been one of the most effective relay points for Voice programs to Eastern Germany and Central Europe, has been affected by the powerful Russian station in Riga, which was assigned the same frequency."

NEW STATION OPPOSED ON ECONOMIC GROUNDS

CLAIMING available revenues won't support two AM stations and that public interest accordingly will suffer from lowered programming standards, WKUL Cullman, Ala., asked U. S. Court of Appeals for D. C. last Friday to set aside FCC grant for new Cullman station.

Appeal, described as first which squarely raises issue of existing station's right to FCC hearing in such circumstances, was directed against December grant to Voice of Cullman, operator of WFMH (FM) Cullman, for new 1 kw daytimer on 1300 kc [BROADCASTING, Dec. 26, 1949]. It was filed by Paul D. P. Spearman of Spearman & Roberson, Washington law firm.

Both WKUL and FCC rely on Supreme Court's so-called Sanders Decision. In denying earlier WKUL petition for reconsideration, FCC held that WKUL "is seeking a hearing for the purpose of showing that it is entitled to be protected against competition," and that this is contrary to Sanders Decision.

WKUL disclaimed any right to protection against competition as such, basing its argument instead on contention that competition in this case will lead to degraded program service and therefore be detrimental to public interest. In these circumstances, WKUL said, Sanders Decision requires FCC to grant existing station's request for hearing.

Station quoted Sanders Decision's assertion that, apart from purely competitive factor, question of competition "may have a vital and important bearing upon the ability of the applicant adequately to serve his public; it may indicate that both stations—the existing and the proposed—will go under, with the result that a portion of the listening public will be left without adequate service; it may indicate that, by a division of the field, both stations will be compelled to render inadequate service."

FM PETITION FILED

PETITION filed with FCC Friday by NAB to amend Commission's FM rules to provide for protection of Class B station coverage in Area I to 1 mv/m contour and Area II to 50 uv/m contour to assure adequate rural service. Class B assignments would be made in manner to assure maximum service possible to urban and rural listeners. Hearing is requested.

CHICAGO TV APPEAL

EARLY APPEAL to FCC for assignment of Chicago's remaining three TV channels was promised by Corporation Counsel Benjamin S. Adamowski. He said he will promptly consider Council resolution which calls for such appeal [BROADCASTING, March 13]. Council charges failure to fill seven-station quota is "unfair to the TV industry here and to the public."

MRS. TRUMAN AT MILLER TEA

JUDGE JUSTIN MILLER, president of NAB, and Mrs. Miller gave tea Friday afternoon at Washington's Wardman Park Hotel honoring Mrs. Henry Grady, wife of U. S. Ambassador to Greece. Among guests was Mrs. Harry Truman.

SALMON HEADS WJZ SALES

EARL SALMON, eastern sales manager of ABC spot sales, promoted to sales manager of WJZ-AM-TV New York, network's key stations.

Closed Circuit

(Continued from page 4)

Eugene F. McDonald to consult on economics of Phonevision.

BOARD-ORDERED audit of NAB books produced two conclusions—association's accounts are in fine shape and there's nothing wrong with balance sheet that return to fold of some 70 prodigal stations couldn't cure.

YOUNG & RUBICAM, New York, placing test spot announcement schedule for Borden's evaporated milk in two markets, Amarillo and Abilene, using 15 spots per week for 13 weeks. If test successful, expansion likely to follow.

INDICATING extent of traffic handled by station relations departments of networks are statistics of one network which last year processed nearly 250 applications looking toward network affiliation; added about dozen. Another 250 applications were not processed because areas already were believed adequately covered. Substantially half of applications were from stations affiliated with other networks.

UNITED STATES BREWING Co., Chicago (Rheingold beer), thinking of AM spot campaign. Possible coverage areas being outlined now by Smith, Benson & McClure, Chicago.

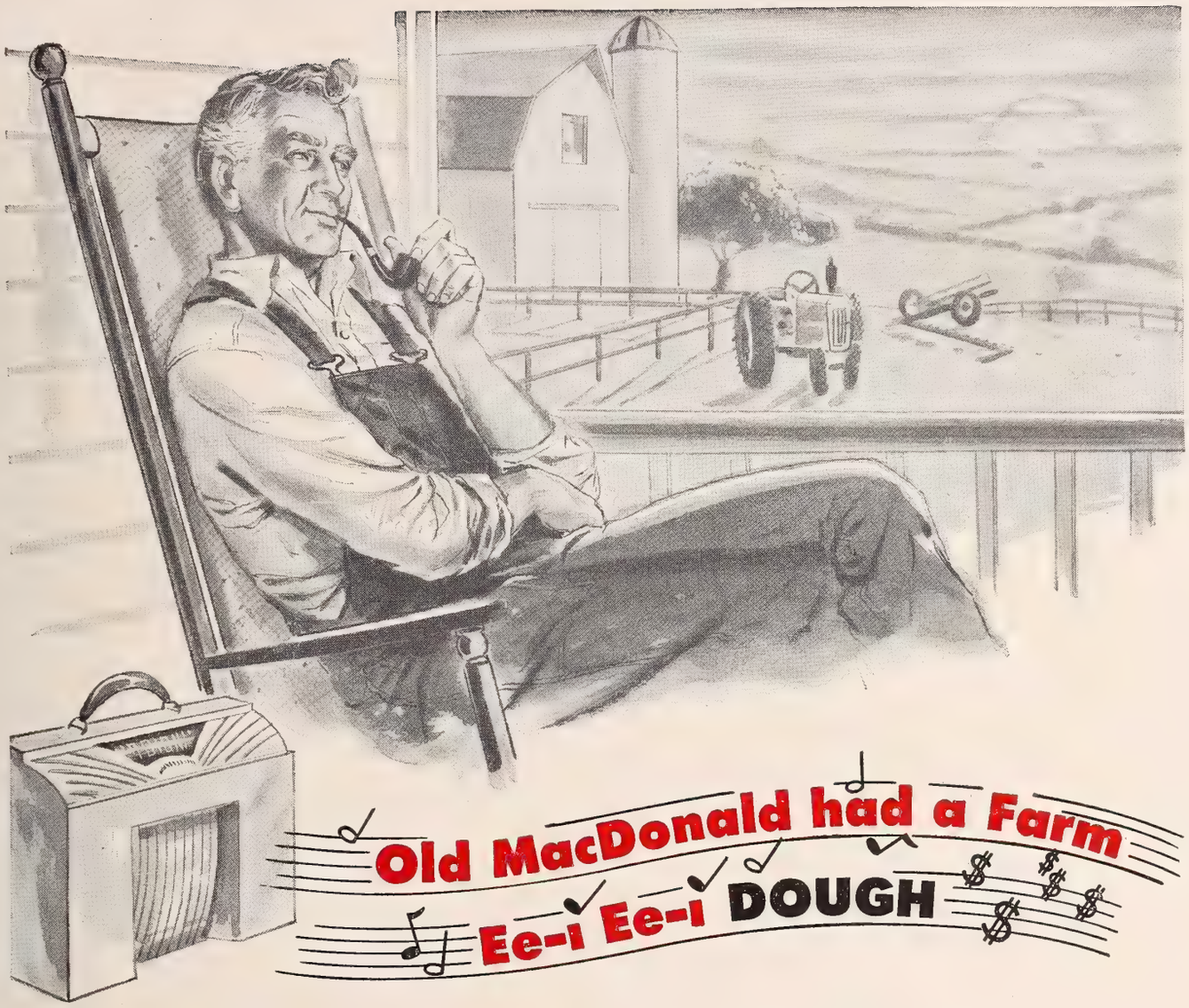
TEXTS of principal documents involved in ill-fated U. S.-Cuba NARBA conference in Havana few weeks ago are being circulated to industry committee—those who took part in pre-conference preparations—by FCC Comr. Rosel H. Hyde, head of U. S. NARBA delegation. They consist of U. S. proposals which Cuba accepted "in principle"; U. S. treaty draft based on that tentative agreement, and Cuban counter-proposals which finally wrecked conference.

CASE-BY-CASE APPROACH URGED IN LAW VIOLATIONS

CASE-BY-CASE consideration rather than broad general policy required in cases involving applicants who have violated U. S. laws other than Communications Act, FCC was told Friday by WPTR Albany, N. Y., in brief filed in Commission's proposed "uniform policy" hearing [BROADCASTING, Jan. 30, Feb. 6]. Deadline for briefs is today (Monday). FCC proposal stems from anti-trust findings against major movie firms, some of which have broadcast interests.

WPTR, chiefly owned by Schine Chain Theatres Inc., noted "almost infinite variety of possible U. S. law violations, running the gamut from trivia to treason, whether civil or criminal, makes it impossible to enunciate any broad policy. . . . Thus, violations . . . *per se* can be considered neither necessarily disqualifying nor even adverse to . . . applicant." Brief explained each case must decide how violation affects character of applicant under Sec. 308(b) of Communications Act. Brief filed by Cohn & Marks, Washington.

Twentieth Century-Fox Film Corp., in brief prepared by Welch, Mott & Morgan, Washington, held only Sec. 311 of Act (monopoly in radio communications) *per se* bars applicants from obtaining radio facilities; violations of other law may be considered, if at all, only as indication of character, and character considerations can be used only for purpose of establishing minimum qualifications. Legislative history of Sec. 311 was cited to show Congress specifically intended law to not accord FCC authority relating to anti-trust violations or other violations outside radio field. Anti-trust laws were noted to be economic legislation and not criminal law in usual sense, hence movie case was civil suit.



And on this farm he has need for new implements, fencing, paint and electrical appliances for his home. Farmer MacDonald also has the money . . . plus the inclination to spend.

Just where can you find this potential customer? Right in the heart of WLW-Land. And there are 689,999 other WLW-Land farmers just like him. All together, they plan to spend $890,000,000 in 1950.*

It's the greatest farm market in history

And the quickest, surest way to reach this rich market is via WLW, which attracts *one-sixth*—16.1%—of all rural radio listening throughout WLW's four-state area.**

Of all farm families in the WLW Merchandise-Able Area, 38.7% listen to WLW more often than to any other station (with 257 stations competing). WLW reaches . . .

85.2% of all rural radio homes in four weeks
69.1% of all rural radio homes during an average week

And, the average rural home reached listens ONE HOUR AND TWELVE MINUTES PER DAY to WLW.

For further information, contact any of the WLW Sales Offices in
Cincinnati,
New York,
Chicago or
Hollywood.

** Special farm consumer survey—now available*
***Nielsen Radio Index, Feb-March, 1949*

THE GREATEST FARM MARKET IN HISTORY
THE GREATEST SELLING MEDIUM IN THE MIDWEST

WLW
the nation's most merchandise-able station

Crosley Broadcasting Corporation

radio stations everywhere





but only one...

WSM
NASHVILLE
Basic NBC Affiliate

Listening appetites in this booming Central South market demand a special kind of programming. That's why WSM produces an unusual radio dish—live originations utilizing *a talent staff of 200 big-name entertainers.* These unique local programs, beamed to a loyal audience of millions over a 50,000 watt interference-free 1-A Clear Channel, has made WSM truly different from your run-of-the-airwaves radio outlets.

With radio stations everywhere, there is still ONLY ONE WSM, *Salesmaker to the Central South.*

CLEAR CHANNEL
50,000 WATTS

HARRY STONE
General Manager
IRVING WAUGH
Commercial Manager
EDWARD PETRY & CO.
National Representative

APRIL 17, 1950

BROADCASTING TELECASTING

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Newsweekly
adio and
vision.

0 Annually
nts weekly

how a WOR sponsor's sales went up—

in smoke!



Wally Frank makes pipes (what ad man doesn't know that!)

Wally Frank wanted to sell *more* pipes—though it's no slouch when it comes to getting rid of high-priced briar.

Said they to WOR, "Hey, can you sell lots of pipes for us fast, at, mind you (they raised a warning finger) *low* cost?"

Said we, "Sure." Brass, you know.

Anyway, eight newscasts on WOR—just 8, remember—started 5,899 people dropping coins into phones to call Wally Frank and say, "Look, let's have a pipe." The result? $23,301 in cold, hard cash for nice new pipes!

In other words, every dollar Wally Frank spent on WOR, produced $7.00 in sales.

That's selling. We do it daily. Can we do it for you?

Our address is—

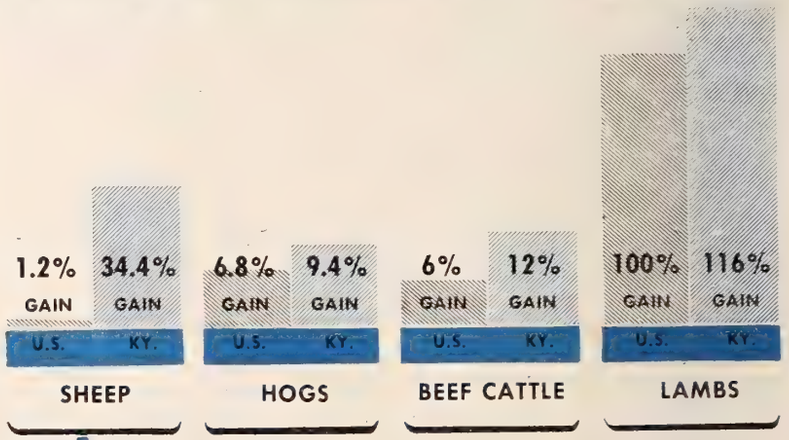
—that power-full station at 1440 Broadway, in New York

WOR

Kentucky leads the nation...

in livestock production gains

This increase in livestock production spells cash-in-the-bank prosperity for Kentucky farmers . . . for livestock receipts represent well over one-half of Kentucky's total farm income.



Based on a recent University of Kentucky College of Agriculture report of livestock gains over a years period.

WHAS alone serves all of Kentuckiana

with the only complete Farm Programming Service for Kentucky and Southern Indiana

Here is the WHAS FARM PROGRAMMING

Market Report	6:05-15	M thru F
Farm News	6:15-30	M thru S
Noon Markets	12:40-50	M thru F
Farm Features	11:30-50	Saturday

The Kentuckiana farmer *depends* on WHAS Farm Coordinator Frank Cooley and Assistant Don Davis for up to the minute farm news and market reports.

50,000 WATTS ★ 1 A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

CBS
WHAS
INCORPORATED • ESTABLISHED 1922
Louisville 2, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

HEY-GUYS

while you're in town—

c'mon over to our joint and ask us about

Tello-Test with merchandise prizes...

the hottest radio deal of 1950.

Over 65 new orders in the past two weeks!

Walter Schwimmer

President **RADIO FEATURES, Inc.**

75 East Wacker Drive

Phone FRanklin 2-4392

P.S. I'll buy you a Scotch! (Johnny Walker Black Label, no less!)

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
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Closed Circuit

BECAUSE WAYNE COY, FCC Chairman, has never been one to pull his punches, delegates to NAB Convention are awaiting with bated breath his speech tomorrow (Tuesday). Pre-convention speculation centers around prospect that Chairman will tell broadcasters facts of life under new radio-TV competitive order and probably marshal into one talk all of those controversial observations he has made concerning radio arts in last six months.

FCC LAWYERS are building case for overall investigation of network procedures and practices, including highly controversial network representation of affiliates in national spot raised by Natl. Assn. of Radio Station Representatives two years ago. Currently pending is preliminary report suggesting no determination of representation issue until full scale inquiry is undertaken.

RE ABOVE, it's presumed FCC action will await completion of functional reorganization which involves appointment of director of Broadcast Bureau, sitting directly under FCC. Harry Plotkin, senior assistant general counsel, regarded as most likely appointee and as such would direct network inquiry.

CREDIT for carrying first commercial color telecasts goes to NBC's WNBW (TV) Washington. So that FCC members can examine RCA color on their home receivers, NBC got permission to duplicate, in color, half-hour black-and-white participating variety show from 6:30 to 7 p.m. daily. Thus far commercials have been carried in black-and-white.

LOOK FOR another legislative blast deriding FCC because of purported indirect restraint upon stations which might editorialize. Complaints from constituents of West Coast Congressman may result in legislation to guarantee some recognition for radio from free speech standpoint as is accorded newspapers. FCC action in WLIB New York case (see this page) adds legislative fuel to editorial fire.

KNITTED-BROW departments working overtime on what to do about new labor series of International Assn. of Machinists titled *Sing a Labor Song*. If initial platters are criterion, series will handle disdainfully opulence of "bosses," as against plight of wage earners. Some stations rejecting series because they do not handle dramatizations of controversial issues; others on ground they do not sell such time but give it away.

AFTER SHOWING roughly half-million-dollar loss in 1949 attributable largely to substantial capital investments in TV real estate, construction and properties, ABC expected to show profit in overall operations for first quarter of 1949 (see story page 42).

NATIONAL BISCUIT Co. (Nabisco) through McCann-Erickson, New York, preparing radio campaign to start May 1 in 12 markets.

Upcoming

April 17-19: NAB Management Conference, Stevens Hotel, Chicago.

April 24-28: Society of Motion Picture and Television Engineers convention, Drake Hotel, Chicago.

May 4-7: Institute for Education by Radio, Ohio State U., Columbus, Ohio.

(Other Upcomings on page 54)

'MAYFLOWER DECISION' INTERPRETED BY FCC

INTERPRETING its "Mayflower Decision" on editorializing, FCC said Thursday that stations have "an affirmative duty to seek out, aid and encourage the broadcast of opposing views on controversial questions of public importance." Interpretation came in letter telling WLIB New York that station "erroneously interpreted" Mayflower Decision in carrying editorials supporting National Fair Employment Practices Commission without taking "affirmative steps to seek out and present" differing viewpoints. FCC asked for statement of WLIB's "future policies."

Comrs. Hyde and Jones reportedly did not concur in issuance of letter. Chairman Coy did not participate. Related editorializing question is pending in UAW-CIO complaint that WWJ Detroit would not sell time to union to discuss strike at Chrysler plant because Chrysler would not buy time to present its side.

7 AM, 16 FM CPs GRANTED BY FCC

SEVEN NEW AM and 16 FM stations granted Thursday by FCC, including eight Class A, two Class B FM's in Los Angeles area and three Class B's in Baltimore. Grants:

(AM): Tri-State Bcstg. Co., Summerville, Ga., 950 kc, 1 kw day; Blackfoot (Ida.) Bcstg. Co., 1490 kc, 250 w; Chet L. Gonce, Reno, Nev., 1230 kc, 250 w; Wilkes Bcstg. Co., Boone, N. C., 1450 kc, 250 w; Uniontown (Pa.) Newspapers Inc., 1300 kc, 1 kw day; Ft. Stockton (Tex.) Bcstg. Co., 860 kc, 250 w day; Pacific Bcstg. Co., Raymond, Wash., 1340 kc, 250 w. KREM Spokane granted change from 250 w on 1340 kc to 1 kw on 970 kc, directional night; KIEM Eureka, Calif., power boost from 1 kw to 5 kw directional, on 1480 kc. Order to revoke KWRZ Flagstaff, Ariz., set aside and KWRZ renewal bid set for hearing with bid of Flagstaff Bcstg. Co. for KWRZ facilities [BROADCASTING, Dec. 12, 1949].

(FM): Los Angeles area—Don C. Martin tr/as School of Radio Arts, Beverly Hills, Ch. 292; Wm. H. Haupt, Inglewood, Ch. 288; Centinela Valley Bcstg. Co., Inglewood, Ch. 224; KOWL Santa Monica, Ch. 232; KFOX Long Beach, Ch. 272; Alhambra Bcstrs. Inc., Alhambra, Ch. 296; Angelus Bcstg. Co., Temple City, Ch. 280; Whittier Bcstg. Co., Whittier, Ch. 240; Robert P. Adams, Glendale, Class B Ch. 270; Maranatha Bcstg. Co. Los Angeles, Class B Ch. 262 (formerly had conditional grant). Baltimore (All Class B)—WBAL-AM-TV, Ch. 238; WAAM (TV), Ch. 222; Tower Realty Co., Ch. 294; Others—WWPF Palatka, Fla., Ch. 252; KALE Richland, Wash., Ch. 280; WEWO Laurinburg, N. C., Class B Ch. 243.

WNEW NAMES PACK

RICHARD PACK, director of publicity and special events at WNEW New York, promoted to program director, succeeding Ted Cott, who resigned to become manager of WNBC-AM-FM and WNBT (TV) New York.

Business Briefly

NBC-TV BUY ● Anchor-Hocking Glass Co. Lancaster, Ohio, buys NBC variety program t start May 16 on 14 NBC-TV stations, Mon. Fri., 11-12 p.m. Schedule reportedly larges single time purchase in network TV. Con tract, 52 weeks. Agency: William H. Wein traub, New York.

THOR SPOTS ● Automatic Washer Co. Newton, Iowa, for Thor washing machine preparing series of one-minute TV spots to b placed nationally through Earle Ludgin Agency, Chicago.

KOBAK HITS NAB SERVICE, URGES HEADQUARTERS MOVE

PRACTICAL forums and free-for-alls instead of inspirational speeches should feature annual NAB Convention, Ed Kobak, business consultant, newly-elected NAB director and part owner of WTWA Thomson, Ga., declared in speech prepared for Sunday Independent's Day luncheon at Stevens Hotel, Chicago.

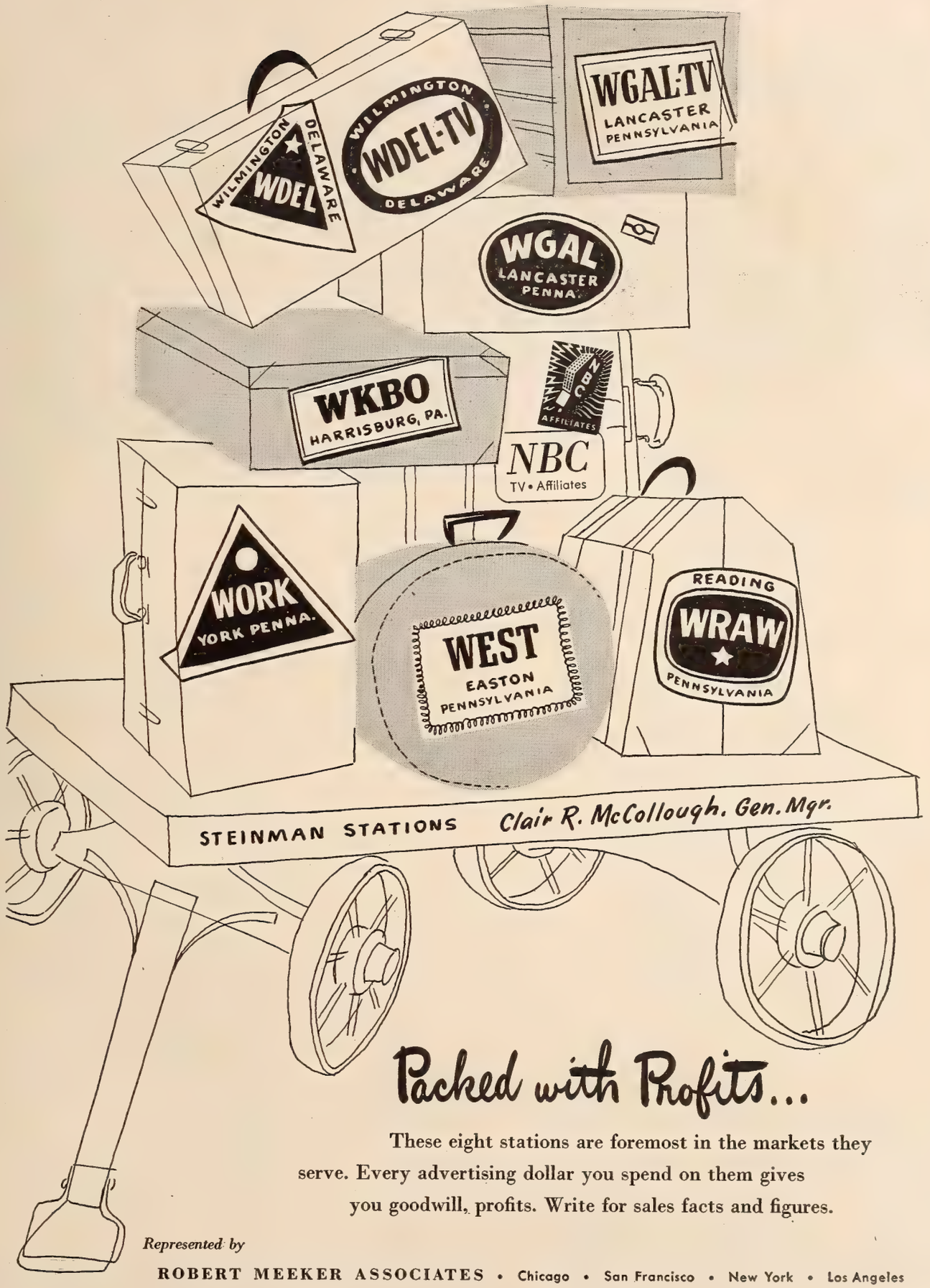
In basic attack on present association service, Mr. Kobak said NAB should move headquarters to New York or Chicago; set up AM FM and TV divisions or else split into separate AM and TV trade associations. He warned against selling radio short in face of TV competition and cautioned AM industry not to be stampeded by rate pressure blocs; demanded strict self-regulation to prevent issuance of new Blue Book; opposed tripartite control of industry research, and approved recent elimination of confusion in duplicated network program rating services.

WMIE HEARING

JAMES M. COX (WSB Atlanta, WIOD Miami, WHIO Dayton) testified in FCC hearing on proposed transfer of WMIE Miami that Arthur McBride, millionaire Cleveland sportsman and taxicab owner, who is one of principals in proposed WMIE licensee, once tried to intercede with him in Gangster Al Capone's behalf. He said Mr. McBride approached him in 1930 when Mr. Cox's *Miami Daily News* was conducting anti-Capone campaign. Mr. McBride's Cleveland office issued statement quoting Mr. McBride as saying he "never knew Capone" and "never intervened for him with Cox or anyone else." Under cross-examination by Paul M. Segal, Washington attorney for WMIE, Gov. Cox denied it was *Daily News* policy to "slant" news against WMIE.

KYA SALE APPROVED

SALE OF KYA San Francisco by Dorothy Schiff for $155,000-plus to J. Elroy McCaw and John Keating approved by FCC [BROADCASTING, March 20]. Buyers own KPOA Honolulu among other broadcast interests. FCC also approved $50,175 sale of WCPM Middlesboro, Ky., by Elmer Dennis Smith and associates to group headed by A. G. Barton, on condition buyers dispose of WMIK there. WCAP-AM-FM Asbury Park, N. J., granted transfer from Radio Industries Bcstg. Co. to Asbury Park Press Inc. for $75,200.



Packed with Profits...

These eight stations are foremost in the markets they serve. Every advertising dollar you spend on them gives you goodwill, profits. Write for sales facts and figures.

Represented by

ROBERT MEEKER ASSOCIATES • Chicago • San Francisco • New York • Los Angeles



Shown above is an architect's drawing of WFBM's new $300,000 TV and AM studios which the station expects to occupy sometime next fall.

WFBM *IS BUILDING FOR YOUR FUTURE, TOO!*

● WFBM's expansion for the future is necessary, thanks to its tremendous success in Central Indiana. We need more room to continue providing the best possible TV and radio facilities to advertisers.

Even now, as the ground is being broken for our new studios, there are an estimated 38,500 television homes in our coverage area.

WFBM is first in audience and first in circulation . . . has been consistently tops in its 26 years of operation. And for promotion: WFBM's sales-stimulating merchandising campaigns have been deserving winners of many national awards. Add program excellence and you have the reason why your clients belong on Indiana's first stations—WFBM and WFBM-TV.

First IN INDIANA ANY WAY YOU JUDGE!

WFBM INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint* — WOOD *Grand Rapids* — WEOA *Evansville*

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WASHINGTON HEADQUARTERS

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NEW YORK BUREAU 250 Park Ave., Zone 17, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin.
Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

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*Reg. U. S. Patent Office

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MEET NEW YORK'S BEST SALESMAN!

WMGM . . . THE STATION WITH THE LARGEST GROSS BILLING OF ANY INDEPENDENT STATION IN THE U. S. A.



✔ **More than 90 per cent of WMGM's current sponsors are RENEWALS!** ***Potent proof of WMGM's ability to SELL—and keep on selling.***

✔ **Renewing sponsors renew with INCREASED APPROPRIATIONS!** ***Convincing proof that WMGM SELLS —and keeps on selling!***

✔ ***And no wonder—what a program lineup:***

★ **Shows like MGM Radio Attractions—8 different star-studded MGM recorded shows—to do a down-to-earth selling job for *you!***

★ **New York's *most complete* sports schedule! With the greatest staff of sportscasters in America (many are WMGM "exclusives"). Including Ted Husing . . . Red Barber . . . Connie Desmond . . . Marty Glickman . . . Bert Lee . . . Sam Taub . . . Clem McCarthy . . . Bud Palmer . . . Fred Capossella.**

★ **And the town's *brightest* presentation of news, music, and special events! From the 6:00 a.m. Newsreel Theatre straight through to Jack Eigen's great celebrity-packed "night owl" show from the Copa that signs off at 4 a.m.**

PROGRAMMING PROOF that WMGM SELLS —and keeps on selling!

AGAIN AND AGAIN AND AGAIN AND AGAIN —They sell and sell and sell on WMGM

Call or write New York's Best Salesman

WMGM

"The Call Letters of the Stars"

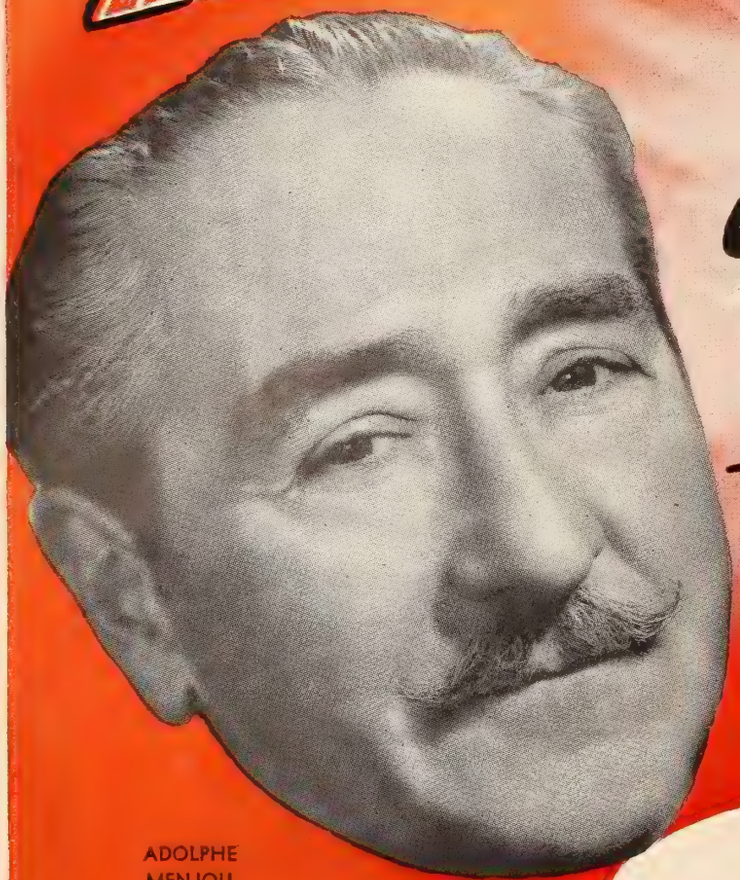
50,000 watts 1050 kilocycles Clear channel 100.3 mc

711 Fifth Avenue, New York 22, N. Y. . . . MUrray Hill 8-1000 • Radio Representatives, Inc.—737 N. Michigan Avenue, Chicago 11, Ill. . . . SUperior 7-8121

ZIV's

ZIV's New, Low-Priced
A Terrific Selling Job

"MEET T



ADOLPHE MENJOU

BIG HOLLYWOOD NAMES!

TOPS ALL MR. & MRS. SHOWS!

Built For SINGLE SPONSORSHI

3 COMMERCIALS ON EVERY 15-MINUTE SHOW!

TODAY'S MOST PROFITABLE, MOST MERCHANDISABLE PROGRAM!

Radio's Most Entertaining Quarter Hour!



Adolphe Menjou and Verree Teasdale have terrfic and continuing appeal for housewives.



They talk about movie greats and music—fashions and food — teen-agers and travel — problem parents and pets—timely headline topics!



Peter, their 12-year old son, completes the family group. Their charm and personality, keep audience interest at a boiling point.

BOUGHT BY STATIONS LIKE THESE:

WBSM	New Bedford	100 W. Ind.
WMNB	North Adams	100 W. Ind.
KORE	Eugene	250 W. MBS
KROC	Rochester	250 W. NBC
WFPG	Atlantic City	250 W. ABC
WEIM	Fitchburg	250 W. MBS
WWWB	Jasper	250 W. Ind.
WRDO	Augusta	250 W. NBC
KXLJ	Helena	250 W. NBC
WCOS	Columbia	250 W. ABC
WCLT	Newark	500 W. Ind.
WJCD	Seymour	500 W. Ind.
WSLS	Roanoke	1,000 W. ABC
KXRO	Aberdeen	1,000 W. MBS
WELI	New Haven	1,000 W. ABC
WKOP	Binghamton	1,000 W. MBS
WIOD	Miami	5,000 W. NBC
KOTA	Rapid City	5,000 W. MBS
WNDR	Syracuse	5,000 W. CBS
WEBC	Duluth	5,000 W. NBC
KJR	Seattle	5,000 W. ABC
WNOX	Knoxville	10,000 W. CBS
WOR	New York	50,000 W. MBS
KCMO	Kansas City	50,000 W. ABC
KEX	Portland	50,000 W. ABC
WSB	Atlanta	50,000 W. NBC

. . . AND HUNDREDS MORE!

THESE ZIV SHOWS SHOU

• ADDITIONAL CURRENT ZIV HIT SHOWS: • The Cisco Kid • It's Showt
Wayne King Show • Barry Wood Show • Sincerely-Kenny Baker • Pleas
Manhunt • Easy Aces • Forbidden Diary • Dearest Mother • Career
• Parents' Magazine On The

Across-The-Board Show Is Doing For Stations And Sponsors!

"THE MENJOUS"



VERREE TEASDALE MENJOU

HIGHER RATINGS! LOW-PRICED!

..or PARTICIPATION SPOTS!

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E. W. Edwards Dept. Store	WGR	Buffalo
Younkers Dept. Store	KTRI	Sioux City
Sealy Mattress	WBAP	Dallas-Fort Worth
Sealy Mattress	WMPS	Memphis
Spring-Air Mattress	KPHO	Phoenix
Spring-Air Mattress	KCNA	Tucson
Pure Sealed Dairy	WGL	Fort Wayne
Banner Dairy	KWKC	Abilene
Hemenway-Johnson Furn. Co.	KENT	Shreveport
Awrey Bakeries	WJBK	Detroit
Omaha Public Utility	KBON	Omaha
Akron Savings & Loan	WHKK	Akron
Forbes Coffee	KXOK	St. Louis
Gill Coffee	WMBG	Richmond
Gill Coffee	WTAR	Norfolk
Hafner's Coffee	KQV	Pittsburgh
Griffin Grocery Co.	KOMA	Oklahoma City
White Lily Flour	WAPO	Chattanooga
General Electric Appliances	WAAB	Worcester
Philco Appliances	WGAL	Lancaster
Werx Soap	WKRC	Cincinnati
Albers Super Markets	WLOK	Lima
Cherry & Webb Dept. Store	WPRO	Providence
Trask's Dept. Store	WERC	Erie
Eavey's Super Market	WHBU	Anderson
Taylor Hardware	KTRE	Lufkin

. . . AND HUNDREDS MORE!

See the Amazing Success Story At

ZIV's N.A.B. EXHIBIT

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FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK HOLLYWOOD

ON YOUR STATION!

...Hollywood • Guy Lombardo Show • Favorite Story (with Ronald Coleman)
...de • Korn Kobblers • Songs Of Good Cheer • Boston Blackie • Philo Vance
...e Blair • Calling All Girls • Old Corral • Lightning Jim • Sparky And Dud
...One For The Book

Advance Registration, NAB Management Conference

(All are registered at Stevens Hotel unless otherwise indicated.)

A

Akerberg, Herbert, CBS, New York
Albertson, Fred W., Dow, Lohnes & Albertson, Washington
Aldridge, Mahlon R. Jr., KFRU Columbia, Mo.
Alexander, John, KODY North Platte, Neb.
Allen, Walter H., KALB Alexandria, La.
Allman, Frederick L., WSVA Harrisonburg, Va.
Anderson, Elwood C., WEST Easton, Pa.
Armand, Jean, Bruce Eells & Assoc., Hollywood
Arnoux, Campbell, WTAR Norfolk, Va.
Ashenhurst, John, Edward Petry & Co., Chicago
Atteberry, Ellis, WJBC Bloomington, Ill.
Autenrieth, J. W. Jr., WKAM Warsaw, Ind.
Avery, Lewis H., Avery-Knodel Inc., New York

B

Baker, Philip M., radio attorney, Washington
Baldwin, O. Keith, WERE Cleveland, Ohio
Banks, Bert, WTBC Tuscaloosa, Ala.
Barnes, Maurice R., Barnes & Neilson, Washington
Barnes, Wade, RCA Victor Division, New York
Barnhart, Charles E., WMBD Peoria, Ill.
Baxter, E. V., KOAM Pittsburg, Kan.
Beatty, J. Frank, BROADCASTING-TELECASTING.
Beatty, Richard V., WOHI East Liverpool, Ohio
Bellatti, L. F., KSPI Stillwater, Okla.
Bennett, Sam H., KMBC Kansas City, Mo.
Bernard, J. J., KOMA Oklahoma City
Bingham, George W., WKIP Poughkeepsie, N. Y.
Bishop, Burton, KTEM Temple, Tex.
Bishop, Lee, KORE Eugene, Ore.
Blackburn, James W., Blackburn-Hamilton Co., Washington
Blackman, E. G., WLAC Nashville
Blair, Forrest, Edward Petry & Co., Chicago
Blair, John P., John Blair & Co., Chicago
Blink, M. M., Standard Radio Transcription Services Inc., Chicago
Bliss, C. Everett, KCIM Carroll, Iowa
Bloomberg, Herbert, Allen B. DuMont Laboratories Inc., Clifton, N. J.
Bondurant, Hale, KFBI Wichita, Kan.
Boice, Hugh K. Jr., WEMP Milwaukee
Bowden, J. L., WKBN Youngstown, Ohio
Brechner, Joseph L., WGAY Silver Spring, Md.
Breen, Edward, KVFD Fort Dodge, Iowa
Brennan, H. K., WHTB Greensburg, Pa.
Bridges, Loren F., KTIS Minneapolis
Broman, E. J., Frederic W. Ziv Co., Cincinnati
Brown, Carleton D., WTVL Waterville, Me.
Brown, R. M., KPOJ Portland, Ore.
Brumbaugh, Eleanor, BROADCASTING-TELECASTING
Bruzek, Walt, KLER Rochester, Minn.
Bryant, Bruce, Edward Petry & Co., Chicago
Buchheit, John H., WHJB Greensburg, Pa.
Bunker, Harry S., WKIP Colorado Springs, Col.
Bunn, William Joseph, WDSC Dillon, S. C.
Burbach, George M., KSD St. Louis, Mo.
Burke, Harry, KFAB Omaha, Neb.
Burow, Robert J., WDAN Danville, Ill.
Burrell, M. W., Collins Radio Co., Cedar Rapids, Iowa
Burton, Robert J., Broadcast Music Inc., New York

C

Caley, Charles C., WMBD Peoria, Ill.
Caldwell, Louis G., Kirkland, Fleming, Green, Martin & Ellis, Washington
Campbell, Don D., WBRC Birmingham, Ala.
Carey, Sam, WRVA Richmond, Va.
Carman, Frank C., KUTA Salt Lake City, Utah
Carroll, Jean, Compton Advertising Inc., New York
Carroll, Robert E., WHAY New Britain, Conn.
Carpenter, H. K., WHK Cleveland, Ohio
Cartwright, William, Edward Petry & Co., Detroit, Mich.
Casper, Cy, WBBZ Ponca City, Okla.
Cassill, Harold W., WEOK Poughkeepsie, N. Y.
Chandler, George C., CJOR Vancouver, B. C.
Chatterton, C. O., KWLK Longview, Wash.
Christal, Henry I., Edward Petry & Co., New York
Christian, L. H., WRFC Athens, Ga.
Church, Arthur B., KMBC Kansas City, Mo.
Churchill, Dr. Clinton H., WKBW Buffalo, N. Y.
Clarkson, Robert J., Columbia Transcriptions—Div. of Columbia Records Inc., New York
Clay, Henry B., KWKH Shreveport, La.
Clochessy, Henry, Compton Advertising Inc., New York
Cobb, Wilton, WMAZ Macon, Ga.
Cohn, Marcus, Cohn & Marks, Washington
Coleman, George D., WGBI Scranton, Pa.
Coley, Lem, WRFS Alexander City, Ala.
Collins, J. M., ASCAP, New York
Cook, Charles R., WJPF Herrin, Ill.
Cook, George R., WLS Chicago
Cooper, Virginia N., WJLS Beckley, W. Va.
Cornette, Virginia, WHOP Hopkinsville, Ky.
Covington, J. R., WBT Charlotte, N. C.
Cox, H. Quenton, KGW Portland, Ore.
Cox, James L., Broadcast Music Inc., New York
Craddock, Douglas L., WLOE Leaksville, N. C.
Cragston, Barney, Frederic W. Ziv Co., Cincinnati
Crater, Rufus, BROADCASTING-TELECASTING
Craven, T. A. M., Craven, Lohnes & Culver, Washington
Cribb, Wayne W., KHMO Hannibal, Mo.
Crockett, Joe P., WBOB Galax, Va.
Croker, Wm. J., KDEC Decorah, Iowa
Crosby, Wade, Bruce Eells & Assoc. Inc., Hollywood
Crowther, Frank, WMAZ Macon, Ga.
Curnutt, Allan, KICM Mason City, Iowa
Curtis, James R., KFRO Longview, Tex.

D

Dabadie, J. Roy, WJDO Baton Rouge, La.
Dahl, Howard, WKBH La Crosse, Wis.
Davis, Edward, KDFC Sausalito, Calif.
Davis, James P., RCA Victor Div., New York
Dennis, Walter L., Allied Stores Corp., New York
DeRussy, John S., NBC, New York
Dewey, Charles E. Jr., WAJR Morgantown, W. Va.
Dibble, Murien, Compton Advertising Inc., New York
Dietrich, George S., Radiotime Inc., Chicago
Dillon, Bob, KRNT Des Moines, Iowa
Dirks, Dietrich, KCOM Sioux City, Iowa
Dobberteen, H. H., Benton & Bowles Inc., New York
Doheny, C. W. Toby, Standard Rate & Data Service, Chicago
Dolberg, Glenn, Broadcast Music Inc., New York

(Continued on page 14)



This summer, plant your product in the sun!

Use WCCO to cultivate your customers all Summer long (as well as all year round) and you'll find Summertime in the Northwest is a hot time for making sure your sales grow.

During June, July and August, retail sales in WCCO territory are in full bloom (more than $686,000,000). Listening is way up (in the Twin Cities WCCO's Summer daytime Hooper averages 6.5). And the Summer cost-per-thousand is *way down* (it's dropped 29.8% since 1946)!

No wonder last year 60 national spot and local sponsors (25% more than the year before) used WCCO *all year round.* Many for the 10th straight year.

Call us about a hot WCCO sales-personality (like Stewart MacPherson, for example). You'll find WCCO sends sales UP with the temperature!

Minneapolis-St. Paul **WCCO**
50,000 watts • 830 kilocycles
Represented by Radio Sales




BROADCAST MUSIC INC.
it's YOUR anniversary
19
22 NETWORKS
2082 AM RADIO STATIONS
394 FM RADIO STATIONS
94 TELEVISION STATIONS
150 CANADIAN RADIO STATIONS
1362 MUSIC PUBLISHERS and
their Composers and Authors
(as of April 1, 1950)


too!
5
BMI
10TH
Anniversary
1940 ♫ 1950



KLZ's SUMMER MARKET SOARS, TOO!

You get a $250,000,000 PLUS market from tourists alone every summer in the Rockies! Order now for choice summertime schedules on KLZ—Denver's No. 1 Hooper Station.

KLZ

DENVER

5,000 W CBS 560 KC

Represented by THE KATZ AGENCY

Advance Registration, NAB Management Conference

(Continued from page 10)

Dolph, Robert H., KFTM Ft. Morgan, Col.
Donato, Nat. V., C. P. MacGregor Co., New York
Dorrance, Dick, O'Brien & Dorrance, New York
Dorrell, W. Ward, C. E. Hooper Inc., New York
Duckett, Carl E., WBOB Galax, Va.
Duvall, T. W., KGBX Springfield, Mo.

E

Eagan, R. Russell, Kirkland, Fleming, Green & Martin, Washington
Eells, Bruce G., and Eells, Jim, Bruce Eells & Assoc. Inc., Hollywood
Eggleston, J. C., WMC Memphis, Tenn.
Elias, Don S., WWNC Asheville, N. C.
Elliott, Paul, KRNT Des Moines, Iowa
Elliott, Wendell, KGNO Dodge City, Kan.
Ellis, Girard D., Columbia Transcriptions—Div. of Columbia Records Inc., Chicago
Eppel, Raymond V., KORN Mitchell, S. D.
Esau, John, KTUL Tulsa, Okla.
Essex, Harold, WSJS Winston-Salem, N. C.
Evans, Charles N., Transcrion Sales Inc., Springfield, Ohio
Evans, C. Richard, KSL Salt Lake City, Utah
Evans, T. L., KCMO Kansas City, Mo.
Evans, Ralph, WOC Davenport, Iowa

F

Fantle, S. Jr., KELO Sioux Falls, S. D.
Fay, William, WHAM Rochester, N. Y.
Fee, William T., Employers Reinsurance Corp., Chicago
Felix, Edgar, DuMont Laboratories, Clifton, N. J.
Fellows, Harold E., WEEI Boston, Mass.
Ferguson, Robert W., WTRF Bellaire, Ohio
Fishburn, J. Rolston, Edward Petry & Co., Chicago
Fisher, Ben. S., attorney, Washington
Fitzsimonds, F. E., KFYR Bismarck, N. D.
Flambo, G. LaVerne, WQUA Moline, Ill.
Flanigan, E. Y., WSPD Toledo, Ohio
Fletcher, Frank U., WARL Arlington, Va.
Foster, John P., WJAC Johnstown, Pa.
Foster, R. D., KWTO Springfield, Mo.
Frechette, George T., WFHR Wisconsin Rapids, Wis.
Freeman, Charles M., WLS Chicago
Freidheim, Robert, World Broadcasting System, New York
Frost, Frank, KBON Omaha, Neb.
Fry, Paul, KBON Omaha, Neb.
Fulton, Harold, WHO Des Moines, Iowa

G

Gaines, Walt, WCPM Middlesboro, Ky.
Gamble, Edmund R., WBTA Batavia, N. Y.
Gaul, Raymond A., WRAW Reading, Pa.
Gibbens, Tom E., WAFB Baton Rouge, La.
Gilbert, Galen O., KGER Long Beach, Calif.
Gilbert, Janet A., Harold Cabot & Co. Inc., Boston
Gillett, Glenn D., Glenn D. Gillett & Assoc., Washington
Gillin, John J. Jr., WOW Omaha, Neb.
Gluck, Earle J., WSOC Charlotte, N. C.
Goldman, Simon, WJTN Jamestown, N. Y.
Goodwin, Harry D., WNJR Newark, N. J.
Goodding, Kenneth D., KRES St. Joseph, Mo.
Goodman, Harry S., Harry S. Goodman Productions, New York
Gordon, K. S., KDTH Dubuque, Iowa
Grauel, Hugh, World Broadcasting System, New York
Green, Malcom, WVJS Owensboro, Ky.
Griffin, John, KTUL Tulsa, Okla.
Grisham, Charles, Edward Petry & Co., Atlanta
Grove, William C., KFBC Cheyenne, Wyo.
Gulick, J. Robert, WGAL Lancaster, Pa.
Gullickson, Charley, WDXB Chattanooga, Tenn.
Guyer, R. Sanford, WBTM Danville, Va.

H

Hagan, James A., WWNC Asheville, N. C.
Haigis, John W. Jr., WHAI Greenfield, Mass.
Haley, Andrew G., Haley, McKenna & Wilkinson, Washington
Hall, Edward E., CBS, New York
Hamilton, Ray V., Blackburn-Hamilton Co., San Francisco
Hanna, Robert B., WGY Schenectady, N. Y.
Hannon, William A., Employers Reinsurance Corp., Kansas City, Mo.
Harding, Donald, Edward Petry & Co., Chicago
Harkaway, Harvey, Standard Rate & Data Service, Chicago
Harms, William, Edward Petry & Co., Chicago
Harre, Arthur F., WJJD Chicago
Harris, Wiley P., WJDX Jackson, Miss.
Harrison, Austin A., KSWM Joplin, Mo.
Harrison, Gerald, WMAS Springfield, Mass.
Hartenbower, E. K., KCMO Kansas City, Mo.
Harlow, Ralph L., Broadcast Music Inc., New York
Hartley, Arnold B., WOV New York
Hassett, Emmett Jr., KROS Clinton, Iowa
Haverlin, Carl, Broadcast Music Inc., New York
Hawkins, Lloyd, KLTI Longview, Tex.
Heberer, Miles, State of New York, Radio Bureau, Dept. of Commerce, Albany
Heminger, Harold H., WFIN Findlay, Ohio
Herman, Buell, Edward Petry & Co., Dallas, Tex.
Herold, Joseph, WOW-TV Omaha, Neb.
Higgins, Hugh M. P., WMOA Marietta, Ohio
Hirsch, Oscar C., KFVS Cape Girardeau, Mo.
Hoffman, Karl B., WGR Buffalo, N. Y.
Hoisington, Duane W., KAYS Hayes, Kan.
Holbrook, Charles S., WMOU Berlin, N. H.
Hollingbery, George P., George P. Hollingbery Co., Chicago
Hollister, R. H., Collins Radio Co., Cedar Rapids, Iowa
Holm, William, WLPO La Salle, Ill.
Holznecht, Glen R., WJPG Green Bay, Wis.
Honea, B. N., WBAP Fort Worth, Tex.
Hook, H. B., KGLO Mason City, Iowa
Hooper, C. E., C. E. Hooper Inc., New York
Hopkins, A. R., RCA Victor, Camden, N. J.
Hoskins, Cecil B., WWNC Asheville, N. C.
Hough, Harold, WBAP Fort Worth, Tex.
Huber, E. J., KTRI Sioux City, Iowa
Huffman, Harry E., KLZ Denver, Col.
Hull, Richard B., WOI Ames, Iowa
Hussman, Walter E., KAMD Camden, Ark.
Hyle, John F., Transcription Sales Inc., Springfield, Ohio

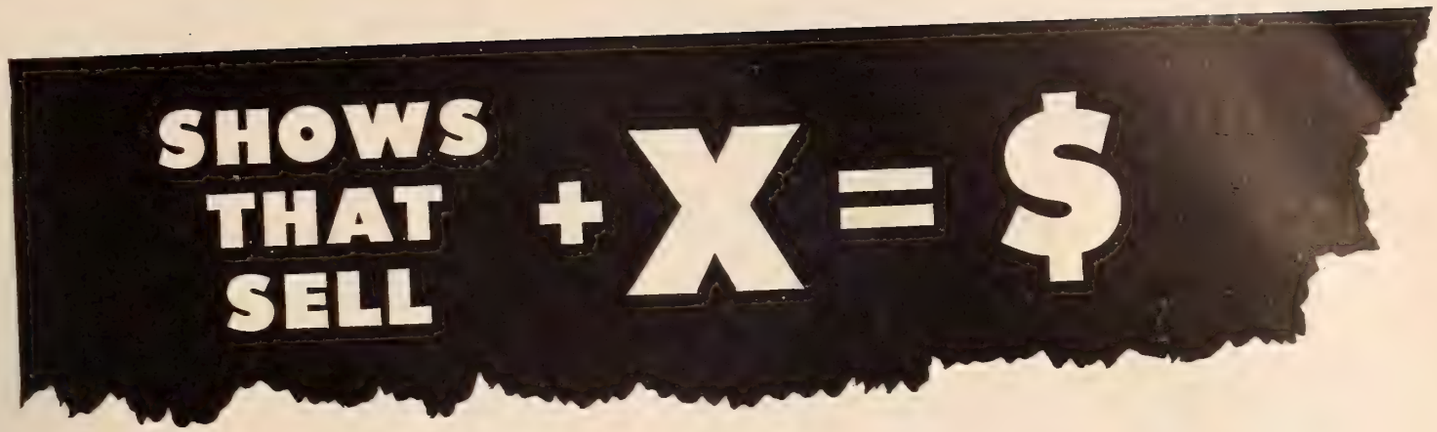
J

Jackson, A. H., Blaw-Knox Co., Pittsburgh, Pa.
Jacobs, Lee W., KBKR Baker, Ore.
Jadassohn, Kurt, SESAC Inc., New York
Jasper, Bernard W., WCSI-FM Columbus, Ind.
Jeffrey, John Carl, WIOU Kokomo, Ind.
Jensen, Ray V., KSAL Salina, Kan.
Jett, E. K., WMAR-TV Baltimore, Md.
Jones, George R., C. P. MacGregor Co., Hollywood
Jones, Ruth, Benton & Bowles Inc., New York
Johnston, Henry P., WSGN Birmingham, Ala.
Johnson, Les, WHBF Rock Island, Ill.
Johnstone, G. W., National Association of Manufacturers, New York
Jones, Robert B., Jr., KRMG Tulsa, Okla.
Jorgensen, Norman E., Krieger & Jorgensen, Washington

K

Kapner, Leonard, WCAE Pittsburgh, Pa.
Karns, Adna, Transcription Sales Inc., Springfield, Ohio
Kaye, Sydney M., Broadcast Music Inc., New York
Keller, Bob, Robert S. Keller Inc., New York
Kelley, A. Boyd, KTRN Wichita Falls, Tex.
Kelley, F. J., WTSP St. Petersburg, Fla.
Kelley, Gaines, WFMY-TV Greensboro, N. C.
Kelly, Ewing C., KCRA Sacramento, Calif.
Kemp, William T., KVER Albuquerque, N. M.
Kercher, George, Edward Petry & Co., St. Louis
Kern, Dale E., KGAR Garden City, Kan.

(Continued on page 18)



Yes...**X** is the *new* Associated Program Merchandising Service

A complete modern package of unique (1) powerful **sales helps,** (2) dynamic **promotion aids,** and (3) profitable **merchandising tips.** Another ***plus value*** for all Associated library subscribers.

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. . . it sells shows

your own personalized sales presentation for *your* Associated shows. There is a special spot for *your* price quotation. Open the Associated Show Seller on your prospect's desk and follow the lead of this dynamic sales aid. a powerful "assist" to the closing of your contract. Each page emphasizes and points up your own sales pitch.

2 THE SHOW PROMOTER
. . . it builds audience

a special kit chock full of audience-building promotion aids to back up your sale. The Show Promoter — there's one for each Show Seller — includes ad mats. publicity releases, teaser spots, star biographies. star glossies, streamers, carcard, mail stuffers, post card. window card and counter card layouts.

3 THE ASSOCIATED PROGRAM MANUAL
. . . it creates profits

a complete and continuing clearing house for profit-building sales ideas, program and production aids. talent news. special events coverage. and scores of other features of vital interest to radio Sales. Program. Publicity. and Promotion Departments.

Write for details about the Associated PROGRAM MERCHANDISING SERVICE
A terrific NEW income-producing medium
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Associated THE BASIC **RADIO LIBRARY**

ASSOCIATED PROGRAM SERVICE ♪♪♪ 151 WEST 46th STREET ♪♪♪ NEW YORK 19, N. Y.

America's Oldest Farm Service Program Points to its Record . . . .

26 years of WLS Dinner Bell Time without one commercial announcement

737 ORGANIZATIONS SERVED IN ONE YEAR

Dinner Bell Time originated on WLS 26 years ago this week. It was—and is—a farm service program, to bring to farm people of the Midwest and of the Nation, information on matters of greatest value; assistance in any case where aid is needed; entertainment of the kind we know to be of greatest interest. It has always been broadcast at the noon hour most convenient to farm home listening—it is a purely sustaining service—in all its 26 years, it has never carried one minute of commercial advertising.

The 737 names listed here are the organizations and events Dinner Bell Time was privileged to serve in 1949—a powerful demonstration of what just one WLS program does for agriculture and community life in the wide area its clear channel signal penetrates.



Some of the 800 Indiana Rural Youth members listening to the special Dinner Bell broadcast and Prairie Farmer-WLS awards presentation at their annual meeting at Purdue University.

WLS DINNER BELL TIME SERVED THESE .

Aerial Crop Spraying Demonstration, Polo, Ill.
Ag Alumni Seed Improvement Association
Agri.-Industry Relations Committee, Ill. C. of C.
Alabama Farm Bureau Federation
Alamo (Indiana) Booster Club
Allen County, Indiana, Rural Youth
Allerton (Ill.) Lions Club
American Aberdeen Angus Breeders' Ass'n
American Bell Association
American Farm Bureau Federation
American Feed Manufacturers Ass'n
American Hereford Association
American Legion Auxiliary, Ludlow, Ill.
American Legion-Auxiliary, New Ross, Ind.
American Legion, V.F.W., and Hampshire (Ill.) Fire Dept.
American Legion Post 79, LeRoy, Ill.
Ames In-Cross Poultry Ass'n
Ancona (Ill.) Church of Christ.
Angus 4-H and FFA Calf Club Sale, Congerville
Apple Pie Baking Contest, Three Oaks, Mich.
Arkansas Farm Bureau Federation
Association of American Railroads
Badger Breeders Cooperative (Wis.)
Badger School District (Wis.)
Bardwell School, Aurora, Ill.
Barrington (Ill.) Music Club
Bartholomew County, Ind. Rural Youth
Battle Grown (Ind.) Community Ass'n, Inc.
Beaver District Firemen, Donovan, Illinois
Beech Grove Church of Christ (Ind.)
Beecher (Ill.) Volunteer Fire Department
Bensenville (Ill.) Rural Fire Department
Benton County (Ind.) Farm Bureau
Benton County (Ind.) 4-H Club Council
Benton County (Ind.) Home Bureau
Benton County (Ind.) Home Economics Club
Bertram Grade School, Bristol Sta., Ill.
Bethseda M. E. Church, West Terre Haute, Ind.
Big Rock Legion, Sugar Grove, Ill.
Big Rock (Ill.) Plowing Contest
Black Oak Grange, Chadwick, Illinois
Black Oak (Ind.) Volunteer Fire Department
Blackhawk (Ill.) Fire Fighters Association
Bond County (Ill.) Rural Youth
Boone County (Ill.) Farm Bureau
Boone County (Ill.) 4-H Federation
Bourbon (Ind.) Community Auction Sale.
Boyds' Grove (Ill.) M. E. Church
Braidwood (Ill.) Volunteer Fire Department
Brown Swiss Cattle Show, Cissna Park, Ill.
Brownville School, Fairbury, Illinois
Bureau County (Ill.) Chapter, Fed. of Sportsmen
Bureau County (Ill.) Flying Farmers
Bureau County Health Council
Bureau County Historical Society
Bureau County (Ill.) Home Bureau
Bureau County Rural Youth
Burnettsville (Ind.) Baptist Church
Burnettsville (Ind.) Methodist Church
Butler Grade School, Hinsdale, Ill.
California Twp. (Ind.) Farm Bureau
Cambridge (Ill.) Rural-Village Fire Depts.
Campton (Ill.) 4-H Club
Campus (Ill.) Methodist Church
Carroll County (Ill.) Farm Bureau
Carroll County (Ill.) Rural Youth
Cass County (Mich.) Center Building Fund.
Cass County, Ind. Rural Youth
Cass County (Ind.) Saddle Club
Cass County (Mich.) Swine Breeders' Ass'n
Cayuga (Ind.) Lions Club
Cedar Lake (Ind.) PTA
Center Township (Ind.) 4-H Club
Central Ill. Angus Breeders' Ass'n
Central Ill. Corn Belt Livestock Feeders' Ass'n
Central PTA, Peru, Indiana
Central (Wis.) Retail Feed Association
Chamber of Commerce, Rochelle, Ill.
Champaign County (Ill.) Conservation Feld Day
Champaign County (Ill.) Rural Chorus
Champaign (Ill.) Rural Youth
Chebanse (Ill.) Fire Department
Chicago Feeder Cattle Show & Sale
Chicago Junior Market Hog Show
Chicago Livestock Exchange
Chicago Union Stock Yards
Christian Church, Banquo, Indiana
Christian Church, Cayuga, Indiana
Christian Church, Ladoga, Indiana
Christian Church, Milford, Indiana
Christian County (Ill.) Rural Youth
Christian Youth Fellowship, Blue Mound, Ill.
Church of Christ, Kewanna, Indiana
Clark County (Ill.) 4-H Club
Club Merit Sheep Association
Columbia County (Wis.) Junior Swine Show
Commercial Spray Operators' Conf., Urbana, Ill.
Commissioner of Aeronautics
Community Auction, Millersburg, Ind.
Community Sale, Chatsworth, Illinois
Community Sale, West Point, Ind.
Como Grade School, Sterling, Ill.
Cook County (Ill.) Farm Bureau
Cook County Home Bureau
Cook County Vegetable Growers
Cook-DuPage Beekeepers' Ass'n
Corn Belt Hatcheries, Chicago Heights, Ill.
Corn Belt Hatcheries, Joliet, Illinois
Corn Belt Hatcheries, Waterloo, Iowa
Corn Belt Kids 4-H Club
Corn Belt Livestock Feeders' Assn
Corn Bread and Bean Festival, Oakland, Ill.
Cosmopolitan Club, Knox, Indiana
County Outlook Meetings in Indiana
Crain School, Woodford County, Ill.
Crawford County Industries, Illinois
CROP
Culver (Ind.) Lions Club
Cumberland Presbyterian Church, Bethany, Ill.
Custom Sprayers' School, University of Illinois
Dairy and Co-op Association, Wisconsin
Davis Hatchery, St. Elmo, Illinois
Daylight Saving Time in Indiana
Deer Creek (Ind.) 4-H Club
Deer Park Home Bureau, Ottawa, Ill.
Deer Park Twp. Consolidated School
DeKalb County (Ill.) Farm Bureau
DeKalb County Firemen's Association
DeKalb County Home Bureau
DeKalb County Rural Youth
District (Ind.) Social and Educational Director
Dodge County (Wis.) Cooperative Picnic
Dodge County Homemakers
Douglas County (Ill.) Livestock Outlook Meeting
Dried Milk Products Co-op, Eau Claire, Wis.
Dudley School, Edgar County, Illinois
DuPage County (Ill.) Farm Bureau
DuPage County Home Bureau
DuPage County Tuberculosis Association
DuPage Rural Youth Club
Duncan School, Geneseo, Illinois
East Dundee (Ill.) Fire Dept.
Easter Sunrise Service, Bald Knob, Ill.
Easter Sunrise Service, Lawrence County, Ill.
Eastern Ill. Fruit Growers' Ass'n
Edgar County Dairymen (Illinois)
Edgar County (Ill.) Farm Bureau
Edgar County Flying Farmers
Edgar County 4-H Clubs
Edgerton, Wisconsin Businessmen
Effingham (Ill.) Hospital Fund
Elkhart County (Ind.) Dairy Association
Elkhart County Farm Bureau
Elkhart County 4-H Heifer Sale
Elkhart County Holstein Association
Elkhorn (Wis.) Dairymen
El Paso (Ill.) Chamber of Commerce
Emanuel Lutheran Church, Thomasboro, Ill.
Equity Co-op Livestock Sales Ass'n Milwaukee, Wis.
Etna Township (Ind.) PTA
Eureka (Ill.) Community Association
Eureka (Ill.) Pumpkin Festival
Eureka Volunteer Fire Department
Fairbury (Ill.) 4-H Club
Fairfield Grange, Delavan, Wisconsin
Fairview (Ill.) Rural School
Fall Festival, Toledo, Illinois
Fancy Prairie (Ill.) PTA
Farm Film Foundation
Farm Folks Field Day, Madison, Wis.
Farm Sale, Leland, Illinois
Fayette County (Ind.) Rural Youth
Federated Church, Popular Grove, Ill.
Fire Prevention Week
First Baptist Church, Big Rock, Ill.
First Church of the Nazarene, Hoopeston, Ill.
Fithian (Ill.) Methodist Church
Flying Farmers' Field Day, Glenview, Ill.
Fond du Lac County Swine Breeders' Ass'n
Fontana (Wis.) Volunteer Fire Department
Ford County (Ill.) Contour Plowing Contest
Ford County 4-H Fair
Forreston, Illinois, FFA
Fountain County (Ind.) Home Ec Clubs
4-H Auction Sale, Chatham, Ill.
4-H Club, Chebanse, Illinois
4-H Club Recognition Banquet, Moline, Ill.
4-H Club representative, Wonder Lake, Ill.
4-H Clubs of Sherburnville Boosters, Grant Park Lucky Leaves, and Summer Crossroads, Momence, Ill.
Fox and Foxhound Protective Ass'n, Pana, Ill.
Fox Drive, New City, Illinois
Fox River Valley (Wis.) Co-op Wholesale
Fox Valley Amateur Movie Club, Yorkville, Ill.
Frank Grade School, Hoopeston, Ill.
Frankfort (Ind.) Lions Club
Frankfort (Ind.) Public School
Frankton (Ind.) PTA
Fruit Tree Pruning Demon., Porter County, Ind.
Fulton County, Ind. 4-H Auction
Fulton County (Ill.) Rural Youth
Fulton County (Ind.) Rural Youth
FFA, Buchanan (Mich.) Business Ass'n, Amer. Leg.
Future Farmers of America, Oshkosh, Wis.
Future Homemaker Demon. Contest, Montello, Wis.
Galena (Ill.) Antique Exhibit and Tea
Gary (Ind.) Volunteer Fire Department
Geetingsville (Ind.) Presbyterian Church
General Federation of Women's Clubs (Ind.)
Georgetown (Ill.) Community Cantata
Gibson City (Ill.) Community Sale
Gibson County (Ind.) 4-H Club
Gibson County (Ind.) Home Demonstration Agent
Gibson County, Ind. Rural Youth
Gilman (Ill.) Garden Club
Glenwood (Ill.) School for Boys
Goodwill Household Science Club, Sheldon, Ill.
Grain Elevator Management School, Bloomington, Illinois. (State Board for Vocational Education and Country Grain and Feed Institute)
Grant County Holstein Breeders, Wis.
Grant Park (Ill.) Methodist Church
Grass Silage Demon., McHenry County, Ill.
Grass Silage Field Day, Alden, Ill.
Grundy County (Ill.) Soil Conservation Week
Hamlet (Ind.) Lions Club
Happy Homemakers Club, Headlee, Ind.
Happy Hustler Class, Antioch, Ill.
Harvard (Ill.) FFA
Harvard (Ill.) Milk Day
Hatchery School, Purdue University
Hay Drying-Handling Demonstration, Streator, Ill.
Henry County (Ill.) Farm Bureau
Henry County (Ill.) 4-H and FFA
Henry County Home Bureau, Ill. Valley Electric Cooperation, and the electrical appliance dealers of Cambridge, Ill.
Henry County (Ill.) Junior Feeder Calf Sale
Henry County Marketing Association
Henry County Music and Drama Festival, (Weller Home Bureau, Burns Grange, Rural Youth)
Hickory Point Community and School Reunion
High School, Champaign, Illinois
Hillpoint Co-op Dairy, Rock Springs, Wis.
Hillside School, Milwaukee, Wis.
Hobart (Ind.) Boy and Girl Scouts
Holstein-Friesian Ass'n of America
Holstein-Friesian Breeders of Ind.
Home Bureau Units, Mason County, Ill.
Homecoming, Willow Hill, Ill.
Home Coming-Cheese Day, Tampico, Ill.
Home Grounds Planning Tour, Edgar County, Ill.
Homer (Ill.) Community High School
Hoosier 4-H Clubs Adult Leaders' Training Schools
Hoosier Hampshire Swine Breeders Ass'n
Hoosier Picnic, Bloomington, Ill.
Hoosier Tomato Festival, Bluffton, Ind.
Howard Delaney Farm Sale, Aurora, Ill.
Illinois Agricultural Association
Illinois Association for the Crippled
Illinois Association of Fire Protection Districts
Illinois Association of FFA
Illinois Brown Swiss Breeders' Association
Illinois Arthritis and Rheumatism Foundation
Illinois Department of Agriculture
Illinois Dept. of Registration and Education
Illinois Farm and Home Week
Illinois Farm Supply Company
Illinois Feed Association
Illinois Flying Farmers
Illinois Fruit Growers Exchange
Illinois Guernsey Breeders' Association
Illinois Holstein Association
Illinois Home Bureau Federation
Illinois Jersey Cattle Club
Illinois Jersey Parish 6
Illinois Lumber and Material Dealers' Association
Illinois Poultry Improvement Association
Illinois Purebred Dairy Cattle Association
Illinois Purebred Sheep Breeders' Association
Illinois Rural Cultural Arts Tour to Europe
Illinois Shorthorn Breeders' Association
Illinois State Beekeepers' Association
Illinois State Department of Agriculture
Illinois State Detective Association
Illinois State Fair
Illinois State Horticultural Society
Illinois State Turkey Growers' Association
Illinois Swine Herd Improvement Association
Immanuel Luthern Sewing Circle, Dundee, Ill.
Indian Trail Grange No. 2361, Lowell, Ind.
Indiana Agricultural Conference
Indiana Association of FFA
Indiana Bankers Short Course
Indiana Beekeepers Meeting
Indiana Brown Swiss Breeders' Association
Indiana Canners and Fieldmen's Conference
Indiana Cattle Feeders Association
Indiana Cattle Feeders' Day, Purdue University
Indiana Department of Agriculture
Indiana Farm Bureau
Indiana Farm Machinery Association
Indiana Farm Management Tour
Indiana Feed Association
Indiana Flying Farmers
Indiana Firemen's Association
Indiana 4-H Club Roundup
Indiana 4-H Junior Leader Training Conference
Indiana Hampshire Sheep Association
Indiana Home Economics Association
Indiana Muck Crop Field Day
Indiana Muck Crop Show
Indiana Rural Youth
Indiana Sheriffs' Association
Indiana Soil Conservation District Supervisors
Indiana State Conservation Department
Indiana State Dairy Association
Indiana State Fair Board
Indiana State Highway Department
Indiana State Police
Indiana Tamworth Swine Breeders' Association
Interdenominational Christian Young People
International Dairy Exposition
International Live Stock Exposition
Iowa State College
Iroquois County (Ill.) Home Bureau
Iroquois County (Ill.) Rural Youth
Jackson County, Ind.) Rural Youth
Jasper County (Ind.) Farm Bureau
Jasper County (Ind.) Rural Youth
Jeff-Rich (Ind.) Home Economics Club
Jersey County (Ill.) Farm Bureau
Johnson Township (Ind.) Home Economics Club
Jolly Workers 4-H Club, Kingston, Wis.
Junior 4-H Fair, Dousman, Wis.
Junior Misses 4-H, Plymouth, Ind.
Kane County (Ill.) Farm Bureau
Kane County (Ill.) 4-H Federation
Kane County (Ill.) Rural Youth
Kane-DeKalb (Ill.) Beekeepers Association
Kankakee County (Ill.) 4-H Club
Kendall County (Ill.) Farm Bureau
Kendall County (Ill.) 4-H Club
Kendall County (Ill.) Home Bureau
Kendall County (Ill.) Public Health Council
Kenosha County (Wis.) Farm Bureau

nt (Ill.) Grade School
ntridge (Ill.) Grade School
wanee (Ill.) Hog Days Festival
ox County (Ill.) Rural Youth
ox County (Ind.) Rural Youth
ox School, Mason City, Ill.
sciusko County (Ind.) Guernsey Sale
sciusko County Rabbit and Cary Breeders' Ass'n
fayette County (Wis.) Farm Bureau
fayette County (Wis.) 4-H Council
ke County (Ill.) Fair
ke County (Ind.) Farm Bureau
ke County (Ill.) Farm Bureau
ke County (Ind.) Fruit Growers
ke County (Ind.) Home Economics Chorus
ke County (Ill.) Firemen's Association
ke Hills (Ind.) Volunteer Fire Department
ke Tech High School, Chicago
ke Village (Ind.) Grange
Salle County (Ill.) Dairy Day
Salle County (Ill.) Farm Bureau
Salle County (Ill.) Home Bureau
Salle County (Ill.) Rural Youth
e County Rural Youth
isurecraft and Counseling Camp, Merom, Ind.
isure Hour 4-H Club, Toulon, Ill.
iters Ford (Ind.) Methodist Parsonage
on Church, Prophetstown, Ill.
mberlost Garden Club, Geneva, Ind.
ncoln Junior High School, Park Ridge, Ill.
ons Club, Conservation Club, and American Legion, Francesville, Ind.
ons Club and Women's Club, Franklin Grove, Ill.
ons Club, Fithian-Oakwood, Ill.
ttlefield Township Unit School, Alanson, Mich.
vestock and Meat Board
vingston County (Ill.) Farm Bureau
vingston County 4-H Club
vingston County Home Bureau
pcal Leaders' Training School, Toulon, Ill.
ockport (Ill.) Grade School
odi (Wis.) Fair
ord's Acre Harvest Festival, Frankton, Ind.
owell (Ind.) Volunteer Fire Department
yn-Dement (Ill.) Home Bureau Unit
acon County (Ill.) Rural Youth
acoupin County (Ill.) Rural Youth
alta (Ill.) Fire Department
anlius (Ill.) FFA
anny (Ill.) Grade School
aple Syrup Festival, Vermontville, Mich.
arshall County (Ind.) Rural Youth
arydale Dairy Farm, LaFox, Ill.
ason County (Ill.) Farmers' Institute
entone (Ind.) Egg Show
ercy Free Dispensary, Chicago
ethodist Church, Chrisman, Ill.
ethodist Church, Rantoul, Ill.
ethodist Church, Villa Grove, Ill.
ethodist Church, Wyanet, Ill.
cGill School, Mecosta County, Mich.
cHenry County (Ill.) Farm Bureau
cLean County (Ill.) Rural Youth
enard County (Ill.) Soil Conservation District
en's Work, Church of the Brethren, Northern Ind.
ercer County (Ill.) Farm Bureau
erchants and Banks, Valparaiso, Ind.
errymakers Club, Fairbury, Ill.
iami (Ind.) Community
iami County (Ind.) 4-H Club
ichigan Asparagus Growers' Association
ichigan Association of FFA
ichigan Fruit Sponsors
ichigan State College
Michigantown (Ind.) Community Fair
Michigantown (Ind.) Cub Scouts
Middletown (Ill.) Presbyterian Church
Milking Shorthorn Breeders
Milwaukee County (Wis.) Farm Bureau
Milwaukee County Home Demonstration Agent
Monroe County (Ind.) Fall Festival
Monroe (Ind.) Evangelical U. B. Church
Morgan-Scott Home Bureau, Jacksonville, Ill.
Mothers of World War II, Wyatt, Ind.
Morris (Ill.) Methodist Church
Mt. Zion (Ill.) Woman's Club
Mukwonago (Wis.) Kiwanis Club
Mundelein and Countryside (Ill.) Fire Depts.
Music-Drama District Festivals (Ill.)
Muskegon County (Mich.) PTA Council
Naperville (Ill.) FFA
National Agricultural Aviation Conference
National Apple Week
National Ayrshire Breeders' Association
National Dairy Cattle Congress
National Farm Safety Week
National Feed Industry Show
National 4-H Club Week
National Grange, Washington, D. C.
National Livestock and Meat Board
National Red Poll Cattle Club
National Safety Congress
National Safety Council
National Soil Conservation Field Day
National Sweet Corn Festival
Neponset (Ill.) Boys' Club
New Elliott (Ind.) Home Economics Club
New Glarus (Wis.) High School
Newark-Beloit (Wis.) 4-H Clubs
Newark (Ill.) Grade School
Newark (Ill.) Woman's Club
Newman (Ill.) Kiwanis Club
Newton County (Ind.) Farm Bureau
Newton County (Ind.) Farmers and Homemakers
Newton County (Ind.) 4-H Club
Newton County (Ind.) Harvest Home Sunday
Newton County (Ind.) Hobby Show
Newton County Home Economics Association
Noble County (Ind.) Rabbit Breeders' Association
Noble County (Ind.) Rural Youth
North Central States Poultry Breeding Project
North Cook County (Ill.) Rural Youth
Northern Indiana Muck Crop Show
North Judson (Ind.) PTA
Oak Grove (Ill.) Rural School
Oak Ridge (Ill.) School
Office of Public Instruction (Ill.)
Ogle County (Ill.) Farm Bureau
Ogle County (Ill.) Pomona Grange
Ogle County Rural Youth
Ohio State University
Oklahoma A. & M. College
Oklahoma Farm Bureau Federation
Old Seminary Campus, Green Hill, Ind.
Old Settlers' Reunion, Bristol, Ill.
Onward (Ind.) Home Economics Club
Oregon Farm Bureau Federation
Orion (Ill.) Post No. 255, American Legion
Orland Park (Ill.) Fire Department
Orland Park (Ill.) Post 526, American Legion
Osco (Ill.) 4-H Hustlers Party
Osman (Ill.) Lutheran Hall
Outlook Meetings in Indiana
Oxford (Ind.) Methodist Church
Palo Alto County (Iowa) Farm Bureau
Pana (Ill.) Sportsman Club
Pancake Festival, Villa Grove, Ill.
PTA, Bartlett, Illinois
PTA, Broadlands, Illinois
PTA, Cedar Lake, Indiana
PTA, Frankton, Indiana
PTA, Mahomet, Illinois
PTA, Tinley Park, Illinois
Pasture Improvement Meeting, Andover, Ill.
Pasture Tours, Muskegon County, Mich.
Pattonsburg Christian Church, Toluca, Ill.
Paynes Point (Ill.) 4-H Club
Perry County (Ill.) Rural Youth
Perry Township (Ind.) Home Economics Club
Pine Creek (Ill.) Christian Church
Pine Township (Ind.) Farmers Institute
Pingree Grove (Ill.) Volunteer Fire Department
Pittsville (Wis.) Chamber of Commerce
Pittsville (Wis.) Fire Department
Platteville (Wis.) State Teachers College
Pleasant Grove (Ind.) Grange
Pleasant View (Ill.) Volunteer Fire Department
Polio Benefit, Hebron, Ill.
Polio Fund
Portage (Ind.) Home Economics Club
Portland Mills (Ind.) Christian Church
Porter County (Ind.) Farm Bureau
Porter County (Ind.) 4-H Fair
Porter County (Ind.) Mobile X-Ray Unit
Porter County (Ind.) Protective Association
Porter County (Ind.) Rural Youth
Porter (Ill.) Grade School
Poultry Breeding School, Purdue University
Prairie Farmer Land Church Fly-In, Midway, Ill.
Prairie School, Williamsville, Ill.
Pre Camp Ellis Land Owners and Local Citizens, Table Grove, Ill.
Pro Parvulis Club, St. Bridget Church, Hobart, Ind.
Project for testing animals and people for brucellosis infection, Lake County, Ind.
Pruning and Spraying Demonstration
Public Libraries of Southeastern Wisconsin
Pulaski County (Ind.) Farm Bureau
Purdue University, Lafayette, Ind.
Pure Milk Association
Racine Milk Producers Co-op Association
Rankin Methodist Church, Rantoul, Ill.
Red Cross
Remington (Ind.) Soybean Show
Reynolds (Ill.) Home Bureau
Richmond (Ind.) District Angus Breeders' Ass'n
Ridge Chapel, Piper City, Ill.
Riemensnider's Gardens, Sandwich, Ill.
Riley Grange, Marengo, Ill.
Ringwood Church, Ringwood, Ill.
River Falls (Wis.) Co-op Creamery
Riverdale (Ill.) Grade School
Rochelle (Ill.) Chamber of Commerce
Rochester (Ill.) Athletic Club
Rochester (Ill.) Legion Post
Rock County (Wis.) Farm Bureau
Rock County (Wis.) Tuberculosis Association
Rock Island (Ill.) County Rural Youth
Rock River Volunteer Firemen's Association and Blackhawk Firefighters' Association (Ill.)
Rosecrans School (Wis.)
Royal Canadian Mounted Police
Royal (Ill.) Home Bureau Unit
Rural Life Sunday Observance
Rural School Bands, Lacon, Ill.
Rural Youth, St. Charles, Ill.
Rural Youth, Woodstock, Ill.
St. John's Evangelical and Reformed Church, Stearleyville, Ind.
St. Joseph County (Ind.) Rural Youth
Salem Church of the Brethren, Knox, Ind.
Salem Community Club, Dalton City, Ill.
Salem School Community Club, Decatur, Ill.
Salt Creek-York Center (Ill.) Community Groups
Sandhills Cattle Association (Nebr.)
Sandwich (Ill.) Sportsmen's Club
Sangamon County (Ill.) Farm Bureau
Santa Anna WSCS, Argos, Ind.
Sauerkraut Day, Forreston, Ill.
Sauk County (Wis.) Holstein Breeders
Saybrook (Ill.) American Legion and Auxiliary
Schererville (Ind.) Home Economics Club
Scott Grade School, Lisbon, Ill.
Scott Lambert Post 415, American Legion
Serena (Ill.) Volunteer Firemen
Shabbona (Ill.) Congregational Church
Shelby County (Ill.) Home Bureau
Shelby County Livestock Marketing Association
Sheldon (Ill.) Community Get-Together
Sheriff, Allen County, Indiana
Sheriff, Delaware County, Indiana
Sheriff, Knox County, Indiana
Sheriff, Lake County, Indiana
Sheriff, Wayne County, Indiana
Shopiere (Wis.) PTA
Shorthorn Breeders' Association
Sidney (Ill.) Methodist Church
Soft Red Wheat Field Day, Ind.
Soils and Crops Meeting, Edwardsville, Illinois
South Wayne (Mich.) Chapel and Hospital Fund
S'eastern Ind. Dist. 4-H Fat Steer Show and Sale
Southern Illinois Picnic
Southern Lake County (Ind.) Farmers' Institute
Southern Reunion, Remington, Ind.
Southwest Indiana Wheat Improvement Contest
Spastic Paralysis Aid Foundation
Star City (Ind.) Flower Show
Stark County (Ill.) Farm Bureau
Stark County 4-H Club
Stark County Home Bureau
Stark County Rural Youth
Stark County Soil Conservation Day
Stark County Sports Festival
Stark County Tulip Trip
Stark County Young Married People's Club
Starke County (Ind.) Farm Bureau
Starke County (Ind.) 4-H Club
Starke County (Ind.) Rural Youth
Steam Eng. and Threshermen's Reunion, Pontiac, Ill.
Steer Sale, Wis. State Fair
Stevens School, Summum, Ill.
Stillman Valley (Ill.) FFA
Stockton (Ill.) Lions Club
Streator (Ill.) Hobby Show
Strike of milk drivers, Chicago
Sturtz Grade School, Rock Falls, Ill.
Sugar Grove (Ill.) Teen-Agers Club
Sunny Ridge School, Raritan, Ill.
Suydam Methodist Church, Leland, Ill.
Swayzee (Ind.) Lions Club
Talladay Farms (Mich.) Field Day
Tampico (Ill.) Lions Club
Tazewell County (Ill.) Rural Youth
Tibbar Rabbit Club of Chicago
Tippecanoe County (Ind.) Farm Bureau
Tippecanoe County (Ind.) 4-H Club
Tomato Grading Refresher Course, Ind.
Topping's Corners (Wis.) School
Tractor Maintenance School, Purdue
Trail Riders, Inc., Moline, Ill.
Travelaire Day Camp, Chicago
Tree Planting Demonstration, Corydon, Ind.
Troy Center (Wis.) Mothers' Club
Tuberculosis Institute of Cook County
Tulip Time Festival, Holland, Mich.
Turtle Grange, Rock County, Wis.
Tyner (Ind.) School
Union (Ill.) Fire Department
Union Stock Yard & Transit Co., Chicago
Union Township (Ind.) Music Boosters
United Fresh Fruit and Veg. Ass'n Con., Chicago
U. S. Army
U. S. Department of Agriculture
University of Illinois
University of Illinois College of Agriculture
University of Illinois College of Pharmacy
University of Kentucky
University of Nebraska
University of Wisconsin
Valley High School, Fairview, Ill.
Valparaiso (Ind.) High School Band Parents
Van Buren County (Mich.) Dairy Day
Vandalia, Indiana FFA
Vermillion (Ill.) County 4-H Club
Vermilion County (Ill.) Home Bureau
Wagner-Davis Legion, Roberts, Ill.
Walnut Township Schools, Argos, Ind.
Ward School, Eagle, Wis.
Warren County (Ind.) Home Economics Corp.
Washington County, Ind. Rural Youth
Washington Twp. (Ind.) Home Economics Club
Washington (Ind.) Twp School
Waterford (Ind.) Church
Waterford Ind. Community Methodist Church
Waubonsie (Ill.) Rural School
Waynestown (Ind.) Community Horse Show
Waynetown (Ind.) Merchants Association
Wayne-White Counties (Ill.) Electric Co-op.
Weed-Killing Day, Walkerton, Ind.
Wesley Sportsmen's Club, Wilmington, Ill.
West Central Illinois Polled Shorthorn Breeders
West Jersey (Ill.) Community Consolidated School
W. Sub. Rabbit Breeders' Ass'n Show, Berwyn, Ill.
Wethersfield Twp. Unit, Henry County Farm Bureau
Wheatland Plowing Match, Plainfield, Ill.
Wheat Imp. Ass'n of S'west Ind. and S'west, Ill.
Wheaton (Ill.) Antique and Hobby Show
Whipperwill Ladies Aid, Argos, Ind.
White Oak (Ind.) Methodist Church
Whiteside County (Ill.) Rural Youth
White Willow (Ill.) Grade School
Will County (Ill.) Farm Bureau
Will County (Ill.) Home Bureau
Will County (Ill.) Rural Chorus
Will, Grundy, Kendall County Beekeepers' Ass'n
Willowdale Grange, Fairdale, Ill.
Windbreak Demon. Henry Co. (Ill.) FFA and 4-H
Winfield (Ill.) Fire Department
Winfield Grange, Crown Point, Ind.
Winnebago County (Ill.) Farm Bureau
Wisconsin Anti-Tuberculosis Association
Wisconsin Association of FFA
Wisconsin Cheese Makers Ass'n
Wisconsin Conservation Department
Wisconsin Coop. Wool Growers' Association
Wisconsin Council of Agriculture
Wisconsin Department of Agriculture
Wisconsin Farm and Home Week
Wisconsin FHA
Wisconsin 4-H Clubs
Wisconsin FFA Board of Directors
Wisconsin Fur Breeders Association
Wisconsin Holstein Breeders' Association
Wisconsin Livestock Breeders' Association
Wisconsin Office of Public Instruction
Wisconsin Milking Shorthorn Breeders' Association
Wis. State Board of Voc. and Adult Education
Wisconsin Department of Agriculture
Wisconsin Division of Markets
Wisconsin State Fair
Wisconsin State Gladiolus Society
Wolcott (Ind.) High School
Woodford County Rural Youth (Ill.)
Woodland Improvement Demonstration, Industry, Ill.
Woodland Mngt. Meeting (Egar Co. Farm Bureau)
Wyanet (Ill.) Methodist Church
Young America School, Delphi, Ind.
Young Married Group, Stark Co., Ill.
Young Married People's Class, Prairie Chapel Congregation, Farmer City, Ill.

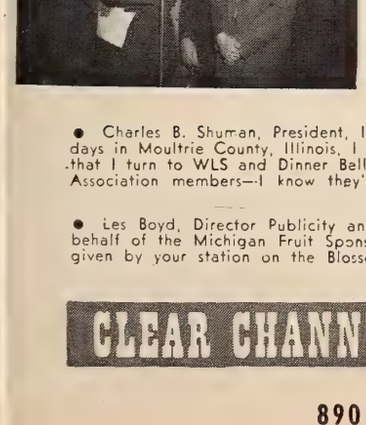
. . . 737 GROUPS OR BIG EVENTS IN 1949



WLS Dinner Bell Time has originated at the annual meetings of the Wisconsin Council of Agriculture for half a dozen years. Here are the outstanding men in Wisconsin agriculture, grouped at the 1949 Dinner Bell broadcast. Milo K. Swanton, Executive Secretary of the Council, stands second from right; Dean Randolph K. Froker of the Wisconsin College of Agriculture, stands fourth from left.



Officers of the Illinois Lumber and Materials Dealers' Association, following Dinner Bell broadcast from their convention. Says Association President James L. Watson (second from left): "Thank you for the courtesy of appearing on your program. I have had a number of reactions from listeners."



Oscar A. Swank, Executive Vice President, International Dairy Exposition (left, with Arthur C. Page, WLS Farm Program Director), says: "I just want to express my appreciation for the great help of you folks in getting the International Dairy Exposition going. For those of us in the agricultural field, I think your Dinner Bell has the finest possible audience for important educational messages."

● Charles B. Shuman, President, Illinois Agricultural Association, says, "Ever since my boyhood days in Moultrie County, Illinois, I have been a WLS follower. With this start, it is only natural that I turn to WLS and Dinner Bell Time when I want to talk to our 175,000 Illinois Agricultural Association members—I know they're listening."

● Les Boyd, Director Publicity and Exhibits, Michigan Fruit Sponsors: "I wish to thank you in behalf of the Michigan Fruit Sponsors and the Twin City Chamber of Commerce, for the time given by your station on the Blossom broadcast."

CLEAR CHANNEL Home of the NATIONAL Barn Dance

WLS The PRAIRIE FARMER STATION CHICAGO 7

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Kobak, Edgar, WTWA Thomson, Ga.
Koerper, Karl, KMBC Kansas City, Mo.
Korsmeyer, E. J., WLDS Jacksonville, Ill.
Kramer, Worth, WJR Detroit, Mich.
Kynaston, Don D., WMBD Peoria, Ill.

L

Lackey, F. Ernest, WHOP Hopkinsville, Ky.
Laird, Ben A., WDUZ Green Bay, Wis.
La Marque, J. W., Graybar Electric Co. Inc., New York
Lancaster, W. Hanes, Jr., WJHL Johnson City, Tenn.
Land, Thomas S., WROY Carmi, Ill.
Lane, Howard, WJJD Chicago
Lanford, T. B., KRMD Shreveport, La.
Langlois, C. O., Sr., and Langlois, John D., Lang-Worth Feature Programs Inc., New York

Advance Registration, NAB Management Conference

(Continued from page 14)

Laubengayer, R. J., KCAL Salina, Kan.
Leake, James C., KTUL Tulsa, Okla.
Lenwell, Leroy W., KBRL McCook, Neb.
LePoidexin, Harry R., WRJN Racine, Wis.
Levi, Winfield, BROADCASTING-TELECASTING
Linder, H. W., KWLM Willmar, Minn.
Lindsay, Merrill, WSOY Decatur, Ill.
Link, Linder, Link Motor Supply Co., Springfield, Mo.
Litteral, Ron, KLYN Amarillo, Tex.
Little, Lee, KTUC Tucson, Ariz.
Lohnes, Horace L., Dow, Lohnes & Albertson, Washington
Long, Maury, BROADCASTING-TELECASTING
Lown, Bert, Associated Program Service, New York
Lovet, Paul A., WHO Des Moines, Iowa
Luce, James O., Jr., J. Walter Thompson Co., New York

M

Manship, Douglas L., WJBO Baton Rouge, La.
Marget, Manuel M., KVOX Moorhead, Minn.
Marks, Leonard H., Cohn & Marks, Washington
Marlin, Albert, Broadcast Music Inc., New York
Marquardt, Maynard, World Broadcasting System, New York
Martin, A. F., WKPT Kingsport, Tenn.
Martin, Joseph, WLW Cincinnati, Ohio
Martin, Joseph, WDSC Dillon, S. C.
Mason, R. H., WPTF Raleigh, N. C.
Mason, Robert T., WMRN Marion, Ohio
Mathiot, J. E., WGAL Lancaster, Pa.
Mayborn, Frank W., KTEM Temple, Tex.
Megargee, Miss Madge A., WGBI Scranton, Pa.
Megargee, Mrs. Madge E., WGBI Scranton, Pa.
Mercer, Donald J., RCA Victor Div. New York
Mertz, Wm. M., Jr., C. P. MacGregor Co., Chicago
Meyer, Al G., KMYR Denver, Col.
Meyer, F. W., KMYR, Denver, Col.
Michelson, Charles, Charles Michelson Transcriptions Inc., New York
Midgley, C. E., CBS, New York
Miller, Harold E., WGAL Lancaster, Pa.
Miller, Lowell A., KFAB Omaha, Neb.
Miller, Neville, Miller & Schroeder Washington
Miller, Paul, WWVA Wheeling, W. Va.
Mitchell, L. S., WDAE Tampa, Fla.
Monaghan, Frank W., WGBI Scranton, Pa.
Morency, Paul W., WTIC Hartford, Conn.
Morton, J. Archie, KJR Seattle
Mosby, A. J., KGVO Missoula, Mont.
Murphy, Edward V., KLRA Little Rock, Ark.
Murphy, John T., WLWT (TV) Cincinnati
Murphy, Kingsley H., KSO Des Moines, Iowa
Myers, Frank O., KCMC Texarkana, Tex.
McCollough, Clair R., WGAL Lancaster, Pa.
McConnell, James V., NBC, New York
McCoy, Arthur H., Avery-Knodel Inc., New York
McCurnin, L. L., KAUS Austin, Minn.
McDonald, Patt, WHHM Memphis, Tenn.
McGovern, S. H., KSO Des Moines, Iowa
McIntosh, Robert J., WJPS Evansville, Ind.
McKay, R. M., Jr., WKRM Columbia, Tenn.
McKenna, James A., Jr., Haley, McKenna & Wilkinson, Washington
McKinney, W. N., KELD El Dorado, Ark.
McTigue, Harry, WINN Louisville, Ky.

N

Nasman, Leonard E., WFMJ Youngstown, Ohio
Neary, John F., Lehigh Structural Steel Co., New York
Neely, Hal. G., Allied Record Manufacturing Co., Hollywood
Nelson, Linnea, J. Walter Thompson Co., New York
New, John W., WTAR Norfolk, Va.
Newcomb, Harold J., WRJN Racine, Wis.
Newens, William J., KOIL Omaha, Neb.
Nichols, Horace W., WHAI Greenfield, Mass.
Nolte, Vernon A., WHIZ Zanesville, Ohio
Nord, Evans, KELO Sioux Falls, S. D.
Nostrand, Lew Van, WMT Cedar Rapids, Iowa
Nunn, Gilmore N., Nunn Stations, Lexington, Ky.

O

O'Connell, John J., Associated Program Service, New York
Olin, Bruff, W., Jr., WQUA Moline, Ill.
Oliphant, Paul, WLAC Nashville, Tenn.
Olson, H. O., Collins Radio Co., Cedar Rapids, Iowa
Outler, John M., Jr., WSB Atlanta, Ga.
Owings, Dorsey, Broadcast Music Inc. New York

P

Page, Allan, KSWO Lawton, Okla.
Palmer, D. D., WHO Davenport, Iowa
Parker, Ken, SESAC Inc., New York
Pattee, Linwood, Broadcast Music Inc. New York
Paul, Sol, BROADCASTING-TELECASTING
Peden, Katherine, WHOP Hopkinsville Ky.
Pellegrin, Frank E., KSTL New York
Pengra, Marshall H., WATO Oak Ridge Tenn.
Peterson, C. B., The Branham Co., Chicago
Peterson, Edwin R., Keystone Broadcasting System Inc., Chicago
Petry, Edward, Edward Petry & Co., New York
Pett, Lewis, E., DuMont Laboratories, Clifton, N. J.
Phillips, C. F., WFBL Syracuse, N. Y.
Pinkerton, Jane, BROADCASTING-TELECASTING
Pittman, Chas. W., WBML Macon, Ga.
Potter, Ben H., WHBF Rock Island, Ill.
Potter, David, WNAE Warren, Pa.
Pratt, D., RCA Victor, Camden, N. J.
Pratt, Robert L., KGGF Coffeyville Kan.
Prejean, Louis S., WAFB Baton Rouge, La.
Pryor, Emerson J., WDVA Danville, Va.
Pyles, Richard L., WCSI-FM Columbus, Ind.

Q

Quaal, Ward L., Clear Channel Broadcasting Service, Washington
Quarton, William B., WMT Cedar Rapids, Iowa

(Continued on page 20)



WAKE UP

Your Farm Sales in KANSAS

Use the station that's the overwhelming favorite* with Kansas farm families —WIBW.

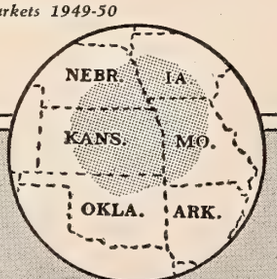
Sales results will amaze you because WIBW does a *double selling job.*

In addition to piling up sales in the prosperous farm market, WIBW "goes to town" in setting up new sales records among those agriculturally-minded communities with a population below 10,000—towns which make up 82% of the state's urban population.**

No wonder advertisers say, "WIBW is the most powerful selling medium in Kansas."

** Kansas Radio Audience 1949* *** Consumer Markets 1949-50*

W I B W



SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM
CBS

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

REVENUE?

is your F.M. station producing

Transit Radio is now under contract in 23 American cities. Many more are negotiating now. If Transit Radio is still open in your community, these facts will interest you:

1. TR gives the riders of public transportation a program they like. Surveys, uniformly conducted in major markets, show that 8 out of 10 riders like TR, the ninth is indifferent and only a small fraction objects. This is a remarkably high acceptance, as people never agree 100 percent on anything.

2. TR helps the transit company provide good and economical service by giving it a source of income in addition to fares. This is in the public interest.

3. TR gives the entire community the advantage of FM radio by supporting one or more FM radio stations; and the programs broadcast to buses and streetcars are received in homes, hotels, restaurants and elsewhere.

4. TR makes it possible for the drivers of buses and streetcars to know how best to meet emergencies, whether fires, storms or other disasters.

Thanks to Transit Radio, frequency modulation radio is given a new lease on life. It now bids fair to put FM in a secure place beside its older sister AM radio and TV.

Transit Radio offers to millions of Americans who prefer to use public transportation a radio service superior to that available in private cars.

The large audience in public transportation vehicles is more than adequate to produce good advertising revenue. There's an important plus FM audience in homes, factories and public places. Thus, the Transit Radio audience is sufficient to erect a firm financial foundation under at least one FM station in smaller communities and several FM stations in larger communities. We invite your inquiry regarding this exciting medium.

AVAILABLE IN ALL THESE MARKETS:

WFMZ, Allentown, Pa.
WMAR-FM, Baltimore, Md.
WBUZ, Bradbury Heights, Md. (and suburbs of Wash., D. C.)
WCTS, Cincinnati, Ohio and Covington, Ky.
KCBC-FM, Des Moines, Ia.
WMLL, Evansville, Ind.
WAJL-FM, Flint, Mich.
KPRC-FM, Houston, Tex.
WPLH-FM, Huntington, W. Va.
WJHP, Jacksonville, Fla.
KCMO-FM, Kansas City, Mo.
KBON-FM, Omaha, Neb.
WKJF, Pittsburgh, Pa.
KXOK-FM, St. Louis, Mo.
KTNT, Tacoma, Wash.
WTOA, Trenton, N. J.
WIBW-FM, Topeka, Kans.
WWDC-FM, Washington, D. C.
WIZZ, Wilkes-Barre, Pa.
WGTR-FM, Worcester, Mass.
Minneapolis-St. Paul

transit radio, INC.
New York, 250 Park Ave.
Chicago, 35 E. Wacker Dr.
Cincinnati, Union Trust Bldg.

MR. ADVERTISER . . . MR. TIMEBUYER

495 sponsors are already using Transit Radio. An imposing array of authenticated, documented case histories have taken Transit Radio out of the "experimental" stage and established it as a remarkable new medium that sells merchandise and delivers superior results at lower cost.

(a) A growing list of leading national advertisers using this new medium with conspicuous success—Miles Laboratories; Bristol-Myers; Swift & Co.; Fanny Farmer Candy Shops; Manhattan Soap Co.; Whitehall Pharmacal Co., and others.



(b) Many of the leading national advertising agencies are recommending Transit Radio to their clients—such as, J. Walter Thompson; BBD&O; Young and Rubicam; Duane Jones Co.; Doherty, Clifford & Shenfield; Sullivan, Stauffer, Colwell & Bayles; Foote Cone & Belding; McCann-Erickson; Ted Bates, Inc.; Leo Burnett Co.; Erwin Wasey & Co., etc.

We will be happy to show you, too, how you can effectively use this dramatic advertising medium—Transit Radio.

WBIG

"The Prestige Station of the Carolinas"

WBIG dominates "The Magic Circle"* having more of the 20 top Nielsen-rated programs than all other stations combined within a 50 mile radius of Greensboro.

5,000 watts
unlimited
CBS affiliate

gilbert m. hutchison
general manager

Represented by Hollingbery

* the richest and most populous area of North Carolina, the South's wealthiest and most progressive state.

Advance Registration, NAB Management Conference

(Continued from page 18)

R

Radford, Lewis C., Jr., DuMont Laboratories, Clifton, N. J.
Rasmussen, Lee Gordon, KAYL Storm Lake, Iowa
Reid, Robert H., International News Service, New York
Reinsch, J. Leonard, WSB Atlanta, Ga.
Reinschild, Carl, Columbia Transcriptions—Div. of Columbia Records, Inc., New York
Rembert, Clyde W., KRLD Dallas, Tex.
Reynolds, Donald W., KFSA Fort Smith, Ark.
Richards, G. P., WHBL Sheboygan, Wis.
Ridder, John W., WOHI East Liverpool, Ohio
Rine, William E., WWVA Wheeling, W. Va.
Rines, William H., WCSH Portland, Me.
Ringgold, Hanque, Edward Petry & Co., New York
Ripple, Wm. A., WTRY Troy, N. Y.
Robertson, B. G., KWKH Shreveport, La.
Robinson, King H., KATL Houston, Tex.
Rogers, Naylor, Keystone Broadcasting System Inc., Chicago
Rollo, Reed T., Kirkland, Fleming, Green, Martin & Ellis, Washington
Roscoe, W. S., Blaw-Knox Co., Pittsburgh, Pa.
Rosene, Marshall, WSAZ Huntington, W. Va.
Rosner, Bennett, S., RCA Victor Div., New York
Roth, Eugene J., KONO San Antonio, Tex.
Rowan, B. J., WGY Schenectady, N. Y.
Rothschild, Walter, WTAD Quincy, Ill.
Russell, Frank M., WRC Washington
Russell, James D., KVOR Colorado Springs, Col.
Russell, Percy H., Jr., Kirkland, Fleming, Green, Martin & Ellis, Washington
Rutledge, John T., WVJS Owensboro, Ky.
Ryan, J. Harold, WSPD Toledo, Ohio
Ryan, William B., KFI Los Angeles
Ryder, J. Maxim, WBRY Waterbury, Conn.

S

Safford, Harold, WLS Chicago
Sague, S. R., WSRS Cleveland, Ohio
Scharfeld, Arthur W., lawyer, Washington
Schroeder, Arthur H., Miller & Schroeder, Washington
Schroeder, Frank C., Jr., WDZ Decatur, Ill.
Schudt, William A., Jr., CBS, New York
Seebeck, Charles E., WTON Staunton, Va.
Shaffer, Roger A., WSPA Spartanburg, S. C.
Shafto, G. Richard, WIS Columbia, S.C.
Shaw, Glenn, KLX Oakland, Calif.
Shein, Alice, WBTH Williamson, W. Va.
Shields, Arthur T., WLDY Ladysmith, Wis.
Shouse, James D., WLW Cincinnati
Simms, Raymond C., Erwin, Wasey & Co. Inc., New York
Sinn, John L., World Broadcasting System, New York
Sipes, Leon M., KELD El Dorado, Ark.
Slavick, H. W., WMC Memphis, Tenn.
Smiley, David E., WDAE Tampa, Fla.
Smith, J. Kelley, CBS, New York
Smith, Joe L., Jr., WJLS Beckley, W. Va.
Smith, Harry Mason, WLW Cincinnati
Smith, Hugh M., WCOV Montgomery, Ala.
Smith, Ken, Allied Record Mfg. Co., Hollywood
Smith, T. A., RCA Victor, Camden, N.J.
Snyder, Glenn, WLS Chicago
Soule, F. C., WFBL Syracuse, N. Y.
Soule, O. P., KTFI Twin Falls, Ida.
Southmayd, John P., attorney, Washington
Sowell, F. C., WLAC Nashville, Tenn.
Spann, June, and Spann, Melvin P., KXLR Little Rock, Ark.
Sparnon, Kenneth, Broadcast Music Inc., New York
Spokes, A. E., WJOY Burlington, Vt.
Springgate, V. N., KXOK St. Louis, Mo.
Squire, Burt, Broadcast Music Inc., New York
Steele, V. J., WVJS Owensboro, Ky
Stewart, Elliott A., WIBX Utica, N. Y.
Storer, George B., WSPD Birmingham, Mich.
Stough, Parker, Bruce Eells & Assoc. Inc., Hollywood
Stovin, Horace N., Radiotime Inc., Chicago
Streibert, Theodore C., WOR New York
Strine, Leroy K., WORK York, Pa.
Strouse, Ben, WWDC Washington
Sullivan, Donald D., WNAX Yankton, S. D.

T

Taft, Hulbert, Jr., WKRC Cincinnati
Taishoff, Sol, BROADCASTING-TELECASTING.
Tarter, George L., KCRC Enid, Okla.
Taylor, Herbert E., Jr., Allen B. DuMont Laboratories Inc., Clifton, N. J.
Taylor, J. P., RCA Victor, Camden, N. J.
Teich, Walter J., KROS Clinton, Iowa
Terry, Hugh B., KLZ Denver, Col.
Testut, Richard S., Associated Program Service, New York
Thorwald, John, KWBE Beatrice, Neb.
Tichenor, Dudley, WKBW Buffalo, N.Y.
Tilton, Allen C., Wincharger Corp., Sioux City, Iowa
Tincher, Robert R., WNAX Yankton, S. D.
Thomas, C. L., KXOK St. Louis, Mo.
Thomas, Eugene S., WOIC (TV) Washington
Thompson, Bill, BROADCASTING-TELECASTING
Thompson, James L., Edward Petry & Co., Chicago
Thompson, Marvin I., WIBK Knoxville, Tenn.
Timlin, Joseph F., The Branham Co., New York
Timothy, B. P., Avery-Knodel Inc., Chicago
Todd, Jack, KAKE Wichita, Kan.
Tompkins, Merritt E., Broadcast Music Inc., New York
Tracy, E. C., RCA Victor, Camden, N.J.
Trainor, M. A., RCA Victor, Camden, N. J.
Trautfelter, J. H. L., WFBR Baltimore, Md.
Trommlitz, L. W., KERG Eugene, Ore.
Tuhy, Stephen, Jr., attorney, Washington
Tye, Keith, KVER Albuquerque, N. M.

U

Ulmer, Jas. G., KGKB Tyler, Tex.
Unger, Alvin E., Frederic W. Ziv Co., Cincinnati
Uridge, Owen F., WQAM Miami, Fla.

V

Vadeboncoeur, E. R., WSYR Syracuse, N. Y.
Voynow, Edward E., Edward Petry & Co., Chicago

W

Wade, Ralph E., KOAM Pittsburg, Kan.
Wagenvoord, Fred W., KCRG Cedar Rapids, Iowa
Wagstaff, Walter E., KIDO Boise, Ida.
Wailes, Lee B., WWVA Birmingham, Mich.
Walker, Larry, WBT Charlotte, N. C.
Wall, Charles A., Broadcast Music Inc., New York
Walter, John M., and Walter, Mary M., WJPG Green Bay, Wis.
Wannamaker, Allen E., WGTM Wilson, N. C.
Ward, J. T., WLAC Nashville, Tenn.
Wardell, J. Gordon, KGBX Springfield, Mo.
Ware, William E., KSTL St. Louis, Mo.
Watts, W. W., RCA Victor, Camden, N. J.
Waugh, Irving C., WSM Nashville, Tenn.
Wayland, Charles V., attorney, Washington
Webb, Frank V., KFH Wichita, Kan.
Weed, C. C., and Weed, Joseph J., Weed & Company, Chicago
Wehrmann, H. F., WTPS New Orleans, La.
Weil, Ralph N., WOV New York
Weis, Pierre, Lang-Worth Feature Programs, New York
Wells, K. G., KGBX Springfield, Mo.
Wentworth, Ralph C., Broadcast Music Inc., New York
Westlund, Arthur, KRE Berkeley, Calif.
Whaley, Storm, KUOA Siloam Springs, Ark.
Wheelahan, H., WSMB New Orleans, La.
Wheeler, LeMoine C., WHEC Rochester, N. Y.
White, Paul G., WEIR Steubenville, Ohio
Whiting Lee I., KEYD Minneapolis
Whitlock, E. S., WRNL Richmond, Va.
Wiig, Gunnar O., WHEC Rochester, N. Y.
Wilder, Harry C., WSYR Syracuse, N. Y.

(Continued on page 106)

WEED

and company



RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO

DETROIT • SAN FRANCISCO

ATLANTA • HOLLYWOOD

Official NAB Management Conference Agenda

Monday, April 17 (9:30 a.m.-12 noon)

Opening remarks—Matthew Bonebrake, chairman, FM Committee.

SPECIALIZED ADAPTATIONS OF FM BROADCASTING—

"Functional Music"—Howard Lane, director of broadcasting, Field Enterprises, Chicago.

"Transit Radio—A Retail Medium"—C. L. Thomas, president, Transit Radio, St. Louis.

"Advertising's Biggest Challenge to Radio; How FM Will Meet It"—Stanley Joseloff, president, Storecast Corp. of America, New York.

"FM Networking" — Matthew Bonebrake, general manager, KOCY and KOCY-FM Oklahoma City, Oklahoma.

"Summary of FM's Special Services—How to Use One or All"—Edward Wheeler, president, WEAW Evanston, Ill., and WOKZ and WOKZ-FM Alton, Ill.

HOW TO BUILD THE FM AUDIENCE AND SELL IT—

"Why I Duplicate"—Merrill Lindsay, general manager, WSOY and WSOY-FM, Decatur, Ill.

"Why I Do Not Duplicate"—Robert Dean, president and general manager, KOTA and KOTA-FM Rapid City, S. D.

HOW TO MEASURE THE FM AUDIENCE—Dr. Kenneth H. Baker, acting president, BMB.

QUESTION AND ANSWER PERIOD—

FM Panel—Messrs. Lane, Thomas, Joseloff, Lindsay, Dean and the following members of the FM Committee: Messrs. Bonebrake and Wheeler; Everett Dillard, general manager, WASH (FM) Washington; Frank Fletcher, co-owner of WARL and WARL-FM Arlington, Va.; Victor Diehm, president and general manager, WAZL and WAZL-FM Hazleton, Pa.; Josh Horne, president, WCEC and WFMA Rocky Mount, N. C.

Monday, 12 noon—Luncheon in the Grand Ballrom. Presiding: Howard Lane, WJJD Chicago, Chairman of NAB Board's Convention Sites & Policy Committee. OPENING THE CONVENTION—Justin Miller, president, NAB . . . and a bow to BMI on its Tenth Anniversary.

1:30 p.m.—Eighth Street Theatre. THE AMERICAN BROADCASTER'S RESPONSIBILITY in World Affairs—Speaker to be announced.

2:30 p.m.—THE AMERICAN BROADCASTER'S RESPONSIBILITY in Industry—Herman W. Steinkraus, president, U. S. Chamber of Commerce.

3:30 p.m.—THE AMERICAN BROADCASTER'S RESPONSIBILITY in Labor Relations — Labor Management bor Relations — LABOR - MANAGEMENT PANEL—Judge Miller presiding. Representing Labor—Daniel W. Tracy, president, International Brotherhood of Electric Workers (IBEW); A. Frank Reel, executive secretary, American Federation of Radio Artists (AFRA). Representing Management—C. L. Thomas, general manager, KXOK and KXOK-FM St. Louis; Harold Essex, vice president and managing director, WSJS, Winston-Salem, N. C.

Tuesday, April 18, 9:30 a.m.—Eighth Street Theatre. THE AMERICAN BROADCASTER'S RESPONSIBILITY in His Own Profession—Membership meeting — Presiding Judge Miller. BMB Discussion — Dr. Kenneth H. Baker, discussion chairman.

Other Business.

NOTE: Only those bearing NAB Certification Cards will be admitted to Active Member Section of Theatre's Main Floor. If you are entitled to such certification and do not have an identity card, see attendant at Certification Desk, Mezzanine Floor.

12:30 p.m.—Luncheon in the Grand Ballroom. THE AMERICAN BROADCASTER'S RESPONSIBILITY to His Government—Presiding Judge Miller. Hon. Wayne Coy, Chairman, FCC.

2:30 p.m.—Eighth Street Theatre—THE AMERICAN BROADCASTER'S RESPONSIBILITY in World Economics—Hon. Paul G. Hoffman, Administrator, Economic Cooperation Administration.

3:30 p.m.—THE AMERICAN BROADCASTER'S RESPONSIBILITY in Agriculture — H. E. Babcock, author, businessman and farmer.

7 p.m.—Normandy Lounge—Reception.

7:30 p.m. — Grand Ballroom, Annual Banquet.

Wednesday, April 19 — Eighth Street Theatre, 10 a.m.—Television Session, Presiding Dave Garroway. "The Morning After"—Kukla, Fran and Ollie, NBC; "A Show a Day"—Burr Tillstrom; "NAB - TV" — Eugene Thomas, manager, WOIC (TV) Washington.

PANEL — Theme—"The Show's the Thing"—"I Watch It"—Jack Mobley, Radio & TV editor, Chicago Daily News, speaking for public; "I Produce It Nationally"—Ernest Walling, producer, NBC, speaking for network; "I Produce It Locally"—Robert D. Swezey, manager, WDSU New Orleans, speaking for station. Ideas and questions from floor. "Welcome to Show Business."

PANEL—Theme—"The Profit Motive"—"TV Has Paid Off for Me"—Jim Moran, Motor Sales Inc., Chicago, speaking for advertiser; "It Must Pay Off for My Clients"—Marion Harper Jr., president, McCann-Erickson Inc., speaking for agency; "And It Must Pay Off for Me"—William B. Ryan, manager, KFI Los Angeles, speaking for station. Ideas and questions from the floor. "Our Television Privilege"—Robert C. Tait, president, Stromberg-Carlson Co., Rochester.

OFFICIAL LIST NAB ASSOCIATE MEMBER EXHIBITS AND RECEPTION ROOMS

Exposition Hall located Lower Level Stevens.

All rooms in Stevens unless specified

EQUIPMENT MANUFACTURERS

Altec Lansing Corp. 504A
Amperex Electronic Corp. 557A
Ampex Electric Corp. 553A
Andrew Corp. ..... Space
Collins Radio Co. ..... Space 1
Allen B. DuMont Lab. ..... Space
Emsco Derrick & Equipment Co. Drak
Fairchild Recording Equipment Corp. 548A
Federal Telephone & Radio Corp. 52
Gates Radio Co. ..... Space 1
General Electric Co. 210
Spaces 7, 8
General Precision Lab. 521
Space 1
Gray Research & Development Co. 56
Graybar Electric Co. 504A
International Derrick & Equipment Co. 539A
Machlett Labs. 504A
Magnecord Inc. 537A
McIntosh Engineering Lab. 537A
Multipulse Sales Co. 550A
Musicolor Inc. 526A
Presto Recording Corp. 51
Radio Corp. of America 507
Space 1
Raytheon Mfg. Co. ..... Space 1A
Westinghouse Electric Corp. 509A
Wincharger Corp. 551A

RESEARCH ORGANIZATIONS

C. E. Hooper Inc. 2300

NETWORKS

ABC 1005A
CBS 1805A
MBS 2316



As clear as a winter's night...

NBC 700

NEWS SERVICES
INS-INP Television Dept. 553

SERVICE ORGANIZATIONS
Broadcasting-Telecasting 1206
Keystone Broadcasting System .. 521A
Radio Television Publicity Corp. 529
Radiotime 561
Standard Rate & Data Service .. 519A

STATION REPRESENTATIVES
Avery-Knodel 1005
John Blair & Co. 2320
Bolling Co. 633
Branham Co. 1900
Free & Peters 1706
George P. Hollingbery Co. 1905A
Katz Agency 2000
Robert Meeker Assoc. .... Blackstone
Edward Petry & Co. 1700
Paul H. Raymer Co. ..... Blackstone
Weed & Co. 2306A

TRANSCRIPTION COMPANIES AND PROGRAM SERVICES
Allied Record Mfg. Co. 2229
Associated Program Service 1506A
Broadcasting Program Service... 524A
Capitol Records Inc.
Broadcast Division 532A
Columbia Transcriptions 509
Bruce Eells & Assoc. 542A
Harry S. Goodman Radio & Television Productions 515A
Lang-Worth Feature Programs .. 512A
D. P. MacGregor Electrical Transcriptions 502
Charles Michelson Inc. 560A
RCA Recorded Program Services .. 512
SESAC Inc. 530A
Space 2A
Standard Radio Transcription Services 557
World Broadcasting System 500
Frederic W. Ziv Co. 500

Milestones . . .

► WMCP (FM) Baltimore celebrated its second anniversary March 15. During a two-hour program aired especially for the event, messages of congratulation received from government and civic leaders, FCC officials, radio talent and other stations were aired. Many celebrities were present in person.

► St. Patrick's Day was an occasion of double significance at KWK St. Louis because on that day the station marked its 23d anniversary.

► An anniversary broadcast from the main intersection of Wichita Falls, Tex., helped Bill Hood celebrate his 4,000th broadcast of *The Man-on-the-Street* show over KFDX that city.

► Ten American Beauty roses, one for each year she has been broadcasting, were presented to Heloise Parker Broeg, who has conducted *Food Fair* on WEEI Boston for that length of time.

► CBS *Invitation To Learning* April 2 celebrated its 10th year on the air. By way of observing the anniversary, the network has started a 27 week "Tenth Anniversary Series" based on subject matter of programs heard the first year *Invitation* was aired.

► Monday, April 3, marked the sixth anniversary of Ruth Crane's *Modern Woman* program over WMAL Washington. The show is heard 11:30-12 noon Mon.-Fri.

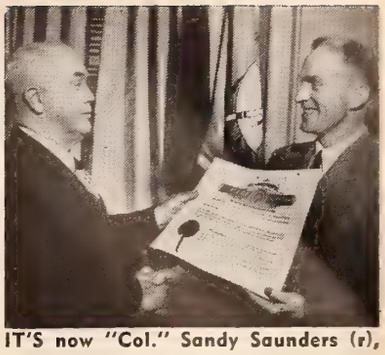
► Around-the-clock broadcast helped WSFA Montgomery, Ala., celebrate its 20th anniversary March 31 and April 1. In 1930 the station first took the air on March 31, with formal opening on April 1.

► A novel party, at which food was served on discs of former shows, place cards were made from old scripts and favors were made up of sound effects used in past productions, marked the 150th broadcast of *Knowledge in Action.* Show is produced by U. of Denver, and aired over KVOD that city in cooperation with the Rocky Mountain Radio Council.

► Harvey Olson, program manager of WDRC Hartford, Conn., is observing his 15th anniversary with the station this month.

► WSJS Winston-Salem, N. C., celebrates its 20th anniversary today (April 17). An NBC affiliate operating on 600 kc with 5 kw, WSJS is licensed to Piedmont Publishing Co., publisher of Winston-Salem *Journal* and *Twin City Sentinel.* Station began FM operation in 1947 and currently has television application pending for Channel 6. Officers include Gordon Gray, president, and Harold Essex, general manager. Mr. Gray, resigning Secretary of Army, becomes president of U. of North Carolina Sept. 1. Meanwhile, he is serving as special assistant to President Truman.

► Third anniversary of Continental FM Network was celebrated Sunday, March 27, with debut of a new discussion series conducted by St. Johns College, Annapolis, Md., under the title, *Background of Democracy.* Series is heard on 20 Continental stations, Sunday, 6:30 p.m.



IT'S now "Col." Sandy Saunders (r), as the farm director of WKY Oklahoma City, is presented with a commission of full colonelcy on the governor of Oklahoma's staff by James E. Berry, lieutenant-governor. Col. Saunders, who is heading the 31-day WKY farm tour through Central and South America [BROADCASTING, Feb. 6], was delegated full authority to represent Oklahoma in the 19 countries to be visited.



Ever hear the moan of a train whistle, far off on a cold winter's night? A memorable sound, isn't it? Distant and near at the same time... distinctive in a way nothing else seems to duplicate.

Nothing *can* duplicate the subtle innuendos of sound except the very finest in recording equipment. And, for that, there is no instrument like a PRESTO recorder. Disc or tape, PRESTO equipment is without equal for quality, full tonal response, and long, reliable performance. Disc or tape, PRESTO is the finest you can buy.

PRESTO
RECORDING CORPORATION
Paramus, New Jersey
Mailing Address: Box 500, Hackensack, N. J.

IN CANADA:
Walter P. Downs, Ltd.
Dominion Square B dg.
Montreal, Quebec

OVERSEAS:
M. Simons Company, Inc.
25 Warren Street
New York, N. Y.

the Long Island story

LATEST CONLAN RADIO REPORT
— SHARE OF AUDIENCE —

	Morning Periods	Afternoon Periods
"A" Network— 50 Kw.	27.6	26.5
WHLI	**26.7**	**25.9**
"B" Network— 50 Kw.	10.2	8.1
"C" Network— 50 Kw.	14.3	14.3
"D" Network— 50 Kw.	10.8	13.1
"E" Independent— 50 Kw.	2.0	2.2
"F" Independent— 10 Kw.	2.3	1.5
All Others—FM-TV	6.1	8.4

Survey Periods: Monday thru Sunday—8:00 A.M. to 5:30 P.M.—February 1950, Hempstead, Long Island, New York.

• AND IN HEMPSTEAD 63% B M B •

"THE VOICE OF LONG ISLAND"
WHLI 1100 on your dial
WHLI-FM 98.3 MC
HEMPSTEAD, LONG ISLAND, N.Y.
ELIAS I. GODOFSKY, President

Agencies



DEAN R. AVERY, manager of Young & Rubicam's Mexico office, appointed vice president and general manager of Young & Rubicam, Mexico, S. A. **JAMES B. STANTON** named vice president in charge of plans and merchandising, and **LUIS GURZA** appointed vice president in charge of radio and TV.

DICK DEXTER appointed merchandising director in Chicago office of Sherman & Marquette. He formerly was with Kellogg Co., Battle Creek, Mich.

E. GORDON LANE appointed in charge of new business operations in New York-middle-Atlantic area for James Thomas Chirurg Co., New York, effective May 1. He has been general manager of Boston office of firm for past several years.

EDWARD F. BUXTON, former copy supervisor of Ellington & Co., New York, joins copy department of Kenyon & Eckhardt, New York.

DON DOBKIN joins Lancaster Adv., New York, as copy chief and account executive. He formerly had been with Wiley, Frazee & Davenport Inc., New York.

JAMES PHILLIPS, formerly head of L. Foster Adv., Los Angeles, joins Phil D. McHugh Co., Beverly Hills, Calif., as account executive.

W. ROBERT MITCHELL, for last five years vice president in charge of creative work and service on domestic accounts in New York office of Grant Adv. Inc., and before that account executive with McCann-Erickson, New York, joins Lawrence Boles Hicks Inc., New York, as vice president.

HERBERT SALINGER joins copy staff of Ruthrauff & Ryan, Chicago. He worked previously for RKO Pictures, same city.

ROSINA LEWIS TODD, formerly with Buchanan & Co., Los Angeles, joins Brisacher, Wheeler & Staff, that city, as media director. **STANLEY PFLAUM** joins agency as vice president in charge of plans. For past 15 years he has been president of Stanley Pflaum Assoc., Ltd., national advertising and sales counsel agency, headquartered in Chicago.

FRED FREELAND, former television director of Ruthrauff & Ryan, Chicago, joins Galbreath Picture Productions, Ft. Wayne, Ind. He will continue to produce TV films for R&R and serve agency as consultant and freelance director.

RUTH L. RATNY joins radio and television department of LeVally, Chicago. She worked previously at Ruthrauff & Ryan and Foote, Cone & Belding, both Chicago.



MAPPING plans for opening of West-Marquis Inc.'s Long Beach, Calif., branch office on May 1 are (l to r): Seated, Jack Horner, newly appointed office manager; John R. West, advertising agency's president, and Oliver F. McFadden, who will serve as account executive and art director; standing, George Wolfe, W-M's radio and TV director, and Pat O'Rourke, of agency's publicity and public relations staff. Acquisition of facilities at Long Beach adds that branch to other offices maintained by the agency in Los Angeles, San Francisco, Portland, Ore., and Seattle. Mr. Horner formerly managed Long Beach Retailers Associated Offices at 602 Pacific Ave., where Mr. McFadden operated his own agency the past five years, and which will be used by W-M.

IN DES MOINES

5 MONTH AVERAGE SHOWS STARTLING TREND IN HOOPER RATINGS!

KSO is the only network station in Des Moines to show an increase in Hooper share of the audience—5 months, October through February, as compared with same period last year. All other network stations suffered a loss.

Percentage Gain or Loss

STATION B	— 7.0%
STATION C	—22.0%
STATION D	— 15.4%
KSO	**+24.2%**

Based on 5 month Hooper Fall-Winter report, T. R. P., as compared with same report last year.

PERCENTAGE KSO GAIN OVER ALL STATIONS

STATION B	— 7.0%	STATION C	—22.0%	STATION D	—15.4%
KSO	+24.2%	KSO	+24.2%	KSO	+24.2%
KSO gains	31.2%	KSO gains	46.2%	KSO gains	39.2%

Based on 5 month Hooper Fall-Winter report, T. R. P., as compared with same report last year.

This remarkable change is a definite indication that in Des Moines the overwhelming trend is to KSO.

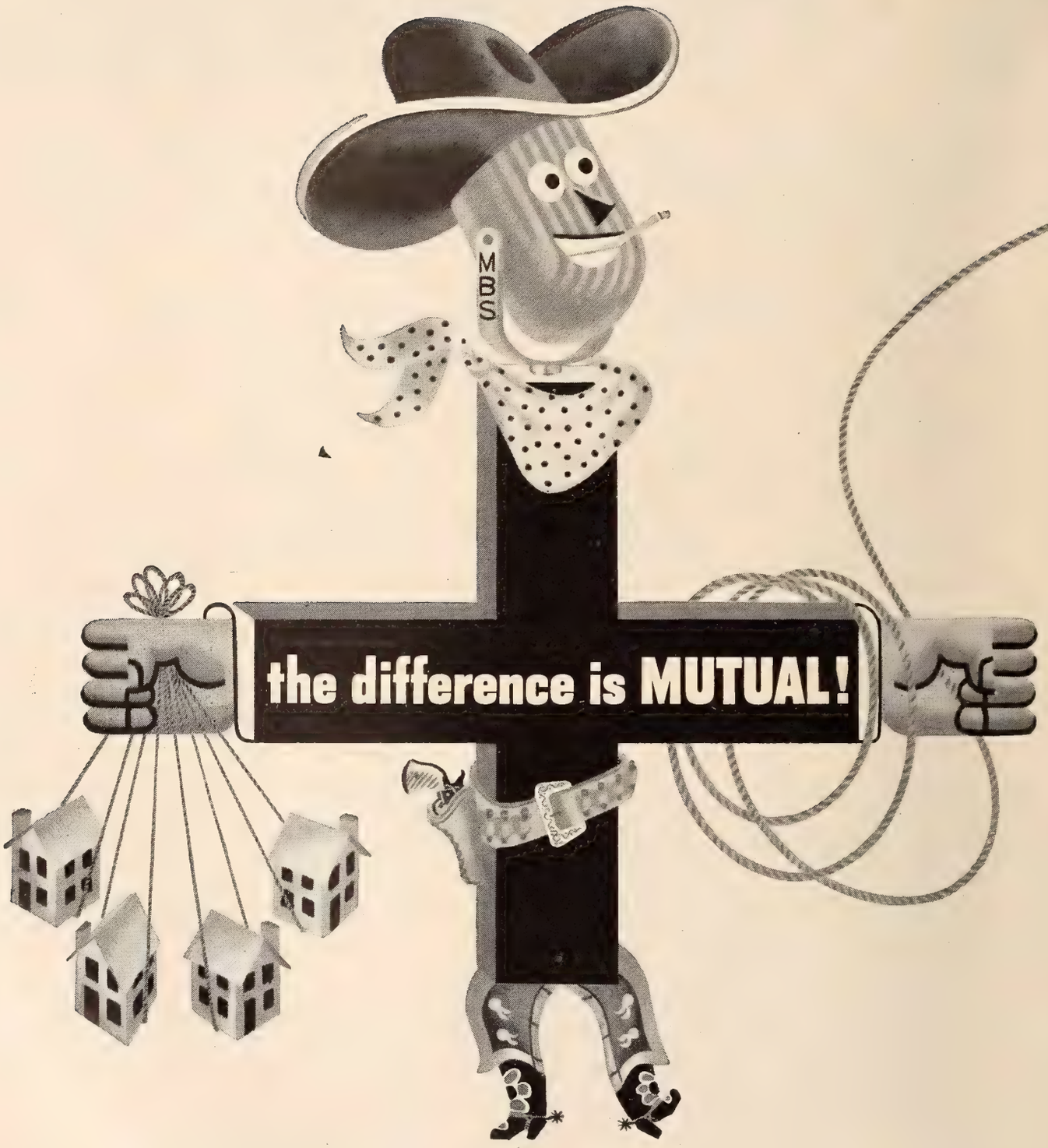
KSO

5000 watts 1460 kilocycles

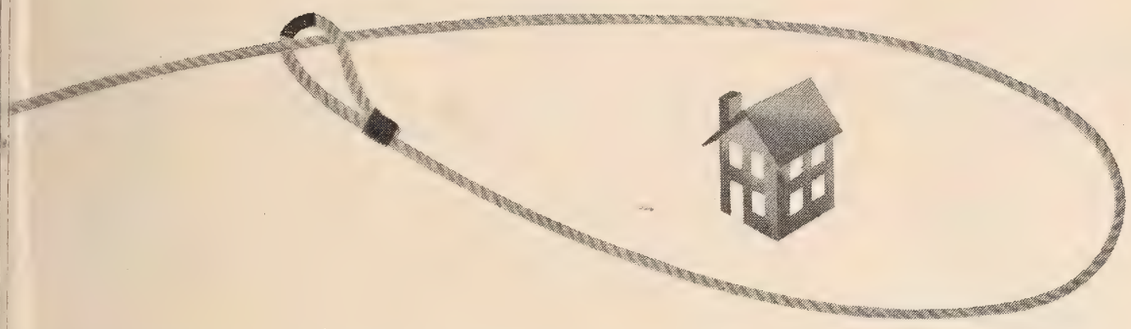
CBS for Central Iowa

K. H. MURPHY, President
S. H. McGOVERN, Gen. Mgr.
HEADLEY-REED, Nat. Rep.

How to Get



Every Fifth Radio Home . . . FREE



After serving as the "different" network for over 15 years, we now find that difference *branded*—in earthy, fiscal terms—by the authoritative Mr. A. C. Nielsen. His studies reveal that the price of four radio homes on other networks will get you five on Mutual. In terms of actual audience *millions*, this plus can shape a Rainier-size peak on your sales horizon.

One thing we like about the Nielsen "Homes per Dollar" Index is that it reports just that. It takes full note of ratings, but it keeps an equally clear eye on the *cost* of each rating. By dividing net time *and* talent costs into homes actually delivered, it comes up with data to warm the heart of any comptroller.

Another thing we like about the Index is the way it weighs all four networks—strictly by homes-per-dollar—during the full 12 months of January through December, 1949:

Average Once-A-Week Commercial Program on	Radio Homes Delivered per Dollar of Actual Cost
All 4 Networks	281
Other 3 Networks	275
MUTUAL	**338**

Based on Total Audience data. Programs sponsored by religious organizations omitted.

Here is dollars-and-sensible proof of the matchless economy of network radio . . . the nation's only true mass medium. Here, too, is challenging evidence of how much more *your* radio program can accomplish on this "different" network.

The Difference is MUTUAL!

+

REMEMBER THESE OTHER MUTUAL PLUS-DIFFERENCES:

Lowest Costs, Hookup by Hookup, of All Networks.
500 Stations; 300 the Only Network Voice in Town.
Maximum Flexibility for Custom-Tailored Hookups.
'Where-To-Buy-It' Cut-Ins Available at No Extra Cost.

the **mutual** broadcasting system



willie Wish

IS STEALING MOST OF THE THUNDER
IN INDIANAPOLIS SINCE WE'VE MOVED*

the reason: a sensational parade of hit shows

PROGRAMMED LOCALLY

The "sold out" sign hanging on our door is quite common these days here at WISH. Hoosier listeners *like* Hoosier talent and don't mind saying so. In fact, they keep pushing WISH advertisers' sales figures higher and higher.

Keep your eye on Willie Wish. He's stealing the show in Indianapolis.

*New Studios—1440 N. Meridian St.

Wish ABC Affiliate
INDIANAPOLIS
GEORGE J. HIGGINS, *Manager*
FREE & PETERS, *National Representatives*

New Business



NORTH POLE COLD STORAGE & ICE Co., Pittsburgh (North Pole's Real Ice Cream), appoints Wasser, Kay & Phillips Inc. to handle its advertising. Radio will be used.

BONNEE FROZEN FOODS Co., St. Louis, appoints Oakleigh R. French & Assoc., same city, to handle advertising on Bonnee Buttered Beef Steaks. Radio and television tests are being conducted in local markets. **G. GORDON HARTSLET** is account executive.

GUNTHER BREWING Co., Baltimore (beer and ale), began sponsorship April 8 of reportedly first simulcast of racing event—Havre De Grace racing meet which will continue for 16-day period. Two TV stations, WBAL-TV Baltimore, and WNBW (TV) Washington, and five radio stations being used. Agency for brewing company is Ruthrauff & Ryan, Baltimore.

ATLANTIC CITY RACING Assn., Pleasantville, N. J., appoints Wallace Orr Inc., Philadelphia, to handle its advertising. Plans include radio and television spots.

SCARFENET Co., Los Angeles (hair scarfs), starts 13-week TV spot announcement campaign on seven TV stations with plans for five more markets by month's end. Currently three-weekly spots placed on KLAC-TV, one weekly on KTTV (TV), both Los Angeles; two weekly each KFMB-TV San Diego, WMBR-TV Jacksonville, WGN-TV Chicago, KPHO-TV Phoenix, KSD-TV St. Louis. Markets mulled: Minneapolis, Newark, New York, San Francisco, Salt Lake City, Newark. Agency: Stodel Adv. Co., Los Angeles.

INTERNATIONAL HARVESTER Co. (International Harvester Trucks), launches 10-week campaign on Midnight Sun Broadcasting Co. stations, KFAR Fairbanks and KENI Anchorage, Alaska. Live spot announcements are scheduled five times weekly on both stations. Agency: Young & Rubicam, Chicago.

PROCTER & GAMBLE, Cincinnati, introduces new laundry product, Cheer, in two market areas, Kansas City and Syracuse. Radio will be used. Young & Rubicam, New York, is handling campaign.

GENERAL CONTROLS, Glendale, Calif. (automatic pressure, temperature, level and flow controls manufacturer), increases TV spot campaign to 11 stations with one spot weekly for 26 weeks on KING-TV Seattle. Currently carrying spots are WGN-TV Chicago, WXEL Cleveland, KRLD-TV Dallas, WJBK-TV Detroit, WDAF-TV Kansas City, KECA-TV Los Angeles, WTMJ-TV Milwaukee, WCAU-TV Philadelphia, KPIX (TV) San Francisco, KSD-TV St. Louis. Agency: Hixson & Jorgensen Inc., Los Angeles.

DIAMOND T MOTOR CAR Co., Chicago (trucks), plans TV spot series starting in three markets and expanding nationally. **STUDEBAKER CORP.** to expand present four-market TV series. Agency for both firms, Roche, Williams & Cleary, Chicago.

Network Accounts • • •

ADMIRAL Corp., Chicago, and **P. LORILLARD Co.**, New York, renew sponsorship of *Stop The Music*, ABC-TV Wednesday, 8-9 p.m. Admiral Corp., for television sets and home appliances, has sponsored 8-8:30 p.m. segment of program and Lorillard, for Old Gold cigarettes, the 8:30-9 p.m. portion, for past year. Cigarette firm signs for additional 52-week period through Lennen & Mitchell, New York, while Admiral buys its portion of program for an initial 13 weeks through Kudner Agency Inc., New York.

INTERSTATE BAKERIES Corp. of Los Angeles renews Frederic W. Ziv package, *Cisco Kid*, for 52 weeks on eight Don Lee network stations.

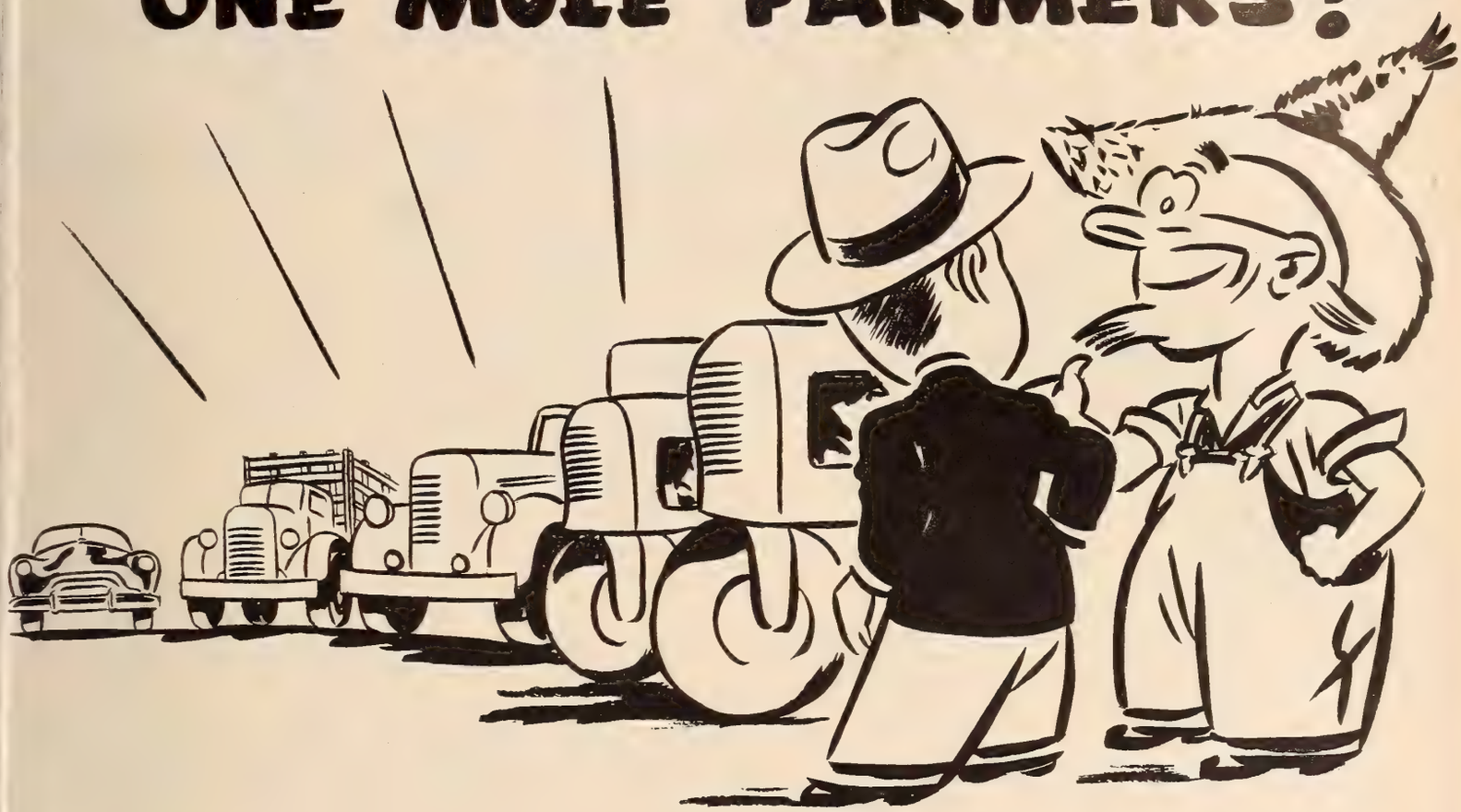
GILLETTE SAFETY RAZOR Co., Boston, sponsors broadcast of Tanforan Handicap, April 22 on 13 Columbia Pacific Network stations, 5-5:30 p.m., PST. Agency: Maxon Inc., New York.

Adpeople • • •

WILLARD P. SEIBERLING, secretary of Seiberling Rubber Co., elected a director of company.

TED PALMER, formerly with Kastor, Farrell, Chesley & Clifford, New York, where he was assistant to president and radio and television director, appointed assistant advertising manager of Pepsodent Div. of Lever Bros. Co., New York.

"NO, WE AIN'T EXACTLY 'ONE MULE' FARMERS!"



EVERYBODY knows that most Northwestern farmers make big money, but our Red River Valley hayseeds make *fabulously big dough!* ($1,750 per family above the national average.) What's more, they spend it!

When it comes to *how* to spend it, and what for, WDAY is the most persuasive voice in the area.

Here are the Dec. '49—Jan. '50 Hooper comparisons:

	Weekday Share of Audience		
	Morning	Afternoon	Evening
WDAY	**63.9%**	**69.1%**	**66.7%**
Station "B"	20.6%	11.7%	13.3%
Station "C"	6.3%	11.6%	9.6%
Station "D"	4.9%	1.7%	7.7%
Station "E"	4.8%	6.1%	

Mail-pull figures prove that WDAY gets an equally large and loyal listenership in *rural* areas!

Write to us or ask Free & Peters for all the dope about amazing, 27-year-old WDAY. You'll be *glad* you did!

WDAY

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS



FREE & PETERS, INC.
Exclusive National Representatives

PRN

MEET THE NETWORK THAT WAS MOTHERED BY *NECESSITY*...

THE PACIFIC REGIONAL NETWORK

Newcomers to California since 1940 alone represent a LARGER consumer group than the ENTIRE population of 38 other states. This fast flowing tide of new residents (3,833,000 in 10 years) has boosted California to second place in retail sales.*

This mass population shift has created new problems for national and regional advertisers, requiring reshuffling of advertising allocations and the development of **new advertising channels** to SEEK OUT and sell the consumer. Existing California media lacked the flexibility, the extensive and INTENSIVE statewide coverage to cope with this vast and ever-expanding consumer group. That's why we say the Pacific Regional Network was mothered by necessity.

***SRDS CONSUMER MARKETS 1949-50**

RETAIL SALES POTENTIALS:

NEW YORK	$13,792,000,000
CALIFORNIA	$11,080,000,000
PENNSYLVANIA	$8,504,000,000
ILLINOIS	$7,771,000,000

EXACTLY WHAT IS PRN?

A network of standard broadcast stations in virtually every significant market in California, linked by high fidelity Frequency Modulation transmission, and united SOLELY to provide national and regional advertisers with complete coverage of this rich state.

WHAT ARE THE ADVERTISERS' ADVANTAGES IN USING PRN?

- **Economy—a saving of 20 percent of time costs and elimination of line charges**
- **A single, easy-to-control, easy-to-promote program**
- **Local station listening loyalty**
- **Sales impact through "where to buy it" cut-ins from the local announcer**
- **Flexibility, free selection of stations, tailor-made coverage**
- **Time-saving convenience through a single purchase and single billing**

If you are looking for a better way to reach and SELL the 10,730,000 consumers in the nation's second retail sales area, write or wire for list of stations and complete details.

PACIFIC REGIONAL NETWORK

6540 SUNSET BOULEVARD, HOLLYWOOD, CALIFORNIA

CLIFF GILL, General Manager — HIllside 7406 — TED MacMURRAY, Sales Manager

Feature of the Week

MORE THAN 1,000 square dancers from at least 25 states are expected to whirl away in the first annual *Prairie Farmer*-WLS International Square Dance Festival at the Chicago Stadium next October. This is the prediction of General Manager Glenn Snyder and James E. Edwards, president of the Chicago station and *Prairie Farmer*.

WLS, which is underwriting the entire project, is working in close cooperation with the recreation division of the Chicago Park District and state recreation leaders to bring the dancers to the festival next fall. The event primarily is a service to square dancing, Mr. Snyder says, and secondarily a station promotion for which the board of directors recently set aside an initial $25,000.

The one-day festival, combining educational values with entertainment, will begin with an International Square Dance Leaders' Institute, at which recreation chiefs will discuss ways of promoting square dancing and will work out a terminology in calling that will apply to all parts of the country.



Blueprint for the dance festival is formulated by (l to r) Messrs. Edwards, Roy and Snyder.

* * *

The finale will climax the session, and will feature the 1,000 dancers in demonstrations and exhibitions of special dances and techniques, new ideas of production, including the use of "black light," and whirls and twirls native to particular sections of the country and to Canada. Stars of the WLS Chicago *National Barn Dance* will appear as guests,

(Continued on page 36)

On All Accounts

WHAT might have been a quiet non-ulcerous life amidst the cool ivy of a college campus was changed 23 years ago when Carl Tester picked up a penny from a tea room floor.

It was this seeming quest for gold that eventually resulted in Carl's present position of vice president and general manager, Philip J. Meany Co., Los Angeles, and account executive on Greenspot Inc.

This was no ordinary penny that changed the course of Carl's life. The coin had been dropped (accidently or purposely has never been determined) by a Miss Anne Lloyd, an undergraduate at Ohio State College where Carl was working towards his PhD. Upon its attainment, he planned to teach English literature. A year following his gallant act, however, Carl found himself marriage-minded, deserted the academic halls and former aspirations and sought a more "lucrative" field—and the hand of Miss Lloyd.



CARL

Having a bent towards commercial art and writing, he had no problem deciding upon advertising as his field. His introduction there had come three years previously, when he worked part-time for two years as commercial artist for Campbell-Sanford Adv. Co., Toledo, while an undergraduate at the U. of Toledo. (He has an AB in Arts received in 1927 to show for time spent there).

Upon leaving Ohio State, Carl joined a now defunct Toledo advertising agency as production manager. Three years later he became a northwest circulation representative for McGraw-Hill Book Co., working out of Toledo. Then, following a stretch as chief artist for the Toledo Glass Sign Co. and a short partnership in the manufacture of advertising specialties, he succumbed to the urge to "go West." And in 1937 the Testers found themselves in Los Angeles.

That, too, was well-timed. Doing the first round of 4-A agencies, Carl chanced into the office of Philip J. Meany just as a copywriter had announced his resignation. Carl got the job. In 1939 he was advanced to copy chief; in 1946 he became vice president and general manager of the agency.

As one who believes that radio has an impact that "cannot be duplicated," Carl is a good choice for supervisor of radio activities for Greenspot Inc. Now sponsoring

(Continued on page 36)

NEW YORK


F.W. MILLER


W.B. FABER


S.B. BEESON


W.B. DUNN


P.J. SULLIVAN


F.W. MILLER, JR.


F.T. BRESLIN


W.L. KOST


W.E. SHREWSBURY


H.R. POSTER


B.H. KEIT


D.J. FERRIS, JR.


E.N. SIMONS


H.L. BACHMAN


I.N. HARDINGHAM, JR.


C.A. HIGGINS

These are your Headley-Reed contacts

Representatives from each of our offices are here at the convention. We're located at the BLACKSTONE. Come on up, we'll be glad to see you.

SAN FRANCISCO


R.W. MITCHELL

CHICAGO


J.H. WRATH

HOLLYWOOD


G.H. LINDLEY


I.L. MORTON

ATLANTA


E.W. SWEATMAN, JR.


J.C. SCHULZ

DETROIT


H.V. BARRETT


F.B. RICE

HEADLEY-REED TV

HEADLEY-REED COMPANY

Cover Comments

EDITOR, BROADCASTING:

Congratulations on the new cover of BROADCASTING. It's swell to see an old friend in a new hat.

Walter Craig
V. P. Charge Radio-TV
Benton & Bowles
New York

* * *

EDITOR, BROADCASTING:

Congratulations on your new cover. It's a neat job.

George Durham
Media Director
Lever Bros.

* * *

EDITOR, BROADCASTING:

Congratulations on cleaning up your front cover. Modern styling for a modern book.

Clair R. McCollough
President
Steinman Stations

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

EDITOR, BROADCASTING:

Your new cover format is a great improvement.

Frank Stanton
President
CBS

* * *

Re: KTLN Purchase

EDITOR BROADCASTING:

In your April 3rd publication appears an article on page 66 concerning KTLN Denver, in which you state Alf M. Landon transferred the station to me for consideration of $5,000 and that I am present owner of 35% stock in KVLC in Little Rock.

I own 47% stock in KVLC Little Rock, and paid Mr. Landon $45,000 for KTLN Denver. I also propose to spend an additional $15,000 on improvements.

Leonard Coe
Manager
KVLC Little Rock, Ark.

[EDITOR's NOTE: We regret the error. The dollar mistake was a typo. Just shows how easy it is to run throug $40,000 these days.]

* * *

KDTH Tops WSSV

EDITOR, BROADCASTING:

Mr. Lowell, WSSV, [OPEN MIKE, March 27] suggested some body might make it five people i Little Theatre cooperation, by radio station. We can go further In the April production of "Ligh Up the Sky" by the Playmakers o this city, the following KDTH an KDTH-FM people will help ligh up: Vern Stierman, assistant pro gram director; Maurie Miller, an nouncer; Virginia Van Patten, mu sic director; Red "McGregor" Mc Aleece, sports director; Dom Good man, continuity editor; Bil Thomas, announcer; Marth Shorten, women's features direc tor; and the show is under the di rection of Arnie Stierman, progra director. Roger Kutsch, filin clerk, will act as call boy, and th whole production is sound engi neered by Bob Hancock, chief engi neer.

Anybody want to go further?

Arnie Stierman
Program Director
KDTH-AM-FM Dubuque, Iowa

* * *

Color Blues

EDITOR, BROADCASTING:

. . . They [FCC Commissioners are still considering the color T problem to the exclusion of every thing else. This goes on even thoug the technical aspects of color ar as confused as ever. Meanwhile FM stations are folding up by th dozen and AM applicants are losin the revenue that baseball broad casts, etc., would provide. This colo business is giving a lot of us re ink and a blue outlook—while w wait for the green light! . . .

Robert M. Beer
General Manager
WATG Ashland, Ohio

* * *

Champions FM

EDITOR, BROADCASTING:

. . . Why . . . are there not mor FM stations than AM now on th air? The answer, it seems, can b traced to two sources, the manu facturer and the broadcaster. FI has been steadily and cautiousl progressing for over a decad Television, on the other hand, ha mushroomed with nightmarish pr portions. Manufacturers, dealer broadcasters, and the public, c course, have demonstrated gre interest in television, and hav done their utmost to accelerate i growth. Because of this, FM which ultimately will be the onl truly acceptable form of radi broadcasting, was shoved into th background. Progress was furthe

(Continued on page 36)

TWO CITIES — SOUTH BEND AND MISHAWAKA — ARE THE HEART OF THE SOUTH BEND MARKET

The city of Mishawaka begins where the city of South Bend ends. They are separated only by a street. The two cities form a single, unified market of 157,000 people.

Be sure to count both cities when you study this market. It makes a big difference. Here's how: in 1948, South Bend ranked 90th in the nation in food sales, with a total of $36,129,000. But when Mishawaka's 1948 food sales are added, the total becomes $45,385,000—and South Bend-Mishawaka jumps to 69th place! A similar picture is reflected in all other sales categories in this two-city market.

Don't forget, either, that South Bend-Mishawaka is only the *heart* of the South Bend market. The entire market includes over half-a-million people who spent more than half-a-*billion* dollars on retail purchases in 1948.

And only WSBT covers *all* of this market.

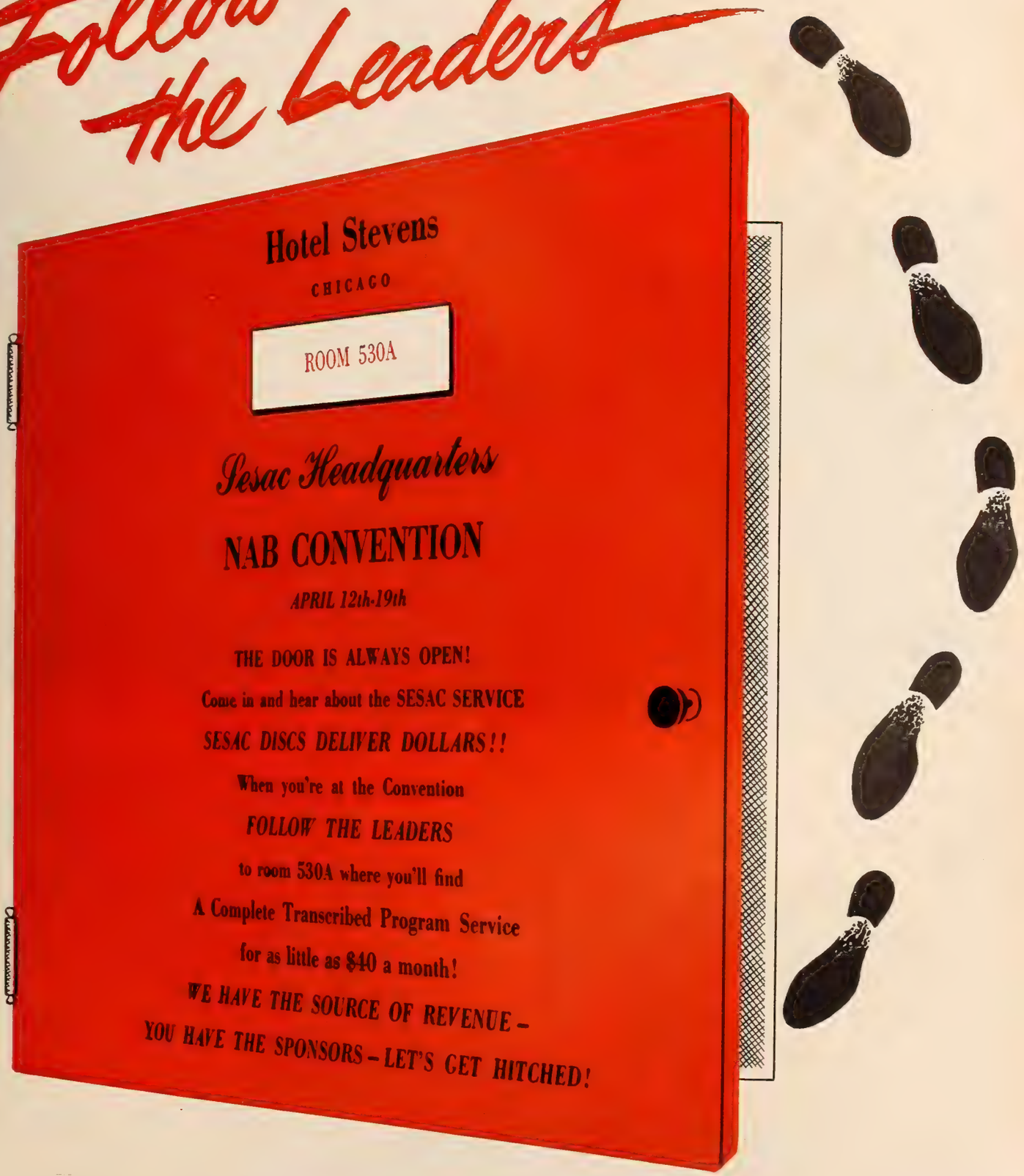
WSBT

WSBT SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Follow the Leaders



SESAC INC., 475 Fifth Avenue, New York 17, N. Y.





...and delivers you a Great Multi-State Audience of 643 Counties

Of all New Orleans stations, WWL, alone, gives you this dominant coverage of the rich Deep-South market:

INTENSE PRIMARY
(50%+ to 90%+) ..... **114 Counties**

PRIMARY
(25%+ to 50%+) ..... **128 Counties**

PLUS
(10%+ to 25%+) ..... **401 Counties**

TOTAL **643 Counties**

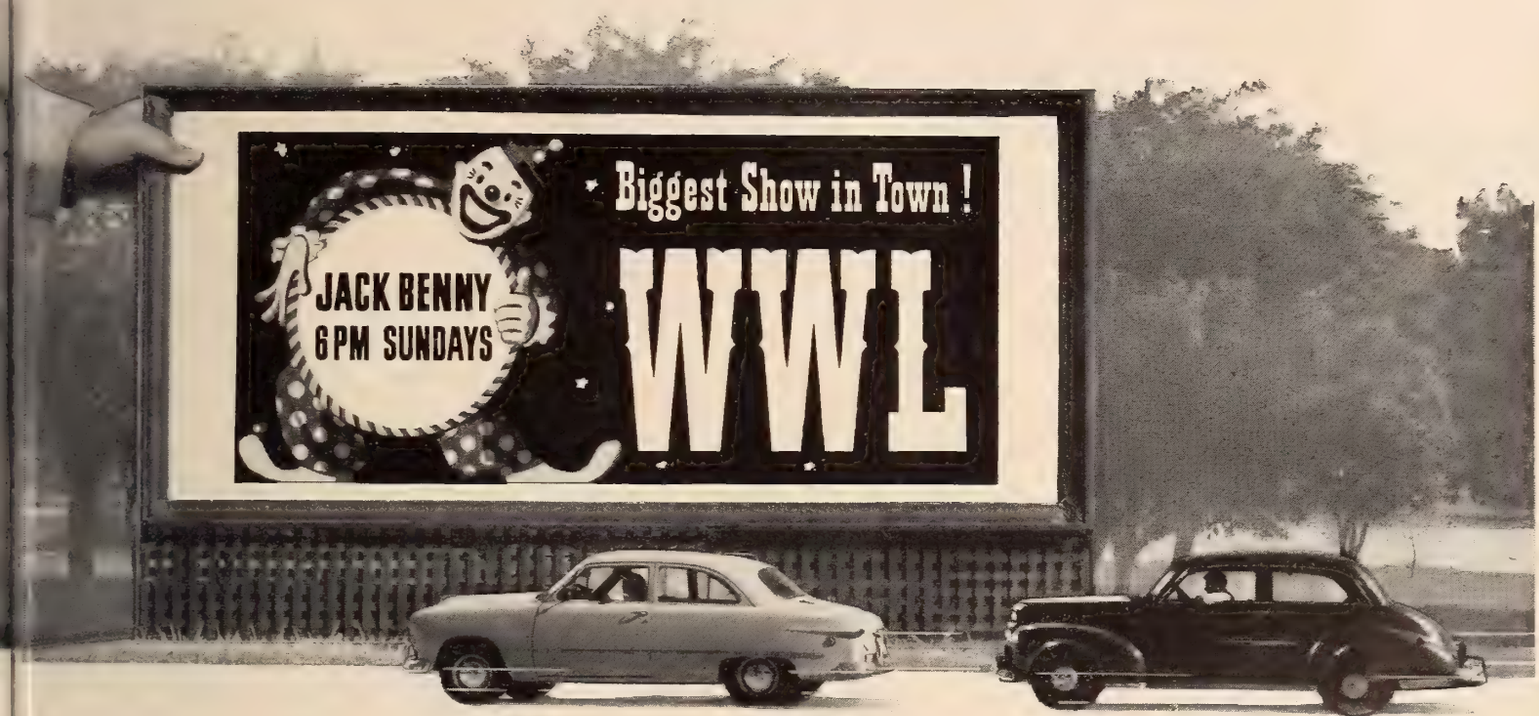
South's Greatest Salesman Leads in Merchandising

Every place folks go in New Orleans, WWL's big visual promotion campaign is on the job—selling your program!

On the street—colorful 24-sheet posters, streetcar and bus dash signs.

In the store—stack signs, posters, displays.

In the home—big newspaper ads—tempting listeners with WWL's varied attractions. No other New Orleans station gives you so *much* —so *often*—to build listenership.



Leads in Hoopers, Too

Latest Hooper proves that WWL outranks all other New Orleans stations in share-of-audience. Evenings, WWL takes a greater share-of-audience than next two stations combined.



South's Greatest Salesman

WWL

NEW ORLEANS

50,000 WATTS

CLEAR CHANNEL

CBS AFFILIATE

A DEPARTMENT OF LOYOLA UNIVERSITY REPRESENTED NATIONALLY BY THE KATZ AGENCY

Feature of the Week

(Continued from page 30)

along with the station's top-rung caller, John Dolce.

State leaders, now being selected by the dance committee, will in turn choose 10 sets of dancers to represent their states. The international event will coordinate square dancing activities which heretofore have been local. "There have been a number of fine state or regional promotions," Mr. Snyder said, "but square dance and folk music leaders agree that the impetus and prestige of nationwide promotion is necessary to bring square dancing really into its own."

Local Last Fall

WLS, in cooperation with the Chicago *Sun-Times* and the city Park District, sponsored the Chicago Square Dance Contest locally last fall. The competition element has been eliminated from the upcoming festival, however, because of the difficulty in judging. Walter Roy, director of the Chicago Park District's recreation division, is general chairman. George C. Biggar, *WLS National Barn Dance* director, is vice chairman, and John Drake, WLS promotion manager, is coordinator of all activities.

State chairmen selected thus far for the Oct. 28 event include representatives from Minnesota, Wisconsin, Illinois and Indiana. Canada is expected to be represented also.

The national promotion is an outgrowth of "a poll of recreation leaders over the nation which confirmed our own observations through the years that square dancing is the finest form of recreation for both young and old," Mr. Snyder said. He described it as a family pastime "with countless health and other benefits."

NEW poetry program on KWKW Pasadena, Calif., *Love's Notebook*, moves to Sunday, 7-7:30 p.m.

Adams Accolade

THERE'S NO DOUBT that Cedric Adams, WCCO-CBS Minneapolis commentator, is appreciated in his home town. At a testimonial banquet attended by some 800 persons, Minneapolis businessmen tabbed him as the city's "number one ambassador," and showered Mr. Adams and his family with gifts, among them a new Cadillac convertible. Bob DeHaven, of WCCO, was m.c. at the dinner.

Open Mike

(Continued from page 32)

slowed by an unnecessary re-allocation of frequencies by the FCC, causing manufacturers and consumers alike to throw up their arms in disgust.

In the current mad scramble for TV, manufacturers have failed miserably to produce FM s which are in any sense of the w worthy of the nomenclature of quency modulation.

George K. Thompson
635 East 108 St.
Cleveland 8, Ohio

* * *

Re: Peggy Lee Start

EDITOR, BROADCASTING:

Was interested in your pictu of the Peggy Lee return to No Dakota and the Winter Show h at Valley City [BROADCASTI March 27]. . . . It stated . Peggy got her radio start WDAY Fargo. While she did s at WDAY and received a lot help there the story is wrong that Peggy's first radio appearan was over KOVC in Valley City .

. . . Am enclosing . . . clippi from the Minneapolis Tribune. .

Robert Ingstad
Station Manager
KOVC Valley City, N. D.

[EDITOR'S NOTE: Stations KOV WDAY and all of radio can be pro of the rise to stardom by Peggy L A double page picture spread in t Minneapolis Sunday Tribune for Ap 2 credits station manager Robert In stad with giving Peggy her first ra job in 1937. Our hats are off to t champion talent picker for that yea

On All Accounts

(Continued from page 30)

two quarter-hours weekly of *Su prise Package* on 68 ABC Weste and Southern stations, the oran drink firm had done only spot participation before its large spla into radio in November of last yea At that time the firm start quarter-hour weekly sponsorship that program on 15 ABC Weste stations; renewed the schedule aft 13 weeks; March 2 increased it twice weekly on 68 stations; ar April 3 upped it to five times wee ly on the same number of station In the near future the firm pla transcontinental sponsorship of t program.

Greenspot also currently is spo soring the three-weekly, quarte hour *Jam, Jive & Gumbo* on WJM New Orleans.

Carl also is account executive o Pierce Bros., Los Angeles (mort ary), account. Firm recently co pleted a heavy spot radio schedu in addition to television progra ming on Los Angeles stations.

Born in 1905 in Marion, Ind., Ca Kennedy Tester received his earl schooling in Toledo. During h four years at the U. of Toledo h was editor of the college annu for two years in succession.

Current club activities includ membership in University Clu Los Angeles Advertising Clu Copy Club and West Hills Hu Club. He is past president (for la two years) of Southern Californi Chapter, AAAA.

The Testers, who were married i 1929, live in San Fernando Valle on their quarter-acre Rancho Ma posa. Daughter Kay, an "accon plished horsewoman" at 16, fa from having advertising inclina tions, is planning to become a do tor of veterinary medicine. Walte 6, has expressed no specific inclina tions in any direction.

THE BRANHAM COMPANY

representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

RADIO

WABB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
KWKH	Shreveport, La.
WRBC	Jackson, Miss.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KAND	Corsicana, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

TELEVISION

KFMB-TV	San Diego, Calif.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KRLD-TV	Dallas, Texas

GET HEP! GET STANDARD!

The Sellingest Service EVER!

NOW-

8 GREAT "STAR SHOWS"

THESE COMMERCIALLY CONCEIVED SHOWS, WHICH ARE AN INTEGRAL PART OF THE STANDARD PROGRAM LIBRARY, ARE DAILY DEMONSTRATING THEIR SALES POTENCY TO HUNDREDS OF STANDARD STATIONS

SOLD! WNAH — Nashville, Tenn.
Personality Time
Auto Supply Store

SOLD! KGA — Spokane, Wash.
Chapel in the Sky
Peerless Dentists

SOLD! WMCK — McKeesport, Pa.
Meet the Band
West. Penn. Cleaners

SOLD! KDHL — Faribault, Minn.
Personality Time
General Electric Dealer

SOLD! KICA — Clovis, N. Mex.
Chapel in the Sky
Steeds Funeral Home

SOLD! KVOG — Ogden, Utah
Musical Roundup
Norman Thompson Lumber & Homes

SOLD! WMPS — Memphis, Tenn.
Meet the Band
Robert Hall (clothing)

SOLD! KGEZ — Kalispell, Mont.
20th Century Serenade
Johns-Buick, Inc.

SOLD! KSUM — Fairmont, Minn.
Hollywood Calling
Landhuis Jewelry

SOLD! WTVL — Waterville, Me.
Musical Roundup
Fort Halifax Gas & Fuel Oil Co.

SOLD! KMO — Tacoma, Wash.
Meet the Band
Robert Hall (clothing)

SOLD! WELL — Battle Creek, Mich.
Meet the Band
Battle Creek Coal Merchants

SOLD! KELT — Electra, Texas
Chapel in the Sky
Mack's Bell Service (filling stations)

SOLD! WMBM — Miami Beach, Fla.
Meet the Band
Keyes Realty Co.

SOLD! WGRA — Cairo, Ga.
Hollywood Calling
Zebulon Theatre

SOLD! KUTA — Salt Lake City, Utah
Personality Time
Fashion Cleaners (laundry & dry cleaning)

AT THE CONVENTION:
The Standard Gang will be happy to greet you in Rooms 556-557 at the Stevens.

Standard Radio
Hollywood • Chicago • New York
TRANSCRIPTION SERVICES, INC.

L WITH STANDARD · SELL WITH STANDARD · SELL WITH STANDARD · SELL WITH STANDARD



IT'S EASY, WHEN YOU KNOW HOW!

FAR-SIGHTED radio advertisers know that experienced stations with a flair for programming are the only ones that can really drive home a sales story. And that's *especially* true here in Dixie. . . .

At KWKH we've built up a terrific Southern Know-How during 24 years of broadcasting to our own audience, in our *own* area. Shreveport Hoopers prove that we're spectacularly successful in attracting and holding this audience:

For Jan.-Feb. '50, KWKH got a 100.9% greater Share of Audience than the next station, weekday Mornings—16.6% greater, weekday Afternoons—76.2% greater, Evenings!

KWKH commands a tremendous rural listenership throughout the booming oil, timber and agricultural regions of the Central South, as proved by BMB.

Write to us or ask The Branham Company for all the facts! You'll be glad you did!

KWKH

SHREVEPORT Texas LOUISIANA Arkansas

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 38, No. 16 WASHINGTON, D. C., APRIL 17, 1950 $7.00 A YEAR—25c A COPY

AB STRIKES SOMBER NOTE

As Convention Opens

By J. FRANK BEATTY

WARDS of 1,500 broadters converged on Chicago the weekend for the 28th nual NAB Convention. At hree-day convention at the vens Hotel they were to reve a series of messages cening on a new theme—the ponsibility of the broadter to his country, to the ld and to the whole American nomy.

Not for years has a convention gram been built around so som- a note. The agenda for the nagement Conference, starting orrow noon, has been tailored the management level. It car- s the formal designation, "The erican Broadcaster's Responsity in the World Today."

Like the Assn. of National Adtisers and the American Assn. Advertising Agencies, which met arately and then jointly just a rtnight ago [BROADCASTING, ril 3], the NAB's annual proam is designed to impress those o influence the nation's thinking t the present world situation is ious—more serious than most cutives and most people be- e.

Stress World Affairs

The idea of a program centered top management problems and ir relation to world and national airs emanated from the NAB rd's meeting in Washington last vember. The Convention Sites Planning Committee has come up h speakers well-known to the de. They include Wayne y, FCC Chairman, Herman W. inkraus, president of the Cham- of Commerce of the U. S., and ul G. Hoffman, ECA administor.

The planners have carried out board's instructions, directed Howard Lane, WJJD Chicago, mmittee chairman and retiring AB director-at-large for large tions, who worked with Robert Richards, NAB public affairs ector. Other members of the mmittee are Charles C. Caley, IBD Peoria, Ill., and James D. ouse, WLW Cincinnati.

A board meeting was planned Saturday noon to consider proposed nominees for the new NAB headquarters post of general manager (see board story and general manager story page 45).

Convening of the 28th annual meeting finds the association facing a membership problem ascribed principally to the increase in dues for the four lower classifications plus elimination of the 12½% discount put into effect last summer. The NAB board ordered these dues changes at its February meeting, effective April 1.

Membership Status

Since February some 70-odd stations have withdrawn from membership. These are predominantly low-income stations, though KVOO Tulsa, 50 kw outlet, is understood to have withdrawn. In the lowest income bracket dues were nearly tripled as a result of the doubled fee plus elimination of the discount.

Thirty new members had joined NAB since February, as of April 1, leaving a net loss of roughly 40 members. Last Feb. 28 there were 1,150 AM station members in NAB. By April 4 the number had dropped to 1,110, or approximately half of the 2,200 AM and AM-FM outlets.

Of the resignations, 80% are declared to have been influenced by the higher dues they would have been required to pay as of April 1. Nine FM station members were lost due to the fact that they were deleted. Three new associate members joined prior to the convention.

Possibility arose that other stations might have decided to remain within the NAB fold through April so they could take part in the convention, with some of them making up their minds after the convention whether to stay or resign.

Steps to stage a membership drive have been considered by the board, and plans have been underway to hire a field representative whose main job would be to recruit new members and contact old ones.

Early convention activities centered on practical workshop problems. The Engineering Conference, which opened last Wednesday, explored new horizons in the technical fields and reviewed new developments in equipment and processes (see engineering story page 40).

The annual displays of equip-

Continued on page 62)

Management Conference in a Nutshell

(See complete agenda page 22)

MONDAY

9:30 a.m.—FM SESSIONS, *North Ballroom*

12 Noon — LUNCHEON, *Grand Ballroom*

1:30 p.m.—GENERAL SESSIONS, *8th St. Theatre*

TUESDAY

9.30 a.m.—BUSINESS SESSIONS, *8th St. Theatre*

12:30 p.m.—LUNCHEON, *Grand Ballroom*

1:30 p.m.—GENERAL SESSIONS, *8th St. Theatre*

7:00 p.m.—RECEPTION, *Normandy Lounge*

7:30 p.m.—ANNUAL BANQUET, *Grand Ballroom*

WEDNESDAY

10:00 a.m.—TELEVISION SESSIONS, *8th St. Theatre*

RADIO'S PLACE SECURE

Says Campbell

NETWORK RADIO, although it will be affected by TV, is too big and efficient to go out of the picture, and radio probably will continue to fill a need that no other medium can, Wendell Campbell, CBS Western sales manager, asserted Wednesday. He answered the question, "Is Radio Here to Stay?", with an emphatic affirmative at a luncheon meeting of the Chicago Radio Management Club.

Speaking primarily of network radio, Mr. Campbell cited major reasons why it will continue to be successful: (1) The population is increasing, and a large number of new families will be exclusively radio homes. (2) There is a time and physical limitation to the amount of viewing which can be done, with no such limitation in radio (referring to TV's demand for undivided attention). (3) Increasing car ownership, with most new cars radio-equipped. (4) More leisure time, with much of it spent out-of-doors, where use of portable radios is popular.

Mr. Campbell pointed out that it takes 200 hours for a car to be driven 5,000 miles per year at an average of 25 mph. "And the only medium which can reach the car audience is radio." This is equal, he said, to 50 days of listening in the average home.

Limited TV Approach

Most network advertisers are approaching video on a "limited front," he asserted. He cited ratio of AM to TV shows for the following clients: Miles Labs., 8 to 1; Procter & Gamble, 20 to 1; Lever Bros., 8 to 1; Colgate, 5 to 1 and Chesterfield, 5 to 2.

Among network TV advertisers, half never used network radio or used it only spasmodically as "in and outers." Mr. Campbell pointed out that much of TV's money will come from new advertisers or will be paid for by new budget allocations. He believes "all major media can emerge from this period of transition with more revenue." Cost in relation to sales is going down, advertising appropriations are being enlarged continually and income continues to go up, he said.

"The curve of interest doesn't slide downward in radio, and more time is spent in radio listening than on anything else except working or sleeping," he said. Anticipating network radio expansion, Mr. Campbell said CBS for the first quarter of this year billed 4% more business than during the same period last year despite TV.

Analysis of Advertisers by Product Groups — Radio page 64; TV page 135

ELECTRONICS

Engineers Shown Progress

ELECTRONIC progress from the viewpoint of the engineer was revealed to a half-thousand of the nation's leading technical specialists at the NAB Engineering Conference last week as the NAB's annual convention week opened at the Stevens Hotel, Chicago (see NAB Management Conference story page 39).

While preliminary events on the agenda of the Fourth Annual NAB Engineering Conference got under way Wednesday, actual discussions of technical developments opened Thursday morning with the reading of a series of technical papers covering the new and the novel aspects of radio engineering.

More pronounced than usual was the emphasis on the practical economics of broadcast and telecast engineering. Several times during the Thursday-Friday sessions this phase of technical progress was discussed. It was slated for heavy emphasis Saturday morning. Judging by indications during the opening days of the conference, the highlight of the four-day agenda was expected to be the Saturday mornnig FCC-Industry Roundtable, an annual event that has brought better understanding of common problems affecting the regulatory and operating sides of broadcasting and television.



Mr. Bailey

These practical problems were discussed at length during an all-day meeting of the NAB Engineering Committee. The committee convened Wednesday morning.

Members Preside

Members of the committee presided at the three-per-day sessions of the Engineering Conference, along with Neal McNaughten, NAB Engineering Director. They served in an advisory capacity to Mr. McNaughten in the advance conference arrangements, with Jessie Basnight, of the Engineering Dept., as assistant.

Not officially billed as a conference topic was the unsettled NARBA situation. Committee members worked over the NARBA stalemate at length and industry engineers were expected to bring up the topic at the Saturday morning roundtable.

On the Saturday morning agenda, prior to the roundtable, were two papers. W. Earl Stewart, member of the NAB Recording & Reproducing Standards Committee, was scheduled to open the Saturday proceedings with a review of advances in magnetic recording, outlining the advantages of standardization and taking a peek into the future of this newer form of sound reproduction. George Adair, Washington consultant, was to explain the FCC's audio proof of performance measurements and suggest ways of recording these measurements and utilizing them.

Richard P. Doherty, NAB Employe-Employer Relations Dept. director, was to explain the need of harmonious employe relations in the engineering department as a means of attaining operating efficiency and keeping expenses at a minimum.

Following Mr. Doherty on the agenda was the FCC-Industry Roundtable, with Stuart Bailey, of the Jansky & Bailey consulting firm, serving as moderator. Appearing for the FCC were to be Curtis Plummer, recently named chief engineer; John A. Willoughby, assistant chief engineer; James E. Barr, chief, Standard Broadcast Division; Cyril M. Braum, chief, FM Broadcast Division; Edward W. Allen, chief, Technical Research Division; Edward W. Chapin, chief, Laboratory Division.

Industry Representatives

Scheduled to appear for the industry were Raymond F. Guy, NBC; E. K. Jett, WMAR-TV Baltimore; E. M. Johnson, MBS; William B. Lodge, CBS; Frank Marx, ABC; Robin D. Compton, WOIC (TV) Washington, and Mr. McNaughten.

Only remaining Engineering Conference event, following the roundtable, was to be a meeting of the NAB Recording & Reproducing Standards Committee, scheduled for 3 p.m. This committee has been working nearly a decade to bring uniformity in the equipment, processes and standards involved in various types of recording. Many of the standards are in worldwide use and those developed by the committee from time to time have been gaining equal recognition.

Among the new standards developed by various subcommittees are those covering wow factor (reproducing), turntable platen (reproducing), concentricity of center hole, all in connection with mechanical recording; magnetic tape reel and primary standard flange, accommodating 30 minutes of recording.

Delegation Arrival

Delegates to the Engineering Conference started arriving late Tuesday. Large numbers registered Wednesday morning and afternoon, utilizing the relatively free day to inspect in detail the heavy equipment exhibits in the Stevens' Exposition Hall and the light equipment shown on the "Magical Fifth Floor."

Exhibitors presented for the first time some of the latest refinements in transmitters, towers, turntables, amplifiers, studio consoles, and similar devices. [Exhibits were described in the April 10 BROADCASTING]. Many engineering delegates planned to inspect exhibits over the weekend with their station's top management delegates.

This annual display of equipment as well as program, research and other forms of broadcast services is arranged by Arthur C Stringer, assistant NAB secretary treasurer, assisted by Lucille Griffin, of the NAB headquarters staff.

Mr. Stringer and Miss Griffi

(Continued on page 56)

Side Meetings

(Also see Convention Agenda page 22)

Saturday, April 15—NAB boa luncheon and meeting, Lower To er, Rm., 12:30 p.m.

University Assn. for Professio al Radio Education, PD 2, 9 a. (meets Sunday also).

MBS board of directors, Amba sador East Hotel, 10 a.m.

NAB Recording & Reproducin Standards Committee, South Ba room, 3 p.m.

Sunday, April 16—NAB Golf Tou nament for BROADCASTING-TEL CASTING trophy, Tam O'Shant Course—busses leave hotel at 8: a.m.

ABC Station Planning & Advi ory Committee, Ambassador Ea Hotel, all day.

BMI board, PD 6, 9:30 a.m.

MBS affiliates, Upper and Low Tower Rooms, 3-5 p.m.

NAB Employe-Employer Rel tions Chairmen, PD 12, 4 p.m.

Council of Radio Journalism, P 5, 7 p.m.

Monday, April 17—Clear Chann Broadcast System stations, PD 9 a.m.

NAB Convention Resolution Committee, Rm. 706, 10 a.m.

BMI-NAB Oldtimers Dinne Ambassador East Hotel, 6 p.m.

Tuesday, April 18—Annual scrat of "Flea Circus," 5:30 p.m.

NARBA PROBLEM

NAB Engineering Group Mull

CUBAN and Mexican interference with U. S. broadcast service occupied most of an all-day meeting held Wednesday by the NAB Engineering Committee as the NAB Engineering Conference opened at the Stevens Hotel, Chicago (see main Engineering Conference story, this page).

The committee recessed late Wednesday and planned to meet again Friday afternoon to go further into the NARBA situation. No recommendations were adopted Wednesday but it was indicated the committee might have a series of suggestions for submission to the NAB board at its Saturday (April 15) meeting. Originally the board had planned only to discuss the naming of a general manager.

Neal McNaughten, NAB Engineering Dept. director, reported on NARBA developments starting with the Montreal sessions last autumn and continuing with accounts of his Havana and Mexico City observations. Committee members joined in an exchange of views led by Chairman A. James Ebel, WMBD Peoria, Ill.

It was the first committee meeting since the 1949 NAB Engineering Conference. Members were told by Mr. McNaughten that Mexico is making a series of skywave measurements. These have just started and may require several months for recording and analysis.

Desire for extension of FCC skywave curves to latitudes below 35 degrees was expressed by Mexico, Mr. McNaughten said, recalling that Canada inspired extension of the curves into higher latitudes.

NAB President Justin Miller attended the meeting and took part in the NARBA discussions.

Agenda Endorsed

The Committee enthusiastically endorsed the agenda for the Engineering Conference and adopted a resolution calling for a similar meeting in connection with the 1951 NAB Convention Week.

Mr. McNaughten reported a continued demand for the newly revised NAB *Engineering Handbook*, of which 1,400 copies have been distributed to members plus another 500 sold separately. He suggested the committee take a position on the type of activities the Engineering Dept. should handl in view of the growing membershi demand for advisory services an the increased pressure coming fro international developments. Pros pect of a resumption of NARB meetings in the U. S. next summe ar auumn was discussed.

Report on new recommendation of the NAB Recording and Repro ducing Standards Committee wa discussed. These were taken u at a committee meeting Saturday

The committee reviewed the FM protection situation. NAB las week had asked the FCC to hold hearing on the proposal to giv further protection to Class B FM stations in Area 2 as a means o improving service in rural area [BROADCASTING, April 10].

Suggestion was made that th FCC clean up its AM Engineerin Standards.

Attending the Wednesday meet ing, besides Messrs. Miller, Mc Naughten and Ebel were Jack R Poppele, WOR New York; E. M Johnson, MBS; K. W. Pyle, KFB Wichita, Kan.; Oscar C. Hirsch KFVS Cape Girardeau, Mo., an Frank Marx, ABC.

'UNIFORM POLICY'

FCC Urged To Consider Case-by-Case

FCC WAS TOLD last week that its "uniform policy" toward violations on non-radio laws should be to adopt no uniform policy other than a case-to-case approach.

Most of the dozen briefs and statements filed by Monday's deadline dealt primarily with the weight which FCC should give—or not give—to applicants' anti-trust law involvements, a question which is holding up Commission action on a number of applications.

Almost uniformly, they held that law violations—whether anti-trust laws or others—should not be taken into consideration unless they relate to "character" and raise questions as to the probability that the violator-applicant will operate "in the public interest."

The hearing, originally called last January [BROADCASTING, Jan. 30], is set for April 24.

The Justice Dept., only non-radio organization to file a brief, contended that an applicant's anti-competitive practices should be considered whether they involve actual anti-trust violations or not. Even the Justice Dept., which limited its comments to "anti-competitive conduct," felt FCC should approach the problem on a case-to-case basis.

Cites Congress Policy

The department contended Congress intended the broadcasting industry to operate "on a competitive and not a monopolistic basis," and that it is "of the greatest importance that licenses . . . be awarded to those who will exercise the proper self-restraint and avoid misuse of their powers."

The Commission's function in passing upon license applications, Justice Dept. said, is to determine "probable future conduct in relation to the public interest." A "single misstep many years ago," the department conceded, might not be a fundamental factor if the applicant has not more recently displayed anti-competitive inclinations. But, "unlike remoteness in time, the fact that the applicant's conduct is remote from the communications field should make little difference," the brief asserted.

"Such practices as false advertising, discrimination against customers, the use of boycotts, predatory action against competitors, etc.," the department contended, "become all the more dangerous—and the applicant who uses such practices all the more objectionable as a licensee—because of their adaptability to the communications field."

Justice Dept., whose brief was filed by John S. Stedman, special assistant to the Attorney General, also apparently assumed that monopoly of communications is involved "when the only newspaper in a community seeks a license to operate the only broadcasting station."

Among the others who filed briefs or statements, former FCC Chairman James Lawrence Fly felt the questions posed by FCC in calling the hearing are "naive" and "represent a childish groping for certainty."

"With all deference, " he wrote, "I suggest there is no trick substitute for sound judicial and administrative discretion."

He felt that proof of "serious violations of law" is "clearly pertinent on the issue of character." But he pointed out that offenses vary. The important consideration is the "quality of the offense and its current impact upon the question of character," he said.

Attorney Paul A. Porter, another former FCC chairman, filed a brief for Paramount Pictures Corp. denying that FCC has power to effectuate any uniform policy which would deny broadcast licenses on the ground of a previous law violation.

He noted that Paramount signed a consent decree in the recent motion picture anti-trust case, and contended that therefore the "industrial structure which occasioned the assailed practices" has been destroyed. The purpose of the anti-trust laws is remedial, not punitive, he said, contending that denial of Paramount's television applications would represent a penalty contrary to the concept of anti-monopoly legislation.

Mr. Porter claimed FCC may not put inherent significance on anti-trust violations outside the communications field. He also cited court decisions holding "that a discontinued violation of the anti-trust laws is no ground for withholding the enjoyment of a patent, which, like a broadcasting license, 'is a privilege which is conditioned by a public purpose.' "

Westinghouse Electric Corp., dealing with the question of anti-trust violations, maintained that FCC's authority is "limited to . . . violations that have some direct and proximate bearing upon the public interest in radio communication," and does not extend to "a field of business unrelated to radio communication."

The brief, filed by Westinghouse Attorney John W. Steen, said the company had been involved in past anti-trust cases, but pointed out that they reflected in no way upon Westinghouse's ability to operate radio stations. He cited the company's broadcasting record as proof of its ability to operate in the public interest.

NAB Files Brief

NAB, in a brief filed by General Counsel Don Petty and Attorneys Vince Wasilewski and Sidney Farr, asserted FCC has no authority to establish a uniform policy on non-radio law violations.

The brief contended that Constitutional limitations prohibit Congress from granting FCC the power to make law; that Congress did not delegate authority to establish the proposed uniform policy, and that, additionally, establishment of such a policy would go beyond the Communications Act and violate the Administrative Procedure Act.

On behalf of Warner Bros.' KFWB Los Angeles, Washington Attorney John P. Southmayd reminded FCC it has consistently handled the question of law violations on an individual or comparative basis, and said: "It seems impossible to adopt a statement of policy sufficiently flexible to cover the individual factors and circumstances necessarily involved in widely varying violations or alleged violations of law—federal, state, and local, civil and criminal."

Although Warner Bros. was in-

(Continued on page 54)

Our Suite

HEADQUARTERS of BROADCASTING during the NAB Management Conference are at the Stevens Hotel in Suite 1206.

STATEMENT BY JUDGE JUSTIN MILLER, NAB PRESIDENT

THIS YEAR'S NAB Convention . . . will reflect the growing consciousness of broadcasting's impact upon the affairs of the world and its responsibility for helping to shape the world of the future.

Some of the world's most important men, leaders active in world affairs . . . will be speaking to men who are, also, in their way, vitally important in the generating of ideas concerning world affairs and the communication of those ideas by broadcasting. All this is in conformance with the established policy of the Association that the annual convention shall be a top-level management conference, as distinguished from the District Meetings which are conducted on a workshop basis, and at which bread - and - butter considerations such as selling, are given top billing.



JUDGE MILLER

But a convention planned and programmed on a management level does not exclude the workshop phases. The exhibit hall, the Engineering Conference, the meetings devoted to FM, to TV, and to the interests of non-affiliated stations all provide rich substance for broadcasters whose interests lie in those directions. At the business meeting on Tuesday morning, opportunity will be afforded for discussion of important industry issues, which this year will include consideration of the proposed new BAM. Moreover, the staff directors of NAB will be available throughout the convention for individual consultation. Members are urged to get in touch with them for the discussion of subjects of particular interest.

Conventions Produce Results

These, then, are some of the reasons why NAB conventions are popular and productive. The scheduled program gives color, form, authority and sanction upon the management level. The collateral activities provide outlets for particular interests. NAB specialists are available for professional consultation and advice. But after the work of the planning committee and the NAB staff are done, the broadcasters themselves make their own convention, in every sense of the word.

Perhaps most important of all, is the opportunity which is provided for broadcasters from all over the country to come together in twos and threes to compare notes and trade experiences. Put two such persons in the same room and constructive ideas are sure to emerge; revenue-producing ideas, programming ideas, and others affecting all phases of broadcasting. Broadcasting is like that: its practitioners, even those who are least vocal, are men of ideas. They are, in the best sense, pioneers whose art and profession depend upon the creative resiliency of their minds; upon their capacity to work effectively—with kinetic energy it might be said—in the unsettled complex of ideas which characterizes present-day civilization.

This 28th annual membership meeting promises to be one of the best in the association's history, with major decisions to be made. It should not be missed by broadcasting management.

ABC STOCK UP

Profit Report Brings New High

A REPORT that ABC showed a profit in the first quarter of 1950 touched off a buying spree that sent the network's stock to a new high —$12.75—on The New York Stock Exchange last Tuesday.

The report was made by Edward J. Noble, ABC chairman of the board, at the annual stockholders' meeting. News of the favorable earning picture spread quickly to Wall Street, and heavy trading in the closing hour of the day moved the stock in an advance of 1⅜ above its closing price the day before.

Amount Not Disclosed

Mr. Noble did not disclose the amount of profit earned by the network in the first quarter of 1950. That ABC showed a profit at all was regarded a measurable improvement over its reports for the similar period last year. In the first quarter of 1949 ABC had a net loss of $64,010.

The ABC chairman of the board and majority stockholder said that television financial prospects were also brightening. Mr. Noble told the stockholders that the network's five owned and operated television stations were still operating in the red but that three of them ought to break into the black this year.

He predicted that within a few months KECA-TV Los Angeles would show a profit and that KGO-TV San Francisco and WXYZ-TV Detroit would get into the black soon afterward. WENR-TV Chicago and WJZ-TV New York are in for a longer pull, he said.

The network's net revenues (after discounts) in television were more than half a million dollars in the first quarter of 1950, Mr. Noble said. In the same period of 1949 net revenues were $30,000.

Within minutes after the stockholders' meeting was told of the financial gains, the stock market flurry in ABC trading began. A total of 41,300 ABC shares was traded during Tuesday.

The brisk trading made ABC the second most active stock on the exchange on Tuesday. It was led only by RCA whose shares listed on the exchange are more than 10 times the 1,689,017 shares of ABC outstanding. (RCA prices slipped ⅜ Tuesday while ABC's were rising 1⅜. But on Monday RCA prices reached a record high for the year, at one point going for $20. The heavy RCA trading was believed to be due at least partly to the declaration of an extra 25-cent dividend last Friday.)

Sale Rumors Denied

Mr. Noble also vigorously denied rumors of an impending sale of ABC. In response to a question raised at the stockholders' meeting, Mr. Noble said that such rumors were without foundation. He pointed out that he had not sold "a single share" of his own ABC holdings—901,667 shares owned directly and 64,000 controlled by members of his family and a foundation of which he is trustee.

All incumbent members of the ABC board were re-elected at the meeting. The board, in turn, re-elected all officers of the firm.

STATEMENT BY PAUL B. WEST, ANA PRESIDENT

THE OPPORTUNITY offered by BROADCASTING to have a share in greeting the radio industry at the time of the NAB annual meeting is always gratifying. This year, however, it is particularly so.

Our ANA spring meeting is just over. Naturally, radio and television were on the agenda. And, let me say right at the outset, few, if any subjects on our program elicited the interest of advertisers to the extent our radio session did.



Mr. WEST

We were fortunate in our speakers. Such prominent members of your industry as Niles Trammell and Frank Stanton as well as A. N. Halverstadt, Procter & Gamble Co.; Howard M. Chapin, General Foods Co.; Robert B. Brown, Bristol-Myers; Leonard T. Bush, Compton Adv.; Marion Harper Jr., McCann-Erickson Inc.; and A. C. Nielsen, A. C. Nielsen Co. were on the panel. What was done at this session of our meeting has already been reported by the press. But some of the questions put to this group will, I believe, be of interest. They are indicative of what advertisers are thinking and are, in many ways, as significant as the answers themselves.

Television's growth, naturally, was one of the first things ANA members wanted to hear about. They asked: "How long is the freeze likely to continue?" "What are the estimates for future television set ownership?" "When can we expect television time costs per thousand

(Continued on page 60)

OKLA. ASSN.

Bernard Heads New Group

FORMAL organization of the Oklahoma Broadcasters Assn. has been completed by the election of officers, it was announced last week. By mail ballot, 25 AM and TV broadcasters elected J. J. Bernard, manager of KOMA Oklahoma City, as president.

Other officers of the newly formed association are:

L. F. Bellatti, manager, KSPI Stillwater, vice president; George Tarter, manager, KCRC Enid, secretary, and P. A. Sugg, manager, WKY Oklahoma City, treasurer. Named to the board of directors, other than the officers, were Helen Alvarez, manager, KOTV (TV) Tulsa; Allan Page, manager, KSWO Lawton; Harold King, manager, KHBG Okmulgee; John Esau, manager, KTUL Tulsa, and Albert Riesen, manager, KVSO Ardmore.

As outlined by President Bernard, the purposes of OBA as an affiliation of AM and TV stations is to represent the industry before government and business and to present a "common front for the advancement of the industry and general benefit of AM and TV business."

The charter membership of OBA is comprised of the following outlets:

KADA Ada, KWHW Altus, KVSO Ardmore, KWCO Chickasha, KRHD Duncan, KSEO Durant, KCRC Enid, KSWO Lawton, KTMC McAlester, KMUS KBIX, both Muskogee; KNOR Norman, KBYE KLPR KOCY KOMA KTOK KTOW WKY, all Oklahoma City, KHBG Okmulgee, KSPI Stillwater, KOME KOTV KRMG KTUL, all Tulsa.

Philip Morris Moves

PHILIP MORRIS Ltd. (cigarettes) May 9 moves *This Is Your Life* with Ralph Edwards from NBC to CBS, Tuesday, 9:30-10 p.m. Biow Co., New York, is the agency.

'GAMBLING' PROBE

Senate Hearing Opens

SENATE subcommittee hearings on the Justice Dept. bill (S 3358) to control broadcasts and other interstate transmissions of "gambling information" are slated to get under way today (Monday) following postponement of sessions originally scheduled for last Tuesday.

Instead of starting hearings as scheduled [BROADCASTING, April 10], the communications subcommittee of the Senate Interstate and Foreign Commerce Committee conferred in closed session with Justice Dept. officials last Tuesday on the intent and impact of the proposed anti-gambling legislation.

Attorney General J. Howard McGrath — whose absence from Washington was given as primary reason for postponing the hearings last week—heads the list of witnesses scheduled to appear today, along with James M. McInerney, assistant attorney general in charge of the Justice Dept.'s Criminal Division. No date has been set for the testimony of FCC Chairman Wayne Coy, who had been supposed to testify at last Tuesday's session.

FCC is known to oppose the bill, contending it is too complicated and would create too great a policing burden for the Commission. FCC prefers a bill which would provide, with less complexity, for a ban on broadcasting, telecasting, or common-carrier transmissions of information on bets, odds, and prices paid in gambling on sports events.

Interstate Ban

The Justice Dept. bill would forbid interstate transmission of "gambling information" on sports events, and in the case of horse races would require stations to delay the broadcast of details for at least an hour after the races are run. Stations would be limited to the broadcast of one horse race per day.

Sen. E. W. McFarland (D-Ariz.), head of the Senate commerce committee's communications subcommittee, reiterated that radio and TV station representatives will be given a chance to give their views on the measure. Sen. Ed C. Johnson (D-Col.), chairman of the Senate commerce committee, introduced the legislation but made clear that he was acting on request of the Justice Dept. and did not necessarily endorse the proposal.

He said that actually he felt "there is a border line between gambling information and legitimate news," and that Constitutional guarantees of freedom of information might be involved.

Meanwhile it appeared that Sen. Johnson's separate resolution calling for a more far-reaching investigation of gambling in interstate commerce had been shelved. Senate Democratic leaders, faced with

(Continued on page 58)

The Saga of Tin-Pan Alley

BMI's Decade



BMI President Carl Haverlin does the birthday honors.

TEN YEARS AGO the broadcasting industry organized a new music licensing and publishing firm in the hope that it would ease a musical monopoly that had beset it, with progressive oppressiveness, during most of radio's history.

This month Broadcast Music Inc., the organization established and wholly owned by broadcasters, is celebrating its tenth birthday. It could claim ownership and control of copyrights of several hundred thousand compositions in every musical category. During 1949 actual logged performances of BMI music exceeded 18.5 million on stations and networks.

Officials of BMI like to say that this vast repertoire and its use have cost broadcasters nothing. The explanation is that the industry is paying less today for both BMI and ASCAP music than it would have paid to ASCAP alone if the ASCAP proposal of a 7% license fee in 1940 had succeeded.

The introduction of competition into the performing rights field effectually lowers costs, expanded the available repertoires and created new catalogues in all musical classifications, it is the contention of BMI.

Early Picture Dim

Things did not look so bright in the years before the organization of BMI.

The problem of performing rights fees had plagued broadcasters for nearly 20 years, defying solution through a series of litigations, complaints to Congress, intra-industry debates and discussions. The problem had begun to reach a head in the summer of 1939 at a convention of NAB.

At that convention the NAB Music Committee which had been appointed to negotiate a new contract with ASCAP reported it had been unsuccessful in obtaining a proposal from the society.

Proposal was sought on the terms to be met when the current pact between ASCAP and the broadcasters ran out on Dec. 31, 1939. Nearly 600 stations represented at the convention went on record as endorsing the position of an equitable payment for the use of music by radio and at the same time authorized its negotiating committee to continue its efforts to set a new agreement. Also, the broadcasters sought a clause permitting such stations as wanted it a per-piece or per-program license, should they not desire a costly blanket license based on all their revenues, and programs, whether or not they were all music.

At the same time the convention authorized its committee to take steps to provide music other than ASCAP in the event further efforts at a new pact failed and a special convention was to be called in Chicago not later than Sept. 15, 1939, to vote funds which might be needed for such measures. Meanwhile the NAB committee was to meet with an ASCAP committee on Aug. 3, 1939. On that date a lone ASCAP official, the late John G. Paine, general manager, stated that the president (Gene Buck) had gone on an extended vacation and he, Mr. Paine, had no authority to discuss a proposal, since there wasn't one to discuss.

Organization Planning

Without ado the committee set a proposed special convention in Chicago for Sept. 15, and there the machinery was set in motion to organize "an independent source of supply of music." At the same time, a New York attorney and copyright expert, Sydney M. Kaye, was appointed as special counsel and he quickly proceeded to crystalize what the broadcasters had in mind. At the meeting he presented a plan for setting up a music licensing organization that would be the property of the broadcasters, all prepared within the month.

In Chicago, some 250 broadcasters were in attendance at the NAB special meeting and they agreed to contribute 50% of their 1937 ASCAP fees, pledging themselves to a minimum of $1.5 million to get the proposed new music organization under way. One month later, Oct. 14, 1939, the state of New York granted a corporate charter to Broadcast Music Inc. Almost coincidentally, the president of ASCAP, Mr. Buck, set up a new committee to draft a radio contract. The newly born BMI, under the leadership of Mr. Kaye, was now closing ranks in its drive to organize and on Feb. 15, 1940, BMI was declared operative. Exactly 246 stations pledged $1,140,375 as a starter.

Ten years ago, April 1, 1940, BMI began licensing radio stations.

Some weeks before, on March 21, ASCAP had suddenly called to its offices a special group of handpicked broadcasters, network and station men, and presented to them its new terms for use of its music on and after Jan. 1, 1941. It was a 100% increase in ASCAP revenue from radio, particularly from networks and large stations.

Small Station Aid

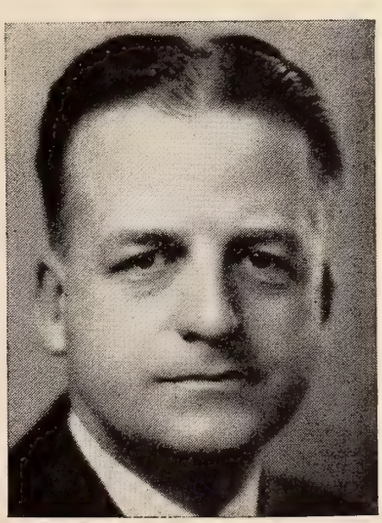
Some small outlets which were barely weathering the depression and had little income anyway, were going to be let off lightly.

Objective of BMI and the broadcasters was to build up a huge stock of non-ASCAP music to keep stations and networks on the air after Dec. 31, 1940. BMI went about coordinating an ample body of music not controlled by ASCAP of every classification. This non-ASCAP music was obtained from three principal sources: (1) Popular songs by independent authors and composers, (2) music of non-ASCAP publishers and performing rights societies, and (3) new copy-

(Continued on page 50)

By J. R. POPPELE, TELEVISION BROADCASTERS ASSN. PRESIDENT

TELEVISION'S maturity as an important new industry on the American scene has been swift and startling. Its enormous impact on existing media has bowled over many who were unprepared for such important growth in so short a time. Fortunately, there were large segments which sensed the possibilities years ago and are today making the most of what is likely to be a happy situation for years to come.



Mr. POPPELE

Periodic conclaves, bringing together as they do the best minds in all phases of broadcast operations, are a healthy sign, for they demonstrate the awareness of the industry to problems that are current and that lie ahead. The technical papers to be presented during the NAB Convention indicate that broadcasters are alert to new trends and are coping with them. The economics of television, as they affect all branches of broadcasting, must also be reviewed from time to time.

It is apparent that only by tackling problems with honesty and conviction can the hurdles on the road ahead be surmounted. Television is proving a challenge in many ways, but none greater than the challenge to all parties to make the most of its unlimited potentialities.

'LIGHTNING'

Schwerin Tests Public Reaction

By ED JAMES

ALL-RADIO promotion film, "Lightning that Talks," has been tested by Schwerin Research Corp. before an audience that was representative of the general public. The results of the audience reaction analysis are being used as a guide in the production of new versions of the film, BROADCASTING learned last week.

One significant discovery turned up by the Schwerin test was that the audience, after seeing the film, was overwhelmingly affirmative in answering the question: "Do you believe that radio advertising sells more goods than newspaper advertising."

Majority Affirmative

In response to that question, 71% said yes, only 14% no. The other 15% expressed no opinion.

The Schwerin firm showed the film at one of its regular screening sessions a fortnight ago at New York's Museum of Modern Art. The some 300 members of the testing audience were described by the Schwerin company as "fairly representative" as a cross-section of the general public.

Schwerin used the same fundamental techniques in analyzing the film that it uses in charting audience reaction to other films and radio and television programs.

At numerous points throughout the screening of "Lightning" the audience was asked to express its liking or dislike for that particular part of the film. At the end of the screening additional questions were asked.

On the whole, the audience was not enthusiastic about the entertainment value of the film, a result that was to be expected in the view of the Schwerin company. The film shown to the test audience was the full 38-minute version that was produced for presentation within the advertising trade, and much of it was too esoteric to be appealing to a more general audience.

The profile of the audience reaction to various parts of the film is being used, however, as a guide in the production of two different 20-minute versions of the picture now underway. One of these versions is intended to be confined to the sales stories in the full-length picture, and it will be presented only within advertising circles. The other version, to be aimed at more general presentation, will contain elements from the original picture that are of broader appeal.

Audience Response

Questions asked after the screening, and the responses were:

Did this picture hold your interest?—yes, 37%; no, 58%; no opinion, 5%.

Would you like to see this picture shown in your local movie theatre?—yes, 18%; no, 75%; no opinion, 7%.

Did you like the acting?—yes, 32%; no, 58%; no opinion, 10%.

Did you think this picture was true to life?—yes, 56%; no, 23%; no opinion, 21%.

The two 20-minute versions of "Lightning," like the full-length film, are being produced by IMPS—International Movie Producers' Service, New York, under the supervision of Victor M. Ratner.

The first of the two—the one concentrating on sales elements—is scheduled for release soon. A new sound track is said to have been produced to overcome objections to the quality of the sound on the original film, and general technical improvements are said to have been made.

The Schwerin Corp. conducted the test without fee, as a service to the All-Radio Presentation Committee.



THESE executives from New York, Boston and Worcester, Mass., were among those who attended the dinner in Worcester on March 30 when George F. Booth, president of WTAG-AM-FM Worcester, received the first annual Isaah Thomas Award "for distinguished community service." L to r: Seated, Harold E. Fellows, WEEI Boston, manager of New England operations for CBS; Joseph H. Ream, New York, CBS executive vice president; Herbert V. Akerberg, New York, CBS vice president in charge of station relations; Paul H. Raymer, New York, president, Paul H. Raymer Co., WTAG's national sales representative; standing, Herbert L. Krueger, WTAG commercial manager, and Robert W. Booth, general manager of WTAG.

AWB CHAIRMEN

Elected for 8 Districts

ELECTION of eight women broadcasters as district chairmen of the Assn. of Women Broadcasters was announced last Tuesday by NAB, parent AWB organization. New chairmen, comprising even-numbered NAB-AWB Districts 2 through 16, will take office following AWB's annual convention in Cleveland June 1-3.

Balloting for the chairmen was conducted by mail. Committee of three active AWB members—Mary Pauline Perry, publicity director, and Ruth Crane, women's director, WMAL-AM-TV Washington, and Nancy Osgood, women's director, WRC Washington—met with NAB President Justin Miller and AWB Secretary Bette Doolittle to canvass ballots and elect the chairmen. (Other district chairmen are elected during odd-numbered years.)

Chairmen elected were:

District 2 (N. Y. and N. J.): Doris Corwith, director of talks and religious broadcasts, WNBC New York; District 4 (D. C., Va., W. Va., N. C., S. C.),: Alice Brewer White, women's director, WTAR-AM-TV Norfolk, Va.; District 6 (Ark., Miss., La., Tenn.): Elizabeth Alford, program director and continuity editor, KRMD Shreveport, La.; District 8 (Mich., Ind.): Edythe Fern Melrose, WXYZ-AM-TV Detroit, Mich.; District 10 (Iowa, Mo., Neb.): Doris Murphy, women's program director, KMA Shenandoah, Iowa; District 12 (Kan., Okla.): Ethel Jane King, women's director, KFH Wichita, Kan.; District 14 (Col., Idaho, Mont., Utah, Wyo., N. M., part of S. D.): Evadna Hammersley, program editor, KOA Denver, Col.; District 16 (Ariz., Southern Calif.): Anita Chester, administrative assistant, public affairs department, KNX Los Angeles, Calif.

'LIGHTNING' VALUE

'Foot in Door'—Gray

RADIO'S celluloid salesman "Lightning That Talks," can be and will be used as a "foot in the door." Of course it is not a panacea—it's a sales tool.

That's the opinion of a broadcaster who has been instrumental in bringing the trade's motion picture to the advertiser - salesman's contract anteroom.



Mr. Gray

In an interview with BROADCASTING last week, Gordon Gray, WIP Philadelphia vice president and chairman of the All-Radio Presentation Committee, reviewed the film's reception in the cities where it has been shown and mulled "Lightning's" future.

The broadcaster who makes "intelligent" use of the film, Mr. Gray said, "will undoubtedly capitalize on it." It is important for industry people to realize that the motion picture "was very much oversold" as an idea and "regarded as a panacea, which, of course, nothing ever is," he pointed out.

In recent weeks, Mr. Gray observed, reports of satisfactory reaction in viewing have been coming in to the committee from retailers and regional advertisers, rather than broadcasters. In light of this, he continued, it is necessary for the latter to approach the film "not as broadcasters but as retailers and regional advertisers, for apparently through their eyes the film does impress on them the great power of broadcast advertising."

Presentation Important

With this understanding of the film's role, Mr. Gray believes "if the subscribers will use it (the film) and then follow through intelligently, they will get a good return on their investment." Intelligent use of the film, he said, takes in a few pointers in presenting the motion picture to viewers.

First, the subscriber needs to understand that a 16mm film is never as good as a 35mm film, he explained. "Therefore, when showing the 16mm there should by all means be a rehearsal of the film."

Enlarging on this important factor, Mr. Gray gave this illustration: In the showing before the Radio Executives Club at the Hotel Roosevelt in New York, the film technician failed to run it through rehearsal. The lighting was bad and the sound mushy. But when seeing the same film in better circumstances, he said, it was perfect. "Anyone who is showing it should be sure to run the film off first to see that conditions for showing are proper," Mr. Gray said.

After Philadelphia subscribers looked at the film under good showing conditions, Mr. Gray found they decided to rent a theatre rather than use a dining room to permit favorable viewing conditions and to permit more people at the showing. "I think that wherever possible the film should be shown in a theatre and I think that subscribers will find that that is as economical a way of showing it as any," Mr. Gray emphasized.

Second, there is no doubt that

(Continued on page 58)

YES ON RYAN

As Board Mulls NAB Manager

TENTION focused mainly on person—William B. Ryan, of I Los Angeles—for the newly ated post of NAB general man- r, on the eve of the NAB board's -convention meeting scheduled noon Saturday (April 15). It s to be the old board's final eting.

At a series of meetings held since board's February session in zona, a special board committee scanned lists of persons whose nes were mentioned. No definite ormation has been given out by committee but it is known that . Ryan's name has been at the of the list from the start.

The advisory committee was ap- nted to assist President Justin ller in finding the best man for s key job, the board having felt t a general manager must be at NAB's operating helm.

Define Authority

As the convention approached, committee is understood to have en up the problem of defining exact authority and duties of general manager. Mr. Ryan is d to have made it clear that he uld not be interested in the job less it carried extensive powers r the general operations of the industry's association.

Members of the special board committee are Clair R. McCollough, WGAL Lancaster, Pa., retiring small-station director, as chairman; Harold E. Fellows, WEEI Boston, District 1 director; Howard Lane, WJJD Chicago, retiring large-station director; Robert D. Swezey, WDSU-TV New Orleans, TV director-at-large; Calvin J. Smith, KFAC Los Angeles, District 16 director. Mr. McCollough was chairman of the board structure committee that drew up the NAB reorganization completed in February.

Ryan Background

Mr. Ryan was named general manager of KFI-KECA Los Angeles Feb. 15, 1943, when the stations were operated jointly. He had served as a teacher of marketing and business administration at Santa Clara U. and U. of San Francisco before joining Foster & Kleiser Co., outdoor advertising firm, in 1928. During his service at that firm he rose to head of agency relations, poster and promotion departments, leaving to enter radio in 1937 as an NBC San Francisco salesman.

A month after joining NBC he



Mr. RYAN

* * *

was named Northern California sales manager. With separation of NBC Red and Blue networks in 1942 he became San Francisco general manager for the Blue, and directed operation of KGO San Francisco. At San Francisco he was prominent in music circles.

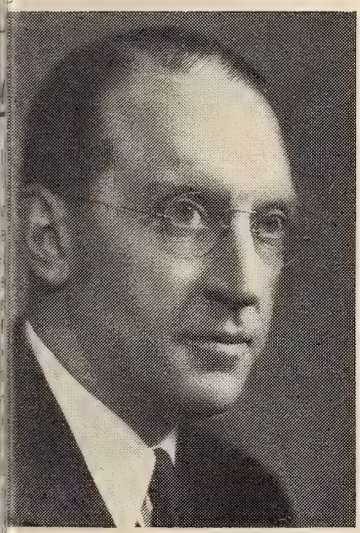
Mr. Ryan married Gladys Louise Marx Dec. 29, 1928. He is a past president of the San Francisco Advertising Club. Moving to Los Angeles, he attained national stature at KFI and during the mid-'40s served on the NAB board.

Last January Mr. Ryan was elected to the NAB board for two years as a director-at-large representing large stations (see board story page 49).

STATEMENT BY FREDERIC R. GAMBLE AAAA PRESIDENT

JR best wishes to the National Assn. of Broadcasters for a successful nvention and year ahead.

The past year, it seems to us, has been a good one in our agency-oadcaster relationship. Not only have time sales continued to increase, but national spot advertising showed the largest gain of any type of radio business.



Mr. GAMBLE

The share of radio volume now developed and serviced by advertising agencies—well over half of the total volume—is a mutual and sizable responsibility.

This advertising must be soundly placed, if it is to pay the advertisers and bring in new and repeat business. For that reason, agencies are deeply grateful for BMB Study No. 2. We are looking to the new BAM to find the means for continuing standardized and comparable audience measurements which agencies so badly need.

The advertising must also be soundly planned by competent agencies, if it is not to fail and jeopardize the further use of broadcasting. Broadcasters, in their own interest, should be maintaining high standards for recognizing agencies and some machinery for recommending em, such as that long enjoyed by nearly every other media group.

Not least, advertising must be paid for!

But agencies must collect from their clients in order to pay media; encies are not financial institutions. As a financial safeguard, it is gh time for many more broadcasters to allow a payment stimulus which encies may pass to their clients; radio, and especially television, should t lean any longer on the 2% cash discounts allowed by other media.

There is no lack of constructive developments, it seems to us—there is ed mainly for their wider adoption and support within the industry. ay the 1950 Convention be a further move toward solidarity.

H. McCOLLISTER

Killed in Plane Crash

FOLLOWING Requiem Mass in St. Martin De Tours Church, Brentwood, Calif., Howard Jerome McCollister, 46, his wife Helen Rhea, 46, and their two sons, Howard J. Jr. 15, and Elliott, 13, were buried in San Gabriel (Calif.) Cemetery last Wednesday. They were killed when his single-engine plane crashed and burned at Palm Springs, Calif., airport on April 8.

Nationally known in radio and advertising, Mr. McCollister and his brother Paul W. McCollister, operated their own regional station representative business with headquarters in Los Angeles. Business will continue under direction of Paul W. McCollister, it was announced.

Family were taking off for their Bel Air, Calif., home when caught in a gale near Palm Springs. Returning to the airport, the plane crashed against a runway and following a gasoline tank explosion burst into flames.

Besides his brother, Paul W., surviving Mr. McCollister is his father, Charles M. McCollister of Burbank, Calif. Mrs. McCollister is survived by a sister, Mrs. Donald W. Titsworth of Altadena, Calif.

NAB STRENGTH

Cites Affiliate, FM Units

NAB MEMBERSHIP is strongest in the network affiliate and FM station groups, according to an analysis submitted to the annual convention by C. E. Arney, Jr., secretary-treasurer (see membership review in main convention story page 39).

Of national network affiliates, 62% are NAB members, it was shown. The breakdown: ABC, 68% membership; CBS, 69%; MBS, 54%, and NBC, 69%.

Only 39% of nonaffiliated stations are members, according to the report. FM membership in NAB is 62% compared to 51% for AM outlets and 34% for TV stations. Total membership of 1,726, according to this pre-convention report, consists of 708 network affiliates and 431 nonaffiliates, or 1,139 of the 2,254 AM stations authorized by the FCC. The membership thus comprises 1,139 AM stations, 476 FM and 37 TV stations, plus 74 associates, with 53% of the 3,126 authorized stations belonging to NAB.

District 4 Largest

Largest membership again is found in District 4 (Va., N. C., S. C., W. Va., D. C.) with 224 stations, followed by District 3 (Pa., Md., Del.) with 152 outlets.

By dues classifications, 271 stations as of March 1 were in the lowest group, compared to 329 one year ago.

In an analysis of income and expense for the calendar year 1949, total income amounted to $763,959, consisting of $747,641 from member dues, $3,413 from engineering handbooks, $1,138 from member service subscriptions, $11,390 from rent of the old NAB building, $270 from sale of the Joske report, $8 from National Opinion Research Council and $96.47 miscellaneous. Income totaled $817,236 in 1948 of which $801,943 came from member dues.

Expenses in 1949 consisted of $439,478 salaries, $134,702 general and office expense, $11,910 committee expense, $81,851 travel expense, $53,294 other expense and $39,599 contingent expense.

The 1948 expenses consisted of $396,882 salaries, $99,053 general and office expense, $23,452 committee expense, $76,847 travel expense, $127,091 other expense, a total of $723,327.

Excess of income over expense was $3,120 in 1949 and $93,909 in 1948.

Exposition Hall Show Hours

Saturday	**April 15**	**9 a.m.-5 p.m.**
Sunday	**April 16**	**9 a.m.-5 p.m.**
Monday	**April 17**	**9 a.m.-9 p.m.**
Tuesday	**April 18**	**9 a.m.-5 p.m.**

FCC REVAMPING *Truman Plan Opposed in Senate*

RESOLUTION opposing President Truman's plan to reorganize the FCC was introduced in the Senate last week by Chairman Ed C. Johnson (D-Col.), upon authorization by his Senate Interstate and Foreign Commerce Committee.

The President's proposal, sent to Congress last month, would concentrate FCC's executive and administrative functions in the Commission Chairman [BROADCASTING, March 20].

Sen. Johnson's action was no surprise as he had previously expressed consternation with the breadth and apparent concentration of powers which the plan would vest in the Chairman as contrasted with that of other Commissions. The move by the Coloradan. came quite close to deadline, since, under the Reorganization Act of 1949, proposals affecting each agency would have become effective in 60 days after being relayed to Congress unless disapproved by one or both houses.

Some Time Saved

However, the current House Easter recess which ends tomorrow (Tuesday) has saved some time as a provision of the Act stipulates that recess by either house for more than three days automatically pushes back the expiration date. The deadline now is May 24.

As in the case of other specific objections made to some of the President's reorganization plans, the Johnson resolution will be referred to the Senate Committee on Expenditures in the Executive Departments which must consider the moves prior to Senate action. It appeared likely, according to a spokesman for that committee, that Sen. Johnson's resolution would be considered today and if hearings are to be scheduled, they would start tomorrow.

Capitol Hill observers have contended the proposed FCC reorganization plan, one of 21 affecting government agencies, would give the Chairman a strong hand over the Commission's purse strings, selection of its personnel and assignment of its work. This feeling is shared by Sen. Johnson.

The views have thus been expressed because of the reference to the Chairman's functions under the proposed revision, including "(1) the appointment and supervision of personnel employed under the C mission, (2) the distribution business among such personnel among administrative units of Commission, and (3) the use expenditure of funds."

The Senate Interstate Comme committee also opposed for same reasons three other simi agency reorganization plans (F ICC and FPC) which had been ferred to it.

When the Senate committee ceived the plan from Presid Truman, Sen. Johnson said it rep sented "an extremely import regulatory step" involving "a m ter of principle." That principle, has said, would be the placing the chairman directly under executive branch of governme whereas he and other congressio leaders consider such agencies arms of the legislature.



Drawn for BROADCASTING by Sid Hix

"They've come for the Independent's Day session!"



WILLIAM M. RAMSEY (center), radio director of Procter & Gamble, who will serve as campaign radio chairman for the 1950 Community Chests of America, discusses the program with Charles E. Wilson (l), GE president and general campaign chairman for the Community Chests, and Tom Revere, head of radio and television for Biow Co., New York. Occasion was a campaign luncheon given in New York by Mr. Wilson.

LANGER BILL *Senate Group Shelves Beer, Liquor Ad Ban Proposal*

ATTEMPT by temperance forces to hurry through a ban during this session of Congress on all alcoholic beverage advertising in interstate commerce was aborted last Wednesday by action of the Senate Interstate and Foreign Commerce Committee.

The committee voted 6-3 in executive session to put on ice the Langer Bill (S 1847) which would prohibit beer, ale and wine as well as liquor advertising in interstate commerce. The bill would not have affected local or state advertising.

As a result of the Senate group's decision, a good slice of the radio-television industry's multi-million dollar revenue in network and spot beer-ale-wine advertising has been given a new lease on life.

Companion Bill Shelved

While the Senate committee's action cut the props from under the "dry" groups' far-flung efforts and left the bill's supporters in the lurch, it also slimmed down any hopes of the "dry" block for revival of a substitute bill before Congress adjourns.

A companion measure in the House (HR 2428) to the bill authored a year ago by Sen. William Langer (R-N.D.) has been on the shelf in committee with the lower branch of Congress failing to schedule hearings.

The Senate committee, headed by Sen. Ed. C. Johnson (D-Col.), held hearings on the Langer proposal last January [BROADCASTING, Jan. 16] when "dry" and "wet" groups presented their formal declarations. Since that time opposition to the measure has mounted on Capitol Hill and within the radio-TV industry.

Following the hearings' conclusion, the NAB formally stated its opposition to the proposed legislation. In a letter to Sen. Johnson, NAB stressed that its action did not place it as promoting or condoning liquor advertising that is detrimental to the public interest or not within the Standards of Practice of NAB.

However, the NAB said the bill would in effect "usurp" the function of the states to protect their citizens from alcoholic beverages if they so desire. The NAB emphasized that in addition to its own, the networks' and the stations' codes of practices, there are government regulations which police the advertising of alcoholic beverages.

The FCC had made it plain that while S 1847 would not amend the Communications Act, the "adherence" by station licensees to the bill's provisions would be a factor in determining their qualifications as licensees, if the Langer Bill were enacted.

KSTP STRIKE

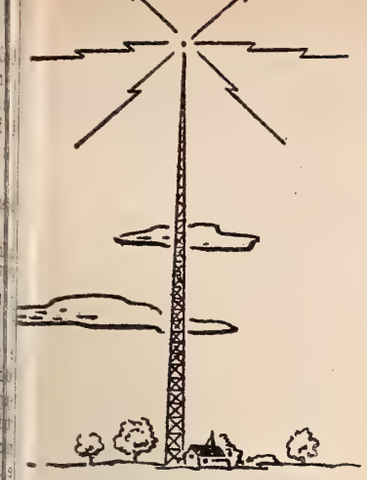
Will Hire Non-Union M

SIXTEEN non-union technici will be hired by KSTP-TV-AM Paul-Minneapolis within the n week to fill jobs vacated by me bers of the International Broth hood of Electrical Workers (AF who went on strike a fortni ago [BROADCASTING, April 1 Dispute involved 21 operators whom the union had sought wa increases in numerous negotiati since expiration of the IBEW c tract last Sept. 30. KSTP rejec the proposal on ground that men's salaries were $15 higher week than "those of our TV co petitor, which has the same rate said President and General M ager Stanley E. Hubbard.

Mr. Hubbard claims the men l their jobs April 5 "without notic After hiring five permanent placements, Mr. Hubbard recei word that the international un had ordered the men back to wo The dispute continued, howev when operators reportedly put t station on the air the next day advance of regular sign-on ti The men were ordered by the s tion to return home and report duty at the regular time. This sulted in charges of a "lockou by union men, who replaced t word "strike" with it on th picket signs, Mr. Hubbard said.

KSTP, in a registered let mailed to each technician April offered to re-hire 16 men with t seniority among the 21 for t unfilled jobs. They were given fo days (until last Wednesday) to turn. Late Wednesday Mr. Hu bard reported he had heard nothi from any of the men or from t business agent, Freeman Hurd. T picket line was still formed, he sa

With AM and TV operatio "going on normally," KSTP is e pected to be staffed fully with 1 persons by next week. Mr. Hu bard said the American Feder tion of Musicians, also AFL, h refused to recognize the picket li on vote of St. Paul members.



A Promotion Aid for Stations

. . . . So You're 25 Years Old

RADIO, once the callow prodigy of advertising and entertainment has grown to turity. The industry's elder tesmen—the Snyders, Megarees, Morencys—and an ever-inasing host of veterans have seen ir radio operations roll past the arter-century-old mark.

To observe these various silver niversaries, station personnel ve expended great effort to inibly mark the occasion in local, te and industry history. As a ide to other stations who are apoaching such milestones, BROADSTING reviews a few of the tivities at some of the stations ich successfully promoted and mmemorated 25th birthdays.

On Jan. 12, WGBI Scranton, Pa., ich was founded by the late ank Megargee, celebrated its ver anniversary of broadcasting. n hand to offer congratulations re civic leaders, radio personalies and executives. Hundreds of tters, telegrams and transcripons were received during the anversary celebration.

The Scranton Chamber of Comerce awarded WGBI a certificate merit and achievement. Mrs. E. Megargee, now president of e station, received the award.

Puzzle Gimmick

But WGBI was not only on the ceiving end on this auspicious casion. Four hundred personal tters were sent to advertising gencies throughout the country inting them to join in solving the GBI 25th year, CBS puzzle. Reard for returning the puzzle corectly assembled to the station was beautiful three piece sterling lver smoking set. Response to is piece of promotion was 72% nd many letters were received xpressing appreciation for the eautiful gift as well as commendg the stunt as being "finest staon promotion I have seen" etc.

As another promotion stunt silver cards were slipped under the indshield wipers of cars parked ongside meters showing red, in owntown Scranton. The cards arried these words: "Your meter owed red. . . . But today, Jan. 12, WGBI's Silver Anniversary. So e took the liberty of dropping a ickel in your meter. In keeping with our 25 years service to the public we are happy to be able to serve you personally today. The next hour is our treat. . . ."

An essay contest for students in the Scranton area on the subject "What Radio Means to Me," netted 10 winners 25 silver dollars each. It was also a happy birthday for the first 10 people observing their 25th birthday and presenting their birth certificates at the studio, on WGBI's anniversary, for they also received 25 silver dollars.

Attracting considerable attention during WGBI's anniversary was a window display at the Scranton Electric Co., showing a number of radio sets, equipment and speakers that were used for radio reception 25 years ago.

Scranton Campaign

Letterheads, envelopes and program schedules which were used during the Silver Jubilee were decorated in silver. The promotion created so much comment in the Scranton area that George D. Coleman, general manager of the station, was requested to address the Advertising Club Workshop on "How To Conduct a Promotional Campaign."

The Scranton *Tribune* on Jan. 12 ran a full-page advertisement of WGBI's personnel and the Scranton *Times* carried ads on some of the outstanding CBS personalities heard over the station. The *Wayne Independent*, a regional paper, paid tribute to the station with a front page story.

WGBI's advancement in radio in 25 years includes increasing the power from 10 to 1,000 day, 500 w night on 910 kc. The station is a CBS affiliate.

"The Station *Listeners* Built," WHEC Rochester, N. Y., paused to look back over 25 years in the radio business on March 25. A souvenir booklet, touching on past accomplishments and present day activities of the station, was prepared for general distribution. Theme of the anniversary promotion was crediting the listener with WHEC's successful growth.

A factor of special importance to WHEC and to sponsors of its programs, the souvenir brochure points out, is the minimum personnel turnover. Gunnar Wiig, general manager, has been with the station for more than 20 years as has Clarence Wheeler, vice president.

Special souvenir menus in silver were printed for a dinner commemorating the occasion. In addition to special guests, present at the dinner were former employes as well as the present WHEC staff.

WHEC became a CBS affiliate in 1932—the station operates with 5 kw unlimited on 1460 kc.

Low Budget Promotion

WTIC Hartford celebrated its 25th anniversary Feb. 10. "We tried to call attention to the event," said Walter Johnson, assistant general manager, "without spending too much money." An announcement card was mailed to all advertisers and agencies and an ad appeared in the trade papers which was an exact replica of the announcement. Outstanding promotion was a constant stream of greetings on network shows given by the stars themselves. Full page ads were run in the two Hartford papers carrying pictures of stars and thanking them for the greetings.

Programs throughout the day carried anniversary tie-ins. The *Farmer's Digest* at 6:15 a.m. discussed radio keeping pace with farm activities in the past 25 years and also broadcast greetings from the Secretary of Agriculture. The *Radio Bazaar* compared the present day styles with those of 1925, and *Theatre of Melody* featured songs and artists of the mid-20's. A quiz type program *Cindrella Week-end* used questions pertaining to events, prices and movie personalities taken from the newspapers of 1925. An evening sport show further played up the theme by discussing sports champions of 1925 and included an interview with WTIC's first sports commentator.

Altogether some 13 of WTIC's own programs participated in commemorating the occasion. The only program devoted exclusively to the anniversary was an evening half-hour show which featured transcribed greetings from some of the alumni of WTIC now in Hollywood or New York, and a 15-minute documentary sketching the station's 25 years of service.

KOA Birthday

KOA Denver, an NBC affiliate, chalked up its quarter-century of broadcasting on Dec. 15, 1949, with an elaborate full-day program. Prominent officials of state and federal government as well as top-notch NBC stars participated either personally or through transcribed messages. Theme of the whole affair was borne out in station's title for the event, "KOA's Day of Appreciation to Its Radio Listeners in the Rocky Mountain Empire." A special birthday party was held for the 77 studio staff members.

Starr Yelland, emceeing a morning show, scanned a 1924 Denver *Post*, reading ads and news. Listeners who had missed the dateline deluged the paper and station requesting more information on a six-room house, newly decorated for $40 a month rent and promise of the landlord to pay $20 of the moving charges. Calls came in from Nebraska and Wyoming in addition to Denver.

On hand for the station's gala birthday broadcast was Mrs. Henry Pierson who attended KOA's inaugural program back in December of 1924. Also interviewed were some of the studio veterans. R. H. Owen, manager in charge

(Continued on page 52)





TYPICAL SILVER anniversary brochures, bridging the 25-year history of personalities and programs, were these issued by WLS Chicago, which celebrated its quarter-century of service April 12, 1949, and by WHEC Rochester, N. Y., which marked its 25th year this past March 25. WLS, the *Prairie Farmer* station, reminded listeners of favorite acts—"then and now"— to "prove that they still retain their smiles—and good looks." WHEC, "the station *listeners* built," traced its role as a "campaigner," friend of the farmer, source of education and news, and coverage of sports and local shows, as well as CBS programs.

TRANSIT RADIO

Hearing on WWDC-FM Asked

TWO OPPONENTS of transit radio service last Tuesday asked FCC to designate for public hearing the application of Capital Broadcasting Co. for license renewal of WWDC-FM Washington, Capital outlet for Transit Radio Inc.

Request was contained in a brief filed on their own behalf by Franklin S. Pollak and Guy Martin, Washington attorneys, as a supplement to an earlier petition charging that the service is "contrary to the public interest." They demanded FCC halt the service throughout the United States [BROADCASTING, Feb. 20, 13].

WWDC-FM has been operating on a special temporary authorization developing out of Capital Broadcasting Co.,'s purchase of WOL-AM-FM properties. Temporary authorization was granted Feb. 23 and extends to June 1.

Request No Action Be Taken

The two lawyers again requested that FCC "take no final approving action on applications of others similarly situated for licenses, renewals of licenses and construction permits."

The new brief charges that:

Trasit radio does not constitute "broadcasting" within the meaning of the Commission's Rules and Regulations; that the licensee abdicates program control to Washington Transit Radio and Capital Transit Co.; that the WWDC-FM operation discriminates "by making available to Capital Transit Co. advertising on its behalf on a basis not comparable with the basis applied to other advertisers"; that WWDC-FM occupies modulated sidebands on both sides of the assigned frequency "in excess of the spectrum occupancy" permitted under Sec. 2.202 of FCC Rules and Regulations; and that WWDC-FM operation is a "breach of promises and representations" made to FCC "in order to induce the Commission to grant the original construction permit and license of WWDC-FM. . . ."

AD HANDBOOK

Barton Edits Factual Guide

ADVERTISING HANDBOOK. Edited by Roger Barton. New York: Prentice-Hall Inc. $10.

THIRTY-THREE top experts in advertising and related fields have contributed chapters to this book. Among them are Charles Hull Wolfe, radio and television copy chief at McCann-Erickson Inc.; John Caples, vice president of BBDO, and Raymond Loewy, industrial designer.

Advertising subjects cover testing of copy, packaging the product, uses of advertising research and choosing an effective advertising theme. The editor is also editor of *Advertising Agency* magazine, a lecturer on advertising at Columbia U. and a contributor on advertising to the *Encyclopedia Britannica.*



WELCOME MAT was out for J. Arthur Rank during his recent visit to Denver where radio-television-film executives feted the British film magnate and presented him with one of the famous silver Denver Dollars. L to R: Mr. Rank; Robert Benjamin, Universal Pictures official and Mr. Rank's traveling companion; Harry E. Huffman, president of Aladdin Radio and Television, owner of KLZ Denver; Frank H. (Rick) Ricketson, treasurer of Aladdin and president of Denver Fox Intermountain Theatres, and Hugh Terry, KLZ vice president and general manager.

THE 'DIGEST' DEAL

Seeks Radio Promotion on P.I. Basis

THE PUBLISHERS of *Reader's Digest,* having achieved phenominal success with a magazine that carries no paid advertising, apparently are firm adherents to the old theory that it's a poor rule that doesn't work both ways.

Attempting to get radio promotion for a special subscription offer of eight issues of the *Digest* for $1, the magazine's agent—Irwin Co. of Beverly Hills—has circularized stations asking them to promote the offer, not in paid time, but on a P. I. basis of 30¢ a sale.

"This promotion is so designed as to give each station participating 30% net . . . with no waiting," the agency's form letter declares. All the broadcaster has to do is to open the mail, make a list of names and addresses, send the Irwin Co. a check for 70¢ of each dollar received.

"The advantages of this form of processing are many," the agency explains.

(1) It simplifies your bookkeeping, you get your money immediately. (2) You have no bulky packages to handle. You send one list with your check. (3) You get credit for each and every order you produce. Many envelopes will contain multiple orders from your listeners. Other forms of handling might give you credit only for each piece of mail . . . not for each order enclosed.

Agency Describes Plan

In its accompanying letter, the agency describes the plan as one "that will put the productive portions of your station time to work in a hard-selling money-making proposition . . . indications are that it will be the most successful in the history of periodical promotions, and radio will help to make it so."

What the letter does not add, one broadcaster observed, is obvious: If radio makes the campaign a success radio will have taken all the risk, will have contributed all the work and facilities, so that the *Digest* can reap the benefits. Undoubtedly this is good business—but not for the *Digest,* not for radio.

CBS VS. OEIU

Local 174 Seeks Mediator

FEDERAL or state mediator is being sought by the Office Employees International Union, Local 174, Hollywood, following reaching an impasse in negotiations with CBS Hollywood. Negotiations for contract, which have been underway since last contract expired the first of this year, reached a deadlock last week when, the union stated, the network refused to discuss wages until working conditions could be agreed upon.

Union contends that both elements are tied in together. They seek $5 to $8 a week raises for employes, "to bring broadcasting wages up to prevailing salaries in other industries in area." Meeting to acquaint the approximately 100 employes involved in the negotiations with these recent developments is scheduled for tomorrow (April 18).

Raytheon Names Three

RAYTHEON MFG. CO., Waltham, Mass., last week announced the promotion of three assistant vice presidents. Percy L. Spencer was named vice president in charge of the power tube division; Norman B. Krim was promoted to vice president in charge of the receiving tube division, and Ernest F. Leathem was named assistant to the president, Charles F. Adams Jr.

WCCO RATES UP

Raises Day, Late Evenin

IN A MOVE described by the ne work as having been taken t bring rates into realistic adjus ment with new listenership su veys, the CBS-owned WCCO Minn apolis last week issued a new rat card, which, in some periods, raise time charges as much as 50% The new rate card, No. 21, is ei fective May 1.

Principal changes were in th daytime and late evening hour

The one-hour rate for the 6:3 7 a.m. period was increased fro $180 to $240. The 7-8 a.m. rat was raised from $240 to $300 8 a.m.-6 p.m. from $300 to $36

The 6-6:30 p.m. period was raise from $400 to $600 and the 10-10:1 p.m. time by the same amount Other period charges in weekday remained unchanged.

Rates for two Sunday period were raised: 12 noon-1 p.m. pe riod from $300 to $360 and th 10-10:15 p.m. period from $400 t $600.

The prices for station break and one-minute announcement were raised proportionately.

COLLEGIATE SYSTEM

SW Network Made Permanent

STUDENTS and faculty of 11 southwestern colleges and universities voted to maintain as a permanent organization the new Southwestern Collegiate Broadcasting System Conference at a meeting early this month in Waco, Tex. The conference, at a series of panels lasting two days, was concerned primarily with an exchange of ideas on programming, sales, promotion, engineering, opportunities for women in radio and evaluation of college laboratory work.

The management viewpoint was outlined by Burton Bishop, manager of KTEM Temple and Stan Wilson, sales manager of WACO Waco. Mary Holiday, women's director of WACO, talked of women in radio. Interim directors elected to succeed themselves as first officers of the network are Jack Lyle of Baylor U., chairman; Dick Poe, Hardin-Simmons, program director; Louemma Breckenridge, Oklahoma A & M, promotion director, and Mike Schoffield, Louisiana Tech, relations director.

Resigns C & O Account

KENYON & ECKHARDT, New York, has resigned Chesapeake & Ohio railway and its subsidiary, the Greenbrier Hotel, White Sulphur Springs. Recently agency was appointed to handle advertising for competitive transportation committee of Eastern Railway Presidents' Conference of which Walter Tuohy, president of Chesapeake & Ohio, is chairman.

1090 KC 'AVAILABLE'

KTHS Case Decided

LASS 1-B frequency of 1090 kc effect was declared available by CC last week in those areas where may be assignable now that the orth American Regional Broadasting Agreement has expired.

Under NARBA the channel has een usable in the U. S. heretofore nly in Arkansas (KTHS Hot prings, 10 kw day, 1 kw night) nd Maryland (WBAL Baltimore, 0 kw, directional night).

The unique situation was reealed by the Commission's final ecision last Wednesday to deny ne bid of John D. Ewing's KTHS switch to West Memphis, Ark., nd increase power to 50 kw day, 5 kw night, and to replace its Hot prings service with a new outlet nder the same ownership on 550 c with 5 kw day, 1 kw night. FCC lso denied the competitive bid of . E. Palmer's Hot Springs Broadasting Co. for a new station at Iot Springs on 1090 kc with 50 w fulltime.

Grants Proposed Earlier

The Commission earlier had proosed to grant the applications of Radio Broadcasting Inc., KTHS icensee, to move KTHS to West Memphis and to build a new staion at Hot Springs. But in the inal ruling the majority concluded his would have violated the spirit f NARBA, in effect at the time of he hearing, since KTHS "in esence" would be a Memphis, Tenn., tation even though physically loated in West Memphis, Ark. The majority concluded:

It is our opinion that in order to nsure fairness to other potential applicants and to other states where 1090 kc might now be utilized in view of he supervening circumstances which have removed our [NARBA] commitments as to the state where 1090 kc may be assigned, we should treat this application in the light of those circumstances existing at the time the record was made. Thus, if NARBA were still in effect we would have no hesitancy in denying the application to move KTHS to West Memphis, Ark., on the ground that this would, for all intents and purposes, make KTHS a Tennessee station whereas under terms of international treaty we had committed ourselves to assign the frequency in Arkansas.

Decision Not Unfair

FCC said such a decision would not be unfair to the applicants in the proceeding "as they are entitled to a decision upon the record made, and in accord with such applicable rules, laws and commitments as were in effect at the time the record was compiled." FCC's conclusion continued:

That some of these rules and commitments may have been fortuitously changed subsequent to the closing of the record should not act to place the applicants at a competitive advantage or disadvantage in the absence of overwhelming considerations of public interest or necessity. Such overwhelming considerations we do not find present in the facts before us. Further, Radio Broadcasting Inc. may now compete on an equitable basis, if it so desires, with any other applicant who may wish to enter the lists for use of 1090 kc in accord with presently existing considerations.

Comr. Frieda B. Hennock dissented from the majority ruling, voting for a grant of the KTHS applications. Comrs. Wayne Coy, Paul A. Walker and E. M. Webster did not participate in the decision.

The majority indicated denial of the KTHS bid for a new outlet in Hot Springs was moot since the move was denied. Regarding the denial of the Hot Springs Broadcasting application, the majority declared this bid could not be properly considered since it would interfere with an existing station (KTHS) and the issues in the proceeding did not include modification or deletion of KTHS's license nor its renewal.

The majority declared that "after giving due consideration to the peculiar circumstances in this case, the denial of all three of these applications is without prejudice to their being refiled before the expiration of the one-year period specified in Sec. 1.363" of FCC's rules. It was indicated the applicants may file "such applications as . . . [they] may deem appropriate."

Hearings in 1946

The applications originally were in hearing in 1946 and 1947 with oral argument on the proposed decision in July 1949. At this time a third applicant in the proceeding, W. Wright Esch, told FCC he did not object to denial of his application to switch WMFJ Daytona Beach, Fla., from 250 w on 1450 kc to 1 kw on 1090 kc, and its consideration was omitted in the final ruling.

The Ewing family is sole owner of KTHS as well as KWKH Shreveport, La., where the Ewings own the Shreveport *Times*. They also own the News-Star-World Pub. Co., publisher of two daily papers in Monroe, La., and own the Daily States Pub. Co., which has substantial real estate holdings in New Orleans. KWKH is assigned 50 kw on 1130 kc.

President of Hot Springs Broadcasting originally was ex-Gov. Carl E. Bailey of Arkansas, now deceased. He was succeeded by H. G. Galloway, Little Rock theatre and real estate man. There are 40 proposed stockholders.

Mr. Palmer, first vice president and subscriber to 1,000 of total 8,000 shares authorized, is principal owner of Southern Newspapers Inc., publisher of the only two daily papers in Hot Springs. He also controls the Texarkana (Tex.) News-Times Pub. Co., where he owns KCMC. He also controls papers in Camden and El Dorado, Ark., and holds large interests in papers at Hope and Magnolia, Ark. Mr. Palmer submitted a bid for KTHS in 1942 when it was sold to the Ewing group by the Hot Springs Chamber of Commerce.

New GF Post

HENRY P. STOCKBRIDGE, former associate sales and advertising manager of General Foods Calumet Division, has been named to the newly created post of assistant advertising manager of following General Foods products: La France, Satina, Log Cabin Syrup, Wigwam Syrup and Baker's coconut.

NAB BOARD OF DIRECTORS

13 New Members Slated To Join In Chicago

THIRTEEN new members join the NAB board of directors during the 1950 Management Conference, having been elected by mail ballots during February-March voting. The board was scheduled to hold a luncheon meeting Saturday at the Stevens Hotel, Chicago.

All directors will serve two-year terms after this year. Heretofore district directors were elected for two years and at-large directors for one year. During the transition year of 1950, at-large directors who received the most votes last winter will serve two-year terms, with the second high candidates serving one year. Starting in 1951 all at-large directors will serve two-year terms on a staggered basis. Directors are now limited by the by-laws to two consecutive terms.

Possibility of a special election for director-at-large for large stations arose with consideration of William B. Ryan, KFI Los Angeles, for the new NAB headquarters position of general manager. Should the board ratify this proposed appointment, then the large-station directorship will become vacant at the start of a two-year term.

Retiring from the board at this convention are Michael R. Hanna, WHCU Ithaca, N. Y., District 2; Campbell Arnoux, WTAR Norfolk, Va., District 4; Henry W. Slavick, WMC Memphis, District 6; Harry M. Bitner Jr., WFBM Indianapolis, District 8; Robert Enoch, Oklahoma City, District 12; Hugh B. Terry, KLZ Denver, District 14; Howard Lane, WJJD Chicago, large stations; G. Richard Shafto, WIS Columbia, S. C., and Kenyon Brown, KWFT Wichita Falls, Tex., medium stations; Clair R. McCollough, WGAL Lancaster, Pa., and Merrill Lindsay, WSOY Decatur, Ill., small stations; Everett L. Dillard, WASH (FM) Washington, FM stations.

New board members who take office during the meeting are William B. Fay, WHAM Rochester, N. Y., District 2; Harold Essex, WSJS Winston-Salem, N. C., District 4; Harold Wheelahan, WSMB New Orleans, District 6; George J. Higgins, WISH Indianapolis, District 8; Jack Todd, KAKE Wichita, Kan., District 12; William C. Grove, KFBC Cheyenne, Wyo., District 14; William B. Ryan, KFI Los Angeles, large stations; A. D. Willard Jr., WGAC Augusta, Ga., and John Esau, KTUL Tulsa, medium stations; Patt McDonald, WHHM Memphis, and Edgar Kobak, WTWA Thomson, Ga., small stations; Ben Strouse, WWDC-FM Washington, FM stations.

Continuing in service are Harold E. Fellows, WEEI Boston, District 1; George D. Coleman, WGBI Scranton, Pa., District 3; Allen M. Woodall, WDAK Columbus, Ga., District 5; Gilmore N. Nunn, WLAP Lexington, Ky., District 7; Charles C. Caley, WMBD Peoria, Ill., District 9; William B. Quarton, WMT Cedar Rapids, Ia., District 10; John F. Meagher, KYSM Mankato, Minn., District 11; Clyde W. Rembert, KRLD Dallas, District 13; Glenn Shaw, KLX Oakland, District 15; Harry R. Spence, KXRO Aberdeen, Wash., District 17; James D. Shouse, WLW Cincinnati, large stations; Frank U. Fletcher, WARL-FM Arlington, Va., FM stations; Eugene S. Thomas, WOIC (TV) Washington, and Robert D. Swezey, WDSU-TV New Orleans, TV stations.



CELEBRATING the debut of the new *Rex Allen Show* on some 60 CBS outlets are (l to r) Ray H. Kremer, radio director, Lambert & Feasley Inc.; Rex Allen, film cowboy star of new Friday night series; John Esau, vice president and general manager, KTUL Tulsa; Ollie Bettis, advertising manager, Phillips Petroleum Co., sponsor, and Andy Devine, screen and radio star who appeared on stage shows held in connection with the premiere broadcasts from Bartlesville, Okla., and Tulsa. Mr. Esau was host to a party for the Rex Allen company and representatives of Phillips Petroleum Co., following the second broadcast of the show from Convention Hall in Tulsa.



This group at meeting of Virginia AP Broadcasters Assn. at Richmond includes (l to r): Fred L. Hart, gen. mgr., WLPM Suffolk, and v. p. of VAPBA; Jack Weldon, gen. mgr., WOOD Lynchburg, retiring pres.; Oliver Gramling, AP asst. gen. mgr.; John Eure, news editor, WDBJ Roanoke, new VAPBA pres.

THE gentleman on the right, his "correct" attire including a homburg hat and morning coat, is Antonio, morning disc jockey on WXGI Richmond, Va. He is being congratulated by Mr. Fulcher, manager of Raylass Department Stores, on the stores' contract to carry 30 minutes of Antonio's hour show.



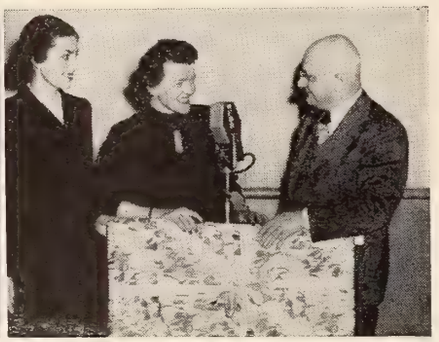
IT'S an "Elsie" button for Allyn Edwards (center), m. c. of *Let Yourself Go*, new variety show built by WNEW New York for The Borden Co. Medal is pinned by William H. Ewen (l), Borden's asst. natl. adv. mgr., as Ira Herbert, WNEW v. p. and sales dir., already "decorated," looks on.



IT'S wedding bells and farewell for Martha Ross Temple (center), director of women's programs for 11 years at WFBR Baltimore. With her are Helen Brooks, her successor, and J. H. L. Trautfelter, manager, who participated in Miss Temple's last broadcast.



VISIT to Hollywood by Joseph H. McConnell (center), president of NBC, is the occasion for this get together. At the left is Norman Blackburn, director, NBC's Western network TV operations, and at the right, Sidney Strotz, administrative vice president in charge of the Western Division.



ON her 10th year on the air, Frances Scully (seated), KECA Hollywood commentator, is crowned by Clyde Scott, KECA gen. mgr. Attendants are (l to r) H. O. Patterson, Shontex; Norma Geer, Celanese Corp.; J. A. Gutweiler, General Foods; E. O. Anderson, Shontex; Walter McNally, Bon Ami Co., all sponsors.



BMI's Decade

(Continued from page 43)

righted arrangements of music in the public domain.

In August 1940, at the NAB convention in San Francisco, BMI was able to report it had pledges from 336 stations comprising about 80% of the industry's dollar volume. During the same month BMI had its first song on the *Lucky Strike Hit Parade*, "Practice Makes Perfect." Activity at BMI continued at a feverish pace for the broadcasters knew that ASCAP's proposal for 3½% for small stations to 7½% for the major networks, payable at the source of clearance, would "save" some station money but add millions to the total cost to the industry. It was held that the new rates would mean economic peril to an important section of the industry and the proposed new ASCAP contracts were rejected by the majority of stations, including the networks.

BMI was functioning primarily as a performing rights organization and not as a music publishing firm. A system was set up whereby composers and publishers could be compensated on a basis proportionate to actual use of their music. Previously only network performances had been checked. In cooperation with Dr. Paul S. Lazarsfeld, director of Columbia U.'s Office of Radio Research, a sampling system of radio station performances was set up which proved an accurate guide to the use of music by the broadcasting industry.

Catalogue Rights

In December of that year BMI made a deal with the E. B. Marks Music Corp., one of its initial catalogues, along with Ralph Peer Enterprises, Mexican, Cuban and other Latin-American music firms, M. M. Cole and G. Ricordi Co. for the rights to their catalogues, built up over a period of a half-century. This took in many standards, Latin-American and popular music. It was the first break in the solid ranks of ASCAP publishers and broadcasters took heart anew. This was December 1940, and at the end of the month broadcasters through BMI would be 100% on its own as to music. It was deemed in many quarters that a last minute settlement would take place with ASCAP, and third parties sought to bring both sides together. Broadcasters had already practiced non-ASCAP runs, networks had advised sponsors and others to get a new theme song wherever necessary. The publicity battle grew apace.

The big blowoff of the year, any year, when people are apt to be listening to music or singing it, is New Year's Eve; and the New Year's Eve of 1940 saw the last minute of the ASCAP contract running out. Radio no longer had the right to perform ASCAP music. It was an anxious time for the 600 stations, for radio executives and for BMI. It was anticipated that there would be many infringements. But none occurred. No suit was filed by ASCAP for infringement, no great rush of mail to protest certain music being off the air, in fact virtually no letters at all. Preparations had been made to have boys pick up the protests and arrangements made for large scale replies. There were none to be made.

Advertising agencies and their clients on the air agreed to cooperate with the broadcasters in the name of doing anything that would contribute to lower costs. Lower music cost was of interest to them. So BMI and the broadcasters carried on as the year 1941 grew by the usual weeks and months.

As 1940 drew to a close, the Dept. of Justice interested itself in the struggle. A criminal action was started against ASCAP. An old civil action against ASCAP was revived, and BMI, early in 1941, signed a consent decree which was intended to serve as a guide for an ASCAP consent decree and which was subject to revision if the government ultimately entered into a different type of decree with ASCAP. Such revision ultimately took place.

Production Rush

The big rush in music production at BMI went along industriously, culled from E. B. Marks, M. M. Cole, and others along with public domain arrangements and BMI's own newly produced songs. Recording and transcription companies cooperated since this was the only means of having their product bought and played on the air. The *Hit Parade* managed to find ample material to keep its program going full blast.

In October 1941, after nine months of being off the air, almost 100%, ASCAP signed the networks and stations to new nine-year contracts, with a provision for a renewal for an additional nine years at the same rate. The new rate agreed upon was 2¾% for network programs and 2¼% for local shows under blanket license. This compared with a former 5% that was paid on the terminated pact and the 7½% that was demanded for the renewal.

Although there were approximately 600 stations which as stockholders had underwritten BMI, some were loath to continue or were on the fence. Others who had been given a free ride also were pondering the situation. ASCAP was back, why a BMI? An energetic vice president in charge of station relations for BMI took to the road. Carl Haverlin, who went to BMI in 1940, toured the country completely and when he returned hundreds of station contracts were in the fold. BMI had brought competition into the music field. Now it had to survive the competition. There were many lean months in the offing as ASCAP music rebounded to the airwaves. BMI plugged along.

Hundreds of publishers and writ-

NAB Convention Staff

ATTENDING the Chicago convention from NAB headquarters are President Justin Miller and Helen Fruth, his secretary; Ralph W. Hardy, director of government relations; Don Petty, general counsel; C. E. Arney Jr., secretary-treasurer, Arthur C. Stringer, assistant, and Marcella Fencl and Lucille Griffin, secretaries; Richard P. Doherty, employe-employer relations director; Neal McNaughten, director of engineering, and Jessie Basnight, secretary; Ed Sellers, FM director; Dr. Kenneth H. Baker, research director on leave to BMB; G. E. Markham, TV director; Everett E. Revercomb, assistant treasurer, and William Walker, mail room supervisor; Robert K. Richards, public affairs director, James Dawson, assistant director, and Gloria Sater, secretary.

Staff directors are available at Private Dining Room 8 for conferences with officials of member stations.

rs seeking performing rights for heir product were now in the BMI old. As BMI neared its first decde, it found itself the leading xponent of folk music, hillbilly r whatever term need be. This roduct is still the mainstay of the uke-box nickel and the average isc jockey around the country. long with this type of product here is the popular song of which MI has been enabled to turn out fair proportionate share, as evienced by its recent four out of even on the *Hit Parade*. To balnce this there is the classical prodct of AMP, Riccordi and others hich at times supply complete rograms conducted by Arturo Tosanini, not to mention numerous atin-American hits.

AMP Purchase in 1947

BMI further consolidated its potion in the spring of 1947 when purchased outright Associated usic Publishers Inc., insuring ermanent stability to its serious usic repertoire, and installed its ormer general manager, M. E. ompkins, as president of AMP.

Radio performances of BMI usic have shown a steady climb. 1944, for instance, BMI had a gged radio performance of slightmore than 5 million. In 1949, 3.2 million performances were gged, an increase of 28.8% over 948. There is every indication at the current year of 1950 will e an increase similar to that of 949 over 1948, perhaps 29% for an timated total of over 23 million gged performances, according to MI.

As a performing rights organiation, BMI has branched out. ther fields have found BMI music eeded in their business, and this d to some 3,500 hotels, night clubs, ballrooms, skating rinks, and other users of music, being licensed by BMI. A film synchronization rights department has been established in Hollywood.

Since its inception, BMI has given television rights to its music on the same basis as radio.

Perhaps the all-important test of what broadcasters think of their own music establishment is the fact that they renewed their nine-year license pacts with BMI 15 months before the current ones were to terminate. President Carl Haverlin, in order to avoid the expense of more than 2,000 personal letters, sent out a mimeographed letter stating that station renewals were desirable for a nine-year period from May 1950. In a matter of a few short months more than 2,000 stations had signed and returned their contracts.

In BMI Fold

Today there are nearly 2,800 radio station licensees in the United States and Canada in the BMI fold. The breakdown: 22 national and regional networks; 2,082 AM outlets; 394 FM and 94 TV stations as well as Canadian stations. More than 1,300 authors, composers and publishers are affiliated with the organization.

TULSA GRANT

Cameron Is Favored

INITIAL DECISION to grant bid of George E. Cameron for a new station at Tulsa, Okla., on 1340 kc with 250 w fulltime was announced by FCC last week. Competitive bid of Kenyon Brown there would be denied.

Mr. Cameron, operator of KOTV (TV) Tulsa, was preferred by Hearing Examiner J. D. Bond over Mr. Brown on grounds that the latter was a non-resident and planned to devote only one-half his time to the proposed station while Mr. Cameron would devote full time. The examiner also found that Mr. Brown, general manager and part owner of KWFT Wichita Falls and having interests in several other Texas stations, also planned to relinquish one-half of his 50% interest in the proposed Tulsa station to his general manager.

Mrs. Helen Alvarez and John B. Hill, Tulsa residents, are to be associated with Mr. Cameron in operation of his station and each would acquire a 15% interest from Mr. Cameron.

WEWS-FM QUITS

Economic Factors Cited

SCRIPTS-HOWARD Radio Inc. has been granted deletion of its license for WEWS-FM Cleveland, FCC reported last week. The Class B station ceased operation March 25. Although no reason for withdrawal was officially given, it was reported economic factors and lack of interest in FM were responsible. Scripp-Howard also owns WEWS-TV there.

PHILLIPS CARLIN

Opens Consulting Service

PHILLIPS CARLIN, who resigned a year ago as vice president in charge of programs of Mutual, announced last week that he has established a radio-TV business consulting practice with headquarters in the RKO Bldg., New York City.



Mr. Carlin

Mr. Carlin, a quarter-century veteran in radio programming, will engage in syndication of programs, and advisory work with advertising agencies on both radio and TV. He is occupying quarters with Douglas Storer, former CBS vice president in charge of programs.

KWIK LICENSE

Revocation Issue Heard

WITH conflicting testimony offered by FCC and licensee counsels, a confusing picture of apparent stock transfers was given at FCC's two-day license revocation hearing of KWIK Burbank, Calif., which adjourned in Los Angeles April 7.

Although FCC Counsel Robert H. Alford, through ownership reports and other documents, undertook to present evidence to the contrary, Marcus Cohn, Washington counsel for Leslie F. Bowden, trustee in bankruptcy for Burbank Broadcasters Inc., station licensee, contended that in some cases what appeared to be sales of stock were actually agreements on right to purchase, with deals not completed. He said that in other instances when stock was sold or deals made, voting rights were retained by previous owners and no change of control took place, pending FCC approval.

Issues Involved

With Comr. E. M. Webster presiding, FCC Counsel Alford at opening of the hearing asserted two issues were involved: (1) Whether stock transfers took place without FCC knowledge or permission; (2) whether letter of application filed by Mr. Cohn for Mr. Bowden, was sufficient for granting of a hearing.

Mr. Cohn during the hearing offered to prove that if KWIK's license were cancelled, innocent persons, including station employes and the government, to which taxes were owed, would be penalized. He further offered to prove that if the license were not cancelled, the original stockholders would not benefit by the station transfer to the trustee in bankruptcy. Comr. Webster refused to admit testimony on these points. However, on Mr. Cohn's request, he agreed to hold the record open for 14 days from date (April 7) in event applicant wishes to file a petition to enlarge the issues.

SAVANNAH CASE

Rivers Files Protest Answer

ANSWER to a protest by five Savannah, Ga., radio stations against a Savannah station grant to E. D. Rivers Jr. was filed with FCC last week by counsel for Mr. Rivers. The Commission had approved a grant for 900 kc 1 kw daytime only last month [BROADCASTING, March 13].

In a further statement, Mr. Rivers noted that the Savannah Radio Council, under which existing stations filed complaint, is not a licensee and has "no standing before the Commission," and charged that the council "now boldly admits that it was fear of competition, after all, that prompted it to file its original petition."

The council had taken issue with the religious program policy of Mr. Rivers, who also operates WEAS Decatur, Ga., and "his failure to live up to other commitments" to the Commission. Stations restated their case in answer to Mr. Rivers' contention that they wanted "no part" of a radio service for Negroes in Savannah [BROADCASTING, April 10].

Rivers' Stand

Mr. Rivers told FCC that the council is "desperately trying to keep further competition out of Savannah" and is, "in fact, trying to perpetuate a monopoly . . ." He added that "perhaps the public interest in Savannah requires that the Commission conduct an investigation of the (council)."

Statement was accompanied by affidavits which show, according to Mr. Rivers, that a religious program has been sustaining since its inception, despite earlier findings by the council.

Mr. Rivers' additional statement was filed by Philip M. Baker of Washington. The council is composed of WCCP WDAR WFRP WSAV and WTOC. They are seeking to have Mr. Rivers' grant vacated and his application set for hearing.

AD AWARDS

Radio, TV on Seattle List

ADVERTISING campaigns via radio and television will again figure prominently in the annual Advertising Awards for Exceptional Merit in Advertising, to be conducted for the third successive year by the Seattle Advertising and Sales Club. Announcement of the awards competition, embracing seven media categories has been made by J. C. Grover, general chairman of the awards committee.

Eligible for the competition will be ads and campaigns between April 28, 1949, and April 6, 1950. Final dates for submission of entries was April 14 for radio and April 28 for television and motion pictures. The awards in these categories will be presented April 25 and May 9, respectively.

25 Years

(Continued from page 47)

of engineering operations, who was sent from Schenectady, N. Y., to help build the station and remained with KOA, and Walter L. Morrissey, master control room engineer who was with the station when it opened, were a couple of the old-timers. As was "Mr. KOA," Clarence Moore, program director, since retired.

Interviewed on one of the programs was 83-year-old Frank Gimlet of Leadville, Col. Known as the "Hermit of Arbor Villa," he is considered one of KOA's oldest listeners. Further promotion included full page ads in the *Post* and the *Rocky Mountain News* boasting "We're 25 Years Old To-Day." Message harkened back a quarter century ago to the distribution of handbills heralding the opening of KOA, "The Rocky Mountain Broadcasting Station."

KOA, now a 50 kw outlet on 850 kc, looks backward with a smile to that inaugural broadcast when the station had to sign-off for two minutes during the evening to let the tubes "cool off."

An earlier celebrator of 25 years in the broadcasting business is WLS Chicago, passing that mile post on April 12, 1949. Like KOA, the *Prairie Farmer* station felt that the day belonged first and foremost to the listening audience.

The station asked listeners to write in their most interesting memory while listening to WLS and paid cash awards for all such incidents used on the air. These same incidents were the basis of a series of anniversary mystery ads in BROADCASTING.

History Outlined

Highlight of the day was a program from 7 to 7:30 p.m. called *Silver on Parade* which outlined the main events of the station's history. WLS personalities, favorites of yesteryear, were featured on the show. When the clock reached 7 p.m. on April 12, 1949, time went forward *and* backward at WLS. Narrator of the program Jack Holden let the real old-timers take precedence. Grace Wilson, still a WLS star, sang "Bringin' Home the Bacon," a song she sang 25 years ago on one of the first broadcasts. Georgie Goebel, a popular nightclub entertainer, returned to sing "Sippin' Cider Thru' a Straw," which he sang on WLS as a little boy. Uncle Tom Corwine, 80 years old and still with the WLS *Barn Dance*, brought back "Showboat" memories with his lively sound effects.

Most dramatic of all was the recording of the WLS scoop of the Hindenburg disaster, which is said to be the only radio special event in Columbia's famous historical record album "I Can Hear It Now."

Edgar L. Bill, retired president of WMBD Peoria who was the first director of WLS and originator of the *National Barn Dance*, was guest on the stations noontime *Dinner Bell* program.

The well known WLS *National Barn Dance* provided a promotion piece in which over-size barn dance tickets were sent to advertisers and agencies to be exchanged for actual theatre tickets at the convenience of the recipient. These were some of the extra promotion features. All employes of the station were given a big party. Special letterhead commemorating the silver anniversary also was used.

WFOR Hattiesburg, Miss., celebrated its 25th anniversary April 6 with an all day birthday party on the air. The station received salutes from NBC on the *Dave Garroway Show* and *Appointment With Music* program. The outlet has been an NBC affiliate since 1940.

To-day there are over 2,000 AM broadcast stations on the air, of this number about 35 stations in 22 states will ring up 25 years of broadcasting in 1950. WMAL Washington will be licensed 25 years Oct. 12. and plans special programs. In Memphis both WHBQ and WMPS were a quarter-century old in March followed by WSMB New Orleans in April.

Radio—a young man's game—is begining to show the silver threads among the gold.

RICHARDS CASE

Orders Resumption May 15

A MAY 15 resumption of FCC's hearing on the news policies of station-owner G. A. (Dick) Richards was ordered last Wednesday by FCC Chief Hearing Examiner J. Fred Johnson Jr., who previously had set the resumption for Sept. 6 [BROADCASTING, April 10].

Advancement of the date followed a petition by FCC General Counsel Benedict P. Cottone contending the September date provided counsel for Mr. Richards an "extravagant allowance" of time in which to prepare their rebuttal case and would be contrary to the "clear import" of the Commission's own wishes.

The hearings, involving charges that Mr. Richards instructed staff members of his KMPC Los Angeles to slant news according to his own beliefs, were adjourned April 1 upon completion of FCC's presentation in the Los Angeles phase. The May 15 resumption will be in Los Angeles and is expected to take several weeks. Subsequent sessions may then be held in Detroit and Cleveland, where Mr. Richards is principal owner of WJR and WGAR, respectively.

The case involves license-renewal applications for KMPC, WJR, and WGAR, as well as Mr. Richards' proposal to set up a trusteeship to take over control of the three stations.

WLBH-AM-FM Mattoon, Ill., which opened last Nov. 23, aired 117 play-by-plays of basketball games in three months, it reports.

WCCO SUMMER DRIVE

'Send Sales Up With Temperature' Is Theme

THE anticipated hiatus or "summer slump" may portend the usual dire forebodings for part of radiodom this year, but WCCO Minneapolis-St. Paul has served notice it will attack the perennial problem with a staunch hard-selling promotion campaign of unique dimensions.

The 50 kw CBS O & O outlet, now launching its third annual intensive drive to stimulate summer listening, is giving advertising agencies the names of firms who *do not* advertise on WCCO. The station has so identified them in its newest promotional kit titled "Send Your Sales Up With the Temperature," and it is promoting the drive on a host of fronts.

BMB Figures Used

WCCO has incorporated figures of the latest BMB survey as well as comparative BMB maps to accentuate its claims to huge chunks of the daytime and nighttime radio audiences in the Great Northwest area. Included also are success stories of advertisers who took "13 weeks with pay" in 1949 by using WCCO on a year-around basis as a result of last year's summer drive.

Those advertisers whom WCCO has pegged as 1950 summer and year-around prospects are divided into four categories: Local radio, Twin City newspapers, magazine, and national spot. Having corralled them in its listings, WCCO then mentions its own program availabilities.

The BMB section, based on figures for spring 1949, compares extent of 50-100% daytime and nighttime audience coverage with that of other stations by overlay maps.

One of the highlights of WCCO's campaign will be a $25,000 all-out newspaper tune-in drive to promote peak listening to summer shows. The 1950 theme will be: "Take your WCCO favorites with you—take a portable radio along this summer." Station promoted a tie-in with radio distributors to push sale of portable radios last year.

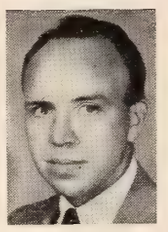
WCCO will launch its national campaign with 12 color advertisements in five leading trade magazines, to be reprinted for mailing to over 2,000 timebuyers in the radio and client fields. Additionally, cooperative campaigns have been set up with Minnesota and Wisconsin resort operators associations.

KM&G - WOOD

Appoint New Executives



Mr. Lindquist



Mr. Schroeder

APPOINTMENTS of Lansing B. Lindquist as radio and television director of Ketchum, MacLeod & Grove, Pittsburgh, and of Willard Schroeder, who previously held the agency post, as sales manager of WOOD Grand Rapids, Mich., were announced last week.

Mr. Lindquist, a Washington radio-TV independent producer, previously had served as program manager of WOL (now WWDC) Washington and station manager of WSYR-FM Syracuse, N. Y. At WOOD Mr. Schroeder replaces Walter Bass, resigned. Previously he was sales manager for WCAE Pittsburgh and general manager of WINS New York. He was active at KM&G in building radio billings in Ohio, Pennsylvania, Maryland and Virginia.

WJBK-FM POWER

Goes to 30 kw Tomorrow

POWER increase to 30 kw for WJBK-FM Detroit will be in effect by tomorrow (April 18), according to Richard E. Jones, general manager of Detroit operations for The Fort Industry Co., which owns and operates the outlet. Now operating on 1 kw, WJBK-FM will utilize the new power to cover a radius of 75 miles, with major objectives being reception in Detroit's downtown area, Port Huron, Mich., and Toledo, Ohio, Mr. Jones said.

The power increase, it also was announced, is timed for broadcasting all Detroit Tiger baseball games over WJBK-FM simultaneously with the AM operation. WJBK (AM) is key station for the Goebel Beer Baseball Network. WJBK-FM is now scheduling broadcasts daily from noon to 11 p.m., and will operate on an interim basis of 20 kw until installation of the new Western Electric transmitter is completed, Mr. Jones stated. Transmission point has been moved to Northwest Detroit, with FM antenna located atop WJBK-TV's 400-ft. tower.

Indianapolis Race

PERFECT CIRCLE Piston Ring Co., Hagerstown, Ind., will for the fifth consecutive year sponsor the Indianapolis Speedway Race over MBS on May 30. Four special broadcasts are schedued, one starting at 11:45 a.m., EDT, another at 1:30 p.m. for 15 minutes and then from 3-3:15 p.m. Climax of the auto race will be broadcast from 4 p.m. to conclusion. Henri, Hurst & McDonald, Chicago, is the agency.

Research Proves Summertime Radio As Effective As Rest of Year!

Small Drop in Metropolitan Audiences More Than Offset by Other Listening

Some radio advertisers curtail their summer schedules in the belief that summertime radio advertising is expensive and ineffective as compared to the "good" months of the year . . . that "business always falls off in the summer anyway" . . . that "big-time network shows get replaced" . . . that "people just don't listen to the radio in hot summer months." Reasoning is that radios are restricted to living rooms. *This premise is not true!*

Today, families take their radios with them. Radios flock to the beaches, mountains and lakes, they go on family picnics, they take weekend trips and week-night drives, they're practically "standard equipment" in automobiles and summer cottages. In short, radios are as much a part of the summertime American scene as bathing suits, picnics and "two-weeks-with-pay."

Statistics confirm this. In Iowa, for example, the Iowa Radio Audience Surveys* show a 244% increase since 1939 in the number of radio-equipped cars. These millions of car radios create a vital summertime audience, as shown by the following figures:

IOWA CAR-RADIO LISTENING

Length of Trip	*Percentage Who Tune In Their Car Radios*	
	MEN	WOMEN
Between 1 and 5 miles	33.8%	38.0%
Between 6 and 25 miles	53.0%	52.0%
Between 26 and 50 miles	68.3%	63.5%
Between 51 and 100 miles	69.1%	69.0%
More than 100 miles	80.5%	63.0%

In addition, comparisons between the 1949 and the 1948 Iowa Radio Audience Surveys reveal a 16.0% increase in the number of radio sets located *outside* the home and *outside* the family car. Reliable estimates indicate that Iowans now have about 750,000 portable sets that can travel with the family to cottages and cabins, camps and hotels.

This summertime bonus audience takes on even greater meaning when you realize that C. E. Hooper figures show only 6.6% less people available in the *daytime* in metropolitan homes during July and August, than in the peak daytime month of February. *Evening* figures show a decline for July and August of only 13.3%, as against the peak evening month of January.

These figures are substantiated by statistics compiled by the Psychological Corporation which indicate that only 6.8% of the nation is on vacation at any one time between July and Labor Day. Only about two thirds of these vacationers take trips — the rest relax and rest at home, with many of their leisure hours devoted to radio. The true picture of summertime radio listening, then, is *not* that there is less listening, but that at least *an equal amount of listening takes place, with a lot of it in non-surveyable locations!*

"VACATIONING"—A BILLION-DOLLAR INDUSTRY!

Between June and September, vacation-minded Americans spend well over a billion dollars planning for their vacations — and enjoying them. Swim suits and sun-tan lotions get a part of this billion-dollar spending but even more is spent on such year-'round merchandise as tires and gasoline, food and drug items, cigarettes and clothes.

DECISIONS ON MANY FALL PURCHASES MADE IN JULY AND AUGUST!

Two recent department store surveys (one in Milwaukee and one in San Francisco) show that in 80% of the cases, housewives make up their minds in July and August as to *what* to buy, what *brand* to buy and *where* to buy their September purchases. There is additional evidence that this "carry-over" has a very real effect on sales in October, November and December, too. As one department store official put it, "It's too late to wait to sell a major investment until the family is back in Fall harness . . ."

*The Iowa Radio Audience Surveys of radio listening habits have been made for the past twelve years by Dr. F. L. Whan of Wichita University and his staff. They are based on personal interviews with thousands of Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising, marketing and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.

National Representatives

SEEKING AN AUDIENCE WITH KENTUCKY KING (Ky.)?

If you want to count Kentucky King (Ky.), it *can* be done via radio—but *not* by WAVE. The courtiers around that throne are outside our boundary line. . . .

As it is, we use up all our influence in the 27-county Louisville Trading Area. And this, *but only this,* is the *one* regal market in all Kentucky. It buys and sells almost as much stuff as the rest of Kentucky combined.

At WAVE we give you an entree not to Kentucky King, but to the *treasury* of the State. Give us the nod, and we'll be glad to announce you — by radio!

LOUISVILLE'S
WAVE



NBC AFFILIATE
FREE & PETERS, INC.,
5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES

Uniform Policy

(Continued from page 41)

volved in the motion picture anti-trust case, he pointed out that its radio station has never been charged with any law violation.

The Washington law firm of Pierson & Ball filed on behalf of five licensees a brief contending that "the only legal uniformity of policy possible is that the Commission will look at all the evidence in each individual case before determining whether or not an applicant is qualified. This policy is already in effect and needs no further detailed implementation."

The brief asserted that law violations should be considered as a part of an applicant's past conduct, and that the weight of this factor cannot depend upon whether an allegation of federal law violation has been made. The law firm also felt that the fact that questionable practices have been eliminated by a consent decree carries "little or no weight."

The Pierson & Ball brief was filed on behalf of Yankee Network; WKY Oklahoma City; KOB Albuquerque; KGLO Mason City, Iowa, and WTAD Quincy, Ill.

CBS, in a brief by General Attorney Julius F. Brauner and Attorney James H. Neu, also urged a case-to-case approach, with law violations to be considered along with all other factors.

CBS Contention

"The Commission is not authorized to establish any rule, regulation or policy whereby any grant would be automatically denied or revoked solely because of the violation by the applicant of any federal law, with the possible exception of (a) violations of the [Communications] Act, or (b) the violations specified in Sec. 311 [of the Act], of which the applicant has been finally adjudged guilty by a Federal Court," CBS said.

(Sec. 311 requires FCC to refuse to license any applicant whose license has been revoked by a court for anti-trust violations, and permits FCC to revoke licenses held by persons whom a Federal Court has held finally guilty of unlawfully monopolizing radio communication.)

Loew's Inc. contended it is impossible to cover violations of all laws in any "uniform policy," and suggested that a distinction be drawn between law violations which reflect on character and those of a regulatory and administrative nature which may be inadvertent and unwillful.

The brief, by the Washington firm of Bingham, Collins, Porter & Kistler, said FCC must exercise discretion on a "per-case basis," that character is only one element of qualification, and that violations not affecting character should be disregarded.

"The establishment of an arbitrary prohibition against all applicants . . . who have violated any law of the U.S. would be about as reasonable as providing the same punishment or penalty for any violation of law regardless of the nature of the offense," the brief asserted.

The company, which operates WMGM and WMGM-FM New York and KMGM (FM) Los Angeles, said no "character" question was raised in the motion picture anti-trust case, in which Loew's was involved, and that in any event FCC has "no jurisdiction whatsoever" in anti-trust matters where no final judgment has been entered by the courts.

The case-by-case approach also was urged by WPTR Albany, N. Y. principally owned by Schine Chain Theatres, and by Twentieth Century-Fox Film Corp., in briefs filed respectively by the Washington law firms of Cohn & Marks and Welch, Mott & Morgan [BROADCASTING, April 10].

Allen B. DuMont Labs, held by an FCC proposed decision to be controlled by Paramount, also notified FCC it will participate in the hearing. DuMont Washington counsel, Thad H. Brown and William A. Roberts, reminded FCC that DuMont denies that Paramount is or has been in control of the radio manufacturing and TV network firm, which operates WABD (TV) New York, WTTG (TV) Washington, and WDTV (TV) Pittsburgh. Since FCC's proposed decision was issued, Paramount has been divided into separate film production and exhibition companies under an anti-trust consent decree.

Upcoming

April 20-21: Philadelphia Chapter Ass for Education by Radio, U. of Pen sylvania.

April 26-28: Northern Eastern Distri of the American Institute of Ele trical Engineers, Sheraton-Biltmo Hotel, Providence, R. I.

April 29: Catholic Broadcasters Ass spring conference, Catholic U. America, Washington, D. C.

May 7: Ohio Assn. of Radio News Ed tors, Columbus, Ohio.

May 9-11: IRE-AIEE-RMA Conferenc Dept. of Interior Auditorium, Was ington.

May 22-23: North Carolina Assn. Broadcasters annual conventio Chapel Hill, N. C.

May 31-June 2: Forty-sixth annu convention, Advertising Federati of America, Statler Hotel, Detroit.

June 1-3: Assn. of Women Broadcaste seventh annual convention, Hot Cleveland, Cleveland.

June 5: Pennsylvania Assn. of Broa casters annual membership meetin Bedford Springs, Bedford, Pa.

Riddell WXYZ Presiden

JAMES G. RIDDELL, genera manager of WXYZ Inc., owne of WXYZ-AM-FM-TV Detroit wholly owned subsidiary of ABC last week was elected president o the subsidiary. Mr. Riddell ha been general manager of ABC' Detroit properties since the net work acquired WXYZ from th King-Trendle Broadcasting Corp in 1946. At the time of ABC's purchase from King-Trendle, Mr. Riddell was sales manager and commercial manager of WXYZ.



PUZZLE PICTURE

Are zebras white animals with black stripes or black animals with white stripes? That's a puzzle that will never be solved.

But there's no puzzle about the best radio buy in Baltimore. The biggest bargain buy in this rich market is W·I·T·H. Here's why:

W·I·T·H delivers more *home* listeners-per-dollar than any other station in town. And second, *in addition*, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W·I·T·H.

That means that a *little* money does big things on W·I·T·H. Call in your Headley-Reed man today and get the whole W·I·T·H story.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

TODAY
IS OUR
BIRTHDAY!

20 YEARS OLD
1930 -- APRIL 17 -- 1950

We are justifiably proud of our continued leadership in the rich tri-city market—Winston-Salem, Greensboro, High Point — the Number One Market, in the South's Number One State!

And here is Our birthday present to You, the Advertiser!

HOOPER STATION AUDIENCE INDEX
Fall-Winter, 1949-1950

	WSJS	Station B	Station C	All others
Morning Mon. thru Fri.	42.9	33.2	11.0	12.8
Afternoon Mon. thru Fri.	49.6	22.2	13.8	16.4
Evening Sun. thru Sat.	56.4	29.0	—	14.7

Winston-Salem's FIRST Station
W S J S

AM 5000 WATTS | FM 46,000 WATTS | TV APPLIED FOR

NBC Affiliates
THE JOURNAL-SENTINEL STATIONS

Electronics

(Continued from page 40)

set up an office adjoining Exposition Hall, on the Stevens' basement level, where the heavy equipment is on display. Mr. McNaughten and Miss Basnight have their office in Private Dining Room 13 on the fourth floor.

Jack R. Poppele, WOR New York, a member of the NAB Engineering Committee and one of radio's pioneers, formally opened the technical sessions Thursday morning. Meetings were held in the North Ballroom on the third floor. Mr. Poppele presented J. W. Wright, of CBS, who discussed co-channel and adjacent channel TV interference tests.

UHF Project Discussed

Interest ran high in a three-ply discussion of the RCA-NBC UHF project at Bridegport, Conn. Three executives who have been active in the effort to solve UHF transmission problems described the success attained in providing reliable TV service in the 529-535 mc band. Performance data were given along with design problems and how they were solved. Reading papers on the Bridgeport installation were T. M. Gluyas and O. O. Fiet, of RCA Engineering Products, with Mr. Guy, of NBC, outlining objectives of the project.

Other Thursday morning speakers were John Ruston, Allen B. DuMont Labs., describing a new 5 kw TV transmitter; C. L. Ellis, General Electric Co., explaining a new synchronizing generator; Lucken E. Rawls, WSM Nashville, speaking on use of pulse technique to select TV transmitter sites; Ralph Harmon, Westinghouse Radio Stations, telling about UHF experiments at KDKA Pittsburgh.

Welcome By Miller

Mr. McNaughten presided at the first luncheon session, introducing NAB President Justin Miller who delivered an address of welcome. Mr. Guy, president of the Institute of Radio Engineers, was principal luncheon speaker, giving a history of broadcasting.

Presiding Thursday afternoon was Oscar C. Hirsch, KFVS Cape Girardeau, Mo. First paper was read by F. G. Back, of Television Zoomar Corp., suggesting methods of bringing all TV optical factors into proper relationship. Richard Blount, General Electric Co., spoke on studio lighting; Robert F. Bigwood, DuMont TV Network, on theatre TV controls; Ernest L. Adams, WHIO-TV Dayton, Ohio, on design problems peculiar to a moderate-size TV station.

J. Roger Hayden, International Derrick & Equipment Co., showed a color film depicting construction of the 1,057-foot tower of WCON Atlanta. Concluding paper Thursday afternoon was read by John Lorber, of Raytheon Mfg. Co., speaking on graphical design of grid modulated power amplifiers for TV.

John H. DeWitt Jr., WSM Nashville, presided Friday morning, introducing E. Bradburd, Federal Telecommunications Labs., who described a 5 kw air-cooled TV transmitter. L. J. Wolf, RCA Engineering Products, told how super-gain performance can be attained by use of a new type of TV antenna. Blair Foulds and Frank N. Gillette, of General Precision Lab., described new types of 16mm TV projectors.

Problems of operating and developing the Bell System TV network were reviewed by Charles E. Schooley, of AT&T. Leo Staschover of Federal Telecommunications Labs., described TV sound diplexing in a TV link.

The economics of TV station operation, of growing importance in television's development, were discussed by Robin D. Compton, WOIC (TV) Washington, including staff organization, budgets, unions, network transmissions and government controls. Thane E. McConnell, Collins Radio Co., read a paper on the operation of a 10 w FM transmitter for educational stations.

With A. James Ebel, WMBD Peoria, Ill., presiding at the Friday luncheon, the conference turned to the future of TV with an address by G. Emerson Markham, director of the NAB Television Dept. Since taking the NAB post last September Mr. Markham has been working out a long-range program by which the association can serve the newest of the electronic industries.

Friday Afternoon

K. W. Pyle, KFBI Wichita, Kan., presided Friday afternoon. Papers were read by Charles Sheridan, Transit Radio Inc., on the engineering of this new medium; by John K. Hilliard, Altec - Lansing Corp., Hollywood, on a miniature condenser microphone; by John V. L. Hogan, of Hogan Labs., on facsimile; by Lauren K. Findley, Collins Radio Co., on a new 1 kw AM broadcast transmitter; by W. S. Bachman, Columbia Records, on the Columbia hot - stylus recording method; by Fred Grimwood, Gates Radio Co., on a new 5 kw AM transmitter.

Three stand-by papers were available for the program in case time permitted or a speaker could not attend. They were: "A New Television De-Modulator," Jack W. Downie, General Electric Co.; "Recent Improvements in Televising Motion Picture Film," Robert Myers, Allen B. DuMont Labs.; "A Small Size High-Fidelity Ribbon Pressure Microphone for AM, FM and TV Broadcasting," Harry F. Olson, RCA Labs.

Pa. Broadcasters to Meet

ANNUAL membership meeting of the Pennsylvania Assn. of Broadcasters will be held on Monday, June 5, at Bedford Springs Hotel, Bedford, Pa., according to Frank R. Smith, association president. Mr. Smith, who is president and general manager of WBVP Beaver Falls, Pa., said about 100 Keystone State station representatives are expected to attend. Sixty-seven stations are members of the association.



N.A.B.

us at the

CONVENTION

and make us tell you about...

CAPITOL-IZED SHOWS

More than 30 different musical shows, complete in script and format — that's the new CAPITOL-IZED lineup. Each one's unique ... cleverly assembled, with big-time showmanship of network calibre. Music has been carefully chosen from Capitol's fresh, well-balanced Transcription library—over 4500 superbly produced selections ... all recorded postwar. And look at these professional touches: special themes; voice-tracks of the featured artists; theme fill and bridge music (for commercial background); courtesy announcements, to build audience interest. Dollar for dollar, you can't buy better audience builders ... more "sponsor appeal." Make us prove it to you, face to face, at the N.A.B. convention. We'll be waiting to spin a program or two for you ... in Rooms 532A-534A. Or drop us a line at Sunset and Vine.

BROADCAST DIVISION
Capitol Records, Inc.
Sunset and Vine
Hollywood 28, Calif.

Capitol
REG. U.S. PAT. OFF.
RECORDS, INC.
BROADCAST DIVISION

A UNIQUE LIBRARY PROGRAM SERVICE

'Gambling' Probe

(Continued from page 42)

the problem of choosing between this resolution and an even more inclusive measure introduced previously by Sen. Estes Kefauver (D-Tenn.), decided last week to set up a special committee with Sen. Kefauver as its probable chairman.

The special committee would be composed of five Senators — two from Sen. Johnson's commerce committee and three from the Judiciary Committee—and would be authorized to conduct a "full, extensive and fair investigation of crime syndicates operating in interstate commerce," according to Sen. Scott Lucas (D-Ill.), Senate majority leader.

Sen. Kefauver will introduce a new resolution to create such a committee and specify a Jan. 1 deadline for its report rather than the earlier time limit contemplated for his original crime investigation.

Within the framework of the overall gambling probe, the Senate commerce committee meanwhile authorized a favorable report on a Justice Dept. measure to curtail the interstate transportation of slot machines for illegal use.

NRB Newsletter

MONTHLY newsletter titled "Profit Ideas" currently is being made available to business executives by National Research Bureau Inc., Chicago. March 1950 issue contains news on ideas used for television, a radio case history and other material of interest to furniture and home furnishings merchandisers. Each issue is devoted to a particular merchandising field with examples of "tested business-getting ideas."

RADIO MINISTERS

Meet in Two-Day Clinic

SPARKED by the desire to produce better religious programs for Indiana audiences, some 95 delegates attended the first annual Ministers' Radio Institute-Clinic at the school of religion of Butler U., Indianapolis on March 20-21. The two-day sessions were sponsored by the Indianapolis Church Federation and the Butler school.

Officials of WIRE WFBM WIBC and WISH, all Indianapolis, took part in the discussions. Principal speakers included Sherman P. Lawton, director of radio, U. of Oklahoma, on "Measurement of Audience Response"; Richard Meischke, producer of *Christian Brotherhood Hour*, speaking on "Music for Your Broadcast,"

G. B. Gordon, of Butler U. and program director of the Indianapolis Church Federation's radio committee, was director of the clinic.



FORMER ALL AMERICAN Glenn Dobbs (l), renowned former U. of Tulsa punter and ace passer, is signed as sports director of KRMG Tulsa, Okla. Approving the signing is Robert B. Jones Jr., KRMG manager. The grid star also played with the Brooklyn Dodgers and the Los Angeles Rams, professional clubs.

White Tower Spots

WHITE TOWER management Corp., Stamford, Conn. (restaurant chain), is placing one-minute announcement schedule in 11 Eastern markets plus Charlotte, N. C., following successful test in Providence, R. I. Announcements feature Bob Crosby, Walter O'Keefe, and the Andrews Sisters. Future expansion of campaign to other cities where the company operates restaurants is contemplated. Badger & Browning & Hersey Inc., New York, is the agency.

'Lightning'

(Continued from page 44)

some faults can be found with the film's production and that the "majority doesn't agree as to its effect." But, he added, the film compares favorably to other trade association productions. While there may have been error in filming action on the spot because of a lack of ideal filming conditions, an effort was made to make the picture as authentic as possible, he went on.

Another factor to "Lightning's" credit, Mr. Gray said, is the revision. The present version "is much different and packs much more punch" than the showings made of the rough product. In addition, Mr. Gray believes the 20-minute adaptation "Lightning That Sells" does a better job than the longer film.

This is the verdict given by one who closely followed the industry-wide promotion's film from fund raising, to actual filming and finally to its showing in many leading cities. All in all, Mr. Gray finds the film electrifying, radio's sales pitch not a contract with dotted line.

Spring Comes Earlier
And Sales Seem Easier
in
Memphis

Spring Tonic for Results

WHHM

Where your Spots are Spotlighted

More Listeners Per Dollar in Memphis

WHHM

Independent But Not Aloof
MEMPHIS, TENNESSEE
Patt McDonald, manager

AIMS Association of Independent Metropolitan Stations

Representative: Independent Metropolitan Sales

THIS IS **KFI**'s
DEFINITION OF

GOOD RADIO ADVERTISING:

• 76% INCREASE IN SALES! This universally distributed grocery product had a 76% increase over its already hefty sales in 10 weeks due solely to Burritt Wheeler on KFI. A companion product, barely mentioned by Wheeler, had an 85% increase!

• 50% INCREASE IN SALES! An appliance company, selling a $175 machine door to door, had a 50% increase in business after only four weeks due solely to an audience participation program starring Stu Wilson—and in the Long Beach territory alone there is a backlog of 25,000 demonstration appointments.

• 19,000 WOMEN INTO GROCERY STORES! In a four-week period 19,000 women went to the trouble to guess a melody, write their guess on a postcard, and go to a grocery store to pick up their prize—a 9¢ product. This was all due to 5-minute KFI program broadcast five mornings weekly.

Radio advertising is too often measured by inconclusive standards—a trade paper review, a rating, a cost-per-thousand study. The only valid definition of good radio advertising is—

ADVERTISING THAT PRODUCES SALES...

immediate and unmistakable response.

That is the type of advertising we attempt to sell you...on

KFI

Earle C. Anthony, Inc.

NBC for Los Angeles

50,000 Watts on 640 kc

Represented nationally by Edward Petry and Co.

JUST A YEAR OLD—

AND NOW LEADING THE FIELD IN THE BLOOMINGTON AREA



AND, WHAT'S MORE, WE'RE GOING TO 5000 WaTTS!

(That'll boost our coverage market in central and southern Indiana)

Balanced programming makes the difference, although we're the first to acknowledge, it doesn't hurt our rating any to be designated sports station for Indiana University. Located as we are in the limestone center of the world, we're right in there pitching—day and night—with **NEWS • DRAMA • MUSIC • CIVIC and COMMUNITY INTEREST programs.**

THE SARKES TARZIAN STATIONS

WTTS — **WTTV** — **BLOOMINGTON INDIANA**

Represented Nationally by **WILLIAM G. RAMBEAU CO.** New York, Chicago, Los Angeles, San Francisco

Represented Nationally by **BARNARD and THOMPSON, Inc.** 299 Madison Avenue New York City

West Statement

(Continued from page 42)

homes to come down" "Are program costs going to be very much higher?" "When can we expect studies of the sales effectiveness of television?"

But one question more than any other, dominated our discussions. It was simply this: "What happens to radio listening in television homes?" Advertisers, agencies and the broadcasting industry soon must have a reliable answer to this question if the present confidence we all have in radio's future is not to be impaired.

This leads to the second point; it concerns the future of radio research and particularly the successor organization to BMB. The ANA board of directors after consulting over 200 ANA members who are radio advertisers, recently stated our policy in regard to radio research. I would like to quote at least part of the board's statement as it is the best reflection of advertisers' viewpoint I know of.

ANA Board Message

It is essential (the statement reads) to the long run interests of all those concerned with advertising—the media as well as agencies and advertisers—that advertising expenditures be channeled in such a way as to produce the most effective and economical sales results. In order to accomplish that object, advertisers must be in a position to employ individual media intelligently—which means on the basis of facts. Advertisers, as represented by the ANA, have repeatedly expressed their need for valid and UP-to-date information on the audiences and coverage of radio stations.

Responsibility for providing that information seems clearly to rest with the broadcasting industry. . . . Moreover it has been the established practice with other media to provide a uniform standard of measurement by methods acceptable to their customers, the advertisers. In the absence of such information on broadcasting, advertisers will be materially handicapped in their efforts to use the medium fully and effectively.

The history of media research has demonstrated that its value—to the media themselves—is in proportion to the confidence which buyers place in it. That confidence in turn depends on the extent to which the techniques and execution of the research project are planned and validated in a manner acceptable to both buyer and seller. And mutual acceptability can be achieved only through the joint determination and review of objectives and procedures which have characterized the operation of the Broadcast Measurement Bureau. Unless the established principle of tripartite operation is applied in organizing the successor to BMB, there is substantial risk of loss of confidence in the data. . . .

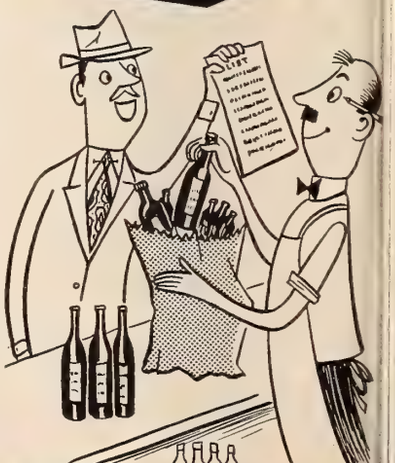
There is more to the ANA Board's statement, but I believe the sections I have quoted reflect advertisers' needs and requirements. ANA members have a tremendous and well found faith in the present and future of radio as an advertising medium. There will, of course, be changes in what we have come to call "traditional" radio advertising concepts or patterns. But, as Howard Morgens of Procter & Gamble recently put it in a talk to the New York Radio Executives Club, "radio and television are both entering an extremely difficult period . . . the most pressing and important task for all of us is to make sure that both are effective and efficient from an advertising standpoint."

To do the job, Mr. Morgens suggests, as I see it, we must have more factual radio and television data, and advertisers are convinced that it is up to the radio industry to supply the information they need.

Real 'Mystery' Voice

FOR the past two months, listeners to the *920 Mystery Club*, musical guessing show on WTTM Trenton, N. J., have been greeted by a "mystery voice" when they phone in their guesses. Through some sort of mechanical mix-up, listeners find themselves connected with a voice which exchanges pleasantries and takes guesses on the mystery tune. He usually tells callers their guesses are correct and promises to send the theatre award tickets. When the "winners" check the station, they find they've been duped. The situation has brought on a full-scale probe by police and the New Jersey Bell Telephone Co.

LANG-WORTH FEATURE PROGRAMS SELL BEER & WINE!



LANG-WORTH FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

"FIGHT of the WEEK"

Gives you the SPOT of the WEEK!

● Now you can buy spot announcements in the outstanding major boxing event known as the "Fight of the Week," presented by the Sports Network every Monday night at 10 P.M.

● The "Fight of the Week" is broadcast direct from ringside and originates in whatever city the outstanding major boxing events occur. Del Parks brings you a vivid ringside blow-by-blow account of the fight and Jules Rind does the color and commercials.

● Under this new arrangement you may buy 45-second spots between rounds, on a 13-week basis with option for renewal. The rate for all markets* listed below is only $250.00 per 45-second spot, per show. More stations are being added each week at no extra charge to you.

*a SURE KNOCKOUT in these markets

PENNA.

Philadelphia	WPEN
Allentown	WAEB
Altoona	WJSW
Erie	WLEU
Harrisburg	WHP
Johnstown	WCRO
Lancaster	WLAN
Lebanon	WLAB
Lewistown	WMRF
Lock Haven	WBPZ
Pittsburgh	KQV
Pottsville	WPAM
Reading	WEEU
Scranton	WARM
Shamokin	WISL
Wilkes Barre	WBAX
York	WSBA

NEW YORK

Albany	WOKO
Auburn	WMBO
Buffalo	WEBR
Dunkirk	WFCB
Glens Falls	WWSC
Hudson	WHUC
Jamestown	WJTN
Olean	WHDL
Plattsburg	WEAV
Syracuse	WOLF
Utica	WGAT

NEW JERSEY

Atlantic City	WFPG
Bridgeton	WSNJ
Trenton	WBUD

VERMONT

Burlington	WJOY

MARYLAND

Baltimore	WITH

DISTRICT OF COLUMBIA

Washington	WINX

WEST VIRGINIA

Martinsburg	WEPM

DELAWARE

Wilmington	WAMS

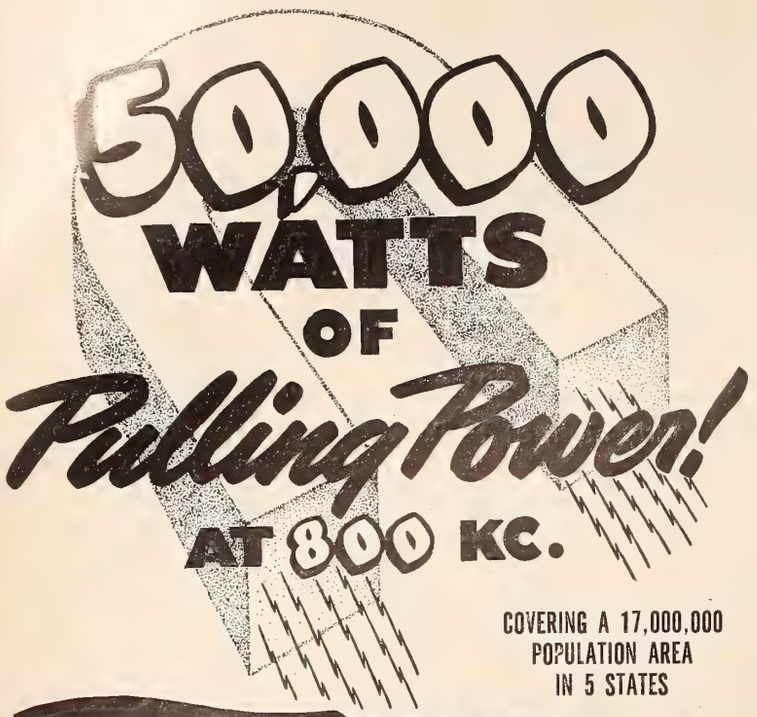
OTHER STATIONS ADDED EACH WEEK

for Information and Availabilities

SPORTS BROADCAST NETWORK

Jack Rensel, *GENERAL MANAGER*

2212 WALNUT STREET • PHILADELPHIA 3, PA. • LOcust 4-4383



The DETROIT Area's Greater Buy! —at the lowest rate of any major station in this region!

CKLW with 50,000 watt power is hitting an increased audience of 17,000,000 people in a 5 state region and establishing new performance records for advertisers. This increased effectiveness, coupled with the lowest rate of any major station in this region means now you get even more "*pulling power*" in every dollar you spend on CKLW. Get the Facts! Get the story first hand from those that see this "*pulling power*" working day in and day out *right down the middle of the dial at CKLW's 800 kc.*

MUTUAL CKLW

J. E. Campeau, President

Guardian Building • Detroit 26, Michigan

Adam J. Young, Jr., Inc., National Rep.

NAB Convention Opens

(Continued from page 39)

ment and services opened last Wednesday morning, presenting to broadcasters the largest technical show in industry history [BROADCASTING, April 10]. Exhibits are located in the "Magical Fifth Floor" and the large Exposition Hall on the lower lobby level of the Stevens. They will remain open until Tuesday evening.

The annual Independent's Day meeting was scheduled all day Sunday, with an attendance of perhaps 400 expected [BROADCASTING, April 10].

From the standpoint of world prominence, broadcasters have never before been offered the opportunity to hear speakers of such fame. Their selection emphasizes the serious tone of the whole Management Conference program.

Actual Management Conference programming opens with an FM session at 9:30 Monday morning in the North Ballroom (see agenda page 22). Presiding will be Matthew H. Bonebrake, KOCY-FM Oklahoma City, chairman of the NAB FM Committee.

Formal Opening Today

The formal proceedings start today (Monday) at 12 noon in the Grand Ballroom of the Stevens. Mr. Lane will preside, as convention committee chairman, and will introduce NAB President Justin Miller who is attending his fifth annual convention.

All Management Conference meetings following the opening lunch will be held in the Eighth St. Theatre, reached via a ramp leading out of the Grand Ballroom.

First convention speaker will be Ambassador Warren R. Austin, permanent U. S. representative to the United Nations. Ambassador Austin replaces Carlos P. Romulo, Philippine ambassador and president of the UN General Assembly, who was summoned back to the Philippines last week.

The first convention speaker will sound the opening warning of the grave problems facing the world today. He will give the convention international aspect in outlining the American broadcaster's responsibility in world affairs.

With this groundwork laid, Herman W. Steinkraus, president of the U. S. Chamber of Commerce and president-general manager of Bridgeport Brass Co., will take up key problems facing American industry and their relation to the day-to-day operations of the business of broadcasters, stressing the broadcaster's duty toward business and industry.

The convention then will shift to a practical operating interlude in which two key labor executives will join two broadcasters in a panel on the American broadcaster's responsibility in labor relations. Judge Miller will preside. Representing labor will be Daniel W. Tracy, president, International Brotherhood of Electrical Workers (IBEW), and Raymond Jones, executive secretary, American Federation of Radio Artists (AFRA).

Representing broadcast management will be Chet L. Thomas, KXOK-AM-FM St. Louis, and Harold Essex, WSJS-AM-FM Winston-Salem, N. C. Both have been active in NAB labor relations activities.

Only membership business meeting of the convention is scheduled at 9:30 Tuesday morning. The agenda presents one speaker—Dr. Kenneth H. Baker, who is billed as discussion chairman. Dr. Baker is expected to review the BMB situation, including acceptance of Study No. 2 figures, and review plans for the third industry measurement project, Broadcast Audience Measurement Inc. (BAM).

Other convention business will be taken up, depending on wishes of the membership. The Resolutions Committee will present its report at this meeting. Only delegates bearing NAB certification cards will be admitted to the active member section of the theatre.

After Tuesday's luncheon, the convention theme moves back into the responsibility motif as FCC Chairman Wayne Coy discusses the broadcaster's responsibility to his government. Chairman Coy has been outspoken recently in his observations on radio and television program standards. His talk is scheduled at 1:30 p.m. in the theatre.

Second speaker of the afternoon will be Paul G. Hoffman, administrator of the Economic Cooperation Administration and for many years president of Studebaker Corp. Adm. Hoffman, as occupant of one of the world's most responsible positions, will tell broadcaster's their responsibility in world ecomics.

Cold War Warning

Judging by advance intimations, this talk may prove to be one of the most serious since the close of World War II. Already advertisers and agency leaders have been alerted to the seriousness of the cold war. Adm. Hoffman, it is believed, will let broadcasters know just what is going on and what can happen in an upset world if the United States fails in its international mission.

H. E. Babcock, agricultural leader, will wind up the afternoon's discussion and close the "responsibility" portion of the convention with a discussion of the broadcasters' responsibility in agriculture.

Tuesday evening is earmarked for a 7 p.m. reception in the Normandy Lounge and the annual banquet at 7:30 p.m. in the Grand Ballroom. BMI will stage a special 10th anniversary show for the dinner. No speeches are scheduled.

All exhibits will be closed prior to the banquet.

Wednesday morning is set aside for television. Dave Garroway, ex-Harvard professor turned TV m. c. and disc jockey, will preside. Panels are scheduled on programming and TV economics. The

Resolutions Procedure

THE NAB Management Conference Resolutions Committee will meet Monday, April 17, in Suite 706 of the Stevens Hotel, at 10 a.m. Members may submit proposed resolutions to the committee at that time by contacting Don Petty, NAB general counsel, as committee secretary, in Suite 706, or C. E. Arney Jr., NAB secretary-treasurer, headquartering in Room 8, third floor. Committee chairman is Paul W. Morency, WTIC Hartford, Conn.

agenda is strictly of the workshop type. Two NAB directors will participate—Eugene S. Thomas, WOIC (TV) Washington, and Robert D. Swezey, WDSU-TV New Orleans.

The *Kukla, Fran & Ollie* cast from NBC will perform. Morning speakers include Burr Tillstrom, *Kukla, Fran & Ollie* creator; Jack Mabley, *Chicago Daily News;* Ernest Walling, NBC producer; Jim Moran, Courtesy Motor Sales, Chicago; Marion Harper Jr., McCann-Erickson; William B. Ryan, KFI Los Angeles, an NAB board member; Robert C. Tait, president, Stromberg-Carlson Co., Rochester.

The convention will adjourn at the conclusion of the Wednesday morning session.



WISH STUDIOS

Coy Helps Dedicate

FCC CHAIRMAN Wayne Coy was featured speaker Tuesday at the formal ceremonies dedicating the new studios of WISH Indianapolis, ABC outlet on 1310 kc with 5 kw day, 1 kw night, and headed by Frank E. McKinney. George Higgins is general manager. Guests included Robert Hinckley, ABC vice president, and Harry Wismer, ABC sports director.

FCC Chairman Wayne Coy, speaking at the dedicatory ceremonies, called the "handsome new studios" a symbol of "the importance of radio broadcasting in our way of life." He said "they are eloquent testimony to the faith of Frank McKinney and his associates in the future of broadcasting and to their faith in the future of Indianapolis."

U. S. preeminence in the world, Chairman Coy felt, "is due in no small measure to the contribution made by its communications systems." He singled out the "mushrooming growth of that most universal of all forms of communication—radio broadcasting"—and the rapid growth of television.

"Because of our broadcasting system," he said, "the American people have a wider access than ever before to the free, unhampered discussion of their community problems and national and international problems. Hence they are better equipped to participate as intelligent citizens in the conduct of their democratic society."

FEES DISPUTE

AFRA Claims Victory

"SIGNAL VICTORY" was claimed by American Federation of Radio Artists in the recent settlement of its dispute with McCann-Erickson Inc., MBS and Don Lee Broadcasting System on the payment of repeat fees for rebroadcasting of the *Straight Arrow* program. Following two days deliberation by the AFRA board of directors, the union agreed to accept an MGS offer for 50% of the total payment asked in repeat fees from Feb. 7, 1950, for cast members; and written recognition from MBS and Don Lee of the principle of payment of the repeat fee for use of all such off-the-line recordings.

AFRA had claimed a total of $12,103 was due in back salaries to actors on the program from Feb. 7, 1950, inasmuch as the program is rebroadcast on the West Coast by off-the-line recordings.

According to Claude McCue, executive secretary of the union, this is the first instance since the set up of their codes that the theory of added value to the producer for use of off-the-line recordings has been clearly enunciated in writing by any signatory to the AFRA contracts.

Recognition of additional payment will hold for all MBS commercial programs, as of Feb. 7, 1950.

WCFL's PULSE IS BEATING FASTER!

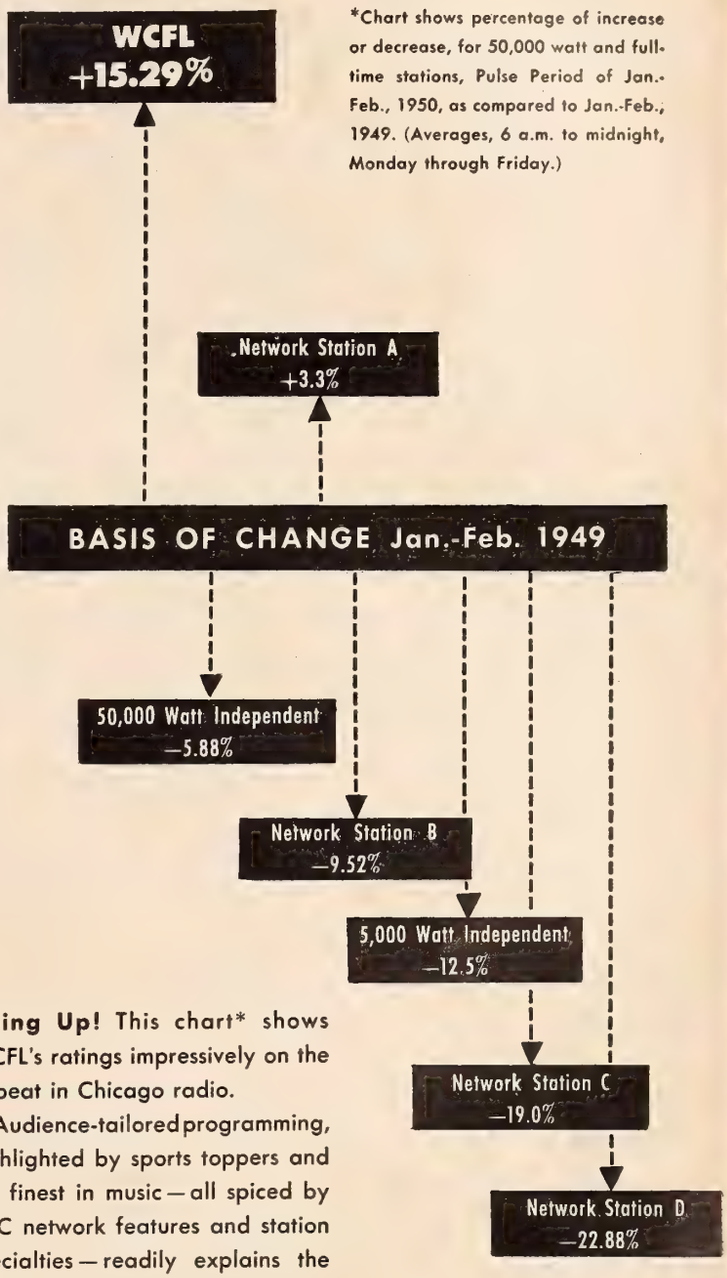


*Chart shows percentage of increase or decrease, for 50,000 watt and full-time stations, Pulse Period of Jan.-Feb., 1950, as compared to Jan.-Feb., 1949. (Averages, 6 a.m. to midnight, Monday through Friday.)

Going Up! This chart* shows WCFL's ratings impressively on the upbeat in Chicago radio.

Audience-tailored programming, highlighted by sports toppers and the finest in music—all spiced by ABC network features and station specialties—readily explains the gains. Time rates, moreover, are as inviting as the programs presented over WCFL.

WCFL

50,000 watts • 1000 on the dial
The Voice of Labor
666 Lake Shore Drive, Chicago, Ill.
Represented by the Bolling Company, Inc.
An ABC Affiliate

SPOT'S ALL-TIME HIGH

$112 Million Net Sales in '49

By TYLER NOURSE

National and regional non-network radio, commonly called spot, reached an all-time high of $112 million in net time sales in 1949 pressing closer on the heels of its worthy adversary, national network, which rang up a net total of $127,590,000 on its cash register.

In an effort to find out just what product groups contributed to this 26.2% of radio's total income BROADCASTING'S research department has, for the second year, obtained data from all classes of stations within the United States.

Overall the 1949 picture has changed in several respects from that shown in 1948. Remarkable were slight increases in the amounts spent by the Agriculture and Farming; Gasoline, Lubricants and Fuel; Household Equipment, Applicances and Supplies; Insurance, Jewelry, Optical Goods and Cameras; Publishing and Media, and Toiletries classifications.

At the same time decreases were shown in the following groups: Apparel, Footwear & Accessories; Beer, Wine & Liquor; Confectionary & Soft Drinks; Drugs and Remedies, and Retail Stores and Shops.

Classifications practically unchanged included: Automotive, Auto Accessories & Equipment; Entertainment and Amusement; Food & Food Products; Smoking Materials, and Soaps, Cleansers and Polishes.

Five product classifications dominated the field, placing slightly over $58 million dollars worth of net business. This was approximately 52% of the spot radio total in 1949.

Leading users of spot were advertisers of Food and Food Products. This highly competitive field spent approximately $23.5 million, almost twice that of second place Drug and Remedies advertisers and over $1.5 million more than in 1948. The Food Product advertisers also lead in network gross expenditures, placing slightly over $45 million in that medium, down about $2 million from the previous year.

Drugs and Remedies

Drugs and Remedies advertisers placed just over $12 million worth of net spot advertising. This classification also was in second place during 1948 when the drug firms spent approximately $13 million on spot campaigns. On the networks this classification was in fourth place with just over $21 million gross, about $1.5 million below 1948.

Manufacturers of Soaps, Cleansers and Polishes, traditionally a heavy user of radio time, placed over $9.5 million worth of net spot business in 1949. This was approximately the same dollar volume as in 1948. On the networks this product group ranked fifth with gross expenditures of $19,334,813, approximately $1.4 million less

(Continued on page 112)

Spot Radio Revenue by Product

Product Groups*	$ 1949	% Total 1949	$ 1948	% Total 1948
Agriculture & Farming	$4,368,000	3.9	$2,592,000	2.6
Apparel, Footwear & Accessories	3,136,000	2.8	3,458,000	3.5
Automotive, Auto Accessories	7,392,000	6.6	6,851,000	6.9
Beer, Wine & Liquor	3,696,000	3.3	4,876,000	4.9
Confectionary & Soft Drinks	2,800,000	2.5	5,114,000	5.1
Consumer Services	1,344,000	1.2	1,126,000	—
Drugs & Remedies	12,096,000	10.8	13,240,000	13.4
Entertainment & Amusements	2,352,000	2.1	2,435,000	2.5
Food & Food Products	23,632,000	21.1	22,114,000	22.2
Gasoline, Lubricants & Fuel	5,600,000	5.0	2,682,000	2.7
Household Equipment & Supplies	3,584,000	3.2	1,998,000	2.0
Household Furnishings	1,232,000	1.1	1,532,000	1.5
Insurance	1,344,000	1.2	412,000	—
Jewelry, Optical Goods & Cameras	4,592,000	4.1	2,530,000	2.5
Publishing & Media	2,016,000	1.8	595,000	—
Retail Stores & Shops	4,144,000	3.7	4,498,000	4.5
Smoking Materials	3,360,000	3.0	3,392,000	3.4
Soaps, Cleansers & Polishes	9,520,000	8.5	9,570,000	9.6
Toiletries	3,920,000	3.5	1,878,000	1.9
Transportation, Travel & Resorts	1,680,000	1.5	842,000	—

* **Product groups representing less than 1% of all spot business in 1949 are omitted in this table.**

Note: Estimates based on BROADCASTING Research Department Survey of National and Regional Spot Business for 1949 and 1948.

Spot in 1949

.. Account reported inactive this month.
* Account no longer being reported on.
** Agency handling this account not yet a reporting member.

(Accounts, with number of stations used each month, based on the Rorabaugh Report on Spot Radio Advertising.)

	J.	F.	M.	A.	M.	J.	J.	A.	S.	O.	N.	D.
AGRICULTURAL												
Armour Fertilizer Works	4	4	4	..	..	..	..	..	..	..	..	..
Coconut Meal	3	3	3	3	3	3	3	3	3	..	..	..
Garst & Thomas Hybred Corn	4	13	14	14	14	5	5	4	13	12	12	4
Kingscrost Hybrid Seed Corn	16	16	16	16	3	3	3	..	..	..	..	..
Murphy Feeds	18	18	18	18	10	10	10	10	10	10	10	10
Northrup Seeds	16	16	16	16	3	3	3	..	..	..	..	..
Pilot Brand Oyster Shells	37	37	37	37	37	40	40	40	40	40	40	40
Pioneer Hi-Bred Corn	1	2	2	2	2	..	..	3	4	4	1	
Sterling Feeds	16	16	16	16	3	3	3	..	..	..	..	..
Swift's Hatcheries	..	1	1	1	..	..	..	..	..	..	..	..
Unadillo Silo Co.	..	4	4	..	..	..	..	..	..	..	..	..
AUTOMOTIVE												
Atlantic Gas & Oil	3	3	29	47	47	47	47	47	47	131	115	7
Austin Motor Cars	..	..	..	..	..	..	..	..	1	1	3	3
Chrysler Corp.	..	..	506	6	10	10	9	10	10	..	..	..
Chrysler Dealers	131	142	144	138	114	360	359	373	370	367	367	1
Conoco Gas & Oil	2	2	2	2	2	2	2	2	2	2	2	2
Dodge Cars	..	377	377	..	..	..	..	..	731	548	548	1055
Esso Gas & Oil	42	42	42	42	42	42	42	42	42	42	42	42
Ford Dealers	7	8	382	152	150	88	142	68	139	368	993	652
General Motors (Inst.)	14	14	14	14	14	14	14	14	14	14	14	14
Hollingshead Motor Rhythm & Zorbit	3	..	..	..	..	..	..	..	..	..	..	..
Keystone Auto Club	7	7	7	7	7	7	7	7	7	7	7	7
Lee Tires	31	31	31	24	24	23	23	21	21	21	21	21
Mobiloil & Mobilgas	8	9	9	9	9	9	9	8	8	8	8	8
Oldsmobile Motor Cars	135	136	149	164	184	183	182	177	178	172	173	173
Philgas	..	..	..	15	17	17	17	18	15	14	14	14
Phillips 66 Gas & Oil	31	31	31	24	24	23	23	21	21	21	21	21
Phillips 66 Products	..	..	..	..	..	..	..	..	..	..	..	1
Pontiac Motor Division	..	73	..	..	..	..	..	..	..	..	631	631
Pure Gas & Oil	2	2	2	2	2	2	2	2	2	2	2	2
Rootes Motor	..	..	..	..	..	..	..	..	..	3	3	
Shell Gas & Oil	39	39	40	42	45	44	42	43	43	43	44	43
Standard Gas & Oil (Ind.)	21	21	23	23	24	24	27	27	28	28	28	28
Texaco Gas & Oil	14	14	14	14	14	16	16	16	16	16	16	16
Wasatch Oil	..	..	..	..	1	1	1	1	1	1	1	..
BEVERAGES—ALCOHOLIC												
Beverwyck Beer & Ale	18	19	19	24	12	12	19	19	14	28	21	30
Budweiser Beer	..	..	..	..	..	..	..	..	16	24	24	24
Burkhardt Beer	5	5	5	5	6	8	8	9	8	9	9	8
Calvet Wine	..	..	..	1	1	1	1	1	1	1	1	1
Carlings Black Label Beer	1	1	3	1	1	1	1	1	1	1		
Carlings Red Cap Ale	30	22	34	50	50	80	76	71	69	39	30	30
Colombo Wine	2	2	2	2	2	2	2	2	2	2	2	2
Dawson's Ale & Beer	..	..	..	..	..	..	..	..	..	10	11	12
Gibson's Golden Pheas. Wine	1	1	1	1	..	..	..	..	..	..	..	..
Gluek's Beer	10	11	11	10	12	12	12	12	12	12	12	12
Hyde Park Beer	..	..	..	..	..	..	..	..	..	..	..	1
Jax Beer	21	21	21	..	..	..	..	..	..	..	..	..
Krueger Beer & Ale	3	3	..	43	55	55	52	52	52	33	22	21
Lanson Champagne	..	..	..	1	1	1	1	1	1	1	1	1
Old English Brand Ale	18	15	17	30	30	37	37	42	40	27	24	21
Pfeiffer Brewing Co.	..	..	50	50	50	59	59	..	..	..	..	..
Prior Beer	3	4	5	5	5	6	6	6	8	8	8	8
R & H Beer	4	4	4	5	5	5	3	1	3	4	4	2
Rainier Beer & Ale	17	17	17	17	17	17	17	17	17	17	17	17
Rams Head Ale	3	4	5	5	5	6	6	6	8	8	8	8
Rheingold Beer	..	..	..	..	..	..	8	..	7	7	..	..
Schmidt Brewing Co.	..	..	..	..	3	5	5	6	7	5	7	7
Stag Beer	1	1	..	..	..	12	34	15	7	7	7	6
Sunshine Beer	4	2	2	2	2	..	3	3	3	3	13	13
Taylor Wine Co.	..	..	..	..	..	..	..	..	..	..	2	2
Trommer's Beer	15	15	14	22	22	22	22	22	22	22	28	28
Utica Club Beer	18	15	17	30	30	37	37	42	40	27	24	21
Valley Forge Beer	3	4	5	5	5	6	6	6	8	8	8	8
Virginia Dare Wine	..	105	105	105	..	..	..	..	130	130	130	..
BEVERAGES—NON-ALCOHOLIC												
Aborn's Coffee	31	31	31	32	32	32	32	..	..	..	..	..
Bireley's Fruit Flavor Drink	1	1	1	1	1	1	1	1	1	1	1	1
Bliss Coffee	3	3	3	3	3	3	1	1	1	1	1	1
Canada Dry Bev. (All Products)	12	12	14	14	17	17	21	21	19	6	1	3
Coca-Cola	130	125	116	36	32	32	32	32	..	..	..	39
Coca-Cola Bottling Co. of Minn.	2	1	1	1	1	1	1	1	1	1	1	1
Coca-Cola Export Corp.	1	1	1	1	1	1	1	1	..	..	..	1
Hires, Charles E., Co.	..	..	..	..	..	..	..	..	1	..	..	1
Kroger Hot-Dated Coffee	28	28	28	28	28	28	28	28	28	28	28	28
Instant Maxwell House Coffee	2	2	2	2	2	2	2	2	2	2	2	2
Maxwell House Coffee	2	2	10	13	7	10	5	2	2	3	4	3
Medaglia D'Oro Coffee	..	..	..	..	..	..	..	..	..	4	4	4
Miller-Becker	..	..	..	..	..	..	..	..	..	1	3	3
Pan American Coffee Bur.	..	..	..	..	..	32	32	32	32	..	..	..
Ridgeway's Tea	..	..	..	..	..	..	..	..	3	3	3	..
Sanka & Instant Sanka Coffee	1	1	1	1	1	1	1	1	1	1	1	1
Savarin Coffee	1	1	1	1	1	2	3	3	3	4	4	4
"26" Coffee	3	6	6	6	13	15	12	12	14	19	20	20
Walter Baker's Cocoa	1	1	1	1	..	..	..	..	..	..	..	..
Welch Grape Juice (All Products	6	6	6	6	*	*	*	*	*	*	*	*
White Rock Beverages	8	7	2	2	2	2	2	1	1	1	1	1
Yuban Coffee	2	2	2	2	1	1	1	1	1	2	2	2
CIGARETTES & TOBACCO												
Dutch Master Cigars	1	1	1	1	1	1	1	1	1	1	1	1

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REAKDOWN and analysis of the product groups will be found on the following pages: Video breakdown starts on page 135.

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50 TIME SALES

Selling Is Key; Rate Adjustments Mulled

By BRUCE ROBERTSON

ETWORK time sales will be od in 1950.

Business, generally speaking, is good and the consensus f the economic experts is that will continue on a high level r at least the next few nonths. The housing boom ntinues as the nation's uilders exert every effort to atch up with the dwelling eeds of the public, which last ear added 3,729,000 babies to the merican scene. New home owners ake new customers for ranges, efrigerators, vacuum cleaners and ther household appliances, whose akers see a peak market in 1950. he automotive industry continues set new production records, deite the strike which has temorarily halted work at the Chrysr plants. More cars need more ires, and rubber factories are orking longer weeks.

Employment, while below last ear's level, increased to 57,551,000 n March. National personal inome started this year at an annual ate of $1 billion above last year's verage. People with money will pend it for things they want, and hose things usually carry brand ames made familiar through adertising.

Cigarette Use Rises

Cigarette consumption hit an all-ime high last year and cigarette dvertising was one of the few ypes to use more network time ast year than in 1948. Food adertising on the networks decreased ts time purchases from 1948, but ontinued as the network's best ustomer, even so. The other network leaders — Laundry soaps, Drugs and Toiletries—also curtailed their use of network time in 1949 as compared to 1948. Yet their businesses are among the most highly competitive in the country and advertising is as essential to them as the manufacturing process.

All of these industries anticipate top level advertising expenditures during 1950. All of them will make extensive use of network radio. The question is whether they will increase its use or gradually curtail it in a continuance of last year's trend.

There is no question about the potential audience of the radio networks. A survey conducted jointly by the Radio Mfrs. Assn. and the NAB showed that as of the first of the year there were a total of 88,964,000 radio and TV sets in the United States—65,436,000 radio-only receivers in homes and another 5 million in public places, plus some 14,764,000 auto sets, with the television receiver count put at 3,764,000. There are plenty of radios to tune in any

* * *

Network Gross by Product Groups

JANUARY-FEBRUARY 1950

Class	Jan.	Feb.	TOTAL
1. Agriculture & Farming	$ 93,708	$ 91,427	$ 185,135
2. Apparel, Footwear & Access.	109,440	101,392	210,832
3. Automotive, Automotive Access. & Equip.	719,524	498,040	1,217,564
4. Aviation, Aviation Access. & Equip.	232,894	232,796	465,690
5. Beer, Wine & Liquor	103,516	95,742	199,258
6. Bldg. Materials, Equip. & Fixtures	630,928	577,952	1,208,880
7. Confectionery & Soft Drinks	177,050	143,616	320,666
8. Consumer Services	2,188,000	3,052,991	4,240,991
9. Drugs & Remedies	4,100,124	3,734,472	7,834,596
10. Entertainment & Amusements	452,419	409,530	861,949
11. Food & Food Products	11,744	23,488	35,232
12. Gasoline, Lubricants & Other Fuels	273,687	244,175	517,862
13. Horticulture	38,494	38,408	76,902
14. Household Equip. & Supplies	215,738	172,830	388,568
15. Household Furnishings	283,262	259,353	542,615
16. Industrial Materials	179,127	114,218	293,345
17. Insurance	150,567	133,920	284,487
18. Jewelry, Optical Goods & Cameras	176,486	175,046	351,532
19. Office Equip. Writing Supplies & Stationery	86,008	116,722	202,730
20. Publishing & Media	1,728	1,728	3,456
21. Radios, TV Sets, Phonographs, Musical Instruments & Access.	2,164,399	1,998,342	4,162,741
22. Retail Stores & Shops	1,663,850	1,551,340	3,215,190
23. Smoking Materials	2,439,196	2,118,517	4,557,713
24. Soaps, Cleaners & Polishes	84,585	67,860	152,445
25. Sporting Goods & Toys	508,566	419,066	927,632
26. Toiletries & Toilet Goods			
27. Transportation, Travel & Resorts			
28. Miscellaneous			
TOTALS	17,085,040	15,374,347	32,459,387

SOURCE: Publishers Information Bureau

COMPARATIVE EXPENDITURES IN RADIO BY PRODUCT GROUPS

	Spot (% Net)	*Network (% Gross)*
1. Agriculture & Farming	3.9	0.7
2. Apparel, Footwear & Accessories	2.8	0.8
3. Automotive Equipment & Accessories	6.6	3.6
4. Aviation Equipment & Accessories	—	—
5. Beer, Wine	3.3	0.7
6. Building Material & Fixtures	0.4	0.7
7. Candy & Soft Drinks	2.5	3.3
8. Consumer Services	1.2	1.0
9. Drugs & Remedies	10.8	11.2
10. Entertainment	2.1	—
11. Food & Food Products	21.1	24.1
12. Gas & Oil	5.0	3.0
13. Horticulture	0.2	—
14. Household Equipment	3.2	3.3
15. Household Furnishings	1.1	0.5
16. Industrial Materials	0.1	1.2
17. Insurance	1.2	2.0
18. Jewelry & Optical Goods	4.1	1.5
19. Publishing & Media	1.8	0.5
20. Radios, TV Sets & Musical Instruments	0.5	0.4
21. Retail Outlets	3.7	—
22. Smoking Materials	3.0	12.6
23. Soaps, Cleansers & Polishes	8.5	10.3
24. Sporting Goods & Toys	0.3	—
25. Toiletries	3.5	15.6
26. Transportation & Travel	1.5	0.6
27. Miscellaneous	7.6	2.4

sponsor's network offering. The trouble lies in the nearly 4 million video sets and their effect on radio listening in areas which also have TV program service.

John C. McLaughlin, advertising and sales promotion manager of Kraft Foods Div. of National Dairy Products, long-time user of network time and now a steady client of the TV networks as well, in a recent speech before the Chicago Radio Management Club, asked openly a question that other network advertisers have been pondering in recent months:

"Radio can no longer offer the same potential audience in major markets that it could a few years back, so it seems your product can no longer demand and get a premium price," Mr. McLaughlin stated.

He suggested a combined AM-TV network package or rate adjustments to compensate for radio losses in TV markets might provide the solution.

Morgens' Viewpoint

Howard J. Morgens, vice president of Procter & Gamble Co., largest user of network time, backed up Mr. McLaughlin in a talk to the Radio Executives Club of New York. "We look forward," he declared, "to lower radio time costs in areas of high television development, as confidently as we do to a higher television time cost in those areas."

Stating that TV's rapid growth finds radio "in a period of declining values," Mr. Morgens continued: "In these difficult circumstances, we believe that the most pressing and important task for all of us is to make sure that radio and television are effective and efficient from an advertising standpoint."

As BROADCASTING noted editorially (March 27), such arguments are "the stock-in-trade of buyers of advertising. The fact that there have been no general network or station rate increases in 11 years, whereas printed media have boosted rates in tempo with overhead, isn't taken into account. The fact the number of radio homes in that period has increased from 28,700,000 to 42,000,000, that the total number of sets has vaulted from 45,300,000 to 84,000,000, is

(Continued on page 69)

Class 1: . . . . Agricultur

THE RICH FARM market for all types of radio-advertised consumer goods and the millions of dollars spent for radio time and talent to sell clothes, automobiles, radios, foods and all the other necessities and luxuries are passed by in this section of BROADCASTING's annual analysis of the radio advertising of various types of products. Other sections of this report will deal with advertising to the farmer and his family, along with other consumer groups, under the individual product headings.

This section's concern is solely with radio advertising of the farmer's professional goods, the seeds, livestock and various types of farm machinery and equipment he buys to keep his farm running. Like the raw material and machines of industrial plants, to which it corresponds, this industrial farm equipment does not constitute a major class of radio-advertised products.

Network Expenditures Steady

Network advertising of this class, itemized in the accompanying table, was about the same in 1949 as in 1948. The drop of about 25% in total expenditures for network time reflects a change in the classification of International Harvester Co. advertising rather than in its advertising. Since April 1949, when this company shifted its program from CBS to NBC, the advertised product has been reported as "motor trucks and farm machinery" instead of "all products" which moved it from the agricultural group into the automotive class, according to the tabulations of Publishers Information Bureau, source of the network advertising figures.

Swift & Co. in January started a spot campaign for its hatcheries, using five five-minute programs a week on some 20 stations, chiefly in the Midwest. Last year Swift used only one station for only three months, February-April, for its hatcheries.

Garst & Thomas Hybred Corn Co. in January sponsored ten-minute and quarter-hour programs, once to four times weekly, on three stations, continuing a campaign which reached peaks of 14 stations in the spring and 13 in the fall, declining in the midsummer and midwinter months.

Murphy Products Co. continues its year-round use of five-minute to half-hour programs, once to six times a week, on 10 midwestern stations, for its stock feeds. Oyster Shell Products Inc. is another regular spot advertiser in this group, using announcements on 40 stations for Pilot Brand Oyster Shells.

There are doubtless many other regional and local advertisers in this class whose campaigns are not included in our files or in the Rorabaugh Reports on Spot Radio Advertising, the major sources of information on spot business. Mutual, for example, reported that as of February the network's cooperative programs were sponsored on 22 stations by farm equipment companies.

CLASS 1. AGRICULTURE, FARMING

NETWORK (Gross)	1949	$1,160,172	SPOT (Net)	1949	$4,368,000
	1948	1,531,531		1948	2,592,000
	1939				

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
ALLIS-CHALMERS MFG. CO. "National Farm & Home Hour" Bert S. Gittins Adv. Co.	Farm Equipment	NBC-164-½	$439,264	$421,280	.....
RALSTON-PURINA CO. "Checkerboard Jamboree" Brown Radio Productions	Chow Products	MBS-218-1¼	$360,568	$327,532	.....
INTERNATIONAL HARVESTER CO. "Harvest of Stars" McCann-Erickson	All Products	CBS-167-½ (Jan.-March)	$223,341	$782,719	.....
QUAKER OATS CO. "Man on the Farm" Sherman & Marquette	Full-O-Pep Feeds	MBS-403-½ (Aug.-Dec.)	$136,999	.....	.....

Source: Publishers Information Bureau

* BROADCASTING estimate

Class 2: . . . . Apparel

UNCERTAIN is the word that seems most descriptive of the outlook for the apparel business at this time. In February, the U. S. Dept. of Commerce reported that "active demand, firm prices and high levels of production are indicated for the major textile fabrics until at least mid-1950." American Woolen Co. orders in the first two months of this year totaled $25 million, compared to $7 million for the like period of 1949. Yet at that company's annual meeting the end of March, stockholders were told that operations at some of that company's 25 mills would have to be curtailed for lack of enough business to insure profitable operations.

Retailers of apparel, with sales running some 10% below the 1949 level in January and February, were so cautious in their buying that clothing manufacturers charged them with losing sales because of incomplete inventories. A number of rayon mills in March cut operating schedules from a six-day-a-week basis to five days. Manufacturers looked for improved buying of both men's and women's garments later in the year, however.

The shoe picture is more optimistic. The Leather Show in March produced record buying from shoe manufacturers who themselves had received large re orders of footwear from retailers for Easter delivery. Hosiery shipments in January were 14% ahead of those in January 1949. An California sportswear producer report a rush of orders from retailers who apparently anticipate major sales of multi-colored garments this summer.

Two other apparel advertisers used network time in 1949 in addition to those listed in the adjoining table. Mode O'Day Corp. promoted its wash dresses in January 1949 with three weekly quarter-hours of *Surprise Package* on 20 West Coast ABC stations (time charges $1,410). Dr. A. Posner Shoes Inc. sponsored *Big 'n' Little Club*, ABC Saturday half-hour, January through May ($13,164). Trimount Clothing Co. has begun sponsoring 15 minutes of ABC's *Stop the Music*.

CLASS 2. APPAREL, FOOTWEAR & ACCESSORIES

NETWORK (Gross)	1949	$1,292,367	SPOT (Net)	1949	$3,136,000*
	1948	1,431,589		1948	3,458,000
	1939	253,979			

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
BROWN SHOE CO. "Smilin' Ed McConnell & His Buster Brown Gang" Leo Burnett Co.	Shoes	NBC-163-½	$442,198 437,680	$425,204	.....
"Sport Magazine Awards" Leo Burnett Co.	Shoes	MBS-56-½ (one time)	$ 4,518	.....	.....
FRANK H. LEE CO. "Drew Pearson" "Robert Montgomery Speaking" (Eff. Sept. 15) Grey Advertising	Men's Hats	ABC-276-¼	$428,324	$404,195	.....
TRIMOUNT CLOTHING CO. "Sherlock Holmes" William H. Weintraub Co.	Men's Clothes	MBS-233-25min. (Jan.-June)	$179,099	$318,792	.....
ADAM HAT STORES INC. "Drew Pearson" William T. Weintraub Co.	Men's Hats	ABC-268-¼ (Sept.-Dec.)	$140,685	.....	$151,893
PIEDMONT SHIRT CO. "William L. Shirer" William H. Weintraub Co.	Men's Shirts	MBS-349-¼ (Jan.-April)	$ 72,016	$196,405	.....
EVANS CASE CO. "Evans Show Case" Don Horter & Co.	Handbags, Compacts, Lighters	CBS-11-½ (June-Sept.)	$ 15,471	.....	.....

Source: Publishers Information Bureau

* BROADCASTING estimate

Current Spot Accounts

Spot campaigns currently on the air for apparel concerns include Robert Hall Clothes (men's clothing chain), using more than 160 stations in some 60 markets; Crawford Clothes (men's clothing stores), sponsoring more than 100 programs and more than 100 announcements a week on eight stations in the New York metropolitan area; Erie Clothing Co. (men's clothing), sponsoring five quarter-hours a week on WENR Chicago. Adam Hat Stores in December started an announcement campaign in 40 markets; Champ Hats is

(Continued on page 68)



measure your audience per dollar spent

M. L. P. D. are the four letters we've borrowed from the alphabet to tell KXOK's outstanding story of results. They stand for More Listeners Per Dollar! Check the Hoopers . . . check the time costs . . . check KXOK's B. M. B. increase in audience (587,920 KXOK radio families day—up 10.2%—555,880 KXOK radio families night—up 9%) . . . and it all adds up to KXOK's top-rung position as the No. 1 Buy. KXOK is the answer to putting your sales (and your advertising budget) in better shape in the St. Louis Area Market.

KXOK

St. Louis' ABC Station, 12th & Delmar, CH. 3700
630 KC • 5000 WATTS • FULL TIME
Owned and operated by the St. Louis Star-Times
Represented by John Blair and Co.

Apparel

(Continued from page 66)

considering a spring radio campaign.

Goodyear Tire & Rubber Co. uses station breaks on 76 stations for its rubber shoe products; National Shoe Stores uses 90 announcements and more than 20 programs a weeks on seven stations in the New York area. Allied Knitting Mills (Fashionknit ties) has been sponsoring basketball game broadcasts and a heavy announcement schedule over three New York FM stations; Di Tieri (cravats, robes) is planning use of radio. F. Jacobson & Sons (shirts, pajamas) uses radio in a cooperative advertising plan whereby the company pays half the advertising costs of dealer campaigns for its products up to 5% of net shipments.

Celanese Corp. of America continues an announcement campaign which ran throughout 1949, using three announcements a week on 28 stations; E. I. duPont de Nemours & Co. in January started announcements on 60 stations in 40 markets to educate the public about denier of stockings; Canadian Fur Trappers Corp. continues an extensive campaign on four New York stations, using 28 programs and 130 announcements a week; Nestle Form Co. plans radio a vertising for its brassieres.

Apparel advertising, while on a minor item in the network ar spot advertising lists, ranks hig among the users of radio time the local level. About 140 loc sponsors of network cooperati programs (nearly 10% of the tota are apparel and department store They also comprise by far th largest class of Transit Rad clients.

Class 3: . . . . Automotive

"AFTER setting new sales and production records in 1949, the U. S. automotive industry now has established still another all-time high for the first quarter of 1950," William J. Cronin, managing director, Automobile Mfrs. Assn., reports in an exclusive statement to BROADCASTING.

"Over 1,600,000 new passenger cars, trucks and busses had been turned out by the end of March, more than 200,000 units ahead of 1949's record-breaking pace," Mr. Cronin continued. "Last year, automotive producers built a total of 6,238,088 new vehicles. The 1949 output topped the two best previous years—1929, by 16%, and 1948, by 18%.

"With a backlog demand, the usual seasonal patterns of passenger car sales continued to be absent during 1949. In fact, August and September, normally the two slowest months of the year, topped all others in 1949. Other new records in 1949 were established in vehicle registrations, payrolls and special taxes paid by motorists." Mr. Cronin notes slight declines in the number of cars exported and in the production of trucks and replacement parts.

"While sales during the winter months have been running at unusually high levels, the industry looks for even greater activity during the spring selling season which is just now getting under way," Mr. Cronin concludes. "Sales, advertising and promotion programs have been gearing up for the spring demand which promises to be of sufficient strength to enable vehicle producers to add another new entry in the industry's all-time record book by the end of June."

High Rubber Production

The rubber industry also looks forward to maintaining in 1950 the same high level of production attained in 1949 when consumption of new rubber totalled nearly a million long tons, according to the Rubber Mfrs. Assn. Output of passenger car tire casings last year was 65.5 million, a slight drop from the 1948 output of 66.7 million, the association reports, but sales of camelback for retreading increased 20% over 1948.

This favorable outlook for the automotive industry is good news for radio, which seems slated to get a larger share of automotive advertising budgets, estimated to aggregate better than $400 million in 1950, than in previous years. Announcement campaigns for 1950 cars that broke early this year were credited with making January 1950 the all-time high month in the history of spot radio. Local auto dealers, in some lines offered cost-sharing plans by motor manufacturers, are also good prospects for station salesmen.

Automotive advertisers on the national networks last year, in addition to the six leaders listed in the table, were: Fram Corp. (filters), sponsoring *Sports Thrill of the Week* on Mutual, five minutes each Saturday, March to June ($44,405 for time); Fruehauf Trailer Co., *This Changing World*, year-round Sunday quarter-hour on ABC ($225,631); Goodyear Tire & Rubber Co. (institutional), *Greatest Story Ever Told*, Sunda half-hour on ABC through th year except for a July-Augu hiatus ($436,736); Hudson Mot Car Co., *Anniversary Program* la April, MBS one-timer ($8,811) International Harvester C (trucks and farm equipment *Harvest of Stars*, Sunday hal hour on NBC, April-June, Septe ber-December ($337,962); Perfe Circle Co. (piston rings), *Mem rial Day Races* on MBS ($18,759) Studebaker Corp., Sam Haye newscasts three quarter-hours week on NBC Pacific ($140,392) Western Auto Supply Co. (acce sories), *Circle Arrow Show*, week ly half-hour on NBC, January June ($103,116).

Kaiser-Frazer Drops

At the end of the year Kaise Frazer dropped sponsorship Walter Winchell and Chrysle Corp. shifted its CBS advertisin for De Soto cars from Tuesday Wednesday and its program fro *Hit the Jackpot* to the Grouch Marx show, *You Bet Your Lif*

Ford Motor Co. in Januar launched a four-week, nine-pr gram, three-network campaign f its 1950 models, buying the mo popular sustaining shows availab on ABC, CBS and MBS for whirlwind drive that cost the co pany an estimated half-millio dollars. Ford augmented its sp cial network programs with a nouncements on some 240 station following a spot barrage on mo than 650 stations used in Decem ber. A second flash flood of ne work advertising for Ford is no in progress.

Chrysler Corp. last fall bega extensive use of spot radio f Dodge cars, using two announc ments a day on some 550 statio in October-November and rising more than 1,000 stations in Decem ber and nearly 1,100 in Januar Chrysler cars were advertise during 1949 with a spot campaig that used more than 350 statio last summer and fall but had d clined to a list of only eight outle in January 1950. Chrysler ma be expected to resume heavy radi schedules as soon as the strik which began Jan. 25, is ended, i an effort to make up for lost tim

General Motors, as this yea

(Continued on page 70)

CLASS 3. AUTOMOTIVE & ACCESSORIES

LEADING NETWORK ADVERTISERS

NETWORK (Gross)	**1949**	**$6,718,766**	**SPOT (Net)**	**1949**	**$7,392,000***
	1948	**7,696,776**		**1948**	**6,851,000**
	1939	**3,275,879**			

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
FORD MOTOR CO.			$1,251,459	$1,629,102	$949,297
"The Ford Theatre" Kenyon & Eckhardt	Cars	CBS-170/CBC-H (Jan.-July)	799,995	565,553	
"The Fred Allen Show" J. Walter Thompson Co.	Dealers	NBC-166/CBC-½ (Jan.-June)	451,504	670,134	
CHRYSLER CORP.			$ 898,326	$ 819,297	$950,146
"Hit the Jackpot" BBDO	DeSoto & Plymouth Cars	CBS-172-½			
ELECTRIC AUTO-LITE CO.			$ 814,365	$ 904,413	.....
"Suspense" Cunningham & Walsh	All Products	CBS-169/CBC-½ (Jan.-June; Sept.-Dec.)			
FIRESTONE TIRE AND RUBBER CO.			$ 791,700	$ 776,163	$558,746
"The Voice of Firestone" Sweeny & James Co.	Tires & Tubes	NBC-140-½			
KAISER-FRAZER CORP.			$ 726,486	$ 957,698	.....
"The Thin Man" William H. Weintraub Co.	Cars	MBS-480-½ (Jan.)	51,324	172,182	
"Meet the Boss" William H. Weintraub Co.	Cars	MBS-488-½ (Jan.)	51,870	171,715	
"Walter Winchell" (Eff. July 24) "Your Kaiser Traveler" (Eff. Sept. 11) "Walter Winchell" William H. Weintraub Co.	Cars, Supplies, Accessories, and Servicing	ABC-286-¼	623,292		
GENERAL MOTORS CORP.			$ 635,664	$1,152,894	$ 19,983
"Soap Box Derby" Campbell-Ewald Co.	Chevrolet Cars	CBS-170-¼ (1 time)	7,850	7,490	
"Fisher Body Craftman's Guild Annual Scholarship Awards" Kudner Agency	Institutional	ABC-37-¼ (1 time)	4,022	4,134	
"Henry J. Taylor" Kudner Agency	Institutional	ABC-267-¼	603,292	1,021,270	
"Football Game" MacManus, John & Adams	Pontiac	CBS-58-2½ (1 time)	21,500		

Source: Publishers Information Bureau

* BROADCASTING estimate

Spot in '49

(Continued from page 65)

	J.	F.	M.	A.	M.	J.	J.	A.	S.	O.	N.	D.
1 Praco Cigars	6	..	..	..	..	..	..	..	..	..	..	..
mbassy Cigarettes	..	..	..	..	..	2	2	2	2	2	2	2
ld Gold Cigarettes	77	78	78	78	78	78	78	78	78	19	19	19
arliament Cigarettes	1	1	1	1	1	1	1	1	1	1	1	1
ialto Cigars	..	..	..	..	1	1	1	1	1	1	1	1
Vebster Tobacco Co.	..	..	..	..	..	..	1	1	3	1	1	1
ONFECTIONS												
olster Bar	29	29	29	..	..	..	..	..	..	..	..	..
rock Candy Bar	61	61	61	61	61	61	..	..	90	90	90	90
hase Candy	8	4	4	3	..	..	..	..	..	..	..	..
anny Farmer Candies	5	5	5	5	5	5	5	5	7	6	6	6
ollywood Candy Co.	..	..	..	1	1	1	1	1	..	..	..	1
oft Candies	3	6	5	5	5	1	1	1	3	3	3	3
ilk Shake Bars	1	..	..	..	..	..	..	..	..	..	..	..
estle's Semi-Sweet Chocolate	6	6	6	6	6	..	..	..	..	..	6	6
ockwood Chocolate Bits	16	16	16	16	..	..	..	..	..	..	..	..
uchard Chocolate Bars	2	2	2	..	..	..	..	..	..	..	..	..
RUGS												
ell-Ans	4	3	1	2	2	2	4	4	4	4	5	6
lack-Draught	106	127	127	80	84	84	..	..	..	..	..	..
ardui	106	127	127	80	84	84	..	..	..	..	..	..
r. Pierce's Golden Med.	8	8	8	8	7	7	1	1	1	1	1	1
letcher's Castoria	..	..	..	..	..	..	..	..	..	..	5	5
yron	4	7	7	7	7	7	10	10	10	10	10	10
uden's Cough Drops	..	..	..	..	..	..	..	..	..	..	103	98
ydia E. Pinkham Veg. Comp.	96	96	96	113	81	75	31	97	97	97	100	..
edrex	1	1	1	1	1	1	1	1	1	1	1	1
entholatum	2	10	10	..	..	..	..	..	..	..	..	..
usterole	64	64	..	..	..	..	..	..	..	86	79	70
ervine	94	93	80	59	58	43	48	48	47	48	48	48
o-Doz Awakeners	2	2	2	2	2	..	..	..	..	..	..	..
utrex	1	1	1	1	1	1	..	..	..	..	..	..
ertussin	171	171	171	160	..	..	..	..	..	142	146	150
. D. X.	1	1	1	1	1	1	9	10	1	1	1	1
alitrate Co.	1	1	1	..	..	..	..	..	..	..	..	..
erutan	1	1	1	1	1	1	9	10	9	9	1	1
yrone	106	127	127	80	84	84	..	..	..	..	..	..
OODS												
-1 Sauce & A-1 Mustard	..	..	..	..	..	..	..	..	..	..	7	7
bbotts Deluxe "A" Milk	2	2	2	2	2	2	1	1	1	1	1	1
bbotts Ice Cream	9	9	9	9	9	9	9	9	9	9	9	9
rnold Bakers	4	4	4	6	6	13	13	13	15	13	14	13
unt Hannah's Bread	7	7	7	7	7	8	8	8	8	8	7	7
aker's Chocolate Products	..	..	..	..	..	..	..	..	..	50	48	31
aker's Coconut	1	1	1	..	..	..	..	..	..	..	..	..
aker's 4-In-1 Sweet Cocoa Mix	4	5	5	5	2	1	..	..	..	..	..	..
erio Olive Oil & Francesconi	15	15	15	14	14	14	14	14	14	19	19	19
etsy Ross Break & Cakes	..	..	..	..	..	..	..	..	..	..	..	1
irds Eye Frozen Chicken	..	..	4	4	4	4	..	..	..	..	..	..
irds Eye Frozen Foods	105	105	93	93	..	..	..	..	96	96	101	101
irds Eye Frozen Peas	..	..	..	..	1	1	..	..	..	..	..	..
irds Eye Orange Juice	..	..	37	37	34	17	17	17	..	..	..	..
isquick and/or Wheaties	83	83	87	88	98	102	103	106	106	51	51	49
lack Hawk Meats	1	..	..	..	..	..	..	..	..	..	..	..
lue Label Ketchup & Chili	6	6	6	6	6	6	6	6	6	6	6	7
ordens Evaporated Milk	..	..	..	..	3	3	3	3	3	3	5	5
ordens Products	..	..	..	..	2	2	3	3	3	3	3	3
ordens Starlac	1	17	17	17	18	18	18	18	18	18	20	20
reakstone Dairy Products	3	3	3	2	3	3	3	3	2	2	2	2
reyer's Ice Cream	17	14	14	14	14	14	14	14	14	19	19	19
rill's Spaghetti Sauce	..	1	1	1	..	..	..	..	..	..	..	..
roadcast Corned Beef Hash	5	7	7	7	7	7	7	7	7	7	7	7
alumet Baking Powder	15	15	15	15	14	14	..	..	..	..	..	..
apital Bread & Cake	17	17	19	18	18	18	1	1	1	1	1	1
arnation Evaporated Milk	1	1	1	1	1	1	1	1	1	1	1	1
ertified Bread	1	1	1	1	1	1	1	1	1	1	1	1
erto	2	2	2	..	..	..	..	..	..	..	6	6
odfish Cakes and Shredded Codfish	1	1	1	1	..	..	..	..	..	..	..	..
rax	4	5	4	4	27	27	27	27	27	27	33	33
ean Milk Co.	..	..	..	..	..	..	..	..	..	..	..	1
e Soto Ice Cream	..	..	..	..	..	..	..	1	1	1	..	..
iamond Crystal Kosher Salt	1	1	1	1	..	..	..	..	..	..	..	..
iamond Crystal Shaker Salt	25	43	22	6	6	6	2	2	3	3	3	3
ole Pineapple & Juice	1	1	1	1	1	1	..	..	..	..	..	..
ugan Bros. Bakery Prod.	1	1	1	1	1	1	2	2	2	2	2	1
ulaney Frozen Foods	..	..	..	..	..	..	..	..	..	..	10	42
urr's Pork Products	1	2	2	2	2	2	2	2	2	2	2	2
skimo Pies	..	..	7	16	15	27	25	11	8	9	..	..
oremost Dairies Ice Cream	1	1	..	..	..	..	..	..	..	..	..	..
orty Fathom Clam Chowder	..	..	..	..	6	6	6	6	6	6	6	6
reihofer's Perfect Bread	1	1	1	1	1	1	1	1	1	1	1	1
emma Cooking Oil	9	9	9	9	9	10	10	10	10	12	11	11
ood Luck Margarine	1	1	1	1	1	1	1	1	1	1	1	1
ravem Inglis Baking Products	4	4	4	4	..	..	..	..	..	..	..	..
rennen Cakes	1	1	1	1	1	1	1	1	1	1	1	1
-O Cream Farina	3	3	3	3	3	3	3	3	3	3	3	3
-O Oats	3	3	3	3	3	3	3	3	11	11	11	11
appy Family Baking Powder	13	13	12	15	14	15	15	15	17	17	17	17
awaiian Pineapple Co.	..	..	..	..	..	..	..	..	1	1	1	1
einz, H. J., Co.	4	14	19	20	26	33	73	83	52	39	18	..
ellman's Mayonnaise	4	4	7	7	7	7	6	7	7	4	4	4
erb-Ox Boullion Cubes	1	1	1	1	1	1	1	1	1	1	1	..
olsum Bread & Doughnuts	13	9	9	7	7	7	7	7	7	7	7	7
orlock's Corp.	..	..	..	..	..	1	1	1	1	1	1	1
ostess Cakes	66	66	66	66	66	66	66	66	..	66	66	64
ory Salt	..	..	..	..	..	..	..	..	6	6	6	*
ane Logan DeLuxe Ice Cream	9	9	9	9	9	9	9	9	9	9	9	9
ell-O	..	..	..	..	..	..	1	1	1	1	1	1
ing Midas Feeds	6	7	7	7	7	7	7	7	7	7	7	7
ing Midas Flour	11	11	14	14	14	14	14	14	13	13	13	13
ounty Kist Peas	1	1	1	1	1	1	1	1	1	1	1	1

	J.	F.	M.	A.	M.	J.	J.	A.	S.	O.	N.	D.
Kroger Bread	21	21	21	21	21	21	21	21	21	21	21	21
Kroger Various Products	2	2	3	3	2	2	2	2	2	..	..	..
Lemel	..	..	..	..	..	..	1	1	1	1	1	1
Lettuce Leaf Salad Oil	7	7	7	7	7	7	8	8	8	8	8	8
Light Crust Flour	11	14	14	11	11	2	2	2	..	..	..	..
Milac	..	..	..	..	..	..	..	..	..	2	2	2
Milani Foods	19	18	..	..	..	..	..	..	..	..	..	..
Minot Cranberry Sauce	1	..	..	..	..	..	..	..	..	..	..	..
Minute Rice	86	85	56	56	..	..	1	..	..	..	..	..
Moglias Ice Cream	1	..	..	..	..	..	..	..	..	..	..	..
Mueller's Macaroni	19	19	20	20	19	19	15	14	14	16	17	17
Nabisco Sugar Honey Graham Crackers	..	..	..	..	9	9	9	9	9	9	..	1
Nabisco Vanilla Wafers	..	..	..	..	80	80	80	80	..	..	..	..
NBC Bread	4	23	23	23	23	23	23	23	23	19	14	12
Nestle's Quik	..	..	..	..	..	..	..	..	..	..	6	6
Nucoa Margarine	4	8	14	18	8	8	4	4	4	4	25	46
Nu-Maid Margarine	46	43	28	49	47	46	43	29	29	28	22	24
Omega Flour	9	9	2	*	*	*	*	*	*	*	*	*
Oscar Mayer Meat Products	3	3	3	3	*	*	*	*	*	*	*	*
Phillips Soups & Vegetables	2	2	2	1	1	1	1	1	1	1	1	1
Pillsbury Best Flour	14	14	2	2	*	*	*	*	*	*	*	*
Pillsbury Mills, Inc.	..	..	..	8	8	10	11	16	20	20	27	27
Pillsbury Pancake Mix	1	1	..	..	..	..	..	..	..	..	..	..
Post's Cereal Products	1	..	..	..	..	..	..	..	..	1	1	1
Post's Puffed Wheat & Rice	..	..	..	..	..	..	..	..	5	5	5	5
Premium Crackers	15	15	15	15	15	15	24	24	17	15	13	14
Premium Saltines	..	..	..	..	..	..	..	..	12	..	..	..
Presto Cake Flour	3	3	3	3	3	3	3	3	11	11	11	13
Purasnow Flour	7	5	5	5	5	5	5	5	5	5	5	5
Q-T Instant Frosting	2	2	2	2	..	..	..	..	..	..	..	..
Quaker Sugar	16	16	16	16	16	16	16	16	16	3	3	3
Ralston Cereals	1	1	1	*	*	*	*	*	*	*	*	*
Red Star Flour	2	2	2	2	2	1	1	1	1	1	1	1
Reick McJunkin Dairy Co.	..	..	..	27	27	27	27	27	27	..	..	..
Rochester Dairy Evap. Milk	1	1	3	3	3	3	3	3	3	3	3	1
Ronzoni Spaghetti Products	8	8	8	8	8	8	8	8	8	8	8	8
Sealtest	..	..	..	..	..	..	..	..	..	7	5	5
Sheffield Milk	1	1	1	1	..	..	..	..	..	..	..	1
Silvercup Bread	..	..	..	..	..	..	..	8	9	9	16	17
Skippy Peanut Butter	51	51	52	53	53	53	52	52	52	52	54	3
Smith Split Peas	13	14	14	1	1	1	1	1	1	1	1	1
Snider Condiments	2	2	2	2	2	2	2	2	2	2	2	2
Snow Crop Frozen Foods	4	4	4	4	5	5	5	4	3	3	3	3
Southern Dairies Ice Cream	2	1	1	..	..	..	..	..	..	..	..	..
Sperry Drifted Home-Perfected Flour	17	17	17	17	17	18	19	18	18	18	18	18
Sperry "La Pina" Flour	17	17	17	17	17	18	19	18	18	18	18	18
Sperry Pancake & Waffle Mix	17	17	17	17	17	18	19	18	18	18	18	18
Sperry Wheat Hearts	17	17	17	17	17	18	19	18	18	18	18	18
Sterling Salt	2	2	3	15	15	15	14	2	..	..	..	..

(Continued on page 120)

Time Sales

(Continued from page 65)

blithley ignored.

"Radio rates," the editorial continued, "have always been too low. The networks have set the pattern, network rates serve as the base for spot rates. Hence the advertiser down the line has been reaping the rewards, getting more for that radio advertising dollar than he has ever received from his newspaper or magazine buck."

Top network management must now decide the future course of their medium. They can follow the example of WFIL Philadelphia, which has made allowances for the nighttime competition of TV and has lowered its evening rates accordingly, at the same time instituting a boost in daytime rates. Or they can start selling network time on a realistic appraisal of its performances for its clients in comparison with any other medium, dollar for dollar, day or night, year in, year out—the kind of selling that led General Mills, no small, inexperienced advertiser, to buy 65 hours of nighttime network radio during the coming summer months.

Network business will be good in 1950. There's no question about that. No medium which has paid off so well will be summarily deserted by its clients, although they may be persuaded to divert part of their network budgets to other media. The question is, how good? And the answer is another question: Have the networks forgotten how to sell?



Automotive

(Continued from page 68)

began, was continuing its institutional campaign of weekly quarter-hours on 14 stations which ran throughout 1949. In January the company sponsored a four-day $150,000 radio-TV campaign for Buicks which used 40 announcements per station on more than 100 stations. Chevrolets were promoted on more than 500 stations. A continuing campaign for Oldsmobiles included one to 10 announcements a week on 177 stations in January. A two-week drive for Pontiac in the late fall utilized announcements on 631 stations.

In a cooperative-dealer campaign plan running from Feb. 1 to Aug. 1, 1950, International Harvester Co. offers to pay one-third of time costs for local dealer announcement campaigns and provides either live or transcribed open-end announcements. Kaiser - Frazer Corp. also is using radio announcements on a dealer cooperative plan. Nash Motors (Div. of Nash-Kelvinator Corp.) which last year recommended the use of Ziv recorded programs to its dealers under a maximum discount arrangement, this month (April 1950) planned starting a four-week announcement campaign for its new models in about 150 markets across the country.

Hudson Motor Car Co. opened 1950 by promoting the new Hudson on some 700 stations. Packard Motor Car Co. in February launched a five-week drive for its 1950 line on some 250 stations and urged dealers to support the drive with their own local radio campaigns. Automobile dealers, either individually or in groups, are active users of time throughout the country. This class, in addition to its other radio activities, sponsors local broadcasts of more than 225 network co-op shows and some 20 Transit Radio campaigns.

Seiberling Rubber Co. will split costs 50-50 with dealers on their local radio campaigns. Phillips Petroleum Co. promotes Lee Tires as well as Phillips 66 gasoline and motor oil on its newscasts on 21 stations. Announcements were used during the winter months for Prestone anti-freeze (150 markets) and Heet anti-freeze (40 markets).

CLASS 4. AVIATION & ACCESSORIES

NETWORK (Gross)	1949	.....	SPOT (Net)	1949	.....*
	1948	.....		1948	$ 109,000
	1939	.....			

There are no network advertisers in this class for 1949. Nor, so far as could be determined, was any spot or local radio time used by this group of advertisers.

Source: Publishers Information Bureau

* BROADCASTING estimate

Class 5: ..... Beer & Wine

BEER advertising, far and away the biggest user of broadcast facilities in the alcoholic beverage class, should at least equal its 1949 expenditures of some $10 million for radio and television campaigns, it is estimated by the United States Brewers Foundation.

In a report prepared for this issue of BROADCASTING the Foundation notes that brewers sales of 5,596,000 barrels in January 1950 were 8,000 barrels higher than in January 1949 and that production was 106,000 barrels higher this January than last. "Using the first month as a barometer, brewing industry observers see encouraging signs for 1950 beer and ale sales," the Foundation states, "with prospects that the year's final figures will at least equal the 84,500,000 barrel total of 1949.

$10 Million Budget Seen

"While brewery advertising appropriations are a matter of guesswork, it may be reasonably anticipated that brewers will at least equal their estimated 1949 expenditure of $10 million for radio and television, and about $95 million additional for other media."

The U. S. Brewers Foundation statement does not break down the $10 million figure into separate figures for radio and TV, but available data indicate that a division of 2½ to 3 parts for radio to one part for TV would not be far wrong. That would amount to a total of $7 to $7.5 million spent for radio advertising by brewers and $2.5 to $3 million for TV. Those figures include the cost of talent, rights to sporting events of which brewers are major sponsors, etc., as well as the sums spent for time.

"An important basis for optimism," the Foundation statement continues, "was the 1949 survey made by Crossley Inc. for the Foundation, which revealed that public acceptance of beer and ale has advanced to the point where 52.4% of America's adult civilian population and 69% of the families are consumers, while 62.2% of the families buy malt beverages for consumption in the home.

"That beer advertising—radio and television included—has public acceptance also was brought out in the survey, which showed that only 21.9% of the 9,553 interviewed in a national cross-section poll had any unfavorable comments."

Sports, particularly baseball, traditionally have mixed well with beer, at least on the air, and from all indications the brewers will energetically uphold that tradition in the months ahead. P. Ballantine & Sons will share radio sponsorship of the New York Yankees home and away games with General Cigar Corp. on WINS New York and with Atlantic Refining Co. on the "Home of the Champions" 12-station network. Ballantine also is sponsoring radio coverage of the Philadelphia Phillies on WPEN Philadelphia on an alternating basis with Atlantic and Suppiee-Sealtest.

Burger Brewing has just secured exclusive radio-TV rights to the Cincinnati Reds for five years and will sponsor broadcasts of their games this summer on a four-state 27-station hookup fed by WCPO Cincinnati. Peter Fox Brewing Co. and Muntz TV are sharing sponsorship of the Chicago White Sox broadcasts on WJJD Chicago and, for night games, WIND Chicago.

Sports Sponsorship

Genesee Brewing Co. will again sponsor broadcasts of the Rochester Red Wings on WRNY and WRNY-FM Rochester, second year of a three-year contract. Glasgo Brewing Co. is sponsoring the Norfolk Tars 1950 season on WNOR Norfolk. Goebel Brewing Co. is buying time on a special 31-station network fed by WJBK Detroit to broadcast all home and road games of the Detroit Tigers.

Griesedieck Bros. Brewing Co. is arranging for sponsorship of the St. Louis Cardinal games on WIL St. Louis. Narragansett Brewing Co. will share with Atlantic Refining sponsorship of the Boston Red Sox and Braves games on WHDH Boston. Regal Amber Brewing Co. is again sponsoring the San Francisco Seals games on KSFO San Francisco.

F & M Schaefer Brewing Co. and General Foods Corp. are sharing sponsorship of the Brooklyn Dodgers games on WMGM New York. Standard Brewing Co. is backing the Cleveland Indian broadcasts on WERE Cleveland, having purchased exclusive AM rights for three years at reported price of $225,000 a year.

MBS Baseball Plans

Other brewers will doubtless join the ranks of baseball broadcast sponsors as the season gets under way. MBS will broadcast the American League "Game of the Day" throughout the season with the games available for local sponsorship on Mutual stations across the country and Liberty Broadcasting System will similarly permit local sponsorship of baseball broadcasts of both major leagues on its more than 250 stations.

Other sports programs are also sponsored by brewers, although not to the same extent as America's national pastime. Columbia Breweries last winter began a three-year sponsorship of professional hockey games on three Northwest stations; Frankenmuth Brewing Co., which has just begun three-a-week sponsorship of *Van Patrick's Sports Scripts* on WJR Detroit and is adding another sports program on WFDF Flint and announcements on other Michigan stations; Christian Heurich Brewing Co. sponsors daily sports resumes on WTOP Washington; Chas. D. Kaiers' Brewery uses a daily sports show on WPPA Pottsville, Pa.; Pabst Brewing Co. sponsors fights on WPTR Albany and WBCA-FM Schenectady; Pilsener Brewing Co. during the hockey season sponsored broadcasts of the Cleveland Barons on six Ohio stations; F & M Schaefer Brewing Co. sponsored New York Ranger hockey games on WMGM New York.

Acme Breweries maintains a heavy radio schedule on the West Coast; Barbey's Inc. uses announcements on 13 Pennsylvania stations; Beverwyck Breweries has announcements on 19 stations; Dawson's Brewery has announcements on 12 stations; Falstaff Brewing Corp. sponsors the transcribed *Meredith Willson Show* in more than 20 markets; Gipps Brewing Corp. has announcements and programs on 15 Illinois stations; Gluek Brewing Co. has announcements and programs on 12 stations; Griesedieck Western Brewing Co. is using programs and spots on about 30 stations; G. Krueger Brewing Co. has programs and announcements on 16 stations; Maier Brewing Co. is readying an extensive spot campaign in Southern California for this spring and summer; Olympia Brewing Co. uses traffic safety announcements on more than 25 Washington State stations; Adam Scheidt Brewing Co. has announcements and programs on 16 stations; Sterling Brewers is planning a widespread spot campaign throughout the South; John F. Trommer Inc. has announcements on 28 stations; West End Brewing Co. has announcements and programs on 21 stations. Many of those figures are taken from reports of mid-winter campaigns which may be expected to expand as warm weather approaches.

Network Activity

Brewers using network time during 1949 are shown in the accompanying table, except for Regal Amber Brewing Co., which in October started the *Regal Amber Sports Show*, five minutes a week, on 12 Pacific Coast ABC stations, spending $5,984 for time during the balance of 1949. In January 1950, Jos. Schlitz Brewing Co. joined the

(Continued on page 75)



*SPELLED **T-H-E-S-A-U-R-U-S**

. . . and calling it "the source" is no kidding, either! Sales-wise programmers know that the NEW Thesaurus is the source of **the most commercial** ready-to-air shows in the business today. They've learned that Thesaurus productions have the big names, the smooth styling, the showmanship that hold sponsors . . . build audiences. **It's no secret** that the new Thesaurus has what it takes to **boom SALES!** . . .

A programmer's best friend . . . the *new era* in *Thesaurus*

New in April in new era Thesaurus

Arthur Fiedler conducts the "Concert Hall of the Air"



THE CONCERT HALL ORCHESTRA

Earl Wild, pianist
Thomas L. Thomas, baritone

The "Concert Hall of the Air" places under the celebrated baton of Arthur Fiedler a complement of the country's outstanding symphonic musicians and noted soloists. A half-hour of pleasurable listening available for immediate broadcast one-or-more times a week.



"Spotlight on Shaw"

Artie Shaw

his Clarinet
and his Orchestra

Shaped around the name and fame of Artie Shaw, "Spotlight on Shaw" opens and closes with announcements by Artie over his famous theme music. It's a quarter-hour program immediately available for one-or-more broadcasts a week.

New in May in **new era**

Thesaurus

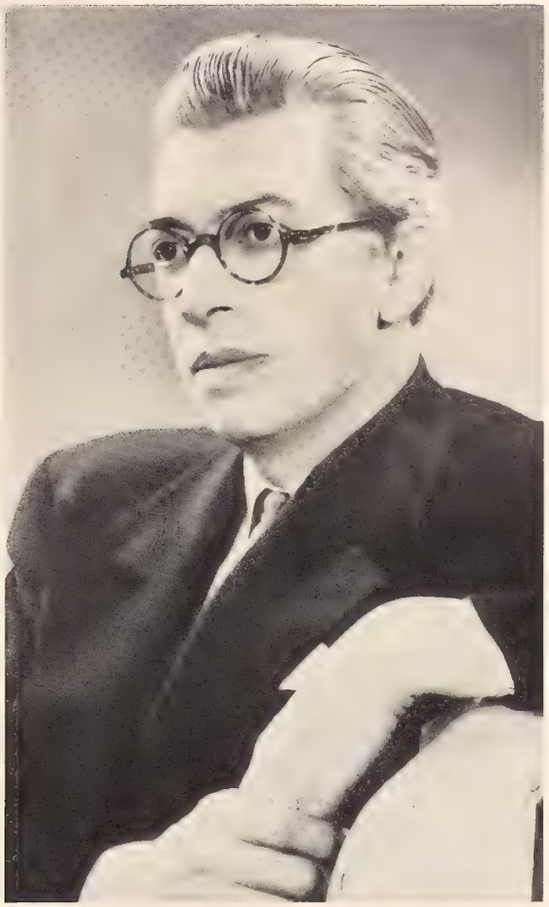
"The Singing Americans"

with **Dr. Frank Black's**

MALE CHORUS

Ray Porter, associate conductor and arranger

Complete with opening and closing choral themes, "The Singing Americans" unites 26 perfectly blended voices with a conductor of renown.



3 big new shows...

...to swing more sponsors, more listeners your way! Each has the names, the talent, the production to keep your day-in, day-out programming on a high-profit level. Thesaurus gives you **comprehensive** programming, promotion, publicity. You get a steady flow of hit tunes **before** they're hits . . . weekly continuity . . . special shows . . . voice tracks, tie-ins, cross-plugs, sound effects . . . lots of production "extras." Scripts by network-experienced writers. Your job is made easier—**you sell**—with NEW THESAURUS.

A programmer's best friend . . . the *new era* in *Thesaurus*



"Swing and Sway with SAMMY KAYE" . . . featuring the Kaydets, the Kaye Glee Club, other name artists.



The TEX BENEKE Show . . . exclusive Beneke and Miller arrangements by one of America's top bands.



Music by ROTH . . . Allen Roth, his Chorus, his Strings and Orchestra. Everything from barrelhouse to Beethoven.

8 of the many big reasons

why *new era* *Thesaurus* Builds Sales!



Here's JUNE CHRISTY with the Johnny Guarnieri Quintet . . . a rare approach in relaxed rhythm.



RAY McKINLEY AND HIS ORCHESTRA . . . Ray McKinley, his vocals, his drums, and the most versatile band in the land.



FRAN WARREN Sings . . . a dramatic voice and personalized style. Allen Roth directs.



OLD NEW ORLEANS . . . starring Jimmy Lytell and the "Delta Eight." Dixieland jazz and happy blues.



"CLAUDE THORNHILL presents Win A Holiday" . . . a famous band plus a local-national contest: listeners name untitled melodies, win trips to New York.

RCA recorded program services

Radio Corporation of Am
RCA Victor Division
120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

A programmer's best friend . . . the *new era* in *Thesaurus*

Beer, Wine

(Continued from page 70)

twork ranks with *Halls of Ivy*, lf-hour weekly comedy-drama ries, on 165 NBC stations.

More than 50 brewers use radio ally or with spot campaigns of s than 10 stations, including onsors of network co-op shows d 17 Transit Radio clients. This al also comes from midwinter nths and will probably be much ger by midsummer. Although all in number of stations used, ne of these campaigns run into expenditures, such as that of ebmann Breweries, which spends ne $300,000 a year for 180 spots week on six New York stations. A number of vintners have been nning campaigns for kosher nes, including Ganeles-Lenger ine Co., with announcements on o New York stations; L'Chayim sher Wine, with a spot campaign major markets across the untry; Schapiro's Kosher Wines, nouncements and programs on w York stations. Garrett & Co. is eparing a spring announcement mpaign for Virginia Dare wines. adera Wines are advertised via ransit Radio.

CLASS 5. BEER, WINE & LIQUOR

LEADING NETWORK ADVERTISERS

NETWORK (Gross) 1949 $1,344,746; 1948 1,116,697; 1939

SPOT (Net) 1949 $3,696,000*; 1948 4,876,000

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
PABST BREWING CO. "The Eddie Cantor Show" (Eff. July 1) "The NBC Theatre" (Eff. Oct. 7) "The Life of Riley" Warwick & Legler	Pabst Blue Ribbon Beer	NBC-151-½	$766,092	$760,963	.....
SCHENLEY INDUSTRIES INC. "Duffy's Tavern" Kastor, Farrell, Chesley & Clifford	Blatz Beer	NBC-156-½ (Sept.-Dec.)	$221,124	.....	.....
MILLER BREWING CO. "Lawrence Welk Show" Mathisson & Assoc.	Miller High Life Beer	ABC-41-½ (June-Dec.)	$137,931	.....	.....
PETRI WINE CO. "Adventures of Sherlock Holmes" Young & Rubicam	Petri Wine	ABC-63-25min. (Sept.-Dec.)	$101,943	.....	.....
FALSTAFF BREWING CORP. "Music From the Heart of America" Dancer-Fitzgerald-Sample	Beer	NBC-33-½ (Jan.-Aug.)	$ 87,696	$127,860	.....
BALLANTINE, P., & SONS INC. "The Robinson-Belloise Fight" J. Walter Thompson Co.	Beer & Ale	CBS-162-35min. (1 time)	$ 23,976	$ 56,298	.....

Source: Publishers Information Bureau

* BROADCASTING estimate

Hard liquor advertising, traditionally kept off the air by distillers for fear of arousing public sentiment on behalf of the dry forces who are always alert for any opportunity to bring back prohibition, seemed slated for a radio test last year when Schenley Distillers Corp. sounded out the networks on a proposed campaign for its whiskeys. One network tentatively agreed to accept such advertising for a test run in the late evening hours and two others indicated that they would accept it, likewise on a test basis, for individual stations but not at first for full network coverage. What might have happened had such advertising been broadcast is a matter for speculation, as Schenley at length decided not to go ahead with the idea and to use radio only for advertising its beer and wine products.

Class 6: ..... Building Material

LASS 6. BUILDING MATERIALS, EQUIPMENT & FIXTURES

LEADING NETWORK ADVERTISERS

NETWORK (Gross) 1949 $1,281,775; 1948 988,686; 1939 175,773

SPOT (Net) 1949 $ 448,000*; 1948 776,000

vertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
HNS-MANSVILLE CORP. ll Henry-News" Walter Thompson Co.	Industrial Products	MBS-408-25min.	$1,211,695	$844,306	.....
ORE, BENJAMIN, & CO. our Home Beautiful" Georges & Keyes	Paints & Varnishes	MBS-384-¼ (March-May)	$ 70,080	$ 69,366	$ 32,192

urce: Publishers Information Bureau

* BROADCASTING estimate

RANK W. CORTRIGHT, execue vice president, National Assn. Home Builders, in an exclusive atement to BROADCASTING, says: "A quick look at what the home ilding industry is doing reveals e facts that shine out like neon hts:

"1. Last year's enormous proction of 1,025,000 new homes d apartments started will be pped by 1950 'starts,' *if* builders d home buyers can obtain the cessary funds for home construcn and purchase. 'Starts' in the st three months of 1950 exceeded mparable 1949 figures by nearly 0%, according to government ures.

"2. Prices of new homes are low ough that practically all income oups are finding well-equipped, ell-designed, well-built residences prices they can economically afrd.

"These two factors, plus the fact at *emergency* housing needs have ng since been satisfied, mean that ilders are sharpening up their les tools.

"There will be more competition is year than last for consumer using dollars. As in any other industry where competition is present, it is the buyer who benefits. The builder who sells in today's buyer-market can do it quickly only by producing a better house at a lower cost than his competitors.

"Builders are allotting more funds for advertising budgets than ever before, in order to compete in today's market. The bulk of such funds, of course, will go for newspaper classified and display advertising. Radio time salesmen have been slow to develop this field.

"It is up to the radio industry to show the builder or realtor how this medium can serve him in getting names of buyer-prospects on the dotted line of a sales contract. The market is there and the potential is enormous. But to the average operative builder, radio is still an undeveloped field.

"Reaction has ranged from very good to very bad in the radio-TV field—for home sales. But it is a field that will certainly bear watching.

"However, rates and results must be competitive with newspaper's if radio and TV is to win its place in the builders' advertising budgets."

Despite the many new homes, about half of the country's nonfarm dwellings are more than 30 years old, requiring repairs which last year cost homeowners $7 billion, according to Minneapolis-Honeywell Regulator Co., which reported that in 1949 $1.8 billion was spent for painting, $1.7 billion for heating equipment, a billion for roofing, half a billion for carpentry, $400 million for stone, clay and glass products, $300 million for plumbing and $280 million for papering.

Large Dollar Volume

Joseph F. Battley, president of the National Paint, Varnish & Lacquer Assn., in a statement to BROADCASTING, said: "For the third successive year, the dollar volume of the paint, varnish and lacquer industry exceeded the billion dollar mark in 1949. This is based on wholesale prices and represents a much higher figure at the retail level.

"The outlook for 1950 is most promising. The paint industry, as well as all others, must recognize the fact that high national income does not insure a profitable business. Aggressive advertising and merchandising plans must be created to assure consumer purchases. Most of our industry members are aware of this and are maintaining advertising programs to make certain that the buying impetus established for the products of our industry shall be accelerated.

"If I were to give any particular advice, it would be to caution business in general not to take good business for granted, but to seek out the great potential markets of America and use every bit of ingenuity and intellect to sell them."

Mr. Battley's advice is well worth consideration by broadcasters, particularly when they look at the national advertising expenditures of the makers of building materials, equipment and fixtures. In 1949 only two members of this class used network time, both, incidentally, using the same network, Mutual, with whom they spent $1,281,775 before discounts. The magazine space expenditures of this class in 1949 were $17,817,118, nearly 14 times as great as its network total.

Benjamin Moore & Co. is again this spring running its *Your Home Beautiful* programs on Mutual, 15 minutes on Saturday mornings. Johns-Manville Corp. continues its five-minute nightly newscasts on that network.

Complete information is not available for spot radio expenditures of this class, but what there is does not indicate a great amount of revenue for broadcasters. The *Rorabaugh Reports on Spot Radio Advertising* show only a dozen ac-

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Building Material

(Continued from page 75)

counts of this kind for the whole year of 1949 and of these only one was reported as active at the beginning of 1950, Martin Rosenberger Wallpaper Co., using announcements on 10 stations. Weather Seal, also active in 1949, late in January started a 15-minute morning show across the board on two New Jersey stations, with plans to expand to a seven-station intrastate network.

Sapolin Paints Inc. in March began a spring spot campaign in five eastern cities. Muralo Co. also is planning a spring paint campaign, using programs and announcements in cities across the country. Devoe & Raynolds offers its dealers a cooperative advertising plan whereby the company will stand half the cost of announcement campaigns up to 2% of the dealer's net annual purchases. Peaslee-Gaulbert Paint & Varnish Co., a division of Devoe & Raynolds, makes the same offer for announcements advertising Pee Gee paints. Wilbur & Williams Co. allows 2% of net purchases for distributors' advertising of the company's protective coating products via p grams or announcements.

More activity is indicated at t local level, with more than 1 dealers in building materials a the like sponsoring network co- programs in their communities a 21 using Transit Radio. BAB working with the National Ass of Home Builders which has pla for intensive promotion this ye and hopes to make local radio integral part of the program.

Class 7: .... Confectionary

"BECAUSE of continuing high ingredient, distribution and labor costs and resulting lower profits, curtailments in candy advertising budgets will probably be more likely in 1950 than any expansion in advertising programs," Philip P. Gott, president of the National Confectioners' Assn., points out in a statement prepared for this issue of BROADCASTING.

"Although candy sales for January 1950 show a slight decrease from January 1949, it is still expected that poundage for 1950 will be as large as 1949," Mr. Gott reports. "In 1949 the confectionary industry produced 2,650 million pounds of candy with a dollar volume at wholesale of $986 million, according to the Dept. of Commerce."

Mr. Gott's prediction represents a reversal of the outlook of his industry since last December, when the trade paper *Candy Industry* reported a nationwide survey of candy manufacturers as revealing plans to produce in 1950 at least 10% more candy than in 1949 and to sell this record volume with the most vigorous sales and advertising drive in the industry's history.

Cites Advertising Results

That sales and advertising effort does pay off was illustrated by William Wrigley Jr. Co. which in 1949 achieved its highest net sales and net earnings. J. C. Cox, Wrigley president, told last month's stockholders' meeting: "As anticipated in our 1948 report, our selling program was expanded in 1949 and undoubtedly this was an important factor in attaining the great volume of sales." The Wrigley company is further expanding its use of radio in 1950 and has already started a second nationwide network program and a spot campaign in New England.

Network advertisers in this group in 1949, in addition to those listed in the table, included: Alberts Products Co. (soft drinks), sponsoring *Meet the Missus* 15 minutes a week on CBS Pacific Network, August - November (spending $6,454 for time at gross rates); Green Spot (orangeade), *Detective of the Week*, ABC Pacific, five minutes a week, November-December ($3,612), also *Surprise Package*, ABC Pacific, two quarter-hours a week, November-December ($7,424). Green Spot also used five quarter-hours a week of *Ladies First* on Don Lee network during 1949.

Luden's Inc. (candy), had *Strike It Rich*, CBS, half-hour a week, January-February ($89,280); M&M Ltd. (candy), Joe Di Maggio, CBS, half-hour, September-December ($38,084); Peter Paul Inc. (candy), Bob Garrod, CBS Pacific, three 10-minute and three 15-minute newscasts a week ($114,256).

Brock Candy Co. early this month started *Brock Bar Ranch* as a CBS Saturday evening half-hour. M & M Ltd. last Saturday (April 15) dropped sponsorship of Joe Di Maggio's program and moved to NBC. Mars discontinued NBC's *Curtain Time* the end of March, taking the company out of network radio, but the departure is believed only temporary until its new agency, Leo Burnett Co., has completed media plans.

Pepsi-Cola Co. has returned *David Harding, Counterspy* to ABC for two half-hours a week after a 10-week hiatus which this soft-drink company feels it can take more profitably in midwinter than during the normal summer layoff season. William Wrigley Jr. Co. has added *Life With Luigi*, CBS half-hour series.

Leading spot advertisers in this class include Clark Bros. Chewing Gum Co., using announcements on 20 stations with plans for expansion; Fanny Farmer Candy Shops, announcements on 16 stations; Hollywood Candy Co., programs and announcements on 26 stations; Ryan Candy Co., extensive spot campaign to introduce the new Hopalong Cassidy Candy Ba Pepsi-Cola Co., musical spots a programs in a widespread ca paign; Peter Paul Inc. sponso news in a number of marke Coca Cola and Dr. Pepper bottle in various areas use radio p grams and announcements in a preciable quantity. Wm. Wrigl Jr. Co. is conducting a 13-week te program and announcement ca paign on WNAC Boston with t idea of expanding to full Yank Network. E. B. Washburn Can Corp. uses participations on *Ya kee Network News Service* on stations three days a week.

Many candy and beverage co panies use radio locally or in a li ited number of markets, includi 14 sponsors of network co-op sho and the seven users of Tran Radio facilities.

CLASS 7. CONFECTIONARY & SOFT DRINKS

NETWORK (Gross)	1949	$6,253,333	SPOT (Net)	1949	$2,800,00
	1948	7,655,484		1948	5,114,00
	1939	2,275,492			

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
COCA-COLA CO.			$1,549,542	$2,519,887	.....
"Songs by Morton Downey" D'Arcy Adv. Co.	Coca-Cola	NBC-145-¾ (Jan.-June; Oct.-Dec.)	762,598	583,507	
"The Charlie McCarthy Program" D'Arcy Adv. Co.	Coca-Cola	CBS-180/CBC-½ (Oct.-Dec.)	251,667		
"Spike Jones Show" D'Arcy Adv. Co.	Coca-Cola	CBS-167/CBC-½ (Jan.-June)	444,857		
"The Pause That Refreshes on the Air" D'Arcy Adv. Co.	Coca-Cola	CBS-165/CBC-½ (Jan.-Feb.)	90,420	786,659	
MARS INC.			$1,541,411	$1,542,062	.....
"Curtain Time" Grant Adv.	Candy	NBC-145-½	813,501	660,323	
"Dr. I. Q." Grant Adv.	Candy	NBC-135-½ (Jan.-Oct.)	662,012	761,385	
"Dr. I. Q. Jr." Grant Adv.	Candy	NBC-41-½ (Jan.-April)	65,898	120,354	
PEPSI-COLA CO.			$1,438,870	.....	.....
"David Harding-Counterspy" Biow Co.	Pepsi-Cola and Evervess	ABC-270-1 (Jan.-Oct.)			
WRIGLEY, WILLIAM, JR.			$ 903,333	$ 871,399	$1,304,391
"Gene Autry Show" Ruthrauff & Ryan	Chewing Gum	CBS-171-½			
GENERAL CANDY CORP. (Williamson Candy Co.)			$ 402,016	$ 526,086	.....
"True Detective Mysteries" Aubrey, Moore & Wallace	Oh Henry Candy Bars	MBS-482-½ (Jan.-May; Sept.-Dec.)			
SHOTWELL MFG. CO.			$ 143,200	$ 381,022	.....
"True or False" Wade Adv.	Puritan Marshmallows, Candy Bars	MBS-492-½ (Jan.-April)			

Source: Publishers Information Bureau

* BROADCASTING estim

Class 8: Consumer Servic

HEADED by the United States Government, which will spend approximately three-quarters of a million dollars for broadcast time and programs in recruitment campaigns for the armed forces, this varied class of radio advertisers includes communications and public utility companies, banks, brokerage houses and other financial organizations, schools and colleges and other professional and business services.

Banks represent the largest group of consumer service advertisers the air. BAB in a recent study bank advertising found more th 2,000 banks currently using ra and an anlysis of the sponsors network cooperative progra

(Continued on page 78)

o a Madison Avenue Time Buyer

with other things on his mind



975 miles west of you on U. S. 30 lies Iowa. Have you ever seen Iowa corn fields in late June? A New Englander, enjoying the experience for the first time, said they looked like "green corduroy." We, with a radio station to grind, prefer to think of them a short time later, when the green has turned into golden buying power. *Iowa's corn yield is the highest of all states.*

Have you ever heard the cry "sue-ee-e" bring ham-on-the-hoof to feeding troughs? In Iowa hog-calling is a fine art, and its practitioners hang their masterpieces in ever growing bank accounts. *Iowa produces more pork than any other state.*

Another sound that breaks the good clean air of Iowa is "here chick, chick, here chick." It means spending money to most Iowa farmwives. Poultry sums aren't chicken feed, either. *Iowa is the highest egg-producing state in the Union; the value of its poultry exceeds that of any other state.*

But you haven't time for more rural symphonies. Besides, agricultural Iowa is only half the story. Industrial Iowa accounts for almost half of the state's $4 billion annual income of individuals.

Bill Quarton (WMT's g.m.) probably thinks this is already too long, but he's mighty fond of facts so maybe he (and you) will hold still for a couple of dillys. Practically every day Eastern Iowa's WMT talks to an army of 192,620 families. Their per capita income increased last year more than that of any other state. They have money to spend for everything from toothpicks to Cadillacs. They constitute a market worth reaching—and WMT reaches 'em.

Please ask the Katz man for additional data.

5000 WATTS 600 KC

WMT CEDAR RAPIDS DAY & NIGHT

BASIC COLUMBIA NETWORK

Consumer Service

(Continued from page 76)

shows roughly 100 banks who use these network shows to create business or for institutional promotion in their home communities. While this is a tremendous rise from the 146 banks who used radio in 1937, the BAB report shows that in recent years there has been a steady decline in the banks' use of this medium.

American Bankers Assn. in February completed its 1950 survey of bank advertising plans, which showed, according to John B. Mack Jr., director of the ABA Public Relations Council, that "total commercial bank expenditures in the United States for advertising purposes, excluding salaries, will approximate $39 million in this year ahead. This is a slight falling off from the 1949 figure which was $40 million."

"The decline in total expenditure," Mr. Mack observes, "will take place largely in small banks, specifically those under $5 million in deposits. In this category are included approximately 75% of the total of 14,500 commercial banks in the country. Larger banks, on the other hand, plan to spend more during the coming year."

Of the 3,800 banks (more than 25% of the total commercial banks in the country) responding to the ABA survey, 862 said they would use radio this year. If this could be extended to the total, it would mean some 3,200 banks which plan to use radio, not counting mutual savings banks. Radio ranked fifth in number of banks reporting plans to use various media, with newspapers in first place, followed by window and lobby displays, direct mail and calendars.

Army Campaign

The U. S. Army and Army Air Force recruitment campaigns in the fiscal year beginning July 1 will expend some 40% of their total advertising appropriation of $1,591,600 for radio-TV promotion. In addition, $100,000 of the previous year's budget is being used for a spot campaign in 52 cities for the Army Reserve Program. Announcement that $636,400 would be spent for radio-TV time and programs, more than for any other medium, followed a series of talks between high military officials and top executives of NAB and BAB, who instigated the conferences after numerous station protests against the Army's reported plans to ask broadcasters to donate time to the recruitment campaigns while buying space in printed media.

The list of network sponsors among Consumer Services for 1949 includes, in addition to those shown in the table, Budget Finance Plan, which sponsored *James Roosevelt Speaks* for a 15-minute Sunday evening period on an ABC Pacific Coast network, April through September, spending $13,260 for network time, at gross rates. A new network advertiser this year is the American Federation of Labor, sponsoring *News by Frank Edwards* on MBS for 15-minutes, Monday through Friday evenings.

Spot advertisers in this class include a number of telephone companies: Bell Telephone Co. of Pennsylvania, using announcements on 95 stations as well as Transit Radio; Illinois Bell Telephone Co., using announcements on 17 stations; Indiana Bell Telephone Co., announcements on 20 stations; Michigan Bell Telephone Co., sponsoring three quarter-hours a week on 17 stations. Southwestern Public Service Co. last summer arranged for a special 14-station network in Texas, New Mexico and Oklahoma to carry its Sunday series, *Hymns of the World.* Other spot advertisers in this class include the Patricia Stevens Model School, using quarter-hour programs one to six times a week on 10 stations, and the International Chiropractors Assn., more than 50 of whose member associations use the five-minute transcribed *Human Side of Hollywood* programs provided by ICA.

Most advertising of this class occurs at the local level, with more than 160 consumer service organizations sponsoring network co-op shows and some 40 using Trans-Radio facilities.

CLASS 8. CONSUMER SERVICES

LEADING NETWORK ADVERTISERS

	NETWORK (Gross)	1949	$1,938,031	SPOT (Net)	1949	$1,344,000
		1948	2,549,586		1948	1,126,000
		1939				

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
AMERICAN TELEPHONE AND TELEGRAPH CO. (Bell System) "The Telephone Hour" N. W. Ayer & Son	Institutional	NBC-153-½ hr.	$ 845,556	$ 786,615	.....
ELECTRIC COMPANIES ADV. PROGRAM "Electric Theatre" (Eff. July 31) "Corliss Archer" N. W. Ayer & Son	Institutional	CBS-163-½ (Jan.-May; July-Dec.)	$ 734,538	$ 539,131	.....
U. S. GOVERNMENT "Red Barber's Club House" Gardner Adv.	U. S. Army & U. S. Air Force Recruiting Service	CBS-168-¼ (July-Sept.)	$ 194,121 113,554	$ 388,100	.....
"Game of the Week" Gardner Adv. Co.	U. S. Army and Air Force Recruiting Service	ABC-215-var. times (Oct.-Nov.)	67,021		
"Blue Book of Sports" Russell, Harris and Wood	U. S. Sixth Army Command, Recruiting	ABC-24-5 min. (Jan.-June)	13,546		
BEKINS VAN & STORAGE CO. "Bekins Hollywood Music Hall" N. Brooks Adv. Agency	All Products-Moving Service	CBS-13-½	$ 66,750	$ 96,662	.....
HOUSEHOLD FINANCE CORP. "Charles Collingwood, News" (Eff. Jan. 14) "Chet Huntley" LeVally Co.	Loans	CBS-11-¾	$ 66,324	$ 451,924	$ 134,763
NATIONAL ASSN. OF MFRS. "Address by Mr. Earl Bunting" Benton & Bowles	Institutional	ABC-261-½ (1 time)	$ 17,482	.....	.....

Source: Publishers Information Bureau

* BROADCASTING estima

Class 9: . . . . Drugs

REFLECTING a decline in drug store sales during 1949, drug product advertising on the nationwide radio networks fell off 6.7% from its 1948 dollar volume. This group of advertisers continued to represent a major source of network revenue, however, accounting for 11.2% of all sales of network time.

The 1950 outlook is encouraging, however. A number of new network campaigns, including two placed by Anahist Co. for its antihistamine product, went on the air in the first quarter of 1950 and it is probable that these new cold and allergy remedies will help to swell network business later this year as well. Spot business from drug accounts is also more than maintaining last year's level.

The leading drug advertisers on the networks last year are shown in the accompanying table. Others were: Carter Products (Little Liver Pills, Arrid), sponsoring Jimmie Fidler's weekly quarter-hour column of Hollywood chatter on ABC (with gross time charges of $385,558 during the year); Luden's Inc., advertising cough drops with *Sing It Again,* 15 minutes a week on CBS starting in November ($58,024); Mennen Co. sponsoring three quarter-hour newscasts a week on a CBS Pacific Coast hookup ($70,068); Norwich Pharmacal Co. (Pepto-Bismol, Unguentine), *Fat Man,* ABC, 30 minutes a week ($809,838); Pyridium Corp. (Anahist), in December picked up sponsorship of ABC's *Counterspy* for a weekly half-hour during Pepsi-Cola's hiatus ($41,400).

Rhodes Backs Heatter

Rhodes Pharmacal Co. (Imdrin) in September began sponsoring Gabriel Heatter's 15-minute news commentaries twice weekly on MBS ($174,292); Serutan Co. (Serutan, Nutrex, RDX) had two programs on Mutual during the first six months of 1949—two quarter-hours of Gabriel Heatter and five 15-minute periods of Victor H. Lindlahr a week ($566,737), and in September started Mr. Lindlahr four times a week on ABC ($218,140), changing to five times weekly after the first of the year; Smith Brothers (cough drops, cough syrup) sponsored a quarter-hour of *Stop the Music* on ABC, January-March and September-December ($278,673); Vick Chemical used three 15-minute segments of *Meet the Missus* a week on CBS Pacific Network, January-March ($15,792).

Anahist Co. early in January 1950 started two half-hour programs on Mutual, *The Falcon* on Sunday, *True or False* on Saturday, to run through March. Miles Labs, continuing the network programs it sponsored last year, has added in 1950 *One Man's Family* Sunday afternoon half-hour on NBC; Edwin C. Hill's five-minute Monday-Friday newscasts on ABC and *Ladies Fair* for 15 minutes on MBS five days a week. Sterling Drug Inc., since Jan. 1, has dropped *Lorenzo Jones* on NBC and cut its *Bride and Groom* broadcasts on ABC from a half hour to 25 minutes, but has assumed sponsorship of a quarter hour of *Sing It Again,* CBS Saturday night program, and on May 1 will add the Monday, Wednesday and Friday broadcasts of ABC's *My True Story,* 25-minute daily show, to the Tuesday and Thursday sessions it already sponsors.

Emerson Drug Co. next week (April 24) will replace *Inner Sanctum* with *Hollywood Star Playhouse* on CBS. Rexall Drug Inc. which will no longer sponsor the Phil Harris-Alice Faye series after this spring, may buy *Richard Diamond, Private Detective* on a year-round basis instead of just for the summer as originally

(Continued on page 80)

PLUS COVERAGE. A calendar was offered to listeners of WGAR's "Range Riders". Local response was tremendous. But there also were requests from 199 towns and cities *outside the state of Ohio* . . . from Canada, Maine, Virginia, Michigan! This is a plus coverage that national advertisers get on WGAR!



WIDE AWAKE PROMOTION. A WGAR-published newspaper, "The Dial", is one of WGAR's many promotional activities. Mailed to a select list of merchants throughout WGAR's coverage area, it keeps dealers informed about WGAR personalities, programs, sponsors, and products.



in Northern Ohio.. **WGAR**

the SPOT for SPOT RADIO



AN OUTSTANDING PROGRAM. Jack Dooley, specially trained U. of Iowa newscaster and Des Moines Radio News Award winner, takes over WGAR's oldest established news program . . . the 11:00 PM News. This program is now available for sponsorship. Ask us about it.

A WGAR SPONSOR. Watkins Furniture Company of Cleveland is a successful advertiser on WGAR. They are now in their *seventh renewal* of WGAR's popular "Mayer of the Morning" program, Monday through Friday. You are in good company on WGAR.



RADIO . . . America's Greatest Advertising Medium

WGAR . . . 50,000 watts . . . CBS **Represented Nationally by Edward Petry & Company**

Drugs

(Continued from page 78)

planned.

Dolcin Corp. likes regional networks for its proprietary advertising, currently sponsors three of Cecil Brown's early morning 15-minute newscasts, three quarter-hours of *Ladies First* and two 10-minute sessions of *The Answer Man* each week on Don Lee, plus three hours a week on Yankee, including three 15-minute newscasts, three quarter-hours of Marvin Miller's human interest stories, three 15-minute sessions of *Bill's Scrapbook*, the half-hour *Deems Taylor Concert* Sunday afternoons and *Hymn Singer* for 15 minutes Sunday evening.

Miles Labs sponsors two quarter-hour newscasts a day, Sunday through Friday on Don Lee, and also uses weekday announcements on more than 40 stations for Nervine. Knox Co. sponsors the Tuesday half-hour *Mystery Is My Hobby* on Don Lee and Lydia E. Pinkham Medicine Co. uses three quarter-hours of *Rise and Shine* on that network plus other programs and announcements on 87 stations in all, including the Don Lee outlets. Murine Co. promotes use of its eyewash for 15 minutes five mornings a week on Don Lee's *Breakfast Gang*, with American Home Products using 15 minutes of this show three times a week.

Mennen Buys

Mennen Co. has started sponsoring Frank Goss' newscasts three morning quarter-hours a week on CBS Pacific and is about to launch a spot campaign using about 100 women's programs to conduct a two-week contest in connection with its baby powder and the new rattle-box which was introduced with a radio campaign of 15-minute daily programs on 47 stations for 24 weeks.

Regular winter campaigns for cold remedies and the like were conducted by a number of companies, the larger campaigns including Musterole Co., using announcements on 70 stations; Seeck & Kade (Pertussin), using announcements on more than 150 stations, including Yankee Network; Luden's Inc., using announcements on more than 90 stations for its cough drops; Scott & Bowne, with a widespread announcement campaign for Scott's Emulsion.

Pharmco Inc. is launching an intensive spring campaign for Feen-A-Mint; Emerson Drug Co. augments its network show with announcements for Bromo-Seltzer in some 25 markets; with numerous lesser drug campaigns either under way or being planned. Dictograph Products is conducting intensive announcement schedule on some 30 stations for its acousticon hearing aid.

Network co-op shows are sponsored by drug producers and retailers to the total of some 125, with Dolcin Corp. sponsoring MBS's *Behind the Story* on 73 stations. Transit Radio is used by 16 drug advertisers.

CLASS 9. DRUGS & REMEDIES

		NETWORK (Gross)	1949 $21,054,786 1948 22,566,488 1939	SPOT (Net)	1949 $12,096,00 1948 13,240,00
LEADING NETWORK ADVERTISERS					
Advertiser, program and agency	**Product**	**Network No. of Stations Hours per Week**	**1949**	**1948**	**1939**
STERLING DRUG INC.			$7,117,035	$7,194,594	$3,755,811*
"Mr. Chameleon" Dancer-Fitzgerald-Sample	Bayer Aspirin	CBS-138-½	669,979		
"American Album of Familiar Music" Dancer-Fitzgerald-Sample	Bayer Aspirin	NBC-155/CBC-½ (Jan.-July; Sept.-Dec.)	732,677	746,103	
"Lorenzo Jones" Dancer-Fitzgerald-Sample	Milk of Magnesia, Aspirin, Creams, Mulsified Coconut Oil, Energine	NBC-146-1¼	815,414	857,031	
"Bride & Groom" Dancer-Fitzgerald-Sample	Drug Products, etc.	ABC-225-2½	2,050,382	2,025,268	
"My True Story" Dancer-Fitzgerald-Sample	Drug Products	ABC-207-50 min. (June-Dec.)	342,528		
"Young Widder Brown" Dancer-Fitzgerald-Sample	Haley's M-O, Toothpaste, Milk of Magnesia	NBC-146-1¼	868,884	856,369	
"The Mystery Theatre" Dancer-Fitzgerald-Sample	Milk of Magnesia, Bayer Aspirin	CBS-149/CBC-½	764,945	740,271	
"Stella Dallas" Dancer-Fitzgerald-Sample	Milk of Magnesia and Tablets, Ironized Yeast, Bayer Aspirin	NBC-146-1¼	872,226	857,031	
MILES LABS INC.			$6,540,431	$5,885,540	$1,236,254
"Queen for a Day" Wade Adv.	Alka-Seltzer	MBS-429-1¼	1,315,709	1,302,848	
"News of the World" Wade Adv.	Alka-Seltzer & Vitamins	NBC-148-¾ NBC-142-½	1,555,032 984,724	1,504,433 931,461	
"Quiz Kids" Wade Adv.	Alka-Seltzer & Vitamins	NBC-162-½ (Jan.-June; Sept.-Dec.)	497,792	588,342	
"Fred Beck—News" Wade Adv.	Alka-Seltzer, Vitamins, others	CBS-12-1¼	113,644	111,285	
"Herb Shriner Time" (Eff. June)	Alka-Seltzer, Vitamins	CBS-141-1¼	1,103,251	256,001	
"Curt Massey Time" Wade Adv.					
"Hilltop House" Wade Adv.	Alka Seltzer, Vitamins	CBS-129-1¼	970,279	264,660	
AMERICAN HOME PRODUCTS CORP.			$2,267,857	$2,448,364	$2,529,553*
"Just Plain Bill" John F. Murray Adv.	Anacin	NBC-60-1¼	776,270	769,148	
"Our Gal Sunday" John F. Murray Adv.	Anacin	CBS-159-1¼	856,480	779,333	
"Hollywood Star Theatre" Sullivan, Stauffer, Colwell & Bayles	Bisodol Mints, Kolynos & Anacin	NBC-129-½ (Jan.-June; Aug.-Dec.)	616,509	249,997	
"Zeke Manners" Sullivan, Stauffer, Colwell & Bayles	Drug Products	ABC-12-1¼ (Jan.-April)	18,598	69,183	
EMERSON DRUG CO.			$ 873,033	$ 829,580	.....
"Inner Sanctum" BBDO	Bromo-Seltzer	CBS-157-½			
REXALL DRUG INC.			$ 827,308	$ 859,386	.....
"The Phil Harris-Alice Faye Show" (Eff. July 3) "The Guy Lombardo Show" (Eff. Oct. 2) "The Phil Harris-Alice Faye Show" BBDO	Rexall Drugs	NBC-163-½			
LEWIS-HOWE CO.			$ 810,600	$ 766,830	.....
"A Date With Judy" (Eff. Jan. 11) "The Alan Young Show" (Eff. July 12) "George O'Hanlon" (Eff. Nov. 8) "Fanny Brice" Dancer-Fitzgerald-Sample	Tums	NBC-153-½			

Source: Publishers Information Bureau

* BROADCASTING estim

** Toiletry Product advertising of these companies in 1939 also included in this total.

Class 10: . Entertainment

THE producers of motion pictures and of theatrical attractions, the owners of circuses, carnivals, ice shows and other traveling attractions and the other entrepreneurs of the entertainment business have never been among radio's major accounts. For the most part, their use of radio has been on a special short-term basis to advertise particular pictures, plays and productions. For the most part, too, such advertising has been placed on a local basis, preceding the appearance of a movie or circus in community and continuing for t duration of its stay. Radio's r ords reveal no recent examples long-term consistent advertisi campaigns from this group, su

(Continued on page 82)

CLASS 10. ENTERTAINMENT & AMUSEMENTS

		NETWORK (Gross)	1948 $9,246 1948 5,215 1939	SPOT (Net)	1949 $2,352,00 1948 2,435,00
LEADING NETWORK ADVERTISERS					
Advertiser, program and agency	**Product**	**Network No. of Stations Hours per Week**	**1949**	**1948**	**1939**
SHIPSTAD & JOHNSON "Ice Follies of 1950" Smith, Bull & McCreery	Ice Follies	MBS-44-½ (1 time)	$ 5,340	$ 5,215	.....
PARAMOUNT PICTURES INC. "Samson & Delilah" Buchanan & Co.	Motion Picture	MBS-8-½ (1 time)	$ 2,904	.....	$ 13,022
20TH CENTURY-FOX FILM CORP. "12 O'Clock High" Charles Schalfer & Co.	Motion Picture	MBS-193-5 min. (1 time)	$ 1,002	.....	$ 13,083

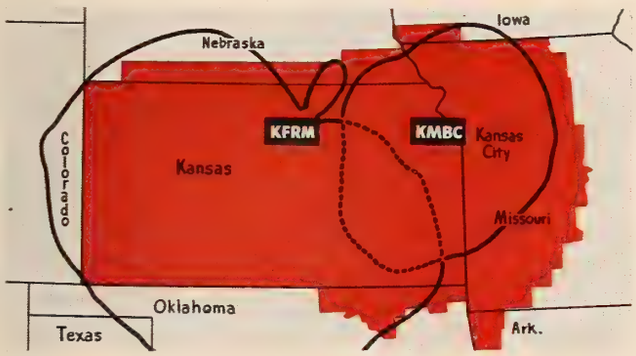
Source: Publishers Information Bureau

* BROADCASTING estim

THE KANSAS CITY MARKET

Does Not Run in Circles!





Daytime half-millivolt contours shown in black.

It's a Rectangle...

and Only The KMBC-KFRM Team Covers It Effectively and Economically!

The true area of the Kansas City Primary Trade territory is an East-West rectangle, as illustrated. Kansas City is the focal point for all trade to and from this area.

The KMBC-KFRM Team has been built specifically to provide complete, effective and economical coverage of this great territory, *without waste circulation!*

Contact KMBC-KFRM, or any Free & Peters "Colonel" for full details on why The KMBC-KFRM Team is your *best buy* in the Heart of America.



The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC

Entertainment

(Continued from page 80)

as a motion picture company using a weekly program to promote all of its pictures, of the kind that are customary with radio's commercial clients for advertising their soaps and cigarettes.

The three entertainment advertisers who used network radio last year typify the way radio is used by their class. Each sponsored a one-time program advertising a specific production then being presented by the motion picture firm.

Recent spot campaigns have been of the same order. RKO Pictures in February ran two announcement campaigns for two new pictures, using 170 stations to urge listeners to see "Stromboli" and 38 stations on behalf of "The Outlaw." Eagle Lion Films that month publicized "Guilty of Treason" via the Yankee Network.

M-G-M plans to use radio for its new picture "Annie Get Your Gun" beginning May 1. Use of radio along the East Coast is also planned for this year by the Atlantic City Racing Assn.

Consistent use of radio is found only at the local level, where some theatre managers sponsor regular campaigns of programs or announcements on their local stations to inform the public of their current pictures. The Long Theatres of Texas, for example, sponsor three of Mutual's co-op shows—Fulton Lewis, jr., Cedric Foster and *Tell Your Neighbor*—on KIOX Bay City, and also sponsors *Tell Your Neighbor* on KVIC Victoria.

With attendance at the movies steadily declining from its 1946 peak, even in non-TV cities, th motion picture producers and e hibitors are fervently seeking so way to keep the theatres fille Dishes and such like premiu will no longer do the trick; to public accustomed to the refrige tor and fur coat prizes of radi giveaway shows such small ti premiums are no attraction. Pe haps this industry is now ready consider giving radio a chance do for the movies what it has do so successfully for the products other branches of American indu try.

Class 11: . . . . Foods

"TOTAL advertising expenditures by the food industry in 1950 probably will exceed those of last year," Paul S. Willis, president, Grocery Manufacturers of America, predicts in an exclusive statement for this issue of BROADCASTING.

Mr. Willis' statement presages more food advertising on the air during 1950. Food advertisers have always been the heaviest users of radio time and there are no signs that they are going to change that status in the months ahead. Plans so far announced or put into operation by such major advertisers as General Foods Corp., General Mills and Pillsbury Mills all call for increases in their already extensive use of radio in 1950.

Reporting on the state of the grocery industry, Mr. Willis says: "Sales of 89 representative grocery manufacturers whose products make up the average grocery basket indicate that 1949 dollar sales were about the same as in 1948. They were $15.9 billion in 1948 and about $15.4 billion in 1949. Industry-wise, it is estimated that total food store sales for 1949 were about $30.2 billion as compared with $30.5 billion in 1948. These small declines are due to lower prices rather than to decreased tonnage sales.

"Using these figures as a base, over-all food consumption in the United States in 1949, including food consumed on the farm and sold in public eating places, totaled about $52 billion, also slightly below the 1948 figure. Preliminary reports indicate that food sales and consumption in the first quarter of 1950 are holding at about 1949 levels.

"Chief reasons for the continued public interest in good eating are the aggressive advertising and sales promotion campaigns staged by grocery manufacturers to maintain and stimulate that interest, plus the fact that more people had more money to spend and manufacturers introduced to them new and exciting products which are readily prepared in the kitchen and which help the homemaker to feed her family a variety of good nutritious foods.

"However, grocery manufacturers are fully aware that competition is getting keener daily and that increased sales can result only from extended and hard-hitting advertising and merchandising campaigns. Therefore, total advertising expenditures will probably exceed those of last year."

The expenditures of the 41 fo advertisers using network radio 1949 represent 24.1% of the to

(Continued on page 86)

CLASS 11. FOOD & FOOD PRODUCTS

	NETWORK (Gross)	1949	$45,312,432	SPOT (Net) 1949	$23,632,000
		1948	47,208,282	1948	22,114,000
		1939			

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
GENERAL FOODS CORP.			$7,213,336	$6,268,427	$5,269,567
"When a Girl Marries"	Calumet,	NBC-81-1¼	834,080	819,000	
Benton & Bowles and Young & Rubicam	Swansdown				
"The Second Mrs. Burton"	Swansdown,	CBS-68-1¼	710,204	348,227	
Young & Rubicam	Jello, Minute Rice, Certo				
"Gangbusters"	Grape-Nuts	CBS-84-½ (Jan.-June;	468,255		
Young & Rubicam		Oct.-Dec.)			
"Meredith Willson"	Jell-O	ABC-143-½ (Jan.-March)	178,872	177,552	
Young & Rubicam					
"My Favorite Husband"	Jell-O	CBS-153/CBC-½ (Jan.-July;	623,268		
Young & Rubicam		Aug.-Dec.)			
"The Aldrich Family"	Jell-O	NBC-150/CBC-½ (Jan.-June;	626,263	521,204	
(Eff. Aug. 25)		Aug.-Dec.)			
"Meredith Willson Show"					
(Eff. Oct. 6)					
"The Aldrich Family"					
Young & Rubicam					
"House of Mystery"	Post's Corn Toasties & Raisin Bran	MBS-496-½	513,269	501,637	
Benton & Bowles					
"Portia Faces Life"	Post's 40% Bran Flakes & Instant Postum	NBC-89-1¼	862,940	850,297	
Benton & Bowles					
"Burns & Allen"	Maxwell House Coffee	NBC-155-½ (Jan.-June;	588,973	719,781	
(Eff. Aug. 25)		Aug.-Dec.)			
"Father Knows Best"					
Benton & Bowles					
"Wendy Warren"	Maxwell House Coffee, Instant Coffee	CBS-151-1¼	1,186,854	1,174,408	
Benton & Bowles					
"The Jack Carson Show"	Sanka, Instant Sanka	CBS-151-½ (Jan.-July;	604,224	545,887	
(Eff. Sept.)		Sept.-Dec.)			
"The Goldbergs"					
Young & Rubicam					
"Surprise Package"	Sure-Jell	ABC-9-20 min. (May-Sept.)	16,134		
Benton & Bowles					
GENERAL MILLS INC.			$6,742,004	$7,190,599	$2,411,288
"Today's Children"	Bisquick, Crustquick	NBC-74-1¼ (Sept.-Dec.)	246,056	995,964	
Knox Reeves Adv.					
"Light of the World"	Cake Mix, Flour, Pyequick, Soup	NBC-74-1¼	724,206	176,032	
Dancer-Fitzgerald-Sample					
"Breakfast Club"	Cereals, Flour, Cake Mixes	ABC-248-1¼	1,036,808	393,767	
Tatham-Laird					
"Lone Ranger"	Cheerios, Kix & Pyequick	ABC-112-1½	1,790,586	1,705,909	
Dancer-Fitzgerald-Sample					
"Sam Hayes"	Sperry Pancake & Waffle Flour, Wheathearts	NBC-8-1½ (March-Dec.)	62,193	71,136	
Knox Reeves Adv.					
"Sam Hayes"	Pancake Flour & Waffle Flour, Wheaties	NBC-8-1 (June-Dec.)	102,480		
Knox Reeves Adv.					
"Sam Hayes"	Wheaties & Pyequick	NBC-8-1½ (Jan.-Feb.)	11,872		
Knox Reeves Adv.					
"Betty Crocker"	Flour & Cereals	ABC-191-1H, 40 min.	1,197,939	117,226	
Dancer-Fitzgerald-Sample					
"Modern Romances"	Flour	ABC-144-1¼ (Nov.-Dec.)	100,733		
Dancer-Fitzgerald-Sample					
"This Woman's Secret"	Wheathearts, Drifted Snow Flour	NBC-11-1¼	120,640		
Knox Reeves Adv.					
"National Professional Football Championship Game"	Wheaties	ABC-260-to Concl. (1 time)	27,806		
Knox Reeves Adv.					
"Wheaties Welcomes Back Baseball"	Wheaties	CBS-165-1 (1 time)	29,000		
Knox Reeves Adv.					
"Today's Children"	Wheaties, Bisquick, Crustquick	NBC-74-1¼ (Jan.-Aug.)	640,517	995,964	
Knox Reeves Adv.					
"Jack Armstrong"	Wheaties, Cheerios, Kix & Soups	ABC-205-1¼ (Jan.-June; Sept.-Dec.)	651,113	635,831	
Knox Reeves Adv.					

(Continued on page 86)

WKBN YOUNGSTOWN OHIO

Hooper PROVED

HOOPER STATION AUDIENCE INDEX

CITY: YOUNGSTOWN, OHIO — City Zone — MONTHS: JANUARY–FEBRUARY, 1950

Total Coincidental Calls—This Period 14,936

SHARE OF BROADCAST AUDIENCE

TIME	SETS-IN-USE	WKBN	Network Station B	Station C	Network Station D	Network Station E	Network Station F	Station G				FM, TV & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.–12:00 NOON	20.5	40.5	28.8	14.9	3.2	0.7	2.5	5.5				3.9	2,525
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON–6:00 P.M.	29.9	39.2	17.7	22.9	6.4	2.1	1.6	(7.0†)				3.6	3,798
EVENING SUN. THRU SAT. 6:00 P.M.–10:00 P.M.	41.7	44.1	21.9	11.9	11.2	3.5	1.6					5.9	7,099
SUNDAY AFTERNOON 12:00 NOON –6:00 P.M.	32.7	20.3	26.5	15.7	14.5	4.5	5.5	(7.3†)				6.8	1,514
SATURDAY DAYTIME 8:00 A.M.–6:00 P.M.	NOT RATED IN YOUNGSTOWN												
TOTAL* RATED TIME PERIODS	31.9	40.2	21.9	16.2	8.6	2.7	2.0	(6.0†)				4.9	14,936

† The above measurements are adjusted to compensate f… that Radio Station G signs off at 5:15 PM in January, and at 6:00 PM in February.

"SHARE OF BROADCAST AUDIENCE" repr… of the total bro… lar station. Base for "HOMES-USING-SET… omes Called"

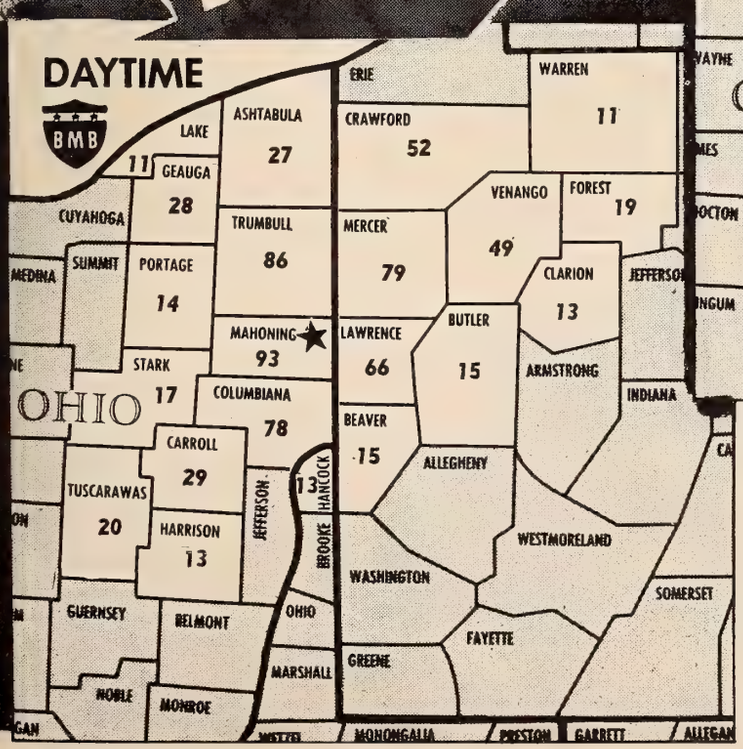
Where an FM station duplicates its … schedule i… mentions.

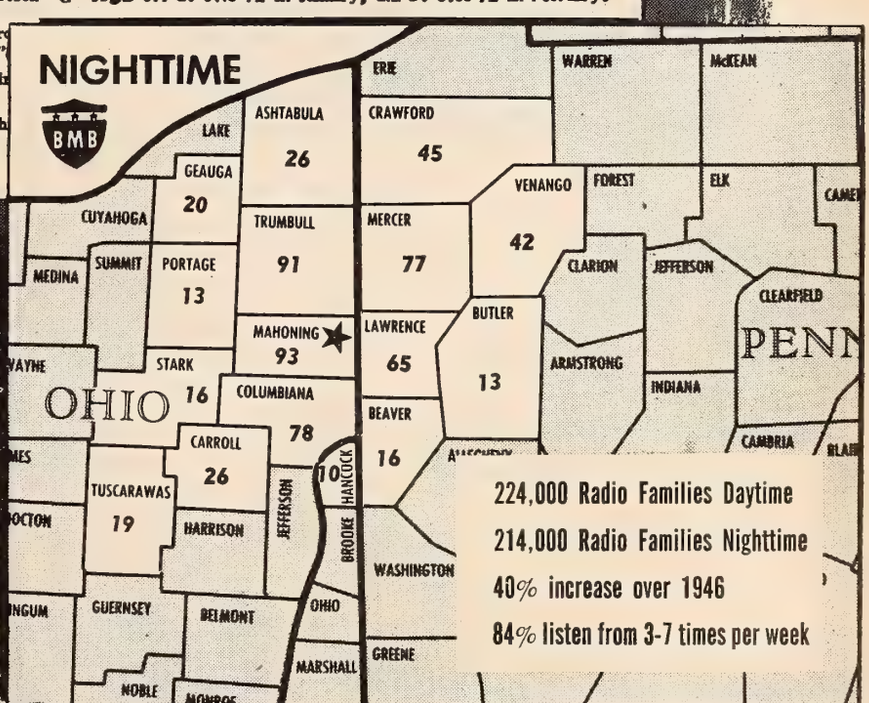
*Every rated hour given e…

The Code of Practi… …ies to …

COPYRIGHT I…

BMB TESTED



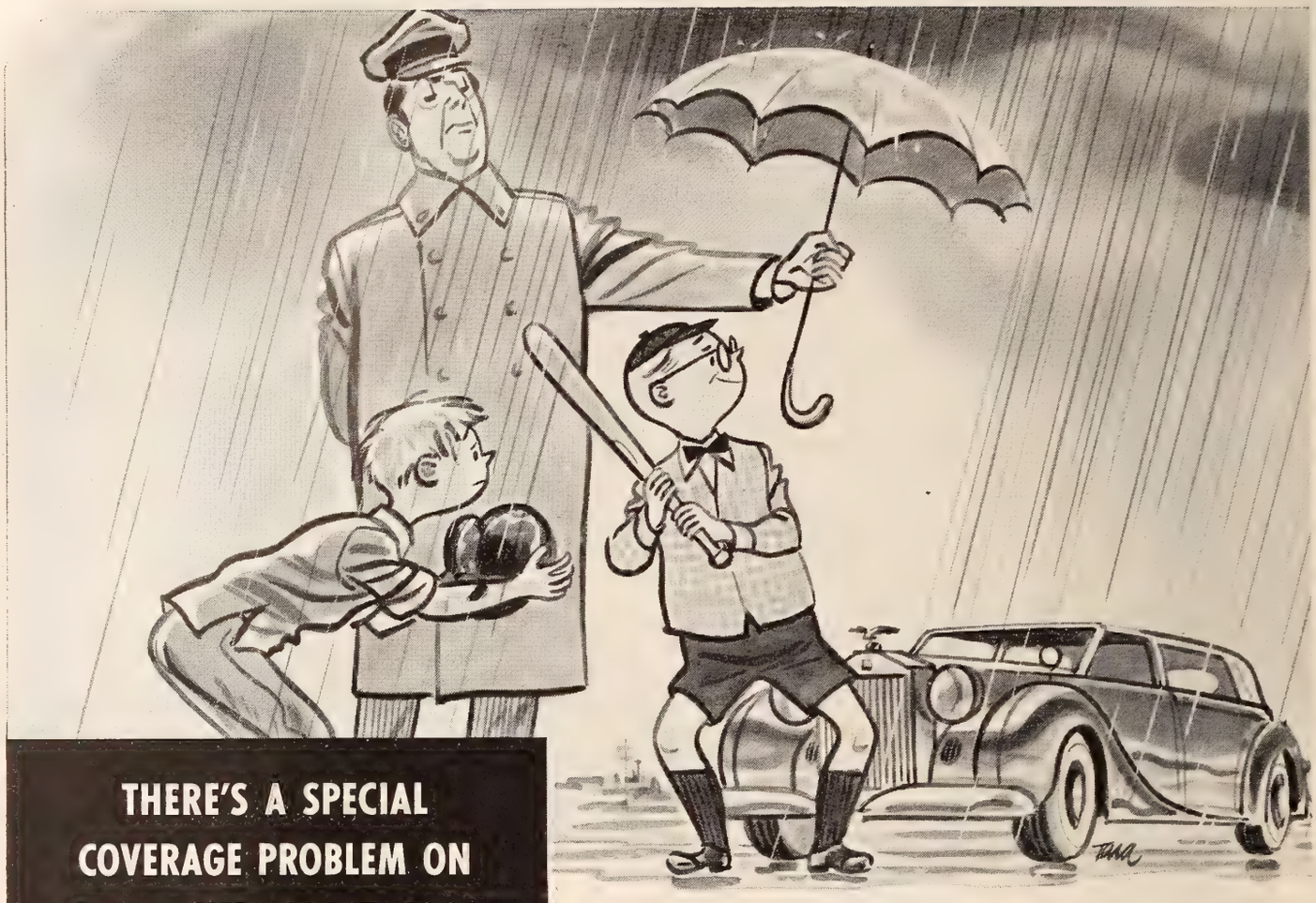


224,000 Radio Families Daytime
214,000 Radio Families Nighttime
40% increase over 1946
84% listen from 3-7 times per week

WKBN CBS

YOUNGSTOWN, OHIO

5000 WATTS-570 KC-Rep. by RAYMER



THERE'S A SPECIAL COVERAGE PROBLEM ON THE PACIFIC COAST, TOO!

WE HAVE A SPECIAL PROBLEM out here on the West Coast because we're different—geographically and geologically. The Pacific Coast is a big area. It's broken up by mountains as high as 14,495 feet, and the marketing areas are far apart.

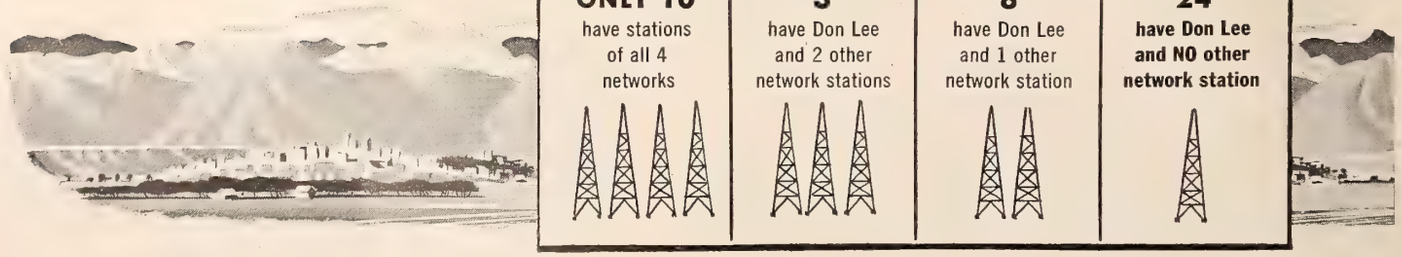
The great distances between markets, the mountains, the low ground conductivity—all make long-range broadcasting impractical. Yet Don Lee is the only network out here that does not rely on long-range broadcasting. Only Don Lee is especially designed for the Pacific Coast.

Only Don Lee offers a radio umbrella for each of 45 local markets—a local network outlet of the proper size to completely cover that market for the least possible amount of money.

Equally important, with Don Lee—and only with Don Lee—you can get radio coverage to meet specialized distribution requirements. You buy all *or part* of Don Lee's 45 stations to get coverage of all *or part* of 45 local marketing areas—with no waste.

LEWIS ALLEN WEISS, *Chairman of the Board* • WILLET H. BROWN, *President* • WARD D. INGRIM, *Vice-President in Charge of Sales*

1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA • *Represented Nationally by* JOHN BLAIR & COMPANY





On the Pacific Coast, about 14 million people spend 15½ billion dollars per year. Only Don Lee sells them where they live. And Don Lee sells them from their own local network stations with all the local selling influence enjoyed by such a station.

If you're selling Pacific Coast consumers (whether you're selling all or some), remember our specialized coverage. Use the *only* radio network especially designed for the Pacific Coast: DON LEE.

***Don Lee Stations on Parade:* KDB—SANTA BARBARA, CALIFORNIA**

Since 1931, KDB has been a Don Lee affiliate, serving the rich Santa Barbara and Ventura areas. KDB is Santa Barbara's FIRST *station and also its most modern station—having recently completed its new facilities. KDB is a typical Don Lee station—one of 45 Don Lee Network stations strategically located to serve Pacific Coast people where they live and spend their money.*

The Nation's Greatest Regional Network



CLASS 11 (Continued from page 82)

CAMPBELL SOUP CO.			$5,671,548	$5,819,758	$2,704,331
"The News Till Now, Edward R. Murrow" (Eff. Aug. 29) "Club 15" Ward Wheelock & Co.	Soups	CBS-155/CBC-1¼	1,859,452	1,895,561	
"Club 15" (Eff. Aug. 29) "Edward R. Murrow" "Double Or Nothing" Ward Wheelock & Co.	Franco-American Products	CBS-153/CBC-1¼	1,836,571	1,658,162	
	Soups and Pork & Beans	NBC-132-2½	1,975,525	1,149,143	
SWIFT & CO.			$3,021,444	$3,387,240	$ 4,996
"Breakfast Club" J. Walter Thompson Co. "Meet the Meeks" J. Walter Thompson Co. "Special Breakfast Club Program" J. Walter Thompson "Sky King" Needham, Louis & Brorby	All Products	ABC-273/CBC-2½	2,232,657	2,112,742	
	Margarine	NBC-162-½ (Jan.-April)	148,690	363,589	
	Sausage	ABC-266-¼ (1 time)	3,899		
	Peter Pan Peanut Butter, Canned Meat	ABC-206-1¼ (Jan.-June; Sept.-Dec.)	636,198	613,000	
NATIONAL BISCUIT CO.			$2,565,975	$1,149,157	.....
"Arthur Godfrey" McCann-Erickson "Straight Arrow" McCann-Erickson "Straight Arrow" McCann-Erickson	All Products	CBS-173-1¼	1,500,193		
	Shredded Wheat	MBS-287-½ (Feb.-Dec.)	600,255		
	Shredded Wheat	MBS-347-1 (Feb.-June; Sept.-Dec.)	465,527		
QUAKER OATS CO.			$2,453,523	$2,679,533	$1,200,947
"Ladies Be Seated" C. J. La Roche Co.	Pancake Flour, Cereals & Flour Products	ABC-223-1¼ (Jan.-March)	280,835	1,138,289	
"Talk Your Way Out of It" (Eff. Dec. 12) "Quick As a Flash" C. J. La Roche Co. "Man on the Farm" Sherman & Marquette "Roy Rogers Show" Sherman & Marquette "Challenge of the Yukon" Sherman & Marquette	Pancake Flour, Cereals & Flour Products	ABC-213-1½ (March-June; Sept.-Dec.)	537,603		
	Oats	MBS-283-½ (Oct.-Dec.)	50,954		
	Oatmeal	MBS-505/CBC-½	770,856	706,328	
	Puffed Wheat, Puffed Rice	ABC-218-1½ (Jan.-June; Sept.-Dec.)	813,275	333,436	

Source: Publishers Information Bureau

* BROADCASTING estimate

Foods

(Continued from page 82)

purchases of network time by all advertisers in that year, more than half again as much as was used by any other class of network clients.

In addition to the six leading members of this class listed in the table, the network clients during 1949 included: American Bakeries Co., which in June started the *Lone Ranger* on ABC, three half-hours a week, spending $134,154 for network time last year; American Meat Institute, sponsoring NBC's daytime *Fred Waring Program* two half-hours a week from January through July ($230,684); Armour & Co., *Stars Over Hollywood*, Saturday half-hour on CBS ($361,245); *Hint Hunt*, five quarter-hours a week on CBS, January-May ($384,696); Borden Co., *County Fair*, CBS half-hour ($670,739); Butler Packing Corp., *Newsweek Looks Ahead*, Sunday quarter-hour on ABC Western hookup, January-February ($6,720); California Packing Corp., *Rocky Jordan*, Sunday half-hour on CBS in West, starting in August ($34,458).

Carnation Co., *Contented Hour*, Saturday half-hour on NBC January-September ($686,556) and CBS October-December ($246,363), *Family Party*, Saturday quarter-hour, CBS, September-December ($10,755), and for Albers Quick Oats, *Aunt Mary* on NBC Western hookup five quarter-hours a week ($162,500); H. C. Cole Milling Co. (flour), *Ernie Lee Show*, Sunday half-hour, MBS, January-June ($27,795); Continental Baking Co., *Grand Slam* for five 15-minute periods a week on CBS ($769,049), and on the last Friday of the year celebrated its 25th birthday with *Rising Wonder*, evening half-hour on CBS ($29,260); Cream of Wheat Corp., *Let's Pretend*, CBS, 25 minutes Saturday mornings ($368,325); William Edris Co. (Dennison's Foods), Bob Garrod's newscasts on CBS Pacific, 10 minutes three times a week ($47,727); Fisher Flouring Mills, *Afternoon Final*, five five-minute newscasts a week on ABC Western stations, January-March ($13,330).

Network Activity

H. J. Heinz Co., starting *Ozzie & Harriet* on ABC as a Friday half-hour in October ($214,224); George A. Hormel & Co., *Girls Corps*, Saturday half-hour on MBS January-February ($25,560), moved to ABC March-December ($377,456), now broadcast Sunday; International Milling Co., three 15-minute segments of *Queen for a Day* on MBS January-April ($30,740); Kellogg Co., *Mother Knows Best*, Saturday half-hour on NBC in West January-July, October-December ($43,491); Langendorf United Bakeries, *Zeke Manners*, five quarter-hours a week on ABC Pacific May-December ($43,968); Lever Bros. Co. (Spry), *Aunt Jenny*, CBS five-a-week 15-minute daytimer ($1,043,831), and (Lipton's Tea, Soups) *Arthur Godfrey's Talent Scouts*, CBS Monday half-hour ($657,959); Libby, McNeill & Libby, *My True Story*, ABC 25-minute serial, five times a week January-May, three times a week June-December ($1,335,747).

Miami Margarine Co., sponsoring Mutual's *Queen for a Day* two quarter-hours a week January-April ($45,960); Minnesota Valley Canning Co., *Fred Waring Program*, Friday half-hour (now Saturday), NBC ($425,258); Nalley's Inc., *Meet the Missus*, weekly quarter-hour on CBS Pacific March-May ($7.347); National Dairy Products Corp., *Kraft Music Hall*, NBC half-hour January-September ($583,672), (Sealtest Dairy Products), *Variety Theatre*, NBC half-hour January-July ($247,664), *Dorothy Dix at Home*, quarter-hour five-a-week, NBC October-December ($169.325). (Kraft Products). *Marriage for Two*, NBC, 15-minutes five times a week October-December ($291.590), (Parkay), *Great Gildersleeve (Archie Andrews* during summer), NBC half-hour ($850,443).

Pet Milk Co., Mary Lee Taylor, NBC half-hour ($422,545), *Pet Milk Show*, also NBC half-hour ($785,679); Pillsbury Mills, *Kay Kyser's College*, five quarter-hours on ABC January-July ($587,758), *Houseparty*, 25 minutes five times a week, ABC September-December ($453,736), Galen Drake, ABC, 15-minutes five times a week ($1,005.362), *Grand Central Station*, CBS half-hour ($412.875), *Surprise Package*, 15-minutes five times a week. ABC Pacific March-December ($60,359), Bob Trout newscasts, NBC Sunday five-minute program January-March ($21,021); Planters Nut & Chocolate Co., Elmer Peterson's newscasts, NBC Pacific, three quarter hours a week January-March ($16,698).

Procter & Gamble Activity

Procter & Gamble Co. (Crisco), *Perry Mason*, five quarter-hours a week on CBS Pacific in January ($7,815), *Young Dr. Malone*, five quarter-hours a week, CBS ($599,784), *Road of Life*, five quart hours a week, NBC July-Decem ($457,720); Ralston Purina (cereals), *Tom Mix*, five quart hours a week, MBS January-Ju September-December ($836,87 P. J. Ritter Co. (various fooc *Betty Clark Sings*. Sunday quart hour on ABC ($58,711); Rom Meal Co., *Pass the Buck*, C Western half-hour, March-Ju ($27,066), *Night Editor*, CBS We ern quarter-hour June-Decem ($17,721); Rosefield Packing (peanut butter), *Skippy Hollywo Theatre*, started in December CBS half-hour ($48,027).

Safeway Stores (Lucerne Mil *Zeke Manners Show*, five 15-min periods a week on ABC Pac April-July ($14,030), *Bost Blackie*, CBS half-hour Septemb December ($10,976); Charles Silver & Sons (Red Cross, Sil Cross foods), *Take a Break*, M quarter-hour March-June $4,09 Standard Brands (Tenderleaf Te *One Man's Family*, NBC half-h January-April ($182,172); T O-Kan Flour Mills, *Light Cr Doughboys*, three quarter-hours week on MBS starting Septemb ($449,570); Wander Co. (Ovaltin *Captain Midnight*, MBS, five qu ter-hours a week January-Ju two half-hours September-Dece ber ($387,136); Wesson Oil Snowdrift Co., *Noah Webster Sa* NBC Pacific half-hour Janua October ($55,680).

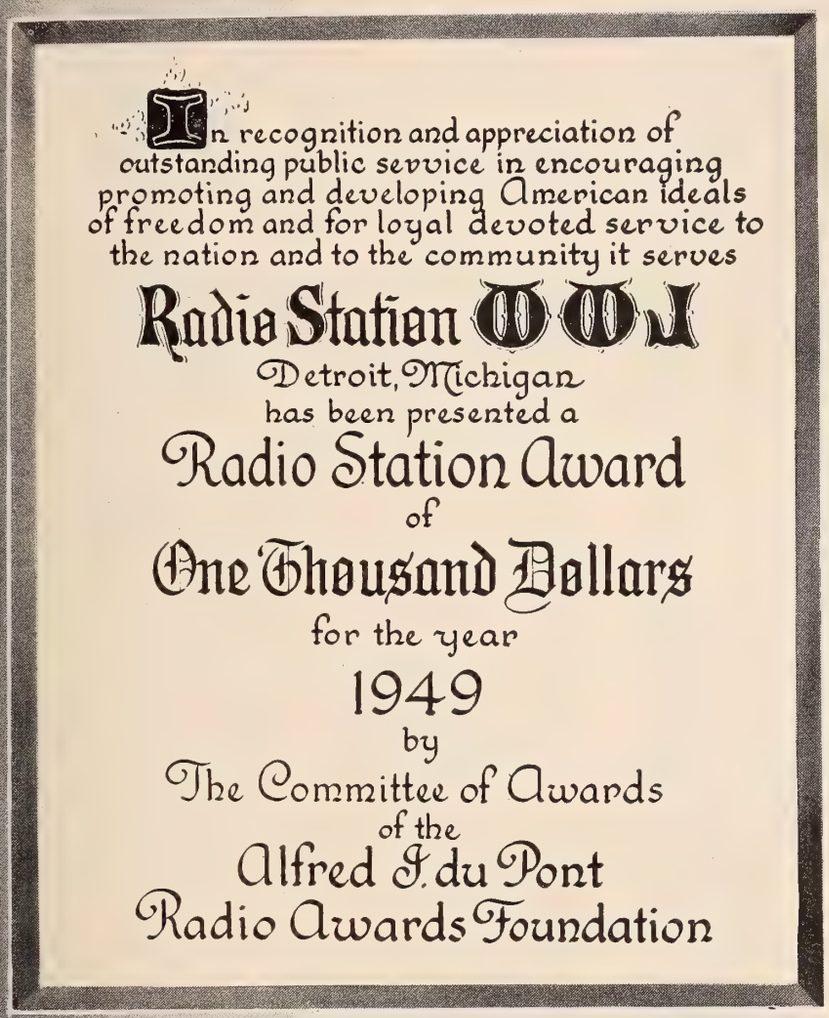
New Programs

Since Jan. 1, 1950, Bowey's I has begun sponsoring *Stars O Hollywood* on MBS for 15 minu Saturday. Kellogg Co. also has new Mutual program, *Mark Tr* three daytime quarter-hours a we having discontinued its sponsorsh of *Mother Knows Best* on CB Vacuum Foods Corp. (Minute Ma food products) has started Bi Crosby in a daytime 15-minu program broadcast weekly on C Pacific. Libby McNeill & Libby h canceled *My True Story* on AB three days a week, these perio being picked up by Sterling Dru which already sponsored the p gram two days a week.

General Foods, which last ye gave network radio a large part its overall advertising expenditur of $30 million, expects to expa both the total amount and radi share this year. So far this year t company has started sponsori *Hopalong Cassidy* as a Sund afternoon half-hour on MBS, h shifted two CBS programs—*M Favorite Husband* and *The Go bergs*—from Friday to Sunday a Saturday, respectively, on the sa network, and is considering spo sorship of the Brooklyn Dodge Saturday afternoon ball games CBS. GF already has contract for daily broadcasts of the Dodge on WMGM New York.

Pillsbury Mills has just beg sponsoring a quarter-hour of A thur Godfrey's morning show CBS on alternate days, picking the period formerly sponsored

(Continued on page 88)



WWJ, Detroit's First Radio Station, proudly acknowledges receipt of the coveted Alfred I. du Pont Award for 1949

Advertisers can assure themselves impressive results from sales messages on WWJ, whose prestige and community acceptance lends immeasurable value to any campaign.

FIRST IN DETROIT . . . *Owned and Operated by* **THE DETROIT NEWS**

National Representatives: **THE GEORGE P. HOLLINGBERY COMPANY**
Associate Television Station WWJ-TV

WWJ AM-FM — *Basic NBC Affiliate*

AM—950 KILOCYCLES—5000 WATTS FM—CHANNEL 246—97.1 MEGACYCLES

Oklahoma City's
Only 50,000 Watt Station

KOMA

Outlet for The Columbia Broadcasting System

Can soft goods be sold by KOMA?

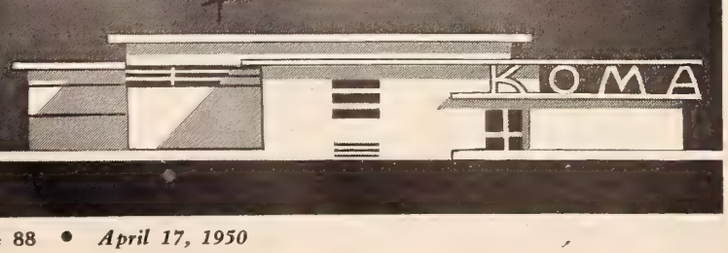
A few weeks ago a leading Oklahoma City department store ran a one minute spot over KOMA on sharply priced blue jeans. Although an effort was made to keep a direct check on response, the clerks were soon so busy they could not correctly tally all buyers reporting they had heard the spot on the air. **But no other media was used**—only the **one** spot over KOMA. Not only did the store sell enough blue jeans to make the cost of the KOMA spot approximately 2 percent of gross sales, **but** business throughout the department increased from between 45 and 50 percent over the same day a year previous.

Yes, soft goods **CAN** be sold by KOMA. KOMA has a complete copy and production staff to adequately service all types of accounts. And **DIRECT RESULTS** for our advertisers are our special pride.

Let us or Avery Knodel give you the complete picture of why KOMA is Oklahoma's best buy in radio.

J. J. Bernard
General Manager

Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVE



Foods

(Continued from page 86)

Gillette Safety Razor Co. for Toni home permanent waves. This company has moved the five-day 25-minute *House Party* from ABC to CBS and has added Cedric Adams in a five-minute spot across the board on CBS to round out the half-hour. Pillsbury is also now sponsoring *It's Fun To Be Young* on CBS Pacific Network.

General Mills this year for the second time is sponsoring a special *Welcome Back Baseball* half-hour program starring Bing Crosby and Bob Hope, carried April 15 on CBS, April 16 on MBS and April 17 on ABC. GM is also considering adding Dave Garroway's new half-hour five-a-week morning program on NBC to its stable of network shows. Taking a tip from Ford, General Mills has arranged with NBC for sponsorship of six night-time series during the summer season, from May 1 to Sept. 7.

Quaker Oats Co. is now sponsoring *Grady Cole and the Johnson Family* for a 15-minute weekly broadcast on a CBS network of 37 Southern stations, having completed a winter campaign for Mothers Oats on MBS, using a morning half-hour of *Man on the Farm*. Quaker continues the second half-hour of this Mutual program for its stock feeds (Class 1). Campbell Soup Co. is doubling its sponsorship of *Double or Nothing* on NBC May 1 by adding a morning half-hour five days a week to the present afternoon series, also sponsored by Campbell.

Food advertisers currently using time on the Don Lee regional network include: Interstate Bakeries, sponsoring *Cisco Kid* three half-hours a week for Weber's Bread; Langendorf United Bakeries, sponsoring *Red Ryder* two half-hours a week; J. A. Folger & Co. (coffee) sponso ing Frank Hemingway newscasts six quarter-hours week; Golden State Co. (dai products), *Count of Monte Cris* Wednesday half-hour. Coast Fis ing Co. has bought *Cisco Kid* seri on Don Lee stations in Oregon a Washington.

The Borden Co., now out of n work radio after discontinui *County Fair* early this month, h launched a spot campaign in abo 80 markets, sponsoring many st tion 15-minute and half-hour pr grams as well as maintaining heavy announcement schedule. B den for the past year has be using announcements for Starl on 20 stations, including Yank Network, plus less extensive ca paigns for other products.

General Foods' Activity

General Foods Corp., which h been running announcements f Bird's Eye Frozen Foods on mo than 100 stations, including Yank Network, and on 19 stations f Swansdown cake flour, in Februa used 59 stations in a three-we announcement campaign for Swa down instant cake mixes and t month is using stations in some markets for Baker's 4-in-1 coc plus spots for Yuban on the E and West coasts. Lever Bros. for Jelke's Good Luck margari is starting announcements for weeks on stations in 30 marke Hygrade Food Products Corp. readying a spot campaign in ma markets.

Pillsbury Mills, in addition to continuing use of programs a spots on some 30 stations, in Mar started a transcribed quarter-ho strip folk music program with Ja Hunt for Pillsbury's Best Flour 40 stations, to run through M

(Continued on page 94)

DUNVILLE REPLIES TO WCBC

Travis Hits WLW 'Incursions' on Ind. Mark

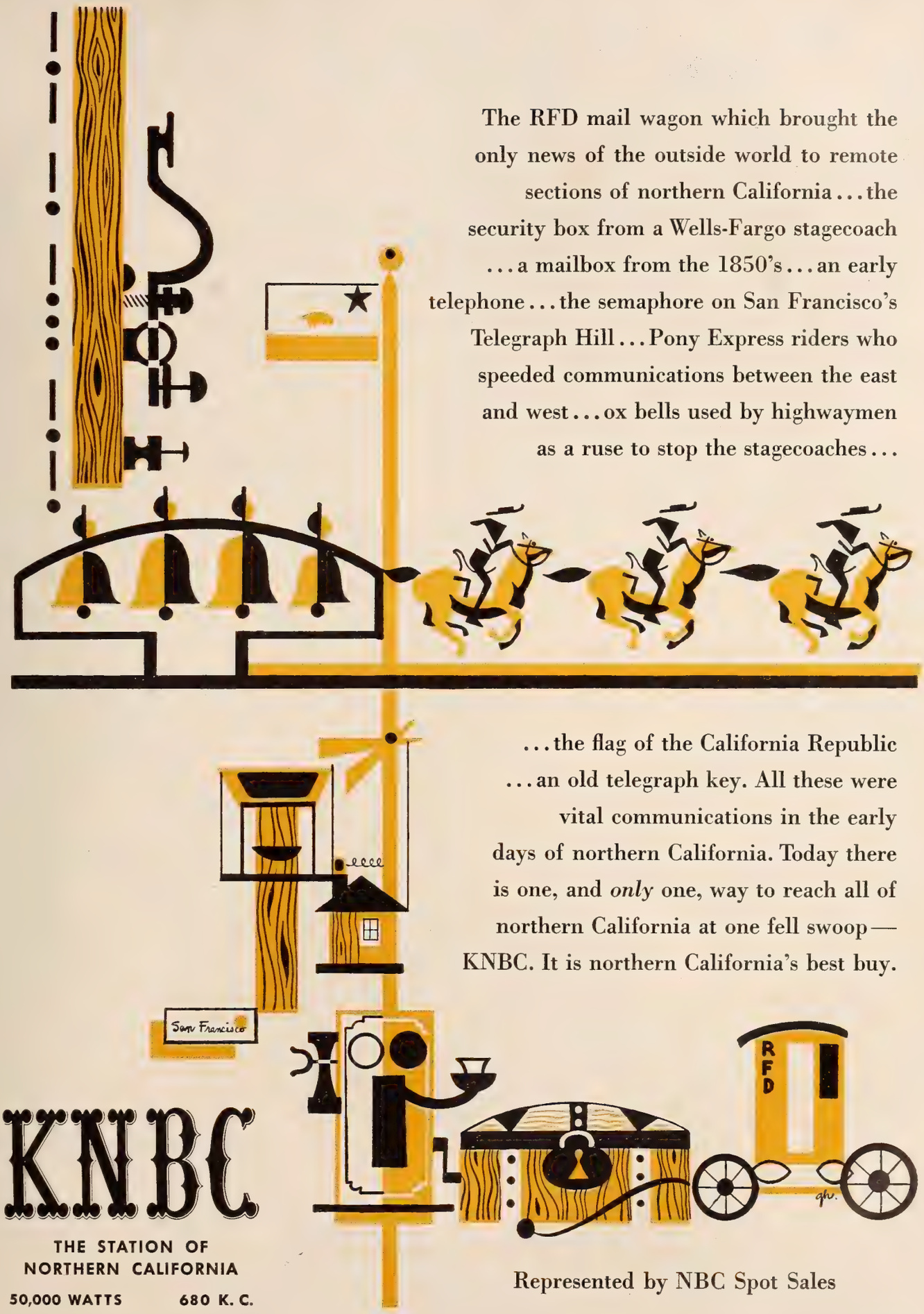
OBJECTION by WCBC Anderson, Ind., to participation of WLW Cincinnati and other clear-channel outlets in the Indiana State Fair drew a sharp reply from Robert E. Dunville, president of Crosley Broadcasting Corp., after WCBC had made public its views.

William Travis, WCBC general manager, viewed "with disfavor what we consider to be continued incursions on the Indiana market by monopoly-minded operations such as yours." He voiced his position in a telegram sent to Mr. Dunville April 4 and then made public.

"In the future," Mr. Travis wired Mr. Dunville, "we intend to press the issue of clear-channel 'domination by intimidation and misrepresentation' and we shall press our own premise that WLW and others like you have no business trying to dominate regional and local areas already adequately served by their own stations."

Asked by BROADCASTING to state WLW's position, Mr. Dunville viewed the service obligation clear-channel outlets. He denie charge by Mr. Travis that WI "misrepresentated" its coverage Indiana to timebuyers, tending "discredit the effectiveness of diana's regionals." He cited Niel and BMB figures showing WLW culation, adding, "With this cir lation WLW must be supplying type of programming that people living in Madison Cou (Ind.) enjoy more than WCBC WLW could never have this cir lation."

Mr. Dunville said he did not c to comment on Mr. Travis' obs vations on the attitude of Indi stations toward its coverage of Indiana State Fair but said WI had received reply wires "from most every station in Indiana our remarks might inadvertently volve other stations in Indiana what well may become a very stu discussion."



The RFD mail wagon which brought the only news of the outside world to remote sections of northern California . . . the security box from a Wells-Fargo stagecoach . . . a mailbox from the 1850's . . . an early telephone . . . the semaphore on San Francisco's Telegraph Hill . . . Pony Express riders who speeded communications between the east and west . . . ox bells used by highwaymen as a ruse to stop the stagecoaches . . .

. . . the flag of the California Republic . . . an old telegraph key. All these were vital communications in the early days of northern California. Today there is one, and *only* one, way to reach all of northern California at one fell swoop — KNBC. It is northern California's best buy.

KNBC

THE STATION OF
NORTHERN CALIFORNIA

50,000 WATTS 680 K. C.

Represented by NBC Spot Sales



IN DETROIT...

Sales are made 24 hours a day

EVERY HOUR is rush hour in dynamic Detroit, be it 2 A. M., 1 P. M. or 12 midnight. Industry, of necessity, maintains continually changing shifts for each hour of every 24. As a result, millions of Detroiters on a variety of schedules, decide upon specific purchases at any and every second of the day and night.

The Fort Industry station, WJBK, like Detroit, is "open 24 hours a day." Detroiters keep their dials tuned to WJBK because of "custom-tailored" buyer's pulse programming and top flight personalities, planned to satisfy their listening tastes.

For the second straight year, WJBK is the key station for all Detroit Tiger baseball games . . . and folks hereabout love Tigers! Entertainers, for example, like America's No. 1 disc jockey, Jack the Bellboy; Bob Murphy, the tall boy in the third row; Joe and Ralph, early morning mirthmakers; and Malcolm Richards, newest addition to WJBK's glittering talent array, insure steady, loyal, responsive listening.

To get in on the continuous rush hour in Detroit, call your local Katz Agency man about WJBK. And remember, there are six other Fort Industry stations in six other important markets ready to do this same result-getting job for you.

A FORT INDUSTRY STATION

THE FORT INDUSTRY COMPANY

WSPD, Toldeo, O. • **WWVA**, Wheeling, W. Va. • **WMMN**, Fairmont, W. Va.
WLOK, Lima, O. • **WAGA**, Atlanta, Ga. • **WGBS**, Miami, Fla. • **WJBK**, Detroit, Mich.
WSPD-TV, Toledo, O. • **WJBK-TV**, Detroit, Mich. • **WAGA-TV**, Atlanta, Ga.
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

Editorial

NAB's Hidden Issue

IN PRECEDING pages of this issue (our 19th NAB convention number) there are stories and statements and pictorial displays about the 28th annual meeting of the NAB. You are regaled with facts and features on this top-level management conference dedicated to the vital role of radio-TV media in this teeming world.

All true. All significant. Delegates are, or should be, impressed. Radio's role in the last war lies green on their memories. Competition is rigorous. TV is their oyster or their adversary. The road ahead is far from rosy, sometimes frightening.

Yet every thinking broadcaster knows the real issue is not on the formal agenda. That issue, in unvarnished words, is whether there will be an NAB worthy of the name to hold a convention next year.

Occult vision isn't needed to detect this. The resignation tide has brought deficit-spending. Networks talk resignation but hold off pending the outcome of this meeting. Many stations are of the same mind. but do not want to jump the gun, or perhaps flush a stampede.

In such a situation, strong medicine is needed. Do all broadcasters and telecasters understand the functions of a trade association? Do they appreciate the utter futility of attempting to satisfy the diversified elements of their art on all counts all of the time? Do they recognize that the radio pursuits are unique because they exist by sufferance of a Government license? Do they contemplate the dire consequences of internecine strife which inevitably follows disorganization?

Every healthy art, industry or profession has a trade organization. The doctors, lawyers, magazines, newspapers, butchers, morticians. When a majority of membership is dissatisfied with policy or management, the order is changed. The association survives.

So it should be with the NAB.

It hasn't been working that way. The crisis has been developing by attrition. Resignation of the networks (and their owned-and-operated stations) would place the NAB in jeopardy. If those stations talking resignation should make good their threats, NAB would fall apart.

No more serious blow could be visited upon American radio, short of Government control. Though we may be accused of gross exaggeration, we fear this *could be*. For out of radio anarchy could come a "nationalization" tidal wave. We are still in a state of "national emergency" hanging over from World War II. Government operation of radio is all around us in this world shrunk to the size of a man's hand by the very miracle of radio and its ether twin—air transport. We have a Government-operated "Voice of America." How long (or short) a haul is it to a domestic "Voice of the United States"? By the stroke of his pen the President can so decree under Section 303 (c) of the Communications Act of 1934.

The NAB board of directors cannot be unmindful of this foreboding prospect. Many broadcasters who deal in the collective "we", rather than the first person singular, must sense it also.

Provision has been made for a "general manager" of the NAB, to sit between the president and the headquarters staff. He would be empowered to take care of the material things, to run the NAB's headquarters staff, to hire and fire or konk heads when the team isn't performing. The appointment of a qualified general manager (Bill Ryan of KFI Los Angeles is heavily supported) should do much to restore confidence in NAB's management.

At this convention there is the leadership to stem the tide of defection. The issue should be brought to the floor. It should not be allowed to fester. There should be affirmative action signalizing a new era of strength and unity and singleness of purpose.

The text may be found in our own Bill of Rights. Does a citizen "resign" because he is out of sympathy with our President or our Congress? And if he "resigns" can he avoid paying his taxes?

Trigger-Happy Boys

NECESSITY, the sages say, is the mother of invention. No invention, however, is needed to handle the situation provoked by talk of "rate adjustments" in radio because of TV tune-in.

Procter & Gamble's Howard J. Morgens pulled no rabbits out of his timebuying hat in meeting the situation head on (BROADCASTING, April 10). He wants lower costs. Who doesn't on the buying end? As radio's biggest spender, P&G will use radio and TV to sell merchandise if they sell "as efficiently per dollar as other media."

That's all radio and TV can ask. Broadcasters have the job of proving that radio delivers the sales at costs lower than those of the competitive media. That is TV's job too. They are not selling exclusively against each other, as the trigger-happy boys foolishly have pegged it. They sell against all other media.

To say that there will be no rate adjustments henceforth is ostrich-like. There have been and always will be adjustments, although radio's curve from its start has been onward and upward—a phenomenon among media. TV is swishing across the firmament jet-propelled. To attempt to stop it would be as effective as the efforts of the printed media against radio two decades ago.

P&G's Morgens said his company won't be "panicked by any casual phrases such as one occasionally hears . . . that 'radio's through and television is taking its place'." He emphasizes *timing* as the key factor.

Mr. Morgens poses the question. Radio must come up with the answer. NBC does it effectively in a current advertisement aptly labeled "A new suit of statistics for Uncle Sam." Adroitly tying its theme into the Census, it brings out that the census takers will re-discover the giant radio, 95% as big as America, with 40,700,000 radio families (as against 28,500,000 a decade ago); that 41% of them have more than one radio, and that more people are listening more to their radios today (it used to be 3½ hours of listening per day, as against 4 hours and 44 minutes now).

And, as if to hurl defiance at the trigger-happy boys, CBS-owned WCCO Minneapolis, with two TV stations in its immediate twin-city area, has announced rate "revisions" effective May 1—revisions upward during daytime hours.

Sure there will be rate adjustments. But not when radio has such unassailable statistics. And not when daytime radio is the world's best advertising bargain. And not when the total take of one weekly picture magazine exceeds the gross income of any single network operating 18 hours a day, seven days a week, delivering a hundred million circulation.

The facts are there. They must be told, and retold.

It's too bad the trigger-happy boys had to pop their cap-pistols. But after all, the value of a station's time can't be any greater than that which the management itself places on it. The manager should know best.

Our Respects To —



SYDNEY MILTON KAYE

IT IS A SOURCE of mild distress to Sy ney Milton Kaye, one of the most kinet personalities in or around the broadcastin business, that at times people have thoug of him as having had only one job—being th guiding hand of Broadcast Music Inc., an o ganization of which he was principal architec and builder.

To Mr. Kaye, a life containing only on fulltime job would be a life of intellectua sloth. It may be stated with emphasis tha he has spectacularly avoided such doldrums.

In the 20 years of his association with radi Mr. Kaye has provided legal counsel fo broadcasters, advertising agencies, talen talent managers, and a number of industr committees in addition to serving for seve years as chief executive officer of BMI.

Although many of these divergent activ ties have been carried on simultaneously, the have by no means drained Mr. Kaye's ene gies. He has found time in recent years t become an expert, if amateur, agriculturalis as the professional farmers of Cornwall Bridg Conn., whom he supplied with vegetable when their own withered in last summer drought, will embarrassingly testify.

Mr. Kaye's principal role in broadcastin has been as a lawyer, a profession that seize his fancy early in life. Born in New York Fe 3, 1900, Mr. Kaye, at the age of 6, had alread begun to admire the legal life. He has fo gotten what motivated his juvenile interes but whatever the cause, he played lawye when other striplings his age were playin robbers or, possibly, cops. His early displa of pleadings before pretended bars so pleas his parents that, as Mr. Kaye put it recentl "I was committed irrevocably to the study c law."

After being graduated from Columbia Co lege, New York, with a Bachelor of Arts degr in 1921, he entered Columbia Law School an received his legal diploma in 1923.

His first job as a fledgling lawyer was i the office of Arthur Garfield Hays, a militan champion of civil liberties. Mr. Kaye's servic with Mr. Hays left a deep mark, and in late years the pupil was to enlist the services c the master in a number of cases, principall in the successful fight against a propose FCC order to bar newspapers from ownin radio stations.

The rewards of Mr. Kaye's work with M Hays, as a young lawyer mostly occupied wit writing briefs, ran more heavily to the in tellectual than to the financial. As a means c bringing the two elements into more eve

(Continued on page 130)

WJJD

Chicago's BEST

50,000 *Watt* BUY

A MARSHALL FIELD STATION
REPRESENTED
NATIONALLY BY
AVERY-KNODEL

Foods

(Continued from page 88)

General Mills uses about 50 stations, mostly station breaks, for Bisquick and Wheaties. Kroger Co. sponsors quarter-hour programs five days a weeks, using 21 stations for Kroger Bread, 28 for Hot-Dated Coffee.

Continental Baking Co., one of the most consistent spot users, has five announcements a week on 64 stations for Hostess Cakes and three to 17 announcements weekly on 117 stations for Wonder Bread. Ward Baking Co. is also a regular user of spot radio for Tip-Top Bread, currently placing announcements and 15-minute programs on 113 stations. Breyer Ice Cream Co. uses announcements on 21 stations; Swift & Co. promotes its ice cream with announcements on 71 stations. Radio is widely used by bakers throughout the country in local and regional campaigns of announcements and programs, with Ziv's *Cisco Kid* the favorite vehicle of this group.

Best Foods Inc. uses spot for its various products, its largest February campaign being announcements for Nucoa on 25 stations. Miami Margarine Co. also uses announcements on about that number of stations for its Nu-Maid margarine.

Because of space limitations only food campaigns on more than 20 stations have been listed; actually, there are scores of national and regional spot and hundreds of local radio campaigns for food products, the local group including 95 sponsors of network co-op shows and nearly 60 who use the facilities of Transit Radio.

Class 12: . . . . Gasoline

PRODUCTION of motor fuel hit a new high of 960 million barrels in 1949, an increase of 38 million barrels over the preceding year. Despite comparatively warm weather in the first and last quarters of the year which reduced consumption of fuel oil and a continuing average decline in exports of 40,000 barrels a day, the increased domestic demand for motor fuel kept the year's total petroleum consumption, including exports, at the rate of 6,105,000 barrels a day, only slightly behind the all-time high of 6,129,000 barrels a day in 1948.

In short, the motorist is a very important person to the petroleum industry which may be counted on to do everything it can to persuade him to use his car as often and to drive it as far as his leisure will permit. The use of radio is one of the most effective ways of doing this job, as many oil companies have learned, and the indication is that the industry will use even more radio time in the months ahead.

Last year's network gas, oil and coal advertisers, in addition to the six leaders shown in the table, included: Delaware & Hudson Co. (coal), sponsoring *D & H Miners* in a 15-minute Sunday series on NBC (spending $49,088 before discounts for time); Glen Alden Coal Co., *The Shadow*, MBS Sunday half-hour, January-June, September-December ($83,696); Pacific Western Oil Corp. (Skelly gas and oil), Alex Drier's newscasts, Monday through Friday, and *This Farming Business* on Saturdays, six quarter-hours a week on NBC ($187,800); Phillips Petroleum Co. (gas and oil), *National Barn Dance*, weekly half-hour on NBC March-December ($202,341); Richfield Oil Corp. (gas and oil), *Richfield Reporter*, ABC Pacific, two quarter-hours a week ($324,724); Sinclair Oil Co. (gas and oil), *Richfield Sports Reporter*, September-December, Saturday quarter-hour on ABC ($41,015); Socony-Vacuum Oil Co., one-time ABC broadcast of dedication of new General Petroleum Bldg. ($1,050); Standard Oil Co. of California (petroleum products), *The Whistler*, CBS Western Sunday half-hour ($75,804); *Standard School Broadcast*, weekly half-hour on NBC Western January-April, September-December ($28,335), *Standard Hour*, Sunday hour on NBC Western ($164,060); Standard Oil Co. of Indiana (Amoco gas, oil, tires), *Carnegie Hall*, ABC weekly half-hour ($393,686); Tide Water Associated Oil Co. (gas and oil), football games on CBS Pacific September-November ($35,076).

New Network Business

New network business from this group this year includes: Phillips Petroleum Co., which on March 17 started *Rex Allen Show* on CBS as a Friday half-hour; Sinclair Oil Co. (Richfield Oil Co. of New York Div.), to start *Escape* on CBS in the half-hour following Rex Allen on April 21. Phillips has discontinued its sponsorship of *National Barn Dance* on NBC. Standard Oil Co. of California in addition to the network shows listed above, sponsors *Let George Do It* for a weekly half-hour on Don Lee. Esso Standard Oil Co. is starting a new CBS series starring Alan Young.

Atlantic Refining Co., concentrating on sports broadcasts in its radio gas and oil advertising, used more than 130 stations at the peak of last fall's football season and is now entering the largest baseball coverage in 15 consecutive years of sponsoring ball game broadcasts. Atlantic's 1950 baseball radio schedule includes: New York Yankees on a 12-station regional hookup with P. Ballantine & Sons as co-sponsor; Philadelphia Athletics on WIBG Philadelphia and an Eastern Pennsylvania hookup; Philadelphia Phillies, alternating sponsorship with Supplee-Sealtest and P. Ballantine & Sons, on WPEN Philadelphia; Pittsburgh Pirates on WWSW Pittsburgh and a 20-station hookup in Western Pennsylvania, with Rieck-McJunkin Dairy Co. as co-sponsor; Boston Red Sox and Braves on WHDH Boston, sharing sponsorship with Narragansett Brewing Co.; Baltimore Orioles on WITH Baltimore, with Gunther Brewing Co. as co-sponsor; Saturday afternoon reconstructions of the major league "game of the week" on three Virginia stations—WRNL Richmond, WBTM Danville, WSLS Roanoke.

What sports are to Atlantic, news is to Esso Standard Oil Co. which sponsors 12 to 24 five-minute newscasts a week year in and year out on 42 stations from Maine to the Gulf, where the sponsor's products are sold. Another major spot radio account is Mid-Continent Petroleum Corp., which spends about $300,000 a year with 50 stations in 15 states.

Other leading spot advertisers in this group include Phillips Petroleum Corp., using quarter-hour three to six times a week on 20

(Continued on page 96)



CLASS 12. GASOLINE, LUBRICANTS & FUELS

NETWORK (Gross)	1949	$5,641,227	SPOT (Net)	1949	$5,600,000*
	1948	5,969,057		1948	2,682,000
	1939	4,275,603			

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
SUN OIL CO. "Sunoco Three Star Extra" Hewitt, Ogilvy, Benson & Mather	Oil, Fuel Oil & Sunoco Gas	NBC-34-1¼	$1,049,984	$1,049,768	$ 656,084
TEXAS CO.			$ 677,225	$1,241,898	$ 875,418
"Milton Berle Show" Kudner Agency	Gas & Oil	ABC-259/CBC-½ (Jan.-June)	418,542	802,848	
"Metropolitan Opera" Kudner Agency	Gas & Oil	ABC-273/CBC-to concl. (Jan.-March; Nov.-Dec.)	258,683	226,362	
GULF OIL CORP.			$ 646,806	$ 612,714	$ 426,360
"We the People" Young & Rubicam	Gas, Oil, Lubricants, Tires	NBC-115-½ (Nov.-Dec.)	105,597		
"We the People" Young & Rubicam	All Products	CBS-126-½ (Jan.-Oct.)	541,209		
CITIES SERVICE OIL CO. "Band of America" Ellington & Co.	Gas & Oil	NBC-80-½	$ 613,410	$ 630,108	$ 718,282
PURE OIL CO. "Kaltenborn Edits the News," "Harkness of Washington" Leo Burnett Co.	Petroleum Products	NBC-32-1¼	$ 609,832	$ 629,000	$ 215,423
STANDARD OIL OF NEW JERSEY "New York Philharmonic Symphony" Marschalk & Pratt	Institutional	CBS-163-1½ (Jan.-April)	$ 454,295	$ 311,300	.....

Source: Publishers Information Bureau

* BROADCASTING estimate

K *now*
Y *our*
W *ay... around Philadelphia's vacation market!*

Extended trips to distant points
Feature some vacation cards.
But Philadelphians take their ease
Right in their own back yards!
Mountain scenery's close at hand,
So is the sandy beach;
Playspots galore, and all within
The KYW reach!
So never let the specter of
A "summer sales slump" trouble you –
Just keep promoting all year round
On Philly's KYW!



KYW

PHILADELPHIA

50,000 WATTS

NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

P.S. New BMB figures show almost 900,000 Radio Families (nighttime) in KYW's station audience.

Gasoline

(Continued from page 94)

Cstations and weekly half-hours on Etwo; Shell Oil Co., with 5-, 10- and s15-minute spots three to 12 times fa week on 44 stations; Standard tOil Co. of Indiana using programs, Imainly quarter-hours, six times a week, on 28 stations; Texas Co., tusing five to 17 quarter-hour programs a week on 20 stations.

Many football broadcasts throughout the nation last fall advertised various brands of gasolines and motor oils. Sponsors of gridiron broadcasts included Atlantic Refining Corp., Tide Water Associated Oil Co., using Don Lee Network and individual stations as well as CBS Pacific, Amoco Dealers, Cities Service Co., Ethyl Corp., Sinclair Dealers, Standard Oil of Indiana, with a schedule including games of the universities of Colorado, Michigan, Iowa, Minnesota and Nebraska, as well as the games of the Chicago Bears, pro football team, and Standard Oil of Ohio.

Union Oil Co. in February launched a $200,000 52-week spot campaign, using eight to 10 chainbreaks a week on 45 stations in 26 Western states. In March, Pan-X Co. began a six-month national spot campaign in 20 major markets for its new liquid cooking agent. Phillips Petroleum Co. is considering a spot campaign to augment its new *Rex Allen Show* on CBS.

Many local gas and oil dealers and dealer groups use radio programs and announcements for their products, currently including some 35 sponsors of local broadcasts of network co-op shows.

Class 13: .... Horticulture

IFERRY-MORSE SEED CO. reasumed sponsorship of *Garden Gate* ion CBS on Jan. 21 for an 18-week bcampaign, ensuring this category Ian entry in its 1950 table of navtional network advertisers.

t A second network entry apspeared in March, when California tSpray Chemical Co. extended its o*Gillespie Garden Guide* from KFRC cSan Francisco to the full Don Lee fNetwork under a 13-week contract cfor three quarter-hours a week.

t United Florists Trade Assn. reosumed radio activity in February, husing eight announcements a week lon WCBS New York.

Most advertising of flowers, iseeds and plants is on the local ilevel. A limited number of florists tand nurseries use network co-op hprograms and seven advertisers in dthis group are among the users pof Transit Radio facilities.

CLASS 13. HORTICULTURE

		NETWORK (Gross)	1949	$97,642		SPOT (Net)	1949	$ 224,000*
			1948	98,946			1948	446,000
LEADING NETWORK ADVERTISERS			1939					
Advertiser, program and agency	**Product**	**Network No. of Stations Hours per Week**		**1949**	**1948**		**1939**
FERRY-MORSE SEED CO.				$ 97,642	$ 98,946		.....
"Garden Gate" MacManus, John & Adams	Seeds	CBS-32-¼ (Feb.-May; Sept.-Oct.)					

Source: Publishers Information Bureau

* BROADCASTING estimate

Class 14: .... Household Equip.

BACK TO SELLING is the theme of the electric appliance industry for 1950, C. T. Lawson, president, National Electrical Manufacturers Assn., stated in his year-end message. He noted that despite a general business recession early in 1949 and coal and steel strikes later last year, the year's production of the electrical manufacturing industry had totaled $7 billion, compared with $7.75 billion in 1948, best peacetime year on record. More than four million electric refrigerators, three million washing machines and nearly three million vacuum cleaners, more than a million electric ranges, plus millions of electric irons, toasters and other appliances were sold during the year.

Reports on the first quarter of 1950 indicate that this year may be better than last for the electric appliances which make up the larger part of this class. Philco reports air conditioner sales in the first three months of 1950 topping the like period of 1949 by 50%; sales of Lewyt vacuum cleaners for the quarter were more than double those in the first quarter of last year. Spokesmen of the major manufacturers in this field are unanimous that the 1950 outlook is good, but they also agree that it will take strong selling, backed up by strong merchandising and advertising programs, to keep sales at their present high level.

That's good news for radio, for this class of manufacturer has always been a major user of time on the air. Last year this group ranked third in its purchase of network time among the 28 product classifications, accounting for 12.6% of all network time purchases. This class also makes use of a lot of stations on a spot or local basis, with many appliance dealers and dealer associations running year-round radio cam-

(Continued on page 98)

CLASS 14. HOUSEHOLD EQUIPMENT & SUPPLIES

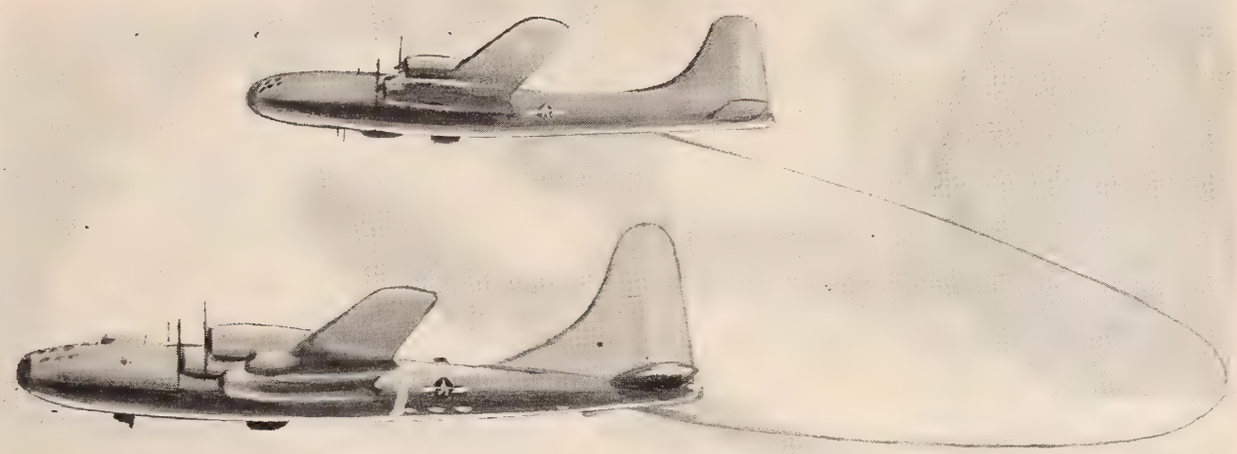
		NETWORK (Gross)	1949	$6,118,005		SPOT (Net)	1949	$3,584,000*
			1948	8,628,906			1948	1,998,000
LEADING NETWORK ADVERTISERS			1939					
Advertiser, program and agency	**Product**	**Network No. of Stations Hours per Week**		**1949**	**1948**		**1939**
GENERAL ELECTRIC CO.				$1,624,324	$3,283,378		$ 367,629
"The Man Who Came to Dinner" Maxon & Co.	Any or all Products	CBS-175-1 (1 time)		19,814			
"G. E. Houseparty" Young & Rubicam	Household Appliances	ABC-265-2½ (Jan.-July)		997,168	1,826,896		
"Fred Waring" BBDO	Institutional	NBC-163-½ (Jan.-Sept.)		627,342	783,084		
PHILCO CORP.				$1,592,875	$1,526,203		.....
"Breakfast Club" Hutchins Adv.	Refrigerators, Air Conditioning Units. Freezers, Television Receivers & Radios	ABC-278-1¼					
WESTINGHOUSE ELECTRIC CORP.				$ 903,997	$1,318,029		$ 94,822
"Ted Malone" McCann-Erickson	Laundromats, Refrigerators, Ranges, Irons, etc.	ABC-228-25 min. (Jan.-June; Sept.-Dec.)					
SEEMAN BROTHERS INC.				$ 675,195	$ 630,525		.....
"Tomorrow's Headlines" William H. Weintraub Co.	Air Wick	ABC-126-¼ (Jan.)		13,688	165,883		
"Monday Morning Headlines" William H. Weintraub Co.	Air Wick	ABC-257-¼		523,472	464,642		
"Allan Jackson and the News" William H. Weintraub Co.	Air Wick	CBS-164-5 min.		138,035			
NASH-KELVINATOR CORP.				$ 492,976	$ 689,199		.....
"The Human Side of the News" Geyer, Newell & Ganger	Refrigerators, Ranges & Home Freezers	ABC-137-25 min. (Jan.-June)					
GENERAL MOTORS CORP.				$ 442,908	$ 800,779		.....
"Lum 'n' Abner" Foote, Cone & Belding	Refrigerators	CBS-164-½ (Jan.-June)					

Source: Publishers Information Bureau

* BROADCASTING estimate



YOU MIGHT FLY NON-STOP AROUND THE WORLD*—



BUT . . .

YOU NEED WKZO-WJEF TO REALLY BOMBARD WESTERN MICHIGAN!

If you really want "air-coverage" of Western Michigan, WKZO, Kalamazoo, and WJEF, Grand Rapids are by long odds the best "weapons" you can use.

First, BMB and mail-pull figures prove that both these CBS stations deliver exceptionally large rural audiences throughout the rich Western part of the State.

Second, Hoopers prove the superiority of WKZO-WJEF within Kalamazoo and Grand Rapids. Latest figures show that WKZO tops all other stations in its area with a 58.8% Share of Audience and WJEF is first among eight Grand Rapids stations with 26.9% (Total Rated Periods, Jan.—Feb. '50).

While delivering about 66.1% more listeners than the next-best two-station choice in the area, WKZO-WJEF are available at a cost that's 20% less than the next-best combination!

Get all the facts about WKZO-WJEF. You'll be glad you did!

**The United States Air Force did it in February, 1949.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Household Equip.

(Continued from page 96)

paigns in their service areas.

Network sponsors in this class last year, in addition to those shown in the table, were: Club Aluminum Products Co. (household utensils), sponsoring *Club Time*, a daytime quarter-hour a week on ABC (spending $143,352 for time at gross rates); Modglin Co. (Perma brooms), *Meet the Missus*, weekly quarter-hour on CBS Pacific January-March ($7,997); Radio Offer Co., pre-Christmas campaign for its plastic products and toys, using a schedule on ABC that began with a weekly quarter-hour in September, William Lang show, and built up to 2¾ hours a week in December, *Romantic Song Shop, Pick a Date, Shoppers Special* ($78,928); Servel Inc. (gas refrigerators), *What's My Name?*, ABC Saturday half-hour February-July ($130,544); Stanley Home Products (Kitchen Equipment), two one-timers on ABC, Choral Festival in May and Boys' Town Choir in December ($130,544).

Philco's *Breakfast Club* and Seeman Brothers' two news shows are continuing on the networks, but Westinghouse has discontinued Ted Malone's five-minute program across the board on ABC. Company is considering using him at another time, however, probably on the same network. GE's Hotpoint Division is planning another special program on Mother's Day (May 14) on CBS 5-6 p.m. Gulf Oil Corp. planning a summer campaign for Gulfspray insecticide, will reportedly sponsor the *Lanny Ross Show* on MBS five noontime half-hours a week, starting in May.

Hudson Pulp & Paper Co. advertises its paper napkins with announcements on Yankee Network participating programs, programs and announcements on other Eastern stations, using 36 in all; McCormick & Co. (Bee Brand insect powder) started an announcement campaign in Southern markets April 1; Modglin Co. advertising to be handled by Compton Adv. after June 1 and company may use radio this summer; O'Keefe & Merritt Co. (gas ranges) uses spots on year-round basis on some 30 stations in California; Socony-Vacuum Oil Co. promotes Bug-a-Boo insecticide as well as Mobilgas and Mobiloil on six stations, using from three to 26 programs a week per station; Southern Appliances Inc. uses stations in North and South Carolina; Standard Vacuum Cleaner Co. uses stations in Northern California.

General Electric Co. has arranged for announcements for electric fans, to be broadcast by more than 80 stations on the third day of the first protracted heat wave in each area. GE distributors and dealers are heavy users of radio time for appliance advertising on a local or regional basis throughout the country, both independently and in cooperation with the parent company.

Nineteen Hundred Corp. (Kenway appliances), American Coolair Corp. (ventilating fans), Carrier Corp. (air conditioners, food freezers, etc.), Lesson Steel Products (Presteline Home Appliances), A. O. Smith Corp. (water heaters) and York-Shipley Inc. (heating equipment) are among the appliance companies currently offering to share the cost of radio advertising of their products with dealers and distributors who buy time in their trade areas.

Heavy users of local radio time, more than 50 appliance dealers sponsor network co-op shows in their communities and 16 use Transit Radio facilities.

Class 15:.... Furnishings

CLASS 15. HOUSEHOLD FURNISHINGS

NETWORK (Gross)	1949	$ 903,648	SPOT (Net)	1949	$1,232,000
	1948	1,331,640		1948	1,532,000
	1939				

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
ARMSTRONG CORK CO. "Theatre of Today" BBDO	All Products	CBS-166-½	$ 455,638	$ 429,779	.....
INTERNATIONAL SILVER CO. "Adventures of Ozzie & Harriet" Young & Rubicam	International Silver	CBS-149-½ (April-July)	$ 422,408 221,889	$ 853,074	$ 235,244
"Ozzie & Harriet" Young & Rubicam	Sterling Silver, Silverplate	NBC-156/CBC-½ (Jan.-March)	200,519		
SEALY INC "Charles Collingwood, News" (Eff. Jan. 15) "Chet Huntley, News" Alvin Wilder Adv.	All Products and Mattresses	CBS-8-¾	$ 25,602	.. ...	.....

Source: Publishers Information Bureau

* BROADCASTING estimat

THE LOCAL DEALER is the big advertiser in the home furnishing field, in radio as in other media. This class of advertisers at present includes only two network clients, a very few spot accounts, but more than 125 sponsors of network co-op shows on local stations and 21 users of Transit Radio time, indicating that the total number of furniture dealers using radio probably runs into the thousands.

Armstrong Cork Co. continues its *Theatre of Today* on CBS and Sealy Inc. its newscast on a CBS Pacific hookup to make up the network complement of home furnishings advertising. Sealy this month will start a spot campaign for its new orthopedic mattress, with announcements and station breaks to be released to 29 factories for sponsorship in their territories.

Pequot Mills started participations in *Housewives Protective League* the day after Christmas on CBS stations in New York, Chicago, Los Angeles and San Francisco, plus a quarter-hour news program on WHO Des Moines and participations on WTIC Hartford. Company may use an expanded spot campaign for June bride promotion. F. Schumacher & Co. has been using announcements on two New York stations for Waverly home furnishing fabrics.



MASS HYSTERIA DEFENSE

Radio Best Weapon in Emergency, Says Karst

MOBILIZATION of all communications, particularly transit radio and other elements of broadcasting, would constitute the "best defense" against mass hysteria in times of emergency, Rep. Raymond W. Karst (D-Mo.) told House colleagues March 31.

Simultaneously he took occasion to praise the *Union Labor Advocate*, and AFL organ, for its story pointing out the useful purpose which transit radio can serve in civil defense planning. The *Advocate* had printed a survey of streetcar and bus riders indicating overwhelming approval for the radio service.

Citing the famed Orson Welles "men from Mars" show some years ago, Rep. Karst noted feeling of many Senate members that mass hysteria could do more damage to America's war-making potential than bombs dropped in an atomic attack. "Only through communications can people be warned and fears dispelled," he added.

Concerning the labor poll, officials of the Electrical Workers Local No. 1 (AFL) thought the "present newspaper uproar over the merits of transit radio . . . not only rather silly but not in accord with the opinion and feelings of the riding public," according to the *Advocate*.

Frank W. Jacobs, EW business manager, pointed out that transit radio can serve to discount "possible false rumors" and advise the public promptly of major happenings. He characterized the scattered attacks on the service as a "tempest in a teapot—a cracked pot, at that," according to the *Advocate*.

FCC Office Move

ENTIRE FCC Office of Chief Accountant has been moved from quarters in temporary buildings in Washington and relocated in the New Post Office Bldg. there, the Commission headquarters. Employes presently engaged in broadcast accounting, economic and statistical work are to remain under William J. Norfleet, chief accountant, until reassigned under FCC's proposed functional realignment of operation.

You can read this letter in 30 seconds

HUBER HOGE AND SONS *New York City* #21

ADVERTISING
MERCHANDISING
PUBLICITY ★★

699 MADISON AVE.—TRAFALGAR 9-0800

February 20, 1950

Mr. Ed. Gerken
WGN, Inc.
220 E. 42 St.
New York City

Dear Ed:

The time has come to congratulate WGN for the sterling job the station has done for many of our clients during the past few years.

Recently, for one of our clients, we offered a book costing $2.95. WGN pulled over 1200 orders from one broadcast or about $3600 worth of business---at an advertising cost of about 16¢ per order! This is a phenomenal record and the station deserves to be congratulated for such a very fine job.

You may rest assured that there is never any hesitation in recommending WGN to any client as one of the top stations in the country in view of the vast audience potential and proven selling power witnessed by us.

Cordially,

Lucille Dreher

Lucille Dreher
HUBER HOGE & SONS

LD:mm

Need we say more?

A Clear Channel Station...
Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

Class 16: .... Industrial Materials

TWO INSTITUTIONAL campaigns—U. S. Steel's sponsorship of *Theatre Guild on the Air* and duPont's sponsorship of *Cavalcade of America*—in 1949 as in previous years made up practically all of the use of radio time by members of this class. Largely because of U. S. Steel's summer series in place of its usual summer hiatus, network time sales to this group rose nearly 25% last year. Inland Steel's one-time broadcast on the steel strike is not likely to be repeated.

The only other advertising from this group on the air is Union Carbide & Carbon Corp., which in February began using announcements for its bakelite division on KMA Shenandoah, Iowa, and two dealer cooperative announcement campaigns announced by Truscon Steel Co. and Wisconsin Motor Corp.

CLASS 16. INDUSTRIAL MATERIALS

NETWORK (Gross) 1949 $2,174,673 1948 1,747,826 1939 — SPOT (Net) 1949 $ 112,000* 1948 — 1939 —

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per week	1949	1948	1939
U. S. STEEL CORP.			$1,452,089	$1,052,090	.....
"Theatre Guild On the Air" BBDO	Institutional	ABC-260-1 (Jan.-June) (Aug.-Dec.)	670,775		
"NBC Summer Symphony" (Eff. Sept. 11) "Theatre Guild on the Air" BBDO	Institutional	NBC-165-1 (June-Dec.)	781,314		
dU PONT de NEMOURS, E. I., & CO., INC.			$ 710,820	$ 695,736	$ 196,620
"Cavalcade of America" BBDO	Institutional	NBC-152-½ (Jan.-June) (Aug.-Dec.			
INLAND STEEL CO.			$ 11,764	.....	.....
"The Steel Strike" Hill & Knowlton	Institutional	ABC-266-¼ (1 time)			

Source: Publishers Information Bureau

* BROADCASTING estimate

Class 17: .... Insurance

"PURCHASE of new life insurance by American families were $23,610,000,000 in 1949—a record volume for the fourth consecutive year. In the four years since the end of the war, total purchases have exceeded $90 billion—as much as the purchases of the eight previous years," Holgar J. Johnson, president, Institute of Life Insurance, reports in a statement for this issue of BROADCASTING.

"As a result of this sustained pace of additions to life insurance programs, American families owned a record $213,400,000,000 of life insurance at the end of 1949. This is just twice the total owned only 12 years before — meaning that as much has been added in these 12 years as was built up in the preceding 100 years.

"Four out of five families now own life insurance—with an average of more than four policies per family. There are now 191 million policies owned in the U. S.

"In spite of the large volume of life insurance outstanding today and the widespread ownership of it, there is still room for material further growth—evidenced by the average ownership per family of only about $6,000," Mr. Johnson states. "In view of this, it is probable that the coming year will see a still further expansion of life insurance, with new peaks attained. Furthermore, this growth may well be expected to continue for some years to come."

Insurance advertising on the national networks has not kept pace with the volume of insurance business. On the contrary, it dropped by about 10% last year and seems slated for a further decline in 1950, Prudential having discontinued its *Family of Stars* the end of February. California Medical Assn.'s *California Caravan* is now broadcast on Don Le for a half-hour each Sunday.

The *Jack Berch Show*, *This I Your FBI* and Metropolitan's net work newscasts continue, with Metropolitan also continuing heavy schedule of news and an

(Continued on page 102)

CLASS 17. INSURANCE

NETWORK (Gross) 1949 $3,737,682 1948 4,238,745 1939 — SPOT (Net) 1949 $1,344,000* 1948 412,000 1939 —

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
PRUDENTIAL INSURANCE CO. OF AMERICA			$1,956,359	$1,942,416	$ 414,330
"Jack Berch Show" Benton & Bowles	Insurance	NBC-137-1¼	1,378,695	1,373,426	
"The Prudential Family Hour of Stars" Benton & Bowles	Insurance	CBS-149-½	577,664	568,990	
EQUITABLE LIFE ASSURANCE SOCIETY OF THE U. S.	Insurance		$ 909,193	$ 876,747	.....
"This Is Your FBI" Warwick & Legler	Insurance	ABC-276-½			
METROPOLITAN LIFE INSURANCE CO.			$ 478,140	$ 471,543	$ 70,240
"Eric Sevareid-News", "Dave Vaile" (West Coast) Young & Rubicam	Institutional	CBS-22-1¼			
MUTUAL BENEFIT HEALTH & ACCIDENT ASSN. OF OMAHA			$ 373,394	$ 728,733	.....
"Mayor of the Town" Ruthrauff & Ryan	Insurance	MBS-453-25 min. (Jan.-July)			
CALIFORNIA MEDICAL ASS'N.			$ 20,596	$ 32,688	.....
"California Caravan" Blackwood-Shakleford	Insurance, Hospitalization & Physicians' Service	ABC-11-½ (Jan.-July)			

Source: Publishers Information Bureau

* BROADCASTING estimate

Available!
Play-by-Play
MAJOR LEAGUE
BASEBALL

KFRM has just signed with Liberty Broadcasting System for play-by-play Major League baseball. Participating announcements now available!

Here's a "red-hot" natural that will "hypo" your sales in an area with more than a million potential listeners.

For full details, wire The KMBC-KFRM Team, Kansas City, Mo., or phone any Free & Peters "Colonel."

KFRM
for Rural Kansas
Programmed by KMBC
From Kansas City



Advertising Stays... Where It Pays!

10 Years Or More For 1 Out Of 4

A check of WNAX non-network accounts for January, 1950, showed that 27% of these advertisers were using WNAX in 1940. Blue chip business, this 27% of our list accounted for 39% of our total billings.

Advertisers who demand results renew their WNAX schedules year after year because they consistently get a greater return on each advertising dollar invested in Big Aggie Land.

A *major market*, Big Aggie Land embraces Minnesota, the Dakotas, Nebraska and Iowa; the world's richest agricultural area . . . served *only* by WNAX.

In 1948, folks in Big Aggie Land enjoyed a buying income of $4,547,025,000.00 — greater than Los Angeles, Philadelphia, or Washington, D.C. Retail sales in Big Aggie Land total $3,397,461,000.00 — greater than San Francisco, Detroit or St. Louis.*

Convert your SALES POTENTIAL into SALES RESULTS. Ask your Katz man to show you how WNAX can produce good will, increase sales of your product or service.

*Compiled from 1949 Sales Management Survey of Buying Power.



Insurance

(Continued from page 100)

nouncements on 30 stations in addition.

Other recent insurance advertising on the air includes broadcasts of the U. of Minnesota's basketball games on KDHL Faribault, Minn., sponsored by Federated Mutual Insurance Co.; a *Student Forum for Society* contest on three North Carolina stations sponsored by American Mutual Liability Insurance Co. of Boston; Prudential's weekly 15-minute program on WNJR Newark, and W. A. Alexander Co.'s quarter-hour a week on WGN Chicago.

At the local level, some 35 insurance companies or brokers sponsored local broadcasts of network co-op programs, with several insurance advertisers using Transit Radio facilities.

Class 18: . . . . Jewelry

MAJOR WATCH manufacturers, whose purchase of spot radio time —chiefly station breaks for time signals—makes up most of radio's revenue from the jewelry trade, will continue their radio operations this year on about the same level as last, according to indications in the early months of 1950.

Bulova's 1950 budget calls for an expenditure of some $4 million for radio and TV time, $500,000 more than last year.

Benrus expects to spend about $1 million for radio, slightly less than in 1949. Gruen plans to continue radio in major market on about last year's level. Waltham, forced to shut down when its funds were halted by the Reconstruction Finance Corp. which loaned the company some $3.8 million last year, is presenting its new reorganization plans to a Federal Court in Boston this week and expects to resume its use of radio on an expanded basis as soon as it gets production of watches under way again.

The distribution of GI insurance dividends is expected to boom sales of all types of jewelry and if Congress should repeal the wartime excise taxes on this merchandise the industry would receive a further boon which it may be expected to promote with increased advertising expenditures all down the line.

CLASS 18. JEWELRY, OPTICAL GOODS & CAMERAS

		NETWORK (Gross)	1949	$2,789,721	SPOT (Net)	1949	$4,592,000
			1948	1,201,942		1948	2,530,000
			1939				

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
LONGINES-WITTNAUER WATCH CO.			$ 935,248	$ 163,670	.....
"Festival of Music" (Eff. Mar. 13)	Longines Watches	CBS-165-½	480,247	152,218	
"Symphonette" Victor A. Bennett Co.					
"Festival of Song" (Eff. Mar. 13)	Wittnauer Watches	CBS-169-½	490,276	11,452	
"Choraliers" Victor A. Bennett Co.					
"Thanksgiving Festival" Victor A. Bennett Co.	Watches	CBS-164-1 (1 time)	14,725		
SPEIDEL CORP.			$ 519,469	$ 262,269	.....
"Stop the Music" Cecil & Presby	Wristwatch Bands and other Speidel Products	ABC-198-¼			
HELBROS WATCH CO.			$ 363,093	$ 478,002	.....
"Quick as a Flash" Dorland Inc.	Helbros Watches	MBS-408-25min.			
REVERE CAMERA CO.			$ 355,238	$ 242,651	.....
"The Jo Stafford Show" (Eff. May 12)	Movie Cameras, Projectors & Accessories	ABC-76-½			
"Name the Movie" (Eff. Nov. 10)					
"A Date with Judy" Roche, Williams & Cleary					
BRUNER-RITTER			$ 266,760	.....	.....
"Chance of a Lifetime" Raymond Spector Co.	Watch Bands	ABC-202-½ (Sept.-Dec.)			
GRUEN WATCH CO.			$ 251,100	.....	.....
"Hollywood Calling" Grey Adv.	Watches	NBC-163-½ (Sept.-Dec.)			

Source: Publishers Information Bureau

* BROADCASTING estimate

Programs Have Changed

The network programs of this group have undergone a good many changes since the end of the year. Waltham Watch Co., only network account of this group not listed in the table, started *Share the Wealth* as a 25-minute Monday evening series on ABC in October, spending $48,813 for time to the end of the year, but was forced to cancel the program in January by reorganization difficulties.

Longines-Wittnauer Watch Co. discontinued its two CBS Sunday afternoon half-hour programs—*Symphonette* and *The Choraliers*—in December, but reinstated them to the same network on the same day, as of yesterday (April 16). Helbros Watch Co., which last fall resumed sponsorship of *Quick as a Flash* on Mutual after a summer hiatus, at the end of December shifted from that program and network to *Richard Diamond, Private Detective* on NBC. Helbros' plan had been to sponsor this program during the spring, lay off for the summer and return in the fall, but it cancelled those plans when it learned that NBC had sold the program to Rexall Drug Co. for the summer months. Expected back in network radio shortly, Helbros in January contracted for 35,000 announcements a year—just under 100 a day — on XELO Juarez, Mexico.

Speidel Corp. and Bruner-Ritter Inc. are continuing their Sunday evening programs on ABC for their respective brands of watchbands, Speidel sponsoring 15 minutes of *Stop the Music* and Bruner-Ritter sponsoring the half-hour *Chance of a Lifetime.* Gruen Watch Co. is out of network radio at the moment, having dropped sponsorship of NBC's *Hollywood Calling* at the end of the Christmas buying season. Revere Camera Co. in February withdrew its sponsorship of *A Date With Judy* on ABC.

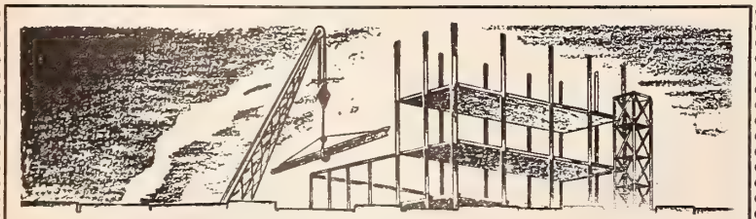
"The retailer absorbs the major part of the cost of advertising," BAB pointed out in its recent report on the jewelry trade and its advertising practices, which notes that "most silverware and watch manufacturers allow a dealer discount of 40% with an additional 10% allowance for advertising.

"Today, the average cash jeweler spends from 3% to 4% of his gross sales on advertising," BAB reported. "The credit jeweler's appropriation runs as high as 9% but averages about 5.5%." BAB noted that this 5.5% is divided as follows: 3.70% of gross sales goes for newspaper advertising, 2.24% for direct mail, 1.72% for miscellaneous advertising and only 0.92% for radio.

A moderate amount of local advertising for jewelry and allied products is indicated by the current sponsorship of network co-op shows by about 30 dealers in such merchandise. This class also accounts for more than 20 advertisers on Transit Radio in the various cities served by this medium.

NAB By-Laws Amended

AMENDMENT to the NAB by-laws permitting the president to make employment contracts for staff personnel up to periods of three years, with board approval, has been approved by the membership. Heretofore contracts had been limited by the by-laws to one-year periods. Of a total of 851 votes, 819 were in favor with 22 opposed. Ten ballots were void. At its February meeting the board had approved the referendum proposal.



for a better-than-ever BUY
IN OHIO'S THIRD MARKET
5,000 w AM 1390 KC 50,000 w FM 105.1 MC
WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

RCA INSTITUTES, INC.
One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.
Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

WOW

HAS 100,000 MORE LISTENING FAMILIES EVERY DAY AND EVERY NIGHT THAN THE SECOND STATION IN

"...This Richest Part of God's Great Big Green World...!"



BMB NO. 2. SPRING, 1949

THE new Broadcast Measurement Bureau Survey proves that WOW audience has grown steadily with the rich area it serves.

WOW's audience is up about 9% since 1946, this despite 130 NEW stations in WOW-Land states in that three years.

The new BMB study gives the FIRST and ONLY direct competitive comparisons of the complete audiences of WOW-Land stations.

If you haven't a copy already, write today for the complete new BMB Survey, with maps, and supporting data.

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
WOW-TV Channel Six
KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

LESS THAN 20% OF THE WOW AUDIENCE IS RATED BY THE OMAHA CITY HOOPER RATINGS

Class 19: . . . . Office Equipment

NETWORK advertising of office equipment, stationery and writing materials has fallen off badly the past two years. In 1947 gross network time sales to this group were $4,230,989. In 1948 they declined to $2,317,072 and last year fell off still further, to $1,413,696. Both of last year's network clients from this class have continued their programs into the current year.

In the spot field the picture is no more cheerful. Jos. Dixon Crucible Co., advertising for Dixon Ticonderoga Pencils, is the only account from this class reported by Rorabaugh as active in February, using announcements on three stations, compared with 15 stations the year before at that time.

At the local level, a dozen stationers and office supply concerns sponsor network co-op shows and five such concerns use Transit Radio.

CLASS 19. OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES

	NETWORK (Gross)	1949	$1,413,696	SPOT (Net)	1949	$ *
		1948	2,317,072		1948	992,000
LEADING NETWORK ADVERTISERS		1939				

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
EVERSHARP INC. "Take It or Leave It" Biow Co.	Pens & Pencils	NBC-165-½ (Jan.-July; Sept.-Dec.)	$ 764,166	$ 849,424	.....
HALL BROTHERS INC. "Hallmark Playhouse" Foote, Cone & Belding	Hallmark Greeting Cards	CBS-159-½ (Jan.-June; Sept.-Dec.)	$ 649,530	$ 843,801	.....

Source: Publishers Information Bureau

* BROADCASTING estimate

Class 20: . . . Publishing & Media

THE PUBLISHING industry, never a major user of radio time in its advertising, showed no signs of becoming one during 1949. Network billings of this group, which had declined 33% from 1947 to 1948, fell 37% in 1949. The ABC quarter-hour weekly program for *Christian Science Monitor* was the only network program in this class which continued through the complete year.

William H. Wise Co. during 1949 ran a number of network campaigns for *Handy Man* and *How To Get More Out of Life* and is currently promoting the latter volume with Saturday and Sunday afternoon half-hours on CBS and a Sunday evening quarter-hour on ABC. Doubleday & Co. embarked on extensive network advertising for a number of its books during the fall on short-time contracts with frequent changes of the books advertised. Currently Doubleday has two consecutive 15-minute programs on NBC Sunday afternoon and another pair of back-to-back quarter-hours on CBS, also Sunday afternoons. A similar two-program 30-minute series on ABC was broadcast following that network's opera programs on Saturdays and ended with the conclusion of the 1949-50 opera season.

CLASS 20. PUBLISHING AND MEDIA

	NETWORK (Gross)	1949	$ 911,814	SPOT (Net)	1949	$2,016,000*
		1948	1,450,097		1948	595,000
LEADING NETWORK ADVERTISERS		1939	296,193			

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
CHRISTIAN SCIENCE PUB. CO. "The Christian Science Monitor Views the News" H. B. Humphrey Co.	Newspaper	ABC-80-¼	$ 324,448	$ 309,938	.....
WILLIAM H. WISE CO.			$ 256,947	$ 17,800	.....
"How to Get More Out of Life" Thwing & Altman	Books	ABC-109-¾ (Jan.-April)	160,587		
"How To Get More Out of Life" Thwing & Altman	Books	CBS-55-¼ (Jan.-April)	36,813		
"Handy Man" Thwing & Altman	Books	CBS-55-¼ (Jan.-April)	36,813		
"How To Get More Out of Life" Thwing & Altman	Books	CBS-25-¼ (March-April)** (Nov.-Dec.)	22,734		
DOUBLEDAY & CO. INC.			$ 217,924	$ 36,022	.....
"The Doubleday Music Shop" "The Family Quiz Club" "Pick a Date" Huber Hoge & Son	Books	ABC-58-¼ (Oct. 13, Nov. 29 Dec.) (Oct. 20, Nov. 3) (Nov. 29, 30)	20,910		
"Jacques Fray" Huber Hoge & Son	Books	ABC-60-27min. (1 Time)	4,085		
"John B. Kennedy" (Eff. Sept. 25) "Sidney Walton, News" (Eff. Nov. 6) "Sidney Walton" "Quiz Club" Huber Hoge & Son	Books	MBS-60-½ (Jan.-May) (Sept.-Dec.)	99,239		
"Quiz Club" Huber Hoge & Son	Books	MBS-60-1¼ (March-April) (Sept.-Oct.)	93,690		
GREYSTONE PRESS			$ 112,495	.....	.....
"Mrs. Fix-It" H. B. Humphrey Co.	Publishers	ABC-61-¼ (Sept.-Oct.)	23,992		
"Mr. Fix-It" H. B. Humphrey Co.	Publishers	MBS-67-¼ (June-Aug.)	41,729		
"Mr. Fix-It" H. B. Humphrey Co.	Publishers	NBC-34-¼ (Sept.-Dec.)	46,774		

Source: Publishers Information Bureau

** 10 Min. in March & April
15 Min. in Nov. & Dec.

* BROADCASTING estimate



Omnibook Inc., which sponsored Robert St. John in a special one-time quarter-hour on ABC March 5 as a test, may use network radio on a regular basis in addition to its extensive spot radio campaigns. Sears, Roebuck & Co. is considering a national spot campaign for *American People's Encyclopedia*, probably using dramatized announcements.

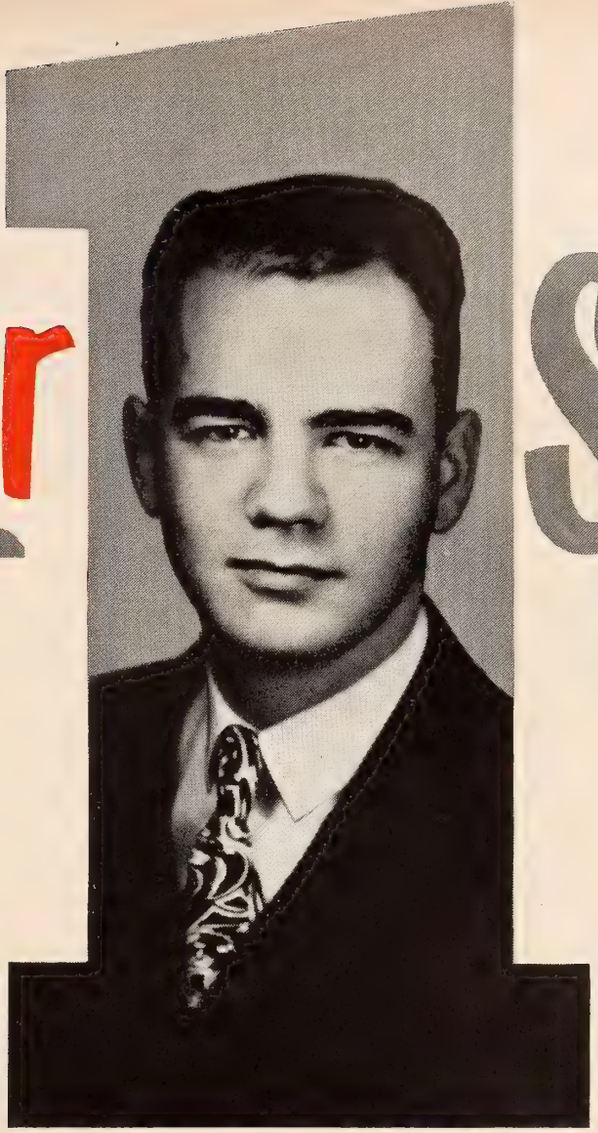
Among magazine publishers, Curtis Publishing Co. uses programs and announcements on a wide scale for *Saturday Evening Post*, *Ladies Home Journal* and *Holiday*. Announcements and participations have also been used for *Newsweek* and *Quick* in recent months and Time Inc. has been considering a spot campaign of 5-, 10- and 15-minute news programs for *Life*.

A number of newspapers use radio promotion in their localities about 40 currently sponsoring local broadcasts of network cooperative programs, of which Mutual's *Meet the Press* is the top favorite with newspaper publishers, having 18 of them among its sponsors. Five publishers use Transit Radio facilities.

WKNA Increases Power

WKNA Charleston, W. Va., owned and operated by Joe L. Smith Inc., went on the air March 23 with increased power of 5 kw. Broadcasting on 950 kc, the ABC affiliate formerly operated on power of 1 kw.

Another 1st



FRED KENDALL, star of WJR's afternoon variety show, "Anything Goes", sent the applause meter soaring to the top as he won the Arthur Godfrey Talent Scout Show over Columbia Broadcasting System.

Is it any wonder that WJR dominates its huge market area?

MORE PROOF THAT WJR
IS POWERED FOR RESULTS

Call or write your nearest PETRY office

WJR

CBS
50,000 WATTS



THE GOODWILL STATION, INC.—Fisher Bldg., Detroit

G. A. RICHARDS
Chairman of the Board

HARRY WISMER
Vice President and General Mgr.

One Does It in Mid-America!
ONE Station
ONE Rate Card
ONE Spot on the Dial
ONE Set of Call Letters

KCMO
Kansas City's ONE and ONLY
50,000
watt station
810kc
Programmed for
Mid-America Audiences

Class 21: . . . . Radio

CLASS 21. RADIOS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESSORIES

	NETWORK (Gross)	1949	$ 749,257	SPOT (Net) 1949	$ 560,000*
		1948	1,560,098	1948	1,421,000
		1939	860,724		

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
PHILCO CORP. "Bing Crosby" Hutchins Adv.	Radios	ABC-211-½ (Jan.-June)	$ 372,054	$2,234,816	.....
RADIO CORP. OF AMERICA "The RCA-Victor Show" J. Walter Thompson Co.	Radios Phonographs, Television Sets, & Records	NBC-163/CBC-½ (Jan.-May)	$ 277,209	$ 628,832	$ 635,926
INTERNATIONAL TELEPHONE & TELEGRAPH CORP. (Capehart-Farnsworth Corp.) "Metropolitan Opera Auditions of the Air" Warwick & Legler	Equipment	ABC-74-½ (Jan.-March)	$ 85,839 74,727	$ 213,362	.....
"Dicken's Christmas Carol" J. M. Mathis	Television, Radio & Phonograph Sets	MBS-458-½ (1 time)	11,112		
PACKARD-BELL CO. "CBS World News with Chet Huntley" Abbott Kimball Co.	All Products	CBS-14-¼ (Jan.-March)	$ 7,555	.....	.....
HALLICRAFTER CO. "Hollywood Quiz" Sorrenson & Co.	Television Sets	MBS-57-¼ (Dec.)	$ 6,600	.....	.....

Source: Publishers Information Bureau

* BROADCASTING estimate

Feature Availability



Jim Monroe & The News 6:00-6:10 P.M. Tues., Thurs. & Sat. Radio reporting at its best with Mid-America's favorite newscaster. Write, wire or call today!

National Representative—John E. Pearson Co.

Something has been added
To The
ROSE BOWL CITY

Pasadena . . . the nation's 107th city in population, but its 3rd IN PER CAPITA INCOME . . . shows a new radio profile this spring.

Veteran 1000-watt daytimer, KWKW now has:

BETTER FREQUENCY
FULL TIME OPERATION
NEW RCA TRANSMITTER
BONUS FM AFFILIATE
NEW STUDIOS

KWKW continues to woo over 100,000 prosperous Pasadenans, plus large segments of the Greater Los Angeles market by topnotch news, music and commentary service, plus such exclusives as all-day sports news and a variety of foreign language hours.

KWKW
Pasadena—Los Angeles

Call your nearest Forjoe man for details!

P. S. When you're in Pasadena-Los Angeles area, drop out and get some sunshine and exercise on our private "Pitch and Putt" course.

"PRELIMINARY figures on first quarter radio and television receiver production indicate that the industry's sales are continuing at the high level of the fourth quarter of 1949, contrary to past years," Bond Geddes, executive vice president, Radio Mfrs. Assn., says in a statement to BROADCASTING.

"Total industry radio set production is running just under a million units a month, yet some dealers are experiencing shortages, particularly in radio-phonographs of the more popular brands. After a lull last summer, radio set sales recovered strongly in the fourth quarter so that the year's output rose to 11,400,000 units, about 1,400,000 above industry expectations. This year's production probably will equal that of 1949.

"TV receiver production in the first quarter likewise continued at the fourth quarter 1949 level and perhaps exceeded it. Industry estimates indicate that 4,500,000 or more television receivers will be manufactured this year, and an increasing number of these are being equipped with both AM and FM radio reception facilities.

"As manufacturers' dollar volume rises with TV set production, most set makers have increased their advertising budgets for 1950," Mr. Geddes concludes. "Many of them are using both radio and television to promote set sales. The present outlook is that the dollar volume of combined radio and TV receiver sales in 1950 will be the highest in the industry's history."

The advertising increases Mr. Geddes refers to do not show up strongly at the national level. RCA is the only radio-TV set manufacturer currently sponsoring a network program, *Screen Directors Playhouse*, Friday evening half-hour on NBC. Columbia Recording Corp. sponsors *Record Parade* on behalf of its Long Playing records for a Sunday afternoon half-hour. Those two programs make up the entire network advertising of the radio-TV-musical instrument-record group at this time.

Hallicrafter Co. discontinued *Hollywood Quiz* in March after a 13-week run on MBS, and Muntz TV, which started *Rebuttal* as a 15-minute Sunday series on Mutual early this year, has also dropped out of network advertising for the time being. Radio and TV receivers are advertised on the network programs of General Electric Co. and Westinghouse Electric Corp., which are listed under the Household Equipment class as the major part of their advertising is for home appliances.

Most of the advertising of this class is placed by dealers and distributors, either independently or in dealer groups, and a number of the manufacturers have cooperative advertising plans for sharing the cost of radio ads for their products with the dealers. General Electric Co. and Stewart-Warner Corp. are among the companies offering dealers such cooperative plans. Columbia Recording Corp. provides package script-and-record *Masterwork Hour* programs to stations for sponsorship by local record dealers. About 50 radio-TV and music stores sponsor network co-op shows locally and four use Transit Radio facilities.

Registration

(Continued from page 20)

Wilkins, Joseph P., KFBB Great Falls, Mont.
Wilkinson, Vernon L., Haley, McKenna & Wilkinson, Washington
Willard, A. D., Jr., WGAC Augusta, Ga.
Williams, C. Earl, KFNF Shenandoah, Iowa
Williams, J. P., Transcription Sales Inc., Springfield, Ohio
Williams, Ray D., WJHL Johnson City, Tenn.
Williams, Robert Lee, WCTC New Brunswick, N. J.
Williamson, W. P., Jr., WKBN Youngstown, Ohio
Winther, Harold A., KEYD Minneapolis
Wirth, Don C., WNAM Neenah, Wis.
Wismer, Harry, WJR Detroit, Mich.
Wollenhaupt, Arthur F., WKIP Poughkeepsie, N. Y.
Wood, H. H., RCA Victor Div., New York
Woodall, Allen M., WDAK Columbus, Ga.
Woodland, William S., KSWM Joplin, Mo.
Woods, W. W., WHO Des Moines, Iowa
Wooten, Hoyt B., WREC Memphis, Tenn.
Wright, Anne, J. Walter Thompson Co., New York

Y

Young, Bernard L., KNUJ New Ulm, Minn.

Z

Ziv, Frederic W., Frederic W. Ziv Co., Cincinnati

RADIO-TV ROUNDUP
Bulletin Compiled by NAB

COMPENDIUM of basic facts on radio and television has been published by the NAB Dept. of Public Affairs. Titled "Dimensions of Radio and Television," the bulletin was mailed to the membership by Robert K. Richards, public affairs director.

Based on a roundup of information covering the electronic media the material was assembled by the NAB Research Dept. under direction of Meryl Sullivan, assistant director. The material wraps up in one package the facts about circulation, sets, time sales, and related matters. Revised versions will be issued regularly to keep the bulletin up to date.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"
Contact EDWARD PETRY CO.
WBAL

NEW HIGH IN SPONSORSHIP

Sponsors of United Press newscasts span literally the alphabet of business, from athletic supplies to zinc. Every yearly survey shows more and more kinds of sponsors—99, 115, 178 and now 215.

NEW HIGH IN ENTHUSIASM

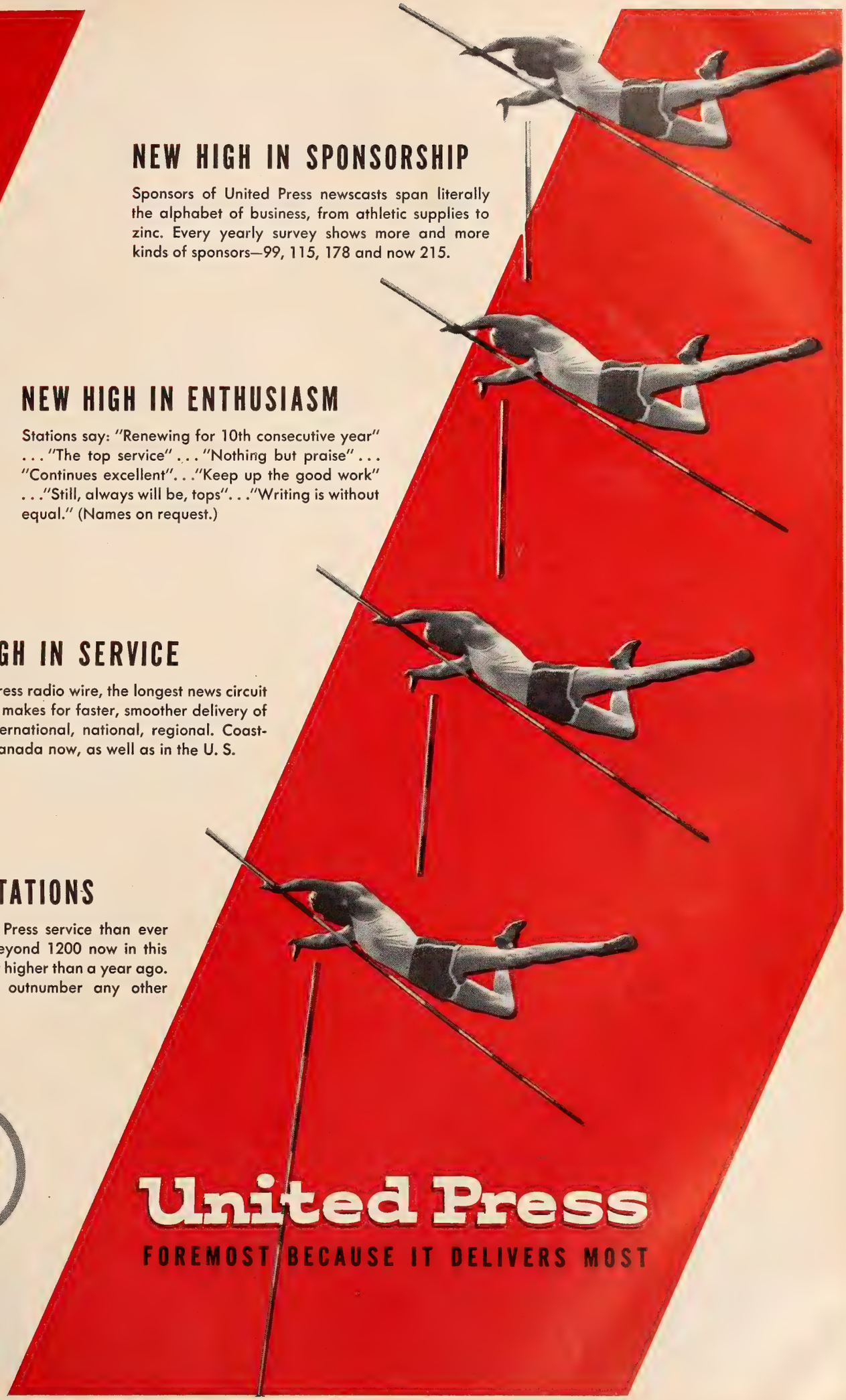
Stations say: "Renewing for 10th consecutive year" . . . "The top service" . . . "Nothing but praise" . . . "Continues excellent". . ."Keep up the good work" . . ."Still, always will be, tops". . ."Writing is without equal." (Names on request.)

NEW HIGH IN SERVICE

The United Press radio wire, the longest news circuit in the world, makes for faster, smoother delivery of all news—international, national, regional. Coast-to-coast in Canada now, as well as in the U. S.

NEW HIGH IN STATIONS

More stations take United Press service than ever before. The total is well beyond 1200 now in this country, a good 10 per cent higher than a year ago. U. P. clients continue to outnumber any other service's.



U.P.

United Press

FOREMOST BECAUSE IT DELIVERS MOST

Class 22: . . . Retail

"RETAIL business for 1950 appears to be nearly matching 1949's sales volume," says Howard P. Abrahams, manager of the sales promotion division, National Retail Dry Goods Assn., in a statement to BROADCASTING.

Last year, Mr. Abrahams continues, "it is estimated that the nation's stores did $127.9 billion. This is not much under the all-time high of 129.9 billion in 1948, but a far cry from the $42 billion in 1939.

"According to a recent survey (Feb. 20, 1950), stores are planning to spend almost as many dollars in total advertising in 1950 as they did in 1949. As usual, there are some slight variations from the previous pattern. Newspapers will probably receive a slightly reduced budget, with savings from economies going into space; window displays will probably account for less dollars as a result of further economies in display materials, while salaries remain constant. Direct mail is due for a small increase.

"Radio appears to be in for a small increase. We have finally seen the day when stores are using radio as a direct selling tool, not an institutional building medium. In other words, retailers are using radio the way they always used newspapers, to bring immediate response."

One difficulty with fitting a retail classification into a product group series such as this is deciding when a store should be classed according to the products it sells and when it should be kept out of that class and reserved for this retail category. PIB, source of the network information used in this series, lists Adam Hat Stores under the Apparel heading, but classifies Dr. Hiss Shoe Stores as retail. BROADCASTING in most cases has considered a store as fitting best into the class of merchandise advertised by it on the air, leaving for this overall retail group only department stores and other general retail institutions using radio for all lines of merchandise. This advertising is almost exclusively placed at the local level and data are not available for the application of general statistics as to the extent of radio advertising used by these stores.

It is known, however, that when all advertising placed on stations by local retailers for all products they have for sale to the consuming public—from automobiles to zithers—the total volume exceeds that of either the national radio networks or the total spot business. In other words, the American merchant is an extremely good collective customer of the American broadcaster. In 1948 radio rendered a bill to Mr. Local Advertiser of $171 million, representing 41.1% of radio's total billings to all classes of advertisers. Last year, the local advertiser's bill was up to $182 million, 42.2% of the total. This year it can well go even higher.

The two network advertisers listed in the table also used regional network time last year. First National Stores in July started the Lombardo program on New England Radio Network. Dr. Hiss Shoe Stores used Don Lee as well as ABC, continuing to use both into 1950.

CLASS 22. RETAIL STORES

NETWORK (Gross) 1949 $40,632 1948 1939

SPOT (Net) 1949 $4,144,000 1948 4,498,000

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
FIRST NATIONAL STORES INC. "Guy Lombardo Show" John C. Dowd	Food Products and Institutional Advertising	ABC-19-½ (Jan.-July)	$ 38,472	$ 71,448	.....
DR. HISS SHOE STORES "Flying Feet" Honig-Cooper Co.	Shoe	ABC-5½ (Dec.)	$ 2,160	.....	.....

Source: Publishers Information Bureau

* BROADCASTING estima



Class 23: . . . Smoking

CIGARETTE consumption in the United States will this year just about equal the 1949 all-time high of 352 billion cigarettes, roughly 117 packs for every U. S. inhabitant—man, woman and child—according to the Dept. of Agriculture. Backing up that prediction, the Bureau of Internal Revenue reported that in February the production of cigarettes was up approximately 1% over the same month of last year.

That's good news for broadcasters as well as tobacco men. Increased production and sales means increased advertising and with this group increased advertising usually means increased use of radio. Network time for advertising smoking materials, including cigars, pipe tobacco and lighters but mostly cigarettes, rose 16.5% in 1949 over 1948, following a 12.5% increase in network time sales to this group in 1948 over 1947.

Network advertisers in this class last year, in addition to those shown in the table, were: Bayuk Cigars Inc. (Phillies), sponsoring *Inside of Sports* on Mutual five quarter-hours a week January-September (with gross time purchases of $919,124); Bloch Brothers Tobacco Co. (Mail Pouch tobacco) sponsored *Fishing and Hunting Club of the Air* 25 minutes a week on MBS ($370,421); Brown & Williamson Tobacco Corp. (Raleigh cigarettes) sponsored *People Are Funny* for a Tuesday night half-hour on NBC, with *Life in Your Hands* as a summer replacement, and in the fall added a Saturday morning broadcast of this program to its NBC schedule ($899,910); Wally Frank Ltd. last November used two broadcasts on Mutual of a 15-minute program, *Profiles in the News*, for its line of pipes ($4,904); U. S. Tobacco Co. advertised its tobaccos with *Take a Number*, Saturday half-hour on MBS January-July ($444,601), in March started *Man Next Door*, at the same time on about 100 stations which previously carried *Take a Number*, continued *Man Next Door* after *Take a Number* was dropped ($36,753) and in August started *Martin Kane, Private Eye* as a Sunday half-hour, also on Mutual ($207,163).

Liggett & Myers

Since the first of the year, Liggett & Myers (Chesterfield) has added a Saturday night half-hour on CBS, *Arthur Godfrey Digest*, a transcribed program of the high spots of his morning shows during the week on CBS of which Chesterfield also uses a daily half-hour. P. Lorillard Co. has started *Dr. I. Q.* as a Wednesday evening half-hour on ABC for Embassy cigarettes and has cut its portion of *Stop the Music* on ABC from 30 to 15 minutes for Old Gold cigarettes. American Tobacco Co. has dropped *Leave It to Joan* on CBS for Roi Tan cigars but may add a daily 15-minute show to its current network schedule. Ronson Art Metal Works first moved its five-minute Johnny Desmond show from MBS to ABC, then discontinued it. R. J. Reynolds on New Year's Day again sponsored ABC's broadcast of the Cotton Bowl Game.

Liggett & Myers is expanding its baseball broadcast coverage this year, sponsoring broadcasts of the Chicago Cubs home and away games on WIND Chicago and sharing with local advertisers sponsorship of the Cubs broadcasts fed from WIND to a special network of some 35 midwestern stations; the New York Giants on WMCA New York and a hookup of some 12 eastern stations; the Washington Senators on WWDC Washington, with possibly a similar regional baseball network being formed there with Chesterfield getting all or part of the advertising in connection with the baseball broadcasts.

General Cigar Co. (White Owl Cigars) this summer will share sponsorship of the New York Yankees games on WINS New York with P. Ballantine & Sons, Waitt & Bond (Blackstone, Yankee Supreme cigars) has started using

(Continued on page 110)

ONE NOT TO
H. R. 7310
FORGET

a symbol of

ENGINEERING INTEGRITY

The Association of

FEDERAL COMMUNICATIONS

Consulting Engineers

Members

Stuart L. Bailey
Jansky & Bailey
Clyde H. Bond
Clyde H. Bond
Lester H. Carr
Weldon & Carr
Joseph A. Chambers
Chambers & Garrison
T. A. M. Craven
Craven, Lohnes & Culver
John Creutz
John Creutz
Ronald H. Culver
Craven, Lohnes & Culver
George C. Davis
George C. Davis
Everett L. Dillard
Commercial Radio Equip. Co.
Millard M. Garrison
Chambers & Garrison
Glenn D. Gillett
Glenn D. Gillett & Assoc.
Paul F. Godley
Paul Godley Co.
C. M. Jansky, Jr.
Jansky & Bailey
Frank G. Kear
Kear & Kennedy
Robert E. L. Kennedy
Kear & Kennedy
Worthington C. Lent
Worthington C. Lent
George M. Lohnes
Craven, Lohnes & Culver
Frank H. McIntosh
McIntosh & Inglis
James C. McNary
McNary & Wrathall
Russell P. May
Russell P. May
E. C. Page
E. C. Page
William E. Plummer
Glenn D. Gillett & Assoc.
A. D. Ring
A. D. Ring & Co.
James O. Weldon
Weldon & Carr
Grant R. Wrathall
McNary & Wrathall

Associate Members

William S. Duttera
National Broadcasting Company
Raymond F. Guy
National Broadcasting Company
Earl M. Johnson
Mutual Broadcasting System
William B. Lodge
Columbia Broadcasting System
Frank L. Marx
American Broadcasting Company
John G. Preston
American Broadcasting Company
Philip F. Siling
Radio Corporation of America
Carl E. Smith
United Broadcasting Company
Jay W. Wright
Columbia Broadcasting System

IER SESSION

H. V. Kaltenborn To Speak

H. V. KALTENBORN, NBC news analyst and commentator, will deliver the principal address at the 1950 Institute for Education by Radio in Columbus, Ohio, May 4-7, Dr. I. Keith Tyler, director of the Ohio State U. conference, announced last week.

Mr. Kaltenborn's speech will be heard at the institute dinner on May 7 when the IER marks the 20th anniversary of its founding. His subject will cover trends in informational and educational broadcasting through the past two decades, and also will consider the future of radio and television.

Preceding the dinner, the IER will present the telecasting of a local program, *Columbus Town Meeting*, one of two TV programs to originate from the institute's conference rooms and to be carried by WBNS-TV Columbus. For the first time Dr. Tyler said announcement of award winners in the exhibition of American educational radio programs will be made on May 1 preceding the IER opening.

WMFM (FM) OFF AIR

Lightning Damages Outlet

SHUT down by a lightning bolt, WMFM (FM) North Adams, Mass., is not expected to resume operation for some time, according to word from the station. The outlet went off the air late last month when the transmitter was struck by a bolt that also put out telephone and power lines in the area. The transmitter house caught fire and was badly damaged.

A member of Continental FM Network, WMFM carried paid advertising in a local newspaper advising listeners to tune in several FM stations within range that carry Continental's daily service. WMNB, AM outlet with which WMFM is affiliated, was not affected by the storm.

U. OF FLORIDA Radio Guild operated WGGG Gainesville, Fla., for entire day recently, with all positions, except engineering, being filled by students.

CLASS 23. SMOKING MATERIALS

LEADING NETWORK ADVERTISERS

		NETWORK (Gross)	SPOT (Net)
		1949 $23,667,403	1949 $3,360,000
		1948 20,323,300	1948 3,392,000
		1939 11,668,090	

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
LIGGETT & MYERS			$5,228,772	$5,043,752	$ 992,032
"The Chesterfield Supper Club" Cunningham & Walsh	Chesterfield Cigarettes	NBC-163-½	2,179,878	2,835,968	
"The Bing Crosby Show" Cunningham & Walsh	Chesterfield Cigarettes	CBS-179-½ (Sept.-Dec.)	269,094		
"Arthur Godfrey" Cunningham & Walsh	Chesterfields	CBS-185-2½	2,356,349	2,207,796	
"Tales of Fatima" Cunningham & Walsh	Fatima Cigarettes	CBS-26-½ (Jan.-Oct.)	253,833		
"Dragnet" Cunningham & Walsh	Fatima Cigarettes	NBC-139-½ (Oct.-Dec.)	169,618		
AMERICAN TOBACCO CO.			$4,318,658	$2,600,573	$2,506,141
"Your Lucky Strike" BBDO	Lucky Strike Cigarettes	CBS-165-2½ (Jan.-March)	384,223	148,015	
"The Big Story" Sullivan, Stauffer, Colwell & Bayles	Pall Mall Cigarettes	NBC-164-½	862,290	820,830	
"Jack Benny Program" (Eff. June) "Your Hit Parade On Parade" (Eff. Sept. 11) "Jack Benny" BBDO	Lucky Strike Cigarettes	CBS-180-½	960,080	823,144	
"Light Up Time" BBDO	Lucky Strike Cigarettes	NBC-163-1¼ (Sept.-Dec.)	932,150		
"Your Hit Parade" BBDO	Lucky Strike Cigarettes	NBC-164-½	880,065	808,584	
"Leave It to Joan" Lawrence C. Gumbinner	Roi-Tan Cigars	CBS-174-½ (Sept.-Dec.)	299,850		
PHILIP MORRIS & CO. LTD. INC.			$4,225,934	$3,844,044	$1,216,166
"Philip Morris Night With Horace Heidt" Biow Co.	Cigarettes & Tobacco	NBC-162-½ (Jan.-Aug.)	567,795	847,746	
"This Is Your Life" (Eff. June 21) "Hogan's Daughter" (Eff. Sept. 20) "This Is Your Life" Biow & Co.	Cigarettes	NBC-146-½	822,804		
"One Man's Opinion" Cecil & Presbrey	Cigarettes	ABC-215-25min. (Oct.-Dec.)	66,574		
"Ladies Be Seated" Cecil & Presbrey	Cigarettes	ABC-220-2H5min. (Oct.-Dec.)	340,851		
"Crime Photographer" Biow Co.	Cigarettes	CBS-150-½ (Aug.-Dec.)	362,064		
"Horace Heidt Show" Biow Co.	Cigarettes	CBS-172-½ (Sept.-Dec.)	297,684		
"Philip Morris Playhouse" Biow Co.	Cigarettes	CBS-148-½ (Jan.-July)	488,112		
"Against The Storm" Cecil & Presbrey	Cigarettes	MBS-363-1¼ (April-Oct.)	423,434		
"Kate Smith Sings" Cecil & Presbrey	Cigarettes	MBS-219-1¼ (Jan.-April)	216,262		
"Queen for a Day" Cecil & Presbrey	Cigarettes	MBS-388-1¼ (Jan.-Oct.)	670,354		
REYNOLDS, R. J., TOBACCO CO.			$3,777,544	$4,076,436	$1,418,333
"The Bob Hawk Show" William Esty Co.	Camel Cigarettes	CBS-162-½ (Jan.-June; Aug.-Dec.)	747,372	849,828	
"Jimmy Durante Show" William Esty & Co.	Camel Cigarettes	NBC-162-½ (Jan.-July; Oct.-Dec.)	645,171	229,446	
"The Vaughn Monroe Show" William Esty & Co.	Camel Cigarettes	CBS-163-½ (Jan.-Aug.; Oct.-Dec.)	818,124	646,833	
"Screen Guild Players" William Esty & Co.	Camel Cigarettes	NBC-162-½ (Jan.-June; Oct.-Dec.)	628,476	830,833	
"Cotton Bowl Football Game" William Esty & Co.	Camel Cigarettes & Prince Albert Tobacco	MBS-458-to concl. (1 time)	32,860	29,868	
"Grand Ole Opry" William Esty & Co.	Prince Albert Tobacco	NBC-159-½	842,541	816,492	
P. LORILLARD & CO.			$2,122,871	$1,164,420	$ 794,014
"Party Time" Lennen & Mitchell	Old Gold Cigarettes	ABC-21-¾ (April-July)	20,274		
"Original Amateur Hour" Lennen & Mitchell	Old Gold Cigarettes	ABC-199-¾	1,203,476		
"Stop the Music" Lennen & Mitchell	Old Gold Cigarettes	ABC-189-½	899,121		
RONSON ART METAL WORKS INC.			$1,143,928	$ 631,275	.....
"Twenty Questions" Grey Adv.	Ronson Lighters	MBS-486/CBC-½	880,429		
"Johnny Desmond Show" Grey Adv.	Lighters and Accessories	MBS-434-5min.	263,499		

Source: Publishers Information Bureau

* BROADCASTING estimate

Smoking Materials

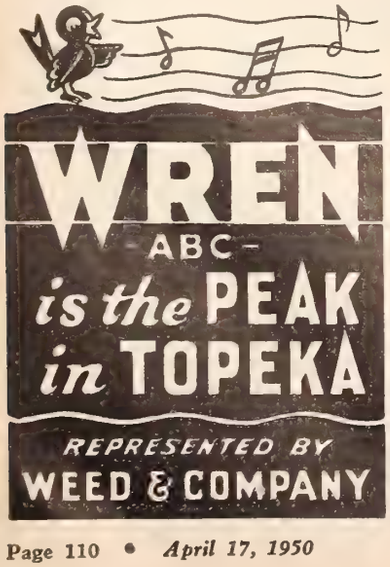
(Continued from page 108)

Yankee News Service three times a week on the full Yankee Network. P. Lorillard Co. is expanding the spot campaign for Old Golds, which in February used announcements and news programs on 18 stations.

To make American men more cigar conscious and to encourage women to buy cigars as gifts for their menfolk, the Cigar Institute of America is using three-color ads in the *Saturday Evening Post* during the first six months of this year, with individual cigar producers urged to back up these ads with their own advertising in all media.

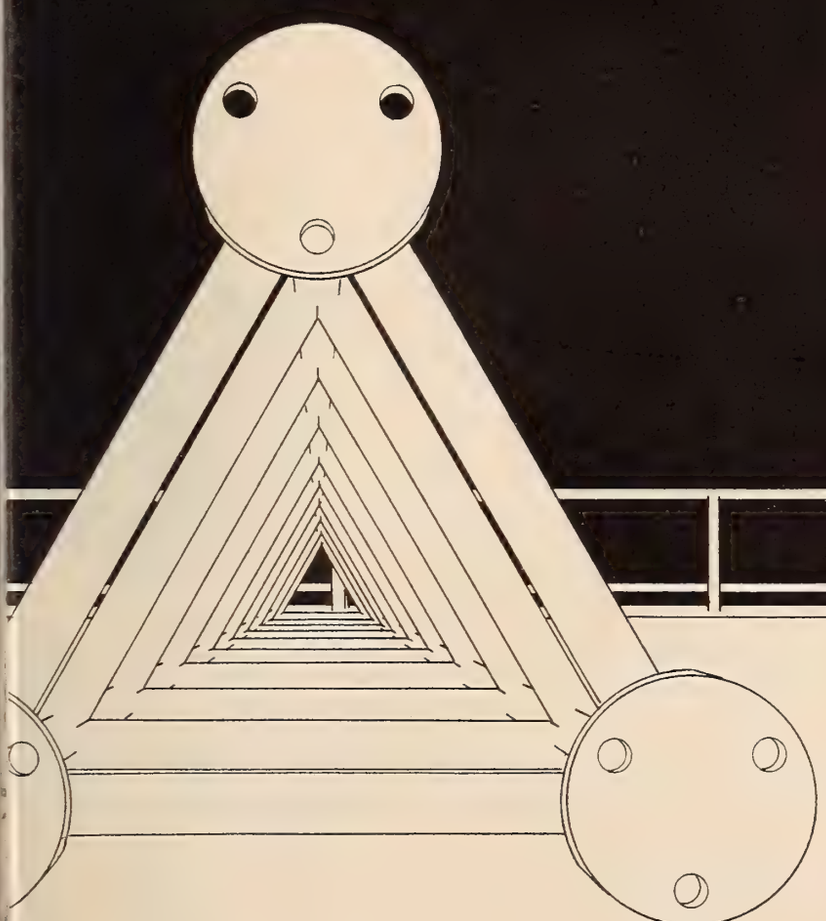
Broadcasters soliciting cigar business should find good sales arguments in surveys made last winter by The Pulse Inc. of two cigar-sponsored programs on WOR New York, showing the preference for the sponsor's products over other brands to be 3½ times as strong with listeners compared to non-listeners of one program, 4½ times as strong with listeners to the other. Surveys also showed audiences to these programs to include a larger-than-normal percentage of cigar smokers.

Need for strong cigar promotion is indicated by sales statistics. Last year some 5.6 billion cigars were smoked in the United States, only a slight decline from the 5.8 billion total for 1948, but a far cry from the 1920 record of nearly 10 billion.



CONTACT
McGILLVRA'S
N.A.B. HEADQUARTERS
at
STEVENS HOTEL

AM · FM · TELEVISION
TOWERS





STAINLESS, INC.

Plant—North Wales, Pa.
Export Office—13 E. 40 St. N.Y.C.
Western Office—Box 841—Phoenix, Ariz.

Class 24: . . . Soaps

PROCTER & GAMBLE Co. dominates network time purchases to advertise soaps, cleansers and polishes, its gross network time billings of $11,042,947 in 1949 totalling nearly five times those of B. T. Babbitt Inc., second network advertiser in this category. As a whole, the class fell 6.9% below its gross billings for 1948, dropping it from fourth to fifth rank among all classes of network advertisers for 1949. Competition, always high among the members of this group, is expected to increase during the coming year as a reorganized Lever Bros. Co., whose top executives are now overhauling its advertising appropriation allocation, is reportedly readying one or more detergents for introduction later this year.

Soaps, cleansers and polishes were advertised with network time last year by the following companies, in addition to those listed in the table: Armour & Co. (Chiffon Flakes), sponsoring *Hint Hunt* five 10-minute periods a week on CBS January-May and for a Saturday half-hour on CBS during November (using $291,921 worth of time at gross rates); Colgate-Palmolive-Peet Co. (Super Suds), *Blondie* for 30 minutes a week on CBS February-June ($378,444); Cudahy Packing Co. (Old Dutch Cleanser), *Nick Carter*, MBS weekly half-hour January-June, September - December ($490,257); Drackett Co. (Drano, Windex-Wax), *Star Time*, weekly quarter-hour, ABC January-July ($146,971); Faultless Starch Co., *Faultless Starch Time*, NBC Sunday quarter-hour ($65,660); Los Angeles Soap Co. (White King Soap), *Chandu*, MBS half-hour February-May ($5,421); Pacific Coast Borax Co. (20-Mule Team Borax and Boraxo), *The Sheriff*, 25 minutes, Friday, ABC ($584,720); SOS Co. (cleaning products), *Knox Manning, News*, five 15-minute periods a week on CBS Pacific January-February ($10,320), and *Mr. Information*, three five-minute periods a week, CBS Pacific January-August ($26,708).

Since the first of the year, B. T. Babbitt has dropped *Lora Lawton* and moved *David Harum* into the former serial's spot on NBC, 11:45 a.m.-12 noon, Monday through Friday, and has started a new program, *Nona From Nowhere*, on CBS, Monday-Friday, 3-3:15 p.m., time formerly occupied by *David Harum*. Other network programs of this class on the air in December continue as they were then.

Chemicals Inc. on April 3 started sponsoring the Frank Goss newscasts three times a week on CBS Pacific for Vano. On Don Lee, Los Angeles Soap Co. (White King soap) sponsors six 15-minute news periods a week. Gold Seal Co. is conducting a spring one-minute announcement campaign in 14 Midwest markets for Glass Wax, Park & Tilford (Tintex dyes) began its annual 10-week announcement campaign in March, with Best Foods (Rit dyes, Shinola) starting announcements in some 80 markets a month later, running from April to June. Griffin Mfg. Co., after a winter campaign for All-White shoe cleaner in Florida, has expanded the station list for its Shoe Lotion announcements, the campaign to continue until November.

At the local level, some 3[illegible] laundries and dry cleaners used network co-op shows on stations in their communities to advertise their services, with a half-dozen such establishments buying time on Transit Radio.

Spot's All-Time High

(Continued from page 64)

than was spent in the previous year.

Fourth ranking classification in the spot field was automotive, which includes Automobiles, Equipment and Accessories. These manufacturers spent an estimated net of $7,392,000 last year on spot advertising. On the networks their gross total was $6,718,766 for sixth place. The spot appropriation increased slightly while that for network time decreased.

As competition became keener in the gasoline and oil industry in 1949, these firms increased their net spot expenditures from $2.7 million in 1948 to over $5.5 million. This was approximately the same dollar volume as went to the networks in gross billings, although the group ranked ninth there as compared to fifth for spot. The dollar volume of network business decreased only slightly between the two years.

Advertisers of Jewelry, Optical Goods and Cameras placed over $4.5 million in net spot business for sixth place. This compares with $2,789,721 gross spent on the networks during 1949. The industry as a whole increased both its spot and network appropriations by several million dollars from 1948.

Retail Stores and Shops, which for obvious reasons did practically no network business, spent an estimated $4,144,000 in the spot field. Beer and wine advertisers also banked heavily on spot, placing over $3.5 million in 1949. This is compared to network gross expenditures of $1,344,746.

Advertisers of Toiletries, the second ranking network classification in dollar volume, spent just under $4 million net for spot in 1949. This ranked the Toiletries advertisers ninth in the spot field. On the networks they spent $29,370,134, about $2.7 million gross less than in 1948. Net expenditures in spot increased by approximately $2 million between 1948 and 1949.

Big users of network radio were the Smoking Material advertisers. This group spent $23,667,403 on the networks as compared to $3,360,000 in spots to place twelfth. Confectionary and Soft Drinks advertisers put over $9 million into radio advertising in 1949. Of this about $2.8 million went to spot and $6. million gross to the networks. Appropriations were decreased in both media from a combined total of about $12.7 million in 1948.

The adaptability of spot has made it a very valuable tool of certain product classifications which find

(Continued on page 129)

1926-1950

CHICAGO'S PIONEER GOSPEL STATION

WMBI

AM and FM

24 years of Christian broadcasting; originating over 250 programs a week.

Owned and operated by

MOODY BIBLE INSTITUTE
820 N. La Salle Street
Chicago 10, Illinois

ONE NOT H. R. 7310 TO FORGET



CLASS 24. SOAPS, CLEANSERS & POLISHERS

NETWORK (Gross)	1949	$19,334,813	SPOT (Net)	1949	$9,520,000*
	1948	20,767,870		1948	9,570,000
LEADING NETWORK ADVERTISERS	1939				

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
PROCTER & GAMBLE			$11,042,947	$11,414,637	$8,769,135**
"Welcome Travelers" Benton & Bowles	Ivory Snow, Soaps, Cleaners, Detergents, Shortening, etc.	ABC-199-1¼ (Jan.)	78,001		
"Rosemary" Benton & Bowles	Ivory Snow	CBS-69-1¼	555,164	509,744	
"Jack Smith Show" Dancer-Fitzgerald-Sample	Oxydol	CBS-84/CBC-1¼	1,459,588	1,367,619	
"Ma Perkins" Dancer-Fitzgerald-Sample	Oxydol	NBC-149/CBC-1¼ (Jan.-July)	488,178	611,862	
"Ma Perkins" Dancer-Fitzgerald-Sample	Oxydol, Spic & Span	CBS-110/CBC-1¼	697,160		
"Life Can Be Beautiful" Benton & Bowles	Spic & Span	NBC-151/CBC-1¼ (Jan.-June)	465,770	919,259	
"Welcome Travelers" Low Co. & Compton Adv.	Spic & Span, Drene	NBC-143-1¼ (July-Dec.)	415,413		
"Perry Mason" Benton & Bowles	Tide	CBS-114-1¼	725,588	650,634	
"Beulah" Dancer-Fitzgerald-Sample	Dreft	CBS-81/CBC-1¼	1,327,492	1,167,303	
"The Brighter Day" Dancer-Fitzgerald-Sample	Dreft	NBC-155-1¼ (Jan.-July)	460,839	876,441	
"Lorenzo Jones" Dancer-Fitzgerald-Sample	Dreft	NBC-146-1¼ (Dec.)	50,213		
"Welcome Travelers" Dancer-Fitzgerald-Sample	Dreft	NBC-143-1¼ (July-Dec.)	415,413		
"Road of Life" Compton Adv.	Duz	NBC-156/CBC-1¼ (Jan.-July)	490,473	938,236	
"The Guiding Light" Compton Adv.	Duz	CBS-86-1¼	616,355	600,016	
"Truth or Consequences" Compton Adv.	Duz	NBC-143-½ (Jan.-June; Aug.-Dec.)	714,015	620,511	
"What Makes You Tick?" Compton Adv. (Eff. July 11)	Ivory Flakes	CBS-82-1¼	632,092	234,207	
"The Brighter Day" "Red Skelton Program" Benton & Bowles	Tide	CBS-172-½ (Oct.-Dec.)	230,735	235,954	
"Life Can Be Beautiful" Benton & Bowles	Tide	NBC-150/CBC-1¼ (July-Dec.)	477,048		
"Red Skelton Show" Benton & Bowles	Tide	NBC-152-½ (Jan.-May)	284,187		
"Welcome Travelers" Benton & Bowles	Tide	ABC-201-1¼ (Feb.-July)	459,223		
Compton Adv.	Soaps, Cleaners, Detergents		$ 2,224,022	$ 2,032,183	$ 436,200
BABBITT, B. T., INC. "David Harum" Duane Jones Co.	Bab-O, Glim	CBS-55-1¼	874,781	859,831	
"Lora Lawton" Duane Jones Co.	Bab-O	NBC-135-1¼	1,349,241	1,172,352	
GOLD SEAL CO. "Meet the Missus" Campbell-Mithun Inc.	Glass Wax	CBS-16-½ (Jan.-May)	$ 1,521,304 14,868	$ 547,548	.....
"Arthur Godfrey Show" Campbell-Mithun Inc.	Glass Wax	CBS-173-1¼	1,506,436		
JOHNSON, S. C., & SON INC. "Fibber McGee & Molly (Eff. June 7) "King's Men" (Eff. Sept. 13) "Fibber McGee & Molly" Needham, Louis & Brorby	Wax & Allied Products	NBC-165/CBC-½	$ 917,748	$ 1,115,792	$ 589,330
LEVER BROTHERS CO. "Amos 'n' Andy" (Eff. June) "Call the Police" (Eff. Oct.) "Amos 'n' Andy" Guthrauff & Ryan	Rinso	CBS-150/CBC-½	$ 859,380	$ 806,546	$3,392,672**
AMERICAN HOME PRODUCTS CORP. "Front Page Farrell" John F. Murray Adv.	Aerowax, Kolynos	NBC-59-1¼	$ 768,990	.....	.....

Source: Publishers Information Bureau

**Also includes Toiletry product advertising in 1939.

* BROADCASTING estimate

Class 25: *Sporting Goods*

AS THE accompanying table of network advertising by this class shows, the manufacturers of sporting goods and toys who use radio nationally do so on a one-time, special event basis, rather than as regular sponsors week in, week out.

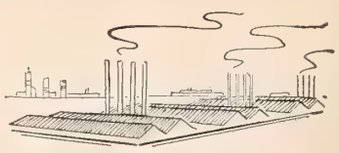
Wilson & Co., which in 1948 was the only network advertiser in this class, repeated in 1949 its sponsorship of two outstanding football games, the pre-season All Star game in August on Mutual and the final game of the professional football season in December on ABC, firmly implanting in the minds of listeners an identification of Wilson sporting goods with the first flight athletics. A. G. Spaulding & Bros. used a similar technique identifying its products with its program when it sponsored broadcasts of the Davis Cup matches last August for the second consecutive year over a special seven-station hookup.

Toy advertising comes most naturally in the pre-Christmas season, so it is not surprising that the three network advertisers of toys (shown on the table) all sponsored their one-time programs at that time, RCW Enterprises in November, the other two in December. Toy Productions of Hollywood also used radio on a spot basis at that season, sponsoring 10- and 15-minute recorded musical programs in eastern cities in a five-week radio campaign starting Nov. 7 for its Bugs Bunny and Porky Pig toys. RCW Enterprises also used 10-minute and quarter-hour programs on 60 stations in 30 markets in a five-week $250,000 pre-Christmas spot campaign in addition to its network broadcast.

But while Christmas is the time of most toy buying and giving, it is not the only time. Birthdays and other occasions for presents occur throughout the year and to publicize its products to this continuing market Faydrex Corp. is sponsoring a Sunday morning *Musical Varieties* program on the Don Lee

(Continued on page 114)

CONTACT
McGILLVRA'S
N.A.B. HEADQUARTERS
STEVENS HOTEL



BALANCE

IS THE

WORD



IN SPARTANBURG

. . . and WORD means coverage in the nation's best balanced section. Balance between and within industry and agriculture means *Piedmont Prosperity*.

Forty per cent of U. S. cloth comes from this area. In addition to textile mills, major industries include forest products, industrial machinery, textile and food processing. Cotton, peaches, cattle, milk and poultry give farmers year-round high income.

For sales to a quarter of a million people with a quarter of a billion dollar income—buy WORD. A word to Hollingbery buys it.

WDXY
10,000 Watts
FM Affiliate
ABC

WORD

SERVING THE HEART
OF THE PIEDMONT

SPARTANBURG, S. C.

● See HOLLINGBERY

CLASS 25. SPORTING GOODS & TOYS

	NETWORK (Gross)	1949	$106,623	SPOT (Net)	1949	$ 336,000*
		1948	81,469		1948	237,000
LEADING NETWORK ADVERTISERS		1939				

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
WILSON & CO. INC.			$ 90,581	$ 81,469	.....
"National Professional Championship Football Game" Ewell & Thurber Assoc.	Sporting Goods	ABC-260-to concl. (1 time)	27,807		
"All Star Football Game" Ewell & Thurber Assoc.	Sporting Goods	MBS-465-to concl. (1 time)	62,774		
RADIO OFFER CO. "Shoppers Special"; "Romantic Song Shop"; "Old, New, Borrowed Blue"; "On the Plaza" Huber Hoge & Son	Balloon Animal Toys	ABC-60-1 (1 time)	$ 6,749	.....	.....
RCW ENTERPRISES "Johnny On the Spot" Cowan & Whitmore Adv.	Circus Balloon Toys	ABC-242-5min. (1 time)	$ 4,969	.....	.....
FAYDREX CORP. "Hollywood 400 Presents Saddle Mountain Roundup"	Giant Balloons	MBS-348-1/4 (1 time)	$ 4,324	.....	.....

Source: Publishers Information Bureau

* BROADCASTING estimate

Class 26: . . . . Toiletries

NETWORK time sales to toiletry producers dropped nearly $3 million in 1949 from the 1948 level, a decline of 8.6%, but it still ranked second among all classes of advertisers using radio network time during the year, topped only by food advertisers. And—with a big question mark for Lever Brothers Co., whose top executives were engaged in a thorough overhauling of the company's advertising plans as this was being written—the outlook is good for a comparable volume of business from this class in 1950.

Gillette plans to continue its Friday night fight broadcasts indefinitely and to go on sponsoring radio coverage of every major sporting event it can get rights for. This includes the World Series and the All Star baseball games for this year and six years after that, Gillette having tied up those rights last November with a seven-year, million-dollar contract. And there are no signs that the makers of toilet soaps, dentifrices and other toilet goods are planning any wholesales exodus from radio as long as this medium goes on delivering them so many customers at so low a cost.

S. L. Mayham, executive vice president of the Toilet Goods Assn., has given BROADCASTING the following statement on the status of this industry and its advertising plans:

Equal 1948 Volume

"As nearly as can be determined at this early date, total sales of perfumes, cosmetics and toilet preparations during 1949 practically equalled the volume done by the industry in 1948. It should be pointed out, however, that this excellent showing was made possible only because of the progress made by the industry in the sale of new products during the last few years and still gaining rapidly in popularity. Of particular interest in this connection were increases of nearly 10% in the sales of home permanent wave preparations and an increase of about 15% in dentifrices due to the introduction of ammoniated dentrifrices, and a continuing increase in sales of shampoos of various types.

"Perfume business itself was probably down slightly and the general line of cosmetics also suffered slightly. Sales of expensive perfumes and especially gifts, were directly hampered by the 20% retail excise tax, the effects of which were felt for the first time in this industry during 1949. The early weeks of 1950 have not been good principally because of the announcement by the President that relief would be granted from the excise taxes. The day after this statement appeared in the press, purchases of all except the most essential products practically came to a standstill.

"We believe that in general, 1950 will be a good year. Much will depend upon the speed with which Congress acts on the excise tax and the extent of relief granted. If complete repeal could be accomplished quickly, we would anticipate a sharp boom in business which might make 1950 one of the top years in volume. If, however, relief from the tax is delayed and especially if only partial relief is given, we would anticipate difficult times for the industry during most of 1950.

Co-op Ads Up

"With respect to advertising, we believe some further curtailment in the national advertising budgets of many companies will take place but we look for an increase in the volume of cooperative advertising with local newspapers at local rates. As we have indicated in the past, radio advertising of toilet goods continues at a steady volume but radio advertising is not a medium that has been particularly successful in the sale of women's cosmetics and perfumes."

BAB might look into the cooperative advertising plans of toilet goods companies with an eye to getting the use of radio time as well as newspaper space included.

Second ranking class of network business, the advertisers of toiletries accounted for 15.6% of all network time sales during 1949. These advertisers, in addition to those listed in the table, were: Armour & Co., advertising Dial soap on *Stars Over Hollywood*, CBS Saturday half-hour, July-October (spending $60,813 for network time at gross rates); Beauty Factors Inc. (Insta Curl), *Meet the Stars*, Thursday five-minute spot on ABC January-March ($24,704); Block Drug Co. (Amm-I-Dent), started *Burns & Allen* on

(Continued on page 118)

Sporting Goods

(Continued from page 113)

network.

Some 15 sporting goods and toy retailers sponsor network co-op programs, Mutual's *Fishing & Hunting Club of the Air* being used by 10 of this group. Three also are included in the advertisers over Transit Radio facilities.

Record attendance at the American Toy Fair in New York last month and large orders placed by the 11,000 buyers at the fair led to predictions by industry leaders that this year's toy production will top last year's output of $300 million. Arthur M. Raphael, president of Toy Mfrs. of the United States of America, which sponsored the fair, said that orders for all types of toys were well ahead of the 1949 fair.

Retailers Good Prospects

Retailers with well-stocked toy stores or departments should be good prospects for sponsorship of juvenile programs on the stations in their localities.

Lionel Corp., maker of model trains and associated equipment, is 50 years old in 1950 and has appropriated the largest advertising budget in its half-century, $500,000. Media plans include radio.

Mr. Louis J. Nelson
Wade Advertising
Chicago, Illinois
Dear Louis:

Fellers like you is allus lookin' fer bright bizness spots. Well sir, Charleston, West Virginny — th' home town uv WCHS — is really one uv th' brighest in th' country! Jest seen a report on bizness conditions in th' Fifth Federal Reserve District, an' do yuh know what, Louis? Outen all th' cities in th' district — an' some of 'em is big ones, too — oney six showed a retail sales increase in January an' February over th' same two munts of 1949, an' Charleston wuz one uv 'em! Yessir, in spite uv th' long coal strike local retail bizness increased three per cent in arr department stores! Tnet's quite a record, Louis, an' jest think what thin's will be like now thet ever'one is back at work! Jest tho't I orta let yuh know since fellers like you wants ter place yer advertisin' whur it'll sell th' most fer yuh, an' with bizness reports like this, yuh jest cain't overlook WCHS!



Yrs.
Algy

WCHS
Charleston, W. Va.

13 years . . . 10 months . . . 14 days!

(June 3, 1936 to April 17, 1950)

"An Analysis of Advertising" . . . over W S P R shows direct and solid liaison between advertiser and consumer in the rich market of Western New England.

W S P R

Springfield (Basic ABC) Massachusetts

Represented by: Geo. P. Hollingbery Co. Bertha Bannan, Boston

1000 watts fulltime

CLASS 26. TOILETRIES & TOILET GOODS

NETWORK (Gross) 1949 $29,370,134 1948 32,145,225 1939

SPOT (Net) 1949 $3,920,000* 1948 1,878,000

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week	1949	1948	1939
LEVER BROTHERS CO.			$4,580,221	$2,994,871	$ 603,400
"Big Town"	Lifebuoy Soap	NBC-134-½	833,808	225,369	
Sullivan, Stauffer, Colwell & Bayles					
"Bob Hope"	Swan Soap	NBC-153/CBC-½ (Jan.-June; Sept.-Dec.)	667,251	714,661	
BBDO					
"Junior Miss"	Pepsodent Toothpowder	CBS-167-½ (Jan.-Feb.)	77,322	218,904	
Needham, Louis & Brorby					
"Junior Miss"	Pepsodent Toothpaste	CBS-169-½ (Oct.-Dec.)	114,008		
Needham, Louis & Brorby					
"My Friend Irma"	Pepsodent Toothpaste	CBS-176/CBC-½ (Jan.-June; Aug.-Dec.)	665,482	567,431	
Wade, Cone & Belding					
"Lux Radio Theatre"	Lux Toilet Soap & Lux Flakes	CBS-176/CBC-1 (Jan.-June; Aug.-Dec.)	1,348,679	1,230,710	
J. Walter Thompson Co.					
"Winner Take All"	Rayve Home Permanent Wave	CBS-165-1¼ (Feb.-Aug.)	605,374		
J. Walter Thompson Co.					
"Junior Miss"	Rayve Home Permanent Wave	CBS-167-½ (March-Oct.)	216,484		
Needham, Louis & Brorby					
"Junior Miss"	Rayve Shampoo	CBS-167-½ (May-June)	51,813		
Needham, Louis & Brorby					
GILLETTE SAFETY RAZOR CO.			$3,858,294	$6,262,539	$ 93,577
"Gillette Fights" (Eff. Sept. 9) "Friday Night Fights"	Razors, Blades, Shaving Cream	ABC-237/CBC-1 (Jan.-June; Sept.-Dec.)	652,735	805,365	
Maxon Inc.					
"Sports Events" (Baseball, racing, football, etc.)	Razors, Blades, Shaving Cream	CBS, ABC, MBS	435,722	444,319	
Maxon Inc.					
Toni Division:					
"Give & Take"	Toni Creme Shampoo, Home Permanent Wave	CBS-149-½	439,518	421,632	
Wade, Cone & Belding					
"This Is Nora Drake"	Toni Creme Shampoo, Home Permanent Wave	CBS-155-1¼	1,400,764	907,796	
Wade, Cone & Belding					
"This Is Nora Drake"	Toni Home Permanent	NBC-158-1¼ (Jan.)	78,129	1,319,473	
Wade, Cone & Belding					
"Crime Photographer"	Toni Creme Shampoo, Permanent Wave	CBS-149-½ (Jan.-July)	497,843	649,914	
Wade, Cone & Belding					
"Arthur Godfrey"	Toni Home Permanent, Creme Rinse	CBS-168-37½min. (Oct.-Dec.)	153,900		
Wade, Cone & Belding					
"Ladies Be Seated"	Toni Home Permanent, Creme Rinse	ABC-231-¾ (Jan.-March)	199,683	1,176,916	
Wade, Cone & Belding					
COLGATE-PALMOLIVE-PEET CO.			$3,499,560	$3,701,001	$2,749,733
"A Day in the Life of Dennis Day" (Eff. Oct.)	Dental Cream & Palmolive Soap	NBC-144-½ (Jan.-June; Oct.-Dec.)	520,702	659,530	
"The Judy Canova Show"	Palmolive Shave Cream				
Ted Bates					
"Blondie"	Colgate Dental Cream, Super Suds	NBC-153/CBC-½ (Jan.)	68,808	220,038	
William Esty Co.					
"Sports Newsreel of the Air"	Shave Cream, Brushless Shave Cream, Rapid Shave Cream	NBC-139-¼	548,184	423,488	
Sherman & Marquette					
"Your Stand In"	Halo Shampoo				
"Mr. and Mrs. North"	Halo Shampoo, Colgate Dental Cream	CBS-8-1¼ (March-Dec.)	57,810		
Sherman & Marquette	(Eff. Oct.) Halo Shampoo, Palmolive Shave Cream	CBS-151-½	873,297	763,386	
"The Judy Canova Show" (Eff. Aug. 27)	Halo Shampoo, Palmolive Shave Cream	NBC-144-½ (Jan.-June; Aug.-Dec.)	599,167	476,825	
"A Day in the Life of Dennis Day"	Halo Shampoo, Dental Cream				
Ted Bates & Co.	Palmolive Soap, Lustre Creme Shampoo, Colgate Dental Creme	CBS-152/CBC-½	831,392	215,147	
"Our Miss Brooks"					
Ted Bates & Co.					
PROCTER & GAMBLE CO.			$3,729,369	$5,290,477	.....
"Pepper Young's Family"	Camay Soap	NBC-153/CBC-1¼	945,884	927,854	
Pedlar & Ryan					
"Lowell Thomas"	Ivory Soap	CBS-78-1¼	1,073,635	1,424,078	
Compton Adv.					
"Perry Mason"	Ivory Soap	CBS-12-1¼ (Jan.-Feb.)	5,491		
Compton Adv.					
"Right To Happiness"	Ivory Soap, etc.	NBC-152/CBC-1¼	940,684	924,303	
Compton Adv.					
"Big Sister"	Ivory Soap, Drene, etc.	CBS-93/CBC-1¼	705,776	701,534	
Compton Adv.					
"The F. B. I. in Peace & War"	Lava Soap	CBS-149-½ (Jan.-June; Sept.-Dec.)	720,228	703,830	
Wiley Co.					
"Life of Riley"	Prell	NBC-139-½ (Jan.-May)	277,905	608,878	
Benton & Bowles					
BRISTOL-MYERS CO.			$2,023,458	$2,101,045	$1,141,548
"Break the Bank"	Ipana, Sal Hepatica, Mum, Vitalis, Minit-Rub, Benex, Ammen	ABC-224-½ (Jan.-Sept.)	607,494	770,003	
Doherty, Clifford, & Shenfield					
"Duffy's Tavern" (Eff. July 6) "Henry Morgan" (Eff. Oct. 5) "Break the Bank" Doherty, Clifford, & Shenfield	Vitalis, Trushay, Mum	NBC-163-½	707,982	666,097	
"Mr. District Attorney"	Ipana & Sal Hepatica	NBC-163-½	707,982	664,945	
Young & Rubicam					
AMERICAN HOME PRODUCTS			$1,731,430	$1,571,681	.....
"Mr. Keen, Tracer of Lost Persons"	Kolynos, Anacin	CBS-151-½	847,041		
John F. Murray Adv. Agency					
"Romance of Helen Trent"	Kolynos, and others	CBS-166-1¼	884,389		
John F. Murray Adv. Agency					

Source: Publishers Information Bureau

* BROADCASTING estimate

Covering

Vacationland

WEAV

1 Get the facts on how WEAV has sold for many national advertisers in the North-Country's vacationland.

2 Learn how local prestige has made WEAV the most listened-to station in this rich area.

3 Buy the program that's styled for your product from hillbilly to highbrow—and anything in between. You'll find it on . . .

WEAV

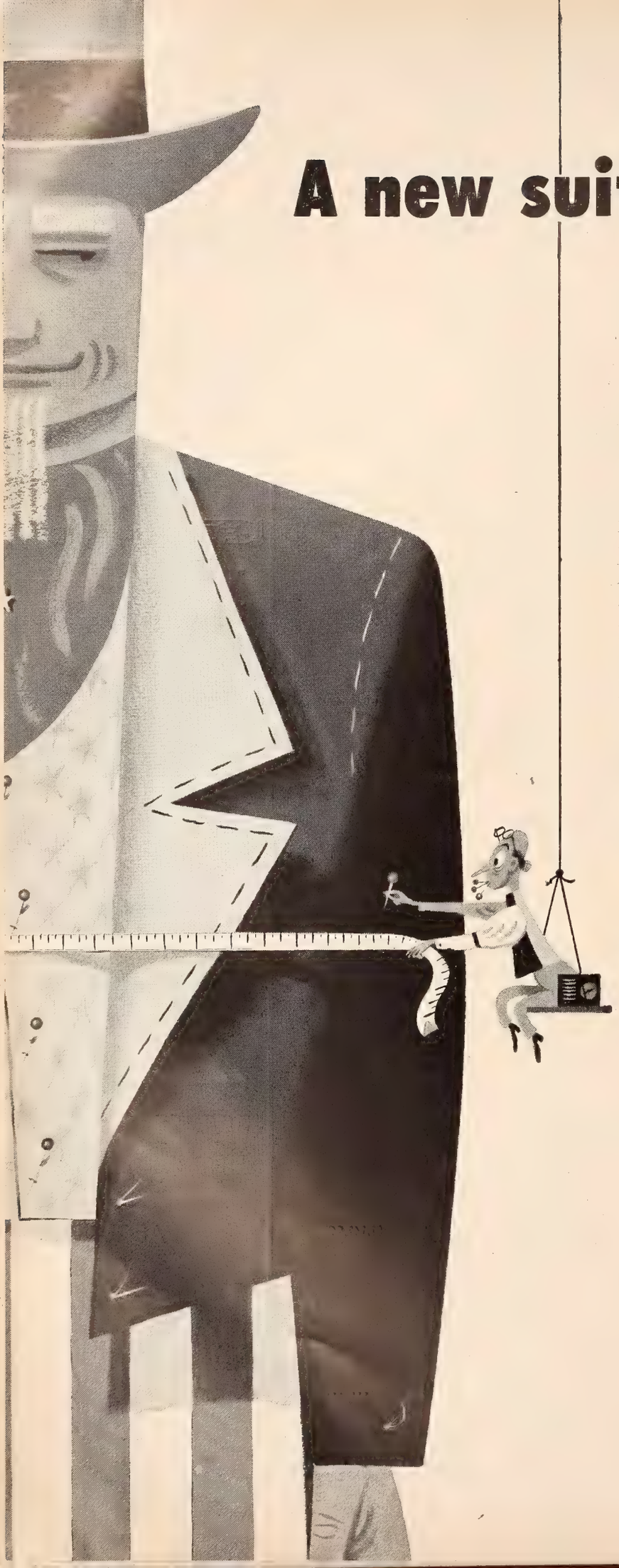
ABC

1000 w — 960 kc

Plattsburg, New York

Joseph Hershey McGillvra
Nat. Rep.

A new suit of statistics fo



This month, all across the land, 140,000 Censu Enumerators are ringing doorbells . . . count ing people, incomes and radios . . . measurin America for size.

They will find a colossus — bigger than eve before. Busier, lustier, richer.

Clearing many hurdles, they will discover wha research men already know:

that our population is now over 150,000,00 which is 20,000,000 more than in 1940

that we now number 43,000,000 families — nearly 7,000,000 more than 10 years ag

The Census-Takers will learn — that our fam ilies in 1950 have an average real income of $2,647 — a ten-year increase of 21%; that our savings total a staggering $12,000,000,000.

And another fact: our whole standard of living has gone up, with 71% driving autos; 71% of our families now owning refrigerators; and 61% having washing machines.

New suit for Radio, too

The enumerators will re-discover another giant — 95% as big as America. And that's Radio — with its fabulous influence on the lives of our people. Here are more facts that will be confirmed:

that there are today 40,700,000 radio fam-

Uncle Sam

ilies (in 1940 there were only 28,500,000) that 41% of them have more than one radio, so that today our people own some 86,000,000 sets, including those in cars and the portables you see everywhere.

The Census-Takers will learn too, if they ask, that more people are listening *more* to their radios today. *Everybody* — greybeards and grown-ups, teenagers and tots. City and small town and farm people.

Where the average family used to spend less than 3½ hours per day listening — now it's 4 hours and 44 minutes. And at any hour between 6:00 and 10:00 in the evening you'll find 34,700,000 people happily giving their attention to the endless parade of programs on the air.

If you are a national advertiser

If you are a manufacturer of products or services people want and buy — this Census will put new emphasis on two facts basic to your business:

America is a bigger, richer and more rewarding market-place for you than ever before

To sell the millions who are this market, you can have no medium bigger, more powerful, more economical than network radio.

(Incidentally you will notice that radio is the only major advertising medium included in the Big Count.)

And these two facts will bring to your mind, inevitably and immediately, *America's No. 1 Network — NBC.*

Like America, NBC has grown. It is bigger, busier, more economical than ever before —

Bigger — The stations of the NBC network have the largest combined weekly audience in all America — larger than any other network, larger than any other advertising medium — according to radio's own census, the Broadcast Measurement Bureau.

Busier — NBC is selling more products and services for advertisers, day and night — and in 1949, advertisers invested more money in NBC than in any other network.

More Economical — Reaching more people, selling more goods — you'd think NBC would cost more. The opposite is true. NBC today costs considerably less per 1,000 homes reached than it did ten years ago — and NBC today reaches more people at lower cost than any other national advertising medium including the other networks.

Now, more than ever, to sell America you need...

NBC *America's No. 1 Advertising Medium*

A service of Radio Corporation of America

Toiletries

(Continued from page 114)

CBS for a weekly half-hour in September ($253,050); Campana Corp. (all products) had *First Nighter* on CBS a half-hour a week January-October ($523,716) and *Solitair Time* all year on NBC 15 minutes a week ($101,764); Carter Products had Jimmie Fidler on MBS for a weekly quarter-hour January-June for Arrid ($139,458) and in October began promoting this product with *Sing It Again* 15 minutes a week on CBS ($124,412).

Chamberlain Labs.

Chamberlain Labs in December started John B. Kennedy in a weekly five-minute newscast on Mutual ($10,670); Chesebrough Mfg. Co. sponsored *Little Herman* on ABC 30 minutes a week January-July for various toiletries ($380,418) and *Dr. Christian* all year on CBS a half-hour weekly ($873,078); Conti Products (shampoo) sponsored *Yours for a Song* on Mutual 25 minutes a week January-May ($67,070); Eversharp Inc. (razors, blades, pens, pencils) sponsored 15-minutes of *Stop the Music* on ABC January-September ($365,533); "42" Products wound up its use of Bob Garrod's news program on CBS Pacific with a single January broadcast ($509); Grove Labs (Fitch hair tonic, shampoo, 4-Way cold tablets) sponsored *The Shadow* on MBS September-December 30 minutes each Sunday ($122,652).

Illinois Watch Case Co. (compacts, etc.) sponsored Groucho Marx's half-hour quiz show on ABC January-May ($288,870), moving it to CBS in the fall ($222,768); Andrew Jergens Co. continued Louella Parsons' *Jergens-Woodbury Journal* 15 minutes weekly on ABC through the year ($602,342); Lee Pharmacal Co. used a quarter-hour of Arthur Godfrey's morning program five times a week on CBS May-September for Spray-A-Wave ($401,084); Manhattan Soap Co. had *Front Page Features* three quarterhours on CBS Pacific January-July ($45,082); and *We Love and Learn* five quarter-hours a week on NBC all year long ($1,394,150); Murine Co. sponsored John B. Kennedy's Saturday evening five-minute newscast on MBS September - December ($69,250); Noxzema Chemical Co. sponsored Gabriel Heatter's MBS newscasts for 15 minutes each Monday all year ($336,194).

R. B. Semler Inc. (Kreml) sponsored Mr. Heatter two quarter-hours weekly on MBS through 1949 ($461,796); Sterling Drug used *Manhattan Merry-Go-Round,* Sunday half-hour on NBC in January-February for Dr. Lyons dentifrices ($118,598) and *Backstage Wife,* Monday-Friday quarter-hour, on NBC all year for various toiletries ($872,226); Wildroot Co. used *Meet the Missus* on CBS Pacific two quarter-hours a week, January-June ($24,182) and *Adventures of Sam Spade,* weekly half-hour, January-September on CBS ($667,180) and September-December on NBC ($227,926).

All network advertising of this group that was on the air in December continues into 1950, except Murine Co., Chamberlain Labs and Illinois Watch Case, which concluded their network programs the end of 1949. New network business this year includes: Colgate-Palmolive-Peet Co., returned to daytime radio after a long absence, now sponsoring *Strike It Rich* on CBS five afternoon half-hours a week; Gillette Safety Razor Co. (Toni Division) has dropped its share of the morning Godfrey show and now is sponsoring a five-minute noontime beauty-fashion program across the board on ABC; Manhattan Soap Co. (Sweetheart Soap) has added Frank Goss's newscasts three days a week on 15 CBS Western stations; Shulton Inc. sponsors *High Adventure* a half-hour a week on NBC for its toiletries; William R. Warner Co. has taken over sponsorship of Walter Winchell's Sunday evening period on ABC for Hudnut home permanent. Gillette sponsored broadcasts of two New Year's Bowl games, Sugar Bowl on ABC and Rose Bowl on CBS.

On West Coast

Murine Co. currently sponsors five 15-minute periods of *Breakfast Gang* a week on Don Lee, with Chamberlain Labs taking the sixth broadcast; and Wildroot Co., sponsors the weekly half-hour *What's the Name of That Song?* on this West Coast regional network. Murine also has returned to spot radio with a campaign of announcements starting in February in more than 100 markets for Murine Eye-Wash. Last fall Wildroot started a *Barbershop Harmonies* series on more than 100 Keystone Broadcasting System stations in the South and Southwest.

Colgate-Palmolive-Peet Co. in January started a 39-week spot campaign for Palmolive Soap in more than 150 markets using one-minute announcements; Grove Labs last month began using announcements in some 60 markets for Fitch Shampoo; Procter & Gamble Co. this month began using announcements for Ivory soap in about 60 cities. Sales Affiliates Inc. is adding two markets—Lincoln and Grand Island, both Nebraska—to the nine in which the company uses *Adventures of Maizie,* M-G-M transcribed weekly series, for Zotos Fluid Wave, with further expansion anticipated in the fall. Manhattan Soap Co. this week begins use of 15 announcements a week on Transit Radio systems in six markets.

WMAW CLEARED
In FCC Initial Decision

INITIAL decision to grant WMAW Milwaukee a license to cover its construction permit for 5 kw full-time on 1250 kc, directional, has been reported by FCC.

Hearing Examiner Basil P. Cooper ruled that no evidence was found to support charges that the station had misrepresented its actual ownership to the Commission or that the application filed in late 1944 constituted a means whereby Herbert E. and Myrtie D. Uihlein "sought to carry out a partnership agreement entered into with George E. Inghram in early 1944."

Although in certain instances reports of changes in the organization were not filed within the required 30 days, Examiner Cooper found that all changes have been reported to FCC and the late filing "cannot be attributed to an intent on the part of the corporation to deceive the Commission or conceal material facts."

Muzak in 45 rpm Field

ENTRY into the 45 rpm record field has been announced by Muzak Corp.'s transcription division. Now available to the trade are complete facilities for recording, processing and pressing, the firm stated. The service, it was announced, will be in addition to, and in conjunction with, operations in the transcription, and standard and microgroove phonograph record manufacturing field.

MAKE NO MISTAKE—

Virginia's First Market is

NORFOLK-PORTSMOUTH-NEWPORT NEWS!

★ No. 1—Retail Sales, Food, Drugs, Furniture

★ No. 1—Effective Buying Income

★ No. 1—Population

★ No. 1—General Economic Stability, 1949 compared to 1948

★ See Sales Management "Survey of Buying Power", out May 10th!

Get more for your money in this big, rich market . . . Get results instead of broad claims . . . Cover this market from the INSIDE—the only successful way to reach Tidewater Virginia's 150,000 radio families!

GET WISE ABOUT NORFOLK—ASK RA-TEL FOR THE FULL, THE NEW STORY OF . . .

WSAP 5000 watts

DAY & NIGHT ★

★ CP, 1350 kc

PORTSMOUTH, VIRGINIA

Modern Studios in Portsmouth and Norfolk

B. WALTER HUFFINGTON, General Manager

Gates *has it*

IF IT IS FOR A BROADCASTING STATION

GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

Class 27: . . . . Travel

TRANSPORTATION, travel and resort advertising is not a major item of radio revenue. One account, the institutional Monday evening series on NBC of the American Assn. of Railroads, accounted for more than 90% of this group's network purchases last year. Hotel and resort advertising is usually seasonal and pretty much localized and —let's face it—newspapers are the traditional medium for this type of advertiser and with a few notable exceptions radio has not swung much of this business to the airwaves.

Forty-five states have tourist promotion bureaus with advertising budgets to use in attracting visitors within their boundaries, yet in 1949 BROADCASTING had only one report of any state using radio for the purpose. Admittedly our records are incomplete on localized campaigns, but if there had been any great volume of state advertising on the air it seems likely that it would have been reported.

Canadian Ads

The Canadian Government at the last minute last year allocated $35,000 of its million-dollar travel promotion budget to American radio, after Maurice B. Mitchell, director of BAB, had registered an emphatic protest against early plans to buy space but to solicit free time. This year Mr. Mitchell has already submitted plans to the Canadian Travel Bureau for a $200,000 announcement campaign in United States stations.

A half-dozen transportation services are among the regular users of spot radio: Trans World Airlines, which last year spent roughly $250,000 for announcements on 36 stations in 11 cities; New York Central Railroad, using announcements in 15 cities; Northeast Airlines, currently with announcements on nine stations in a continuing campaign which used up to 15 stations at the peak of the summer travel season; United Airlines, using four stations; Florida Greyhound Lines, sponsoring an ABC co-op program, Elmer Davis's news commentary, on five Florida stations; Union Pacific Railroad, using programs on two Los Angeles stations. A number of suburban railroad and bus lines use radio consistently in the cities they serve.

Travel agencies occasionally use time on the air to promote foreign travel, particularly guided tours such as the tours to Rome this Holy Year organized by American Express-Catholic Travel League, which is using both English and foreign language stations in major markets to secure members for the pilgrimages to Rome being conducted by Catholic prelates.

While the travel field is probably not destined ever to become a large entity in radio advertising, it seems as if it could contribute a lot more business than it has to date if it were properly cultivated. Six sponsors of network co-op shows, not including the five Florida station broadcasts sponsored by Florida Greyhound Lines, and seven users of Transit Radio indicate a total local volume too low even for this class.

CLASS 27. TRANSPORTATION, TRAVEL & RESORTS

		NETWORK (Gross)	1949	$1,075,169	SPOT (Net)	1949	$1,680,000*
			1948	333,616		1948	842,000
			1939				

LEADING NETWORK ADVERTISERS

Advertiser, program and agency	Product	Network No. of Stations Hours per Week.	1949	1948	1939
ASSOCIATION OF AMERICAN RAILROADS			$990,961	$298,560	.....
"The Railroad Hour" Benton & Bowles	Institutional	ABC-268-½ (Jan.-Sept.)	776,344		
"The Railroad Hour" Benton & Bowles	Institutional	NBC-163-½ (Oct.-Dec.)	214,617		
UNITED STATES FREIGHT CO.			$ 63,048	$ 31,200	.....
"American Forum of the Air" Raymond R. Spector Inc.	Institutional	MBS-12-½ (Jan.-May)			
GREYHOUND CORP. (Pacific)			$ 21,160	$ 3,856	.....
"Romance of the Highways" Beaumont & Hohman Inc.	Bus Transportation	ABC-10-¼			

Source: Publishers Information Bureau

* BROADCASTING estimate

The QUA in WQUA means QUAlity Service and QUAntity Audience among the 225,000 People in the QUAd Cities

DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE

WQUA FULL-TIME MUTUAL

RADIO CENTER MOLINE, ILL.

Class 28:.... Miscellaneous

THIS FINAL category is not so much a class of advertising as it is a catch-all, picking up advertising of art dealers and unions, political parties and religious organizations, pet foods and real estate.

Network advertisers from this mixed group during 1949, in addition to those shown in the table, included: Ace Markets (art dealers), sponsoring *Songs by Great Singers* on MBS 15 minutes a week January-March ($20,488 in gross time costs); American Bird Products (bird food), *American Radio Warblers*, weekly half-hour on MBS January-April, October-December ($23,554); Armour & Co. (Dash Dog Food), *Hint Hunt* on CBS five quarter-hours in April, one half-hour in August ($22,633); Carnation Co. (Friskies Dog Food), Elmer Peterson's newscasts three quarter-hours a week on NBC Pacific May-December $56,-166); CIO Textile Workers 10th anniversary program, ABC one-timer ($11,184); CIO United Steel Workers, sponsoring Philip Murray, CIO president, in a talk on the steel strike, on ABC ($11,740); Dawn Bible Students Assn., *Frank & Ernest*, ABC Sunday quarter-hour starting in October ($48,757); First Church of Christ Scientist, quarter-hour weekly religious talks on MBS ($51,827).

G. F's Dog Food

General Foods Corp. (Gaines Dog Food), *Juvenile Jury*, Mutual half-hour weekly program, January-June, October-December ($243,607); Institute of Religious Science, *This Thing Called Life*, weekly half-hour on MBS starting in October ($6,240); Lewis Food Co. (dog & cat food), *Free for All*, CBS weekly half-hour January-June ($23,280); Maritime Milling Co. (Hunt Club Dog Food), news five minutes a week on CBS starting in September ($21,580); also *Confidential Closeups* on NBC 15 minutes a week starting in September ($45,764).

John Morrell & Co. (Red Heart Dog Food), *Lassie* quarter-hour weekly drama on NBC January-May, September-December ($220,-860); National Council of the Protestant Episcopal Church, *Great Scenes from Great Plays*, weekly half-hour on MBS January-February ($128,874); Radio Offer Co. (novelty), five one-time programs on MBS in December ($8,962); Southern Baptist Convention, *Baptist Hour*, Sunday half-hour on ABC starting in October ($59,544); political broadcasts, chiefly in connection with the 1949 gubernatorial and senatorial race in New York State ($56,574).

AFL Campaign

Since the first of the year, American Federation of Labor has embarked on an institutional campaign on 163 MBS stations across the country, sponsoring Frank Edwards' 15-minute newscast from Washington five nights a week. United Electrical Workers has discontinued its weekly quarter-hour news period on ABC. In January the Communications Workers of America bought 15 minutes on ABC for a talk by their president, J. A. Beirne, and in February ABC sold another 15-minute spot to CIO for a speech by the union's national president, Philip Murray.

Amalgamated Clothing Workers Union (CIO) has started sponsorship of ABC's *Town Meeting of the Air* (network co-op) on WJZ New York, first use of radio in the union's campaign for "union label" suits. Plans for extended use of radio, also TV, will be presented at

(Continued on page 121)

HERSON SURPRISE
Solons Quiz NBC Interviewer

WHEN Bill Herson, NBC Washington veteran personality who chats informally with Congressmen each Saturday morning on the network, arrived at the Congressional Hotel to conduct his show on April 1, he was surprised.

Mr. Herson, who has been conducting *Coffee in Washington* on WRC-NBC each morning for the past five years, had planned to interview Rep. James Morrison (D-La.). Instead, he found that the tables had been turned on him. Over 100 senators and representatives had gathered secretly to honor Mr. Herson as their guest.

So, Mr. and Mrs. Herson took their places at the head table as featured guests. Then the solons turned the interview tables and began asking Mr. Herson questions he usually has posed—about home life, hobbies, past experiences, etc. "I'm the most honored man in Washington today," Mr. Herson announced to his cheering hosts. Plans for the affairs were made by Rep. Percy Priest (D-Tenn.), who celebrated his birthday on the broadcast, and Rep. Reva Bosone (D-Utah.)

Spot in '49

(Continued from page 69)

	J.	F.	M.	A.	M.	J.	J.	A.	S.	O.	N.	D.
Supplee-Wills-Jones Milk Co.	..	..	5	5	6	4	4	4	4	..	..	..
Sunrise Meats	3	3	3	3	3	2	2	2	1	1	1	1
Sure-Jell	..	..	..	..	9	9	9	9	..	..	..	..
Swansdown Cake Flour	..	..	..	19	19	19	19	19	19	19	19	19
Swansdown Devil's Food Mix	..	..	..	..	..	..	..	..	17	..	..	..
Swansdown Instant Mix	..	26	9	116	10	3	5	5	5	3	3	3
Swel	..	..	..	..	..	..	..	..	..	..	3	3
Swift & Co.	..	..	..	..	..	..	..	..	..	26	26	9
Swift's Ice Cream	45	45	45	45	45	45	45	45	45	44	79	79
Tavol	4	4	4	4	4	4	3	3	10	11	11	11
Teddy's The House of Sea Food	..	..	..	..	..	3	3	3	2	2	2	2
Tenderay Beef	24	24	24	24	24	24	24	24	24	24	24	24
Tip-Top Bread & Cakes	113	119	110	106	106	108	112	116	117	113	114	109
Union Biscuit Co.	10	..	..	..	..	..	..	..	..	..	..	..
Van Camp's Chili Con Carne	12	12	12	12	13	13	13	..	..	..	..	..
Van Camp's New England Style Beans	12	12	12	12	13	13	13	13	13	13	13	14
Van Camp's Tenderoni	12	12	12	12	13	13	13	..	..	..	..	..
Westchester Brand Deviled Chicken	..	..	..	12	12	12	12	13	13	13	13	13
Western Md. Dairy Products	1	3	3	3	3	4	4	4	4	4	4	4
Wheaties and/or Bisquick	83	83	87	88	98	102	103	106	106	51	51	49
White Ring Flour	9	9	2	*	*	*	*	*	*	*	*	*
Wonder Bread	116	116	116	116	116	116	116	116	116	116	116	117
X-Pert Cake Mix	13	13	13	1	1	..	..	..	..	..	..	..
LAUNDRY SOAPS & CLEANERS												
Dif Hand Cleaner	1	3	2	2	2	2	1	1	1	2	1	1
Disho	..	..	..	..	..	..	..	..	..	6	6	6
Johnson's Glo-Coat	..	6	6	6	6	6	6	6	6	6	6	6
Johnson's Glo-Coat	..	..	1	1	1	1	1	1	1	..	..	..
Lysol	6	6	1	1	..	..	..	..	..	..	..	..
Oakite	26	25	23	17	19	6	2	1	16	17	16	16
Swift's Cleanser	..	7	7	7	6	6	..	..	..	..	..	..
Tag Soap	1	1	1	1	1	1	1	1	2	6	6	6
Vano Household Cleanser	7	7	7	7	7	2	2	2	2	..	..	..
Werx Soap	1	1	1	1	1	1	1	1	2	6	6	6
PUBLICATIONS												
Colliers Magazine	116	141	139	147	150	150	..	..	..	..	..	..
The Reporter, Inc.	..	..	..	28	..	..	..	..	..	..	..	..
RETAIL												
A & P Food Stores	3	3	3	3	3	3	3	2	2	..	..	..
Colonial Stores	..	..	24	24	24	24	25	25	25	..	..	..
Grand Union Food Stores	2	..	..	..	..	..	..	..	..	..	..	..
Kay Jewelry Co.	2	2	2	2	2	..	..	..	..	..	..	..
Red Owl Food Stores	..	..	6	6	..	..	..	..	..	..	..	..
Lee, H. D., Co., Inc.	2	2	2	*	*	*	*	*	*	*	*	*
Schrafft's	1	1	1	1	1	1	1	1	1	2	2	..
Sears Roebuck & Co.	..	..	..	..	..	..	..	..	..	..	7	..
Smith's Store (San Francisco)	1	1	1	1	1	..	..	..	..	..	..	..
White Tower Restaurants	..	12	15	13	13	5	2	2	2	2	3	..
TOILET REQUISITES												
Actifoam Cream Shampio	..	..	..	..	..	..	..	..	..	1	1	..
Barbasol	1	11	32	32	22	1	1	..	..	..	..	..
Chap Stick	..	..	..	..	..	..	..	..	..	..	..	..
Doeskin Products	..	..	..	..	..	..	20	20	16	16	16	16
Durham-Enders Razors	1	1	..	..	..	..	..	..	..	..	..	..
Fleet's Chap Stick	1	1	..	..	..	..	..	..	..	..	..	..
Gem Blades	4	4	4	2	..	..	..	..	..	..	..	..
Kranks Shavekreem	30	30	30	30	..	..	..	..	..	..	..	..
Pears Soap	..	..	..	..	1	1	1	1	1	1	1	..
Rolls Razor	..	..	..	..	..	..	..	..	..	..	7	..
Silver Star Blades	3	3	4	4	1	2	2	2	7	7	7	..
Silver Star Blades—Whiz Pak	..	..	..	..	..	..	..	..	..	47	49	..
Trol Hair Tonic	..	..	..	..	..	..	..	1	1	1	1	..
Woodbury Facial Soap	2	2	2	2	2	2	2	2	2	2	2	..
Yes Tissues	8	4	4	3	..	..	..	..	..	..	..	..
Zemo	..	..	..	..	..	..	..	..	..	3	3	..
MISCELLANEOUS												
Adler Shoes	1	..	..	..	..	..	..	..	..	..	..	..
Air France	..	..	..	..	..	..	..	..	..	..	2	..
Alcoa (Farm Roofing)	..	..	..	..	..	..	..	15	12	3	..	..
Alexander, W. A., Co.	..	..	..	..	..	..	..	..	..	1	1	..
American Airlines	1	1	1	..	..	..	..	..	..	1	1	..
Anglo Calif. Nat'l Bank	..	..	..	1	1	..	..	..	..	..	..	..
Asam Wallpapers	1	1	1	1	1	1	1	..	..	..	..	..
Atlanta Laundries, Inc.	..	..	..	4	4	4	4	4	..	..	..	..
Avisco	1	1	1	1	1	1	1	1	1	1	..	..
Bell Telephone Co. of Pa.	88	88	88	90	92	93	93	92	92	92	92	92
Best Foods Shoe Polishes	..	..	..	..	99	99	2	1	123	123	124	..
Bituminous Coal Institute	1	1	1	1	1	1	1	1	1	1	1	..
Bug-A-Boo	8	9	9	9	9	9	9	8	8	8	8	8
Canadian Furs	4	5	5	5	5	5	2	4	2	4	4	4
Celanese Corp. of America	**	29	29	29	29	29	26	26	26	27	28	28
Central Coat, Inc.	..	..	..	..	..	..	..	..	1	1	1	..
Central Nat'l Bank & Trust	..	..	2	2	2	3	3	3	3	3	3	3
Chesapeake & Potomac Telephone	3	3	8	8	11	9	9	16	16	16	16	16
Chick Chick & Presto Egg Colors	..	..	..	21	..	..	..	..	..	..	..	..
Crosby Clothes	..	8	8	9	9	9	1	..	..	..	..	..
Crosley Div. of Avco Mfg. Corp.	..	..	..	230	3	..	..	..	..	..	..	..
D. L. & H. Blue Coal	2	2	2	2	2	2	..	..	..	..	..	..
De Nicotea Holder	..	..	1	1	1	..	..	..	..	..	..	..
Detroit Edison Co.	1	..	..	..	..	..	..	..	..	..	..	..
Dixon Ticonderoga Pencils	15	15	15	7	7	7	1	1	1	1	1	1
Dow Chemical Co.	..	..	..	..	..	..	..	8	2	..	..	..
Dura Plastic Starch	..	..	..	..	..	11	4	4	4	..	..	..
Esquire Boot Polish	..	..	..	..	..	..	..	..	1	1	1	1
Felton-Sibley Paints	3	3	2	2	*	*	*	*	*	*	*	*
G. E. Supply Corp.	..	..	..	..	..	..	..	..	..	3	..	..
Glen Burn Coal	..	..	..	..	..	..	..	10	10	10	10	10
Goodyear Rubber Shoe Products	86	87	85	83	84	89	89	89	89	90	90	90
Hat Research Foundation	1	..	..	..	..	..	..	..	..	..	..	..
Hudson Paper Napkins	7	11	11	11	11	11	11	11	10	8	38	38
Illinois Bell Telephone Co.	..	..	..	..	..	..	..	..	..	18	18	..
Indiana Bell Telephone Co.	..	..	..	..	..	..	..	..	..	18	18	18
Iowa Retail Hardware Assoc.	..	..	1	1	1	1	1	1	1	..	..	1
Johnson's Drax	..	..	7	7	7	7	..	..	..	..	..	..
Kelvinator Appliances	2	2	2	4	19	19	19	19	19	1	1	1
Koppers Coke	1	1	1	1	1	1	1	1	..	..	..	..
La France	..	..	..	..	..	..	2	2	2	2	1	1
Lay, H. W., & Co.	19	19	19	19	19	19	19	..	..	2	2	2
Lenox China	..	..	..	..	..	..	..	..	..	..	1	1
Marcal Paper Products	1	1	..	..	..	..	..	..	..	..	..	..
Marshall-Wells Paints & Appl.	46	41	39	37	38	38	38	38	37	36	36	33
Martin Rosenberger Wallpaper	12	14	18	16	14	13	12	12	10	10	10	10
Metropolitan Life Ins. Co.	30	30	30	31	31	31	31	31	31	31	31	31
Michigan Bell Telephone Co.	16	16	16	17	17	17	16	16	16	16	16	16
Milk Bone	14	14	14	14	13	13	13	13	13	13	13	13
Milk Foundation, Inc.	1	1	1	1	1	1	1	1	1	1	1	1

(Continued on page 129)

BELVEDERE CASE

FCC Would Deny Bid for AM

INITIAL DECISION to deny application of Belvedere Broadcasting Corp. for authority to construct a new 250 w standard broadcast station in Baltimore was issued last Monday by FCC. Denial was urged by Hearing Examiner Jack P. Blume on the ground that Belvedere's proposal falls short of compliance with the Commission's rules and engineering standards.

Examiner Blume noted FCC's Standards of Good Engineering Practice provides that, in selection of a transmitter site, a station should be able "to serve adequately the center of population in which the studio is located and to give maximum coverage to adjacent areas." Assignment of this facility to a city like Baltimore would not be "sound," he found, since FCC requires that service be provided to 90% of a metropolitan district.

Belvedere Broadcasting Corp. had applied for authority to construct the AM station on 1400 kc with 250 w, unlimited time, contingent upon Baltimore Broadcasting Corp., WCBM licensee, relinquishing these facilities under its CP to change frequency from 1400 kc to 680 kc. Belvedere operates WMCP (FM) Baltimore and proposes to duplicate the FM programming on the proposed AM station.



America's Oldest Farm Service Program
POINTS to its Record
See WLS Dinner Bell's 2-Page Record in this issue
WLS
CHICAGO 7
Clear Channel Home of the National Barn Dance

LASS 28. MISCELLANEOUS

		1949	1948	1939
NETWORK (Gross)		$3,302,536	2,836,308	
SPOT (Net)		1949	1948	
		$7,168,000*	3,509,000	

LEADING NETWORK ADVERTISERS

dvertiser, program and agency	Product	Network No. of Stations Hours per Week.	1949	1948	1939
THERAN CHURCH-MISSOURI SYNOD			$534,074	$338,526	$ 99,565
utheran Hour"	Religious Talks	MBS-443-½	428,382		
otham Adv.					
he Lutheran Hour"	Institutional	ABC-180-½ (Oct.-Dec.)	105,692		
otham Adv.					
ENERAL CONFERENCE OF VENTH-DAY ADVENTISTS			$424,454	$279,231	.....
oice of Prophecy"	Religious Talks	MBS-304-½	299,065		
estern Adv. Agency					
oice of Prophecy"	Institutional	ABC-102-½ (June-Dec.)	125,389		
estern Adv. Agency					
NITED ELECTRICAL, RADIO & ACHINE WORKERS OF AMERICA			$360,352	$293,854	.....
rthur Gaeth"	Institutional	ABC-114-¼			
einstein Co.					
OSPEL BROADCASTING ASSN.			$344,384	.....	$304,651
Old Fashioned Revival Hour"	Institutional	ABC-232-1 (June-Dec.)			
H. Alber Co.					
ADIO BIBLE CLASS			$322,441	$289,280	.....
adio Bible Class"	Religious Talks	MBS-287-½			
anley G. Boynton Co.					
HRISTIAN REFORMED CHURCH			$255,197	$208,295	.....
Back to God Hour"	Religion	MBS-291-½			
lenn-Jordan-Stoetzel					

ource: Publishers Information Bureau

* BROADCASTING estimate

(Continued from page 119)

he ACWU national conference in lay, when the union will vote on oubling its present $500,000 ad- ertising budget.

On the regional level, the Bible nstitute of Los Angeles sponsors hree 30-minute morning programs week on Don Lee Broadcasting ystem and Good Ship Grace spon- ors *Haven of Rest*, also three half- ours a week, on the same network. Hartz Mountain Products, spon- oring *Radio Canaries* for 15 min- tes Sunday morning, and Lewis Food Co. (Dr. Ross Dog Food), using the half-hour *Clyde Beatty Show*, are other current Don Lee clients.

The Roosevelt-for-Governor Headquarters in Los Angeles this month started a 10-week series of 15-minute Friday evening programs on 10 CBS stations in California on behalf of Candidate James Roosevelt, only political use of network radio noted so far this year.

Real estate developers, home builders and sellers and real estate agents have found radio effective advertising in great numbers and in many communities in all parts of the nation, but this business is necessarily localized and its time is all purchased by local individuals of local stations.

Carnation Co. in February began using announcements on five stations for Friskies Dog Food; National Biscuit had announcements on 13 stations for Milk Bone; Wilson & Co. was advertising Ideal Dog Food on stations in three Southern California markets; Borden Co. had begun advertising its dog food on one station and Pet Food Co., after a successful test campaign for Thanks Dog Food in Salt Lake City, was planning use of radio in other markets.

Management

GEORGE P. RANKIN, president of Southeastern Broadcasting Co., operators of WMAZ - AM - FM Macon Ga., elected to Bibb County Board of Education for a life time appointment. He is also chief engineer for WMAZ, which he started 28 years ago.



Mr. Rankin

RAYMOND J. CHENEY promoted to assistant manager of WCSS Amsterdam, N. Y. He has been program and production director since 1948 and will continue to act in that capacity.

JOHN J. HURLEY, general manager of WNEB Worcester, Mass., is the father of a girl, Patricia.

RICHMAN G. LEWIN, general and commercial manager of KTRE Lufkin, Tex., is the father of a boy, Richman G., Jr.

Here it is, BMI...

Your key to the convention

——and with it go *THANKS* for a job well done!



Thesaurus RCA recorded program services

Radio Corporation of America
RCA Victor Division
New York · Chicago · Hollywood



GENE AUTRY (with mike), station owner and radio-movie star, turns the tables on disc jockeys Dick Campbell (l), Frank Raymond (2d r) and Charles Craig of WDVA Danville, Va., on a recent visit to city. After having undergone four tape-recorded interviews for various programs, Mr. Autry took over the mike and began firing his own questions. WDVA also recorded the star's apology for the absence of his horse, Champion, to 1,000 kids and grownups in a local department store who had waited to see the famed equine

Programs

GRAY RECEPTION

Retiring Army Sec. Is Feted

PARADE and reception were held last Tuesday at Fort McNair, Washington, for retiring Army Secretary Gordon Gray, president of WSJS Winston-Salem, N. C. President Truman, prominent government officials and high-ranking Defense Dept. officers attended the ceremonies.

Mr. Gray has resigned to accept the presidency of the U. of North Carolina Sept. 1, but continues as special assistant to President Truman. He was nominated as assistant Army Secretary Sept. 24, 1947, and became acting secretary upon resignation of Kenneth C. Royall. On May 25, 1949, he was sworn in as Undersecretary of the Army and shortly afterward took oath of his recent office. Meanwhile, last Wednesday Frank Pace Jr. was sworn in to succeed Mr. Gray.

Hugh (Bud) Ernst

HUGH (Bud) ERNST, 39, producer of *Queen for a Day* on MBS, shot and killed himself in a New York hotel early last Tuesday. Marital difficulties were said to have prompted his suicide.

HOOVER Commission Report was theme of series of transcribed interviews with Herbert Hoover, broadcast over WNJR Newark during week of April 10 at 6:45 p.m. Broadcasts, pointing up Commission's probe of executive branch of government, summarize five reports covering general management, President and his cabinet, defense, government housekeeping, Post Office, and general inefficiency and health. Time for series contributed as public service by New Jersey Manufacturers Assn.

Aids Reading

READINGS of great novels launched by WSTC-AM-FM Stamford, Conn. today (Monday). Titled *Let's Read* and slated for broadcast Monday-Wednesday-Friday, 10-10:30 p.m., series is being offered in belief that novel and radio are closely related insofar as both rely on imagination for amplification of written or spoken word. Programs will give listeners an opportunity to "read" books—none will be dramatized or edited—in their original form.

Community Highlights

EACH Friday evening, CKOY Ottawa visits one of city's 15 community centers with mobile recording unit, covers highlights of community activities and rebroadcasts them on Saturday afternoons. Addresses by guest speakers at community center, ranging from Canada's chief justice to sports celebrities, are included in recordings at centers.

Questions Answered

QUESTIONS on newly formed local Fair Employment Commission are answered in show emceed by Dick Merrin, news editor of WSRS Cleveland, Tuesday 7:45 p.m. Members of Fair Employment Commission are interviewed at their respective offices for on-the-scene coverage of subject. Over 500 questions have been received on subject to date, station reports.

Dogs' Problems

DOGS with problems, diagnosis and cure of them, is format of *The Animal Clinic*, new 15-minute program beginning this month on WENR-TV Chicago. Stars of show are Dr. Wesley A. Young, head of Chicago's Anti-Cruelty Society, and his daughter, Lorie. Show's stage is examination room of vet's office where Dr. Young draws illustrations of problems on blackboard. Some situations are sent in by dog owners.

Direct from Florida

SPORTS Director Harold (Bud) Saidt of WBUD Trenton, N. J., has followed Trenton Giants baseball club to training camp in Florida. Interviews direct from there are heard on his *Sport Shots* show every evening at 6 p.m. Team's new manager, Chick Genovese, will be introduced to fans via Mr. Saidt's show.

Writers' Fuel

RADIO-MINDED aspirants vie thrice weekly in response to CKNW New Westminster, B. C.'s new program *Fuel For Thought*, aired Tuesday, at 8:15 a.m. Hal Yerxa, m. c., plays pop tune and asks listeners to write him telling how they would introduce number on the air. Following week, he presents best introduction sent in and sends winner small check as incentive to continue writing. Program is sponsored by Strickland Fuels.

WTIC Origination

WTIC Hartford's origination May 5 of *The Marjorie Mills Hour*, regular daily feature on New England Regional Network, will include tie-in with House and Garden Week, station reports. Show will be presented at Bushnell Auditorium where collection will be made to benefit Hartford Art School's scholarship fund. Horticulturist Allen Wood, who often appears on program, will tour gardens and broadcast his descriptions. He also will answer garden-problem questions submitted by audience at prebroadcast time.

ICE BREAKING

WBAY Holds Guessing Contest

IN WISCONSIN, when the ice of the Fox River goes out into Green Bay, it not only means that spring is near, but the breakup also occasions many friendly wagers as to whether or not it will occur by March 17. This year, WBAY Green Bay decided to capitalize on the event.

On a show called *Party Line*, WBAY announced that a raft of logs, painted bright red and sporting a gaily flying pennant, had been placed in the ice above a bridge near the heart of downtown Green Bay. WBAY stated that it wasn't offering any prizes but that the person who guessed closest to the time the raft would strike the bridge, would be honored as the epitome of something or other.

No sooner had the announcement been made than merchants started calling WBAY, offering all kinds of prizes to the winner. Thousands of guesses were sent in, the station reported, and on the morning of the last day, 6,800 cards and letters were received. The raft hit the bridge at 9:43:44 p.m. on March 23, and the young woman who guessed 9:45 on that day received all the awards, ranging from hams to a trip around the town in a taxicab. WBAY said the event will be one of its promotional features each year.

FIRE AT KICD

Damage Estimated at $75,000

KICD Spencer, Iowa, last Monday began broadcasting from temporary quarters after a weekend fire of undetermined origin had leveled a one-story, 12-room structure and enveloped all of the station's possessions. Damage was placed between $60,000 and $75,000.

With only a broadcast transmitter and 395-ft. tower intact and its staff on hand, KICD resumed operation Monday at 6 a.m. after its program department rebuilt the station's complete commercial schedule by memory, according to Ben Sanders, president and general manager. KICD aired spots of over 200 accounts without a miss, he added.

Station lost only 17 hours broadcast time through the combined efforts of a score of staff members and the ingenuity of Chief Engineer Eldon Kanago and Program Director Mason Dixon, Mr. Sanders said.

The fire broke out about 30 minutes after signoff time Saturday, April 8 and within two hours had demolished the building. (KICD had held its 12th annual Easter egg hunt that afternoon.) A call to Collins Radio Co. at Cedar Rapids, Iowa, brought forth a 250 w transmitter and other equipment while the fire was still raging. A crystal was located at KBIZ Ottumwa and sent by plane to KICD. A number of other midwest stations also offered to help.

KICD is drawing plans for construction of a new station and meanwhile will continue to operate in temporary quarters until the new building is completed, Mr. Sanders said.

WNAX Bowling Tourney

TWO-DAY championship finals of the Five-State Bowling Tournament sponsored by WNAX Yankton, S. D., were held on Saturday and Sunday (April 15-16) in Sioux City, Iowa, when 216 survivors from a field of 9,300 bowlers competed for merchandise trophies and cash awards. Award presentation ceremonies and a roundup of the tournament were scheduled for broadcast by WNAX yesterday.



HAHN ELECTED

Heads American Tobacco Co.

PAUL M. HAHN, vice president of the American Tobacco Co. since 1932 and president of American Cigarette & Cigar Co., a subsidiary, since 1940, has been elected president and chief executive of the company. He succeeds Vincent Riggio, who was elected chairman of the board at a meeting of the company's directors last week.



Mr. Hahn

Mr. Riggio had declined to stand for re-election as president because of his age—he is 73. He had been president of the firm since the death of George W. Hill in 1946.

The new president of American Tobacco Co. joined the firm in 1931 as director and assistant to Mr. Hill. He has been president of American Cigarette & Cigar Co. (Pall Mall) for past 10 years. Last year sales of Pall Mall cigarettes were 12 times what they were in 1939 before Mr. Hahn took over.

Edmund A. Harvey, treasurer of the company since 1936, was elected vice president in charge of sales. He has been a director of the company since 1932.

Harry L. Hilyard, who has been assistant treasurer and a director since 1936, was elected treasurer. All other officers were re-elected.

ARROWHEAD

Operational Changes Set

OPERATIONAL changes are underway at Arrowhead Network, it was learned last week. Harry S. Hyett, station and commercial manager of WEAU Eau Claire, Wis., will also act as national sales manager of Arrowhead.

In another change already announced, Greg Rouleau, general and commercial manager of WJMC Rice Lake, Wis., becomes resident and promotion manager of WEBC Duluth, Minn., key station of the network. Walter C. Bridges, general manager of WEBC and of the network, continues in those capacities.

Further reshuffling is expected at other Arrowhead stations. The network includes WEAU WEBC WJMC WMFG Hibbing, Minn., WHLB Virginia, Minn., and WISC Madison, Wis.

ONE NOT
H. R. 7310
TO FORGET

Commercial

BILL KIRK, formerly with WEEK Peoria, Ill., joins local sales department of KFH-AM-FM Wichita, Kan. **JOHN EBERHARDT** joins station as office manager.

GORDON D. WALKER joins KTSL (TV) Hollywood as account executive. He was formerly in sales department of Blake, Moffett & Towne (paper wholesalers) and prior to that with Guggenheim Enterprises in sales capacity.

KBUC Corona, Calif., appoints **Joseph Hershey McGillvra Inc.** as station representative.

VINCENT R. BLISS Jr. joins Chicago staff of H-R Representatives Inc. as salesman. He formerly was with Fred W. Amend Co. and Grant Adv. Inc., Chicago.

KPIX (TV) San Francisco appoints The Katz Agency Inc. as its national advertising representative. KPIX is affiliated with both CBS and DuMont networks.

CHUCK MILICI, member of WMGM New York sales department, is the father of a girl.

INDUSTRIAL FILM

'Mycalex Story' Debuts At GE

EIGHTY-FIVE engineers and drafting supervisors attended the world premier of "The Mycalex Story," an industrial film, at the General Electric Co. plant at Schenectady on April 4. Executives of the company stated after the showing that the reception was enthusiastic and resulted in discussions of applications for the material which took most of the day.

The film is intended to show the properties of Mycalex and was written and produced by Sam Freed & Assoc., of Philadelphia. Scenes are presented from the Mycalex executive offices, 30 Rockefeller Plaza, New York; from the plant at Clifton, N. J. and of different adaptations of the material in production and in actual use.

NOTICE

Radio Luxembourg

is Europe's *only* privately owned station.

Radio Luxembourg

reaches over 10,000,000 persons every day.

Represented by:

Guy Bolam—175 Fifth Avenue, New York 10, N. Y.
Telephone Plaza 3-5950

For further information, see our ad in the 1950 BROADCASTING Yearbook *on Page 355.*

Radio Luxembourg

DEAN NAMED

Heads S. D. Broadcasters

ROBERT J. DEAN, president and general manager of KOTA Rapid City, was elected president of the South Dakota Broadcasters Assn. at its meeting in Merrill. James E. Sweet, co-manager of KIHO Sioux Falls, is vice president, and Irving R. Merrill, general manager of KUSD Vermillion, was re-elected secretary-treasurer.

V. E. Montgomery, director of the business research bureau at the U. of South Dakota, spoke on "How the Business Research Bureau May Help South Dakota Broadcasters." The members passed a resolution commending activities of the Broadcast Advertising Bureau and recommended its continuation. Members heard a recorded speech by Maurice Mitchell, BAB director.

Two-year memberships on the five-man board went to Mr. Merrill and Mr. Sweet. Mr. Dean appointed the following persons to the legislative committee: Mr. Sweet, Ray V. Eppel, president of KORN Mitchell, and Robert R. Tincher, vice president and general manager of WNAX Yankton, retiring president.

Jones Elected

E. Z. JONES of WBBB Burlington, N. C., was elected president of the North Carolina Associated Press Broadcasters, at a meeting held March 23 in Greensboro. Mr. Jones succeeds E. J. Gluck of WSOC Charlotte. Others elected were: Ed Kirk of WPTF Raleigh, first vice president; William Melia, WWNC Asheville, second vice president, and Paul Hansell, Charlotte AP bureau chief, secretary. Gilbert Hutchinson, WBIG Greensboro, was host of the convention.

Any Way You Look At It . . .

KRNT is the LEADER in Des Moines,

THE CENTER OF THINGS IN IOWA

Highest Hooperated—Biggest Volume of Accounts—Highest News Ratings—Most Highest-Rated Disc Jockeys—Tops in Promotion Facilities

The Hooper Audience Index, January-February, 1950, Shows:

MORNING . . . . . KRNT has a 56.1% greater audience than the No. 2 station.
AFTERNOON . . . . . KRNT has a 35.1% greater audience than the No. 2 station.
EVENING . . . . . KRNT is 4.6 percentage points below the No. 1 station.
SUNDAY AFTERNOON . . . . . KRNT has a 35.5% greater audience than the No. 2 station.
SATURDAY DAY TIME . . . . . KRNT has an 18.4% greater audience than the No. 2 station.
TOTAL RATED TIME PERIODS . . . KRNT has a 40% greater percentage than the No. 2 station.

THOSE ARE FACTS ADVERTISERS KNOW WHEN THEY BUY KRNT . . . THE STATION THAT CAN SAY: "ANY TIME IS GOOD TIME ON KRNT"

KRNT

DES MOINES — THE REGISTER AND TRIBUNE STATION
REPRESENTED BY THE KATZ AGENCY

The station with the fabulous personalities and the astronomical Hoopers

AM-FM-TV SETS

Dillard Reports Survey

TWO out of every five TV models are equipped to receive FM radio programs, according to Everett L. Dillard, NAB director for FM stations and owner of WASH(FM) Washington. The figure is based on an analysis of TV receiver specifications by Caldwell-Clements Inc.

The analysis shows that of 329 TV models made by 34 set manufacturers, 93 are equipped to receive both FM and AM. Another 38 types of receivers are equipped to tune FM but not AM programs, according to Mr. Dillard. He pointed out that the Caldwell-Clements analysis reveals that TV-FM combination sets outnumber TV-AM combinations nearly 10 to 1.

Four TV models were equipped with AM-only radio, or 1.2%, he said, whereas 38, or 11.5%, provided for FM-only reception in addition to TV. Forty-six set makers have no provision for reception of FM broadcasts on their TV models, but only four of the group made sets with AM reception with the other 42 devoting their TV production to TV-only models.

Preen Names Mathes

A. S. HARRISON Co., South Norwalk, Conn. (Preen, a cleaning and polishing wax), has appointed J. M. Mathes Inc., New York, as its advertising agency. Spring and fall campaigns using radio and television are being planned.

Promotion



FINDING itself as top-station in first Pulse survey of St. Louis metropolitan area and four adjacent counties, KMOX St. Louis summarizes report as part of promotional campaign. KMOX claims survey gave it the nod for both its CBS network and local programs.

Televiewers' Center

REFOCUSING its eyes on TV sets in Syracuse area, WSYR-TV that city, during first month of telecasting cooperated with set distributors to set up TV Information Center to handle inquiries on set tuning, programs and technical matters. Station reports first month's operation found 4,238 telephone calls received. Center was promoted by daily newspaper ads and by TV distributors in area.

KFUO 1949 Report

REPORT reviewing 1949 at KFUO Clayton, Mo., Lutheran Church-Missouri Synod station, has been issued. Folder outlines high points in last year's operations, expansion plans, financial status, programs and administration. Year was silver anniversary for station, celebrating quarter-century of religious broadcasting, according to KFUO's promotion piece.

'The Big Pitch'

BLUE-AND-WHITE folder topped with screaming eagle introduces advertising clubs and associations, media, agencies and advertisers organizations to "The Big Pitch", 16mm 20-minute color film offered by Raphael G. Wolff Studios, Hollywood 28, Calif. Film, dedicated "to better understanding, a greater appreciation of advertising", highlights advertising's place in the "American Way." Films available to advertising and related organizations at cost.

BAB's Last Call

BROADCAST Advertising Bureau's strip film, "How To Turn People Into Customers," issues "last call" to NAB member stations to turn in order blank for copies of 30-minute 35mm color movie. Film tells basic story of radio advertising to retailers. Also urged are last minute orders for BAB's direct mail series, which feature self-mailing jumbo-sized folders printed and illustrated in two colors. Price of film is $15 a copy. Sets of BAB direct mail series are $52 per complete set of 100 each of 13 different mailers.

Memos for Remembrance

ENGLISH morocco memo books have been distributed to advertisers by CKNW New Westminster, B. C. Books are 2 x 4-inch size and are engraved with advertiser's name on front and have CKNW microphone stamped in gold on inside cover. Pocket for business cards also is placed inside front cover.

Personnel

LOUIS C. OSWALD becomes publicity director of WHK Cleveland. He fills vacancy created by resignation of **C. T. CHRISTENSEN** who joins Philco Appliance Division of Strong, Carlisle, and Hammond. Mr. Oswald has been employe at WHK for more than three years in transcription department.

MAURICE E. BUNN appointed public relations director of CKY Winnipeg.

HAROLD W. SHEPARD and **NORMAN W. GLENN** appointed to NBC's radio sales advertising and promotion department, as sales promotion writers. Previously, Mr. Shepard had been with Concord & Jerus Sales Co. as advertising manager and Mr. Glenn was advertising salesman for Crowell-Collier Publishing Co.

JACK SNOW appointed sales research director of WING Dayton. He formerly was copy writer in advertising-promotion department at NBC in New York. He is also an author, currently writing series of "Oz" books for children.

RICHARD P. SISSON, WINS New York promotion manager, leaves to join Criterion Service Inc.

NELS BLAIR promoted to sales promotion manager of CHUM Toronto.

WQXR MOVES

Is Now in Times Bldg.

WQXR New York moved yesterday (April 16) to new quarters, twice the size of its former offices and studios, in the building occupied by its owner, *The New York Times*.

Arthur Hays Sulzberger, *Times* publisher, described the transfer of the station to larger quarters as indicating the *Times'* belief in continued growth of radio.

"The studios and equipment installed here," said Mr. Sulzberger, "incorporate the latest developments in sound broadcasting. It is evidence that, in our opinion, basic policy of WQXR—good music and factual news reports—is fundamentally sound.

"We believe that television is not a substitute for good music and the prompt dissemination of news by radio. The new plant we have built here is further proof of 'The New York Times' confidence in the continuing growth of WQXR and its faith in radio."

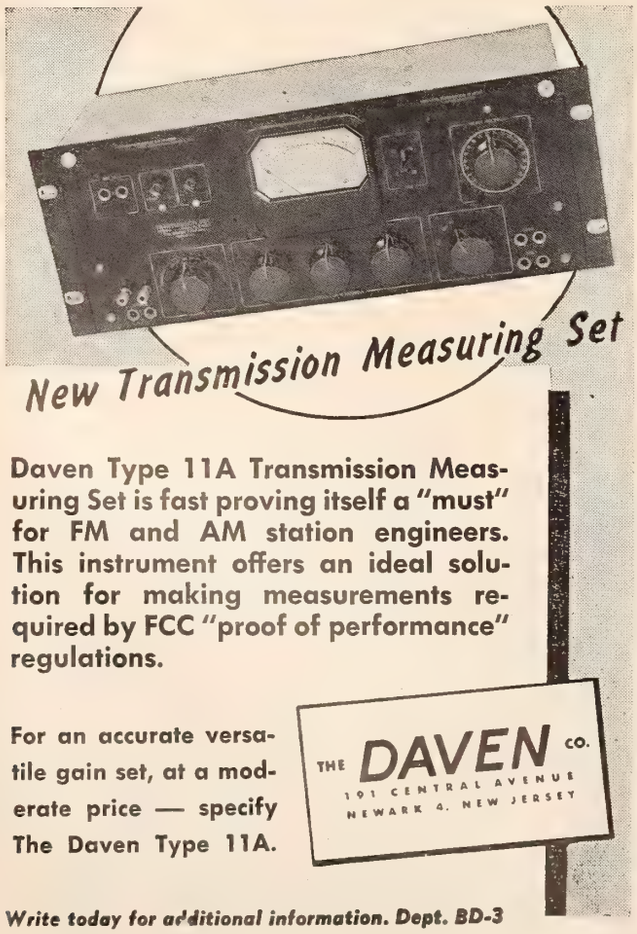
The new offices of WQXR, which previously was located at 730 Fifth Ave., are on the ninth and tenth floors of The Times Bldg., 229 West 43 St.

CATHOLIC RADIO

N. Y. Record Firm Forms

FORMATION in New York of Catholic Broadcasting Service to furnish transcribed material to Catholic groups conducting programs on community stations has been announced by Michael O'Brien, head of the organization. The broadcasting service will supply Catholic groups with transcribed talks by members of the clergy as well as transcriptions of vocal and instrumental liturgical music, Mr. O'Brien said.

According to the service's plans, its facilities are intended to implement local features rather than replace them. "It is expected that such a service will enable already overburdened groups to sustain a high standard of quality in Catholic radio and to continue their own vitally important participation," Mr. O'Brien said. First recordings are expected to be available for distribution on May 1. Recording laboratories will be located in Long Island City. Chief assistant to Mr. O'Brien is Charles L. Dodson and Margaret Elizabeth Mahon is secretary.



Daven Type 11A Transmission Measuring Set is fast proving itself a "must" for FM and AM station engineers. This instrument offers an ideal solution for making measurements required by FCC "proof of performance" regulations.

For an accurate versatile gain set, at a moderate price — specify The Daven Type 11A.

Write today for additional information. Dept. BD-3

KEEPING CENTRAL NEBRASKA INFORMED

Central Nebraska is known for its agricultural and cattle resources. Custer County, in Central Nebraska, ranks 5th in the Nation in Corn Acreage and 12th in Cattle. KCNI is the dominant advertising force in Custer County.

Bud Crawford, Pres.
Virgil Cuckler, Mgr.

Custer County Broadcasting Co.
250 w **Broken Bow, Nebr.** 1490 kc
Mutual Broadcasting System

CONTACT
McGILLVRA'S
N.A.B. HEADQUARTERS
STEVENS HOTEL

HOOPER ERROR

KTUL Says Stations Not Notified

SERIES of charges involving accuracy of the Tulsa station ratings made by C. E. Hooper Inc. has been made by John Esau, KTUL Tulsa, newly elected NAB board member representing medium stations.

Mr. Esau further charges that after admitting the mistake in ratings the Hooper organization failed to take proper steps to undo the damage by notifying those who may have seen the original figures.

Mr. Esau told BROADCASTING last week that KTUL is "considering legal action to recover fees paid for dis-service rendered and punitive action to recover losses, both financial and prestige, because this has been allowed to go on and at this very writing [April 10] still no action has been taken to curb it."

KTUL's charges center around a series of Hooper calculations for Tulsa which inspired protests to W. Ward Dorrell, vice president of C. E. Hooper Inc. Despite the flaws which KTUL finds in the ratings, KTUL comes out in an excellent position, Mr. Esau claimed.

He declared Mr. Dorrell had conceded that mistakes had been make and added that in the case of one KTUL protest a new series of figures had been supplied. Mr. Esau added, however, that he felt the Hooper organization had not taken satisfactory steps to notify the proper persons about any mistakes that might have been made.

In an April 8 letter to Mr. Dorrell, Mr. Esau said after totaling month-to-month indexes:

It is my contention that 7% is far too great a margin to be considered ethical or correct. . . . It is my conviction that a statistical house must be without error, except for a slim calculation margin. We subscribe to such service as yours in the belief that errors such as these will not, cannot and must not happen. . . .

How much damage has resulted we have not yet analyzed but obviously, for the past 60 to 90 days at least, KTUL has suffered revenue, position and prestige losses through the nationwide circulation of damagingly incorrect figures and information. If this is not so—then where lies the value of a correct Hooper? There also exists a breach of agreement. For a fee Hooper agrees to deliver correct ratings. We have paid the fee but have not received the service for which we paid and a 'corrected index' though necessary at this time will not undo the harm wrought for the past few months or more.

Mr. Esau quoted a letter from Mr. Dorrell in part:

When your letter of March 28 was received, I immediately sent it up to our Production Dept. for a very careful check of our October 1949 through February 1950 Tulsa report. From a study of your letter, it was obvious that there was some error in the tabulation or calculation of the October through February and the January-February Station Audience Indexes. I regret that an error was made and hasten to give you the correct figures. . . .

Corrected indexes, with an accompanying Correction Bulletin, are being prepared and sent out at once. We are requesting clients to return the incorrect indexes. This will probably reach you by the time my letter does. Thanks for calling this to our attention. We sincerely regret any inconvenience that the publication of these incorrect figures may have caused.

VOCM St. John's, Nfld., granted increase in power from 250 w on 1000 kc, to 1 kw on 590 kc. CKOK Penticton, B. C., also given power increase from 250 w to 1 kw day and 500 w night on 800 kc. CKOC Hamilton given approval for emergency transmitter license.

News

JOE GALLAGHER, who assisted **Don Dunphy** during last season's baseball broadcasts on WINS New York, named news director of station succeeding **JOE DURSO.**

DEAN SEATON, formerly with KASA Elk City, Okla., joins KNOE Monroe, La., as sportscaster.

LUELLA ENGEL appointed farm director for WPFB Middletown, Ohio. She has been in radio since 1935.

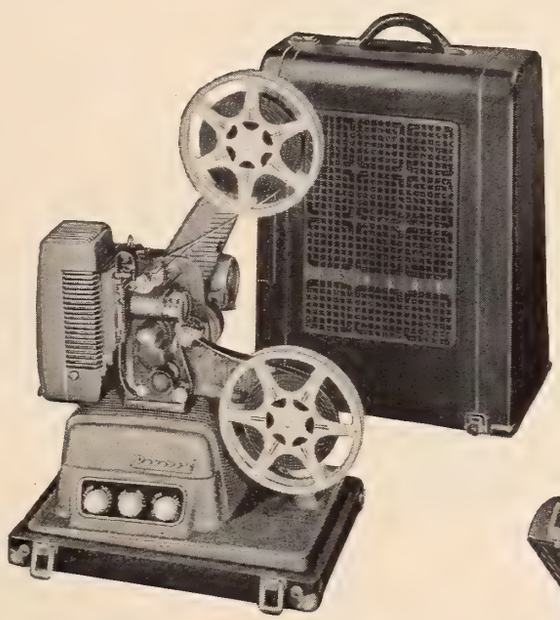
LOWELL THOMAS, CBS newscaster, voted "America's favorite newscaster" in national listener poll conducted by *Radio & Television Mirror* magazine. He has won poll for three consecutive years.

JOHN McDONALD, farm director for WSM Nashville, Tenn., named honorary member of National Rural Youth Organization. Station was host to NRY convention this year.

Revere

16mm Sound Projector...Magnetic Tape Recorder

Preferred by Radio and Television Studios because they're *dependable . . . economical . . . compact . . .* and *easy to operate.*



16mm Sound Projector

750-watt brilliancy . . . operates on AC-DC . . . 1600-ft. reel capacity . . . simple 4-point threading . . . speedy automatic re-wind. "Theatre-Tone" speaker doubles as carrying case; single compact unit weighs only 33 pounds.

$299.50



Magnetic Tape Recorder

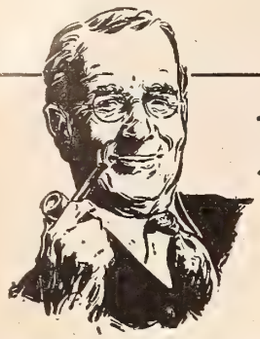
Every voice and tone recorded and re-played with life-like clarity and fidelity. Full hour of recording on every reel. Tapes can be "erased" and used repeatedly. Simplified controls . . . time and footage indicator . . . easy portability.

$159.50

Foot Pedal Control

and Ear Phone attachment for private playbacks (Ideal for stenographers) optional at extra cost.

REVERE CAMERA COMPANY .:. CHICAGO 16



Advertisement

From where I sit
by Joe Marsh

Gabby Enjoys Going to The Dentist

One of my molars was giving me a bad time Tuesday afternoon, so I slipped over to Doc Jones, hoping to catch him free. When I arrived, Gabby Jackson was sitting reading a magazine. I said hello to Gabby and he nodded.

Doc says I'm next. "Wait a minute," I says. (My tooth seemed to have stopped aching.) "How about Gabby—doesn't he have an appointment?" Doc smiles and says, "Gabby? Why, he's got the finest teeth in the county. He just comes up here and reads the magazines whenever he's in town!"

As Doc settled down to work he told me that he's glad to have Gabby come up and read magazines . . . they might not all be fresh off the newsstand, but if Gabby—or anyone wants to while away some time who is he to stand in their way?

From where I sit, this "live and let live" spirit helps make America what it is. If I happen to prefer a friendly glass of beer with my supper and you prefer milk—who's to say one's right and the other wrong?

Joe Marsh

Copyright, 1950, United States Brewers Foundation

Allied Arts



STANDARD RADIO Transcription Services Inc. announces addition of Broadcast Relay Service, Valletta, Malta (G.C.) as subscriber to its full basic transcription library. Three quarter-hour weekly programs, *Sports Parade*, distributed today (April 17) to subscribers by firm. Designed for local sales, series is released to coincide with start of major league baseball season. Programs each include five-minute feature story on well known sports event or personality. Standard also is offering subscribers additional transcribed interviews with leading national sports figures, on separate fee basis.

WILLIAM RALSTON, public relations and television representative on staff of Mayor Fletcher Bowron, Los Angeles, resigns to enter commercial television work.

HARRY S. GOODMAN Radio Productions, New York, appointed exclusive distributor of TV films, *You Can Dance*. Films, produced by Telecraft Films Inc., are available for 15 minute programs.

RAYMOND KEANE Adv., Los Angeles, packaging quarter-hour transcribed *Bill Hay Reads The Bible*. Program will be offered to stations.

CHRIS MATHIESEN, former radio editor of *Washington* (D. C.) *Star* and in recent years on Capitol staff of that paper, resigns to become secretary to Rep. Burr P. Harrison (D-Va.).

ALERT PRODUCTIONS, radio and television production firm, opens offices at 8210½ Sunset Blvd. Phone is Hollywood 9-7093. **JOHN LONGWELL** heads firm in charge of administration and sales, **JACK LITTLE** and **CHUCK BENEDICT** assist as co-production heads.

Equipment

LEONARD C. TRUESDELL elected vice president in charge of radio for Zenith Radio Corp., Chicago. He has been with company as sales manager of household radio and TV since September. He is former vice president in charge of marketing for Hotpoint and Kansas City manager for Frigidaire.

MILES F. LECHE, president of Leche & Leche Inc., Dallas advertising agency, is vice-president of newly-chartered Texas firm, **Rogers, Leche & Wickman Inc.,** distributors of appliances in North Texas. Lines include Stromberg-Carlson television, radio and combination sets. Company has set up dealer organization of 700 retailers in 101 counties.

J. BENTON MINNICK appointed national merchandising manager of television for Motorola Inc. **HOWARD C. HANDWERG** appointed to similar post for auto radio division.

HARRY E. WHITTEMORE Jr., formerly manager of Tower Lighting Div. of Hughey & Phillips, Los Angeles equipment manufacturer, forms his own manufacturing company under name of **THE WHIT Co.,** at 313 N. Edinburgh Ave., that city.

FAIRCHILD RECORDING EQUIPMENT Corp., Whitestone, N. Y., puts new group of cartridges for disc playback on market. All styli are precision ground, uniformly polished and inspected diamond jewels, firm reports.

RICHMOND TELEVISION Corp. formed by **NATALIE KALMUS** of Technicolor Inc., and **J. A. RICHMOND,** Los Angeles furniture designer. Firm offering console size sets, with smallest screen 16 or 19 inches. Cabinets are made to accommodate new 23 inch screen when it appears on market. Sets to bear name "Natalie Kalmus Television" are made for black-and-white but can be converted to color, according to corporation principals.

RADIO-TV SET ADS

D. C. Group Sets Standards

VOLUNTARY standards designed to eliminate false and misleading advertising of radio and television sets have been adopted by the Better Business Bureau of Washington, D. C. The suggested standards are mainly designed to clean up "bait" advertising or sale copy in which the public is allegedly attracted into stores by claims which omit basic model data.

The bureau developed the standards after receiving numerous complaints from the public. Local retail organizations cooperated and agreed to subscribe to the provisions. Most Washington dealers are "in line," according to Mrs. Sally Muchmore, assistant bureau director who directed preparation of the standards. "Washington retailers should be congratulated for adopting the voluntary standards," she said.

KEX
PORTLAND, OREGON



PT6-A
A tape recorder with amazingly low distortion, wide band reproduction, versatility, and economy

USES
Magnecorder
Engineered by the World's Oldest and Largest Manufacturers of Professional Magnetic Recorders
Write Magnecord, Inc., 360 N. Michigan, Chicago, Ill.

TULSA AM GRANT

Proposed for KOTV(TV) Owner

GEORGE E. CAMERON Jr., owner of KOTV (TV) Tulsa, won an FCC examiner's initial decision last week in his bid for authority to build a new Tulsa AM station on 1340 kc with 250 w.

On the basis of program plans and local ownership and operation, Examiner J. D. Bond proposed a grant of Mr. Cameron's application and denial of the application of Kenyon Brown, Texas - Oklahoma broadcaster, who is seeking the same facilities, also at Tulsa.

Under FCC procedure, an examiner's decision becomes final 40 days later unless Commission review is requested. A grant of either application would give Tulsa its seventh AM station.

Mr. Cameron, Tulsa oil man, plans to divide 30% of his 100% interest in the proposed station equally between Mrs. Helen Alvarez, proposed station manager, and John B. Hill, proposed commercial manager, as he did in the case of KOTV, FCC reported. Mrs. Alvarez and Mr. Hill hold positions with KOTV similar to those proposed for them in the AM operation.

Time for Duties

Examiner Bond pointed out that the rival applicant, Mr. Brown, who is general manager and 5% owner of KWFT Wichita Falls, Tex., expected to devote about 50% of his time to his proposed Tulsa station. Further, the decision said:

Mr. Brown's unfamiliarity with some network programs to be broadcast by him, his justification for offering them based upon their highly rated popularity and upon the necessity for carrying network commercial programs, his election to refrain from enlisting the cooperation and assistance of Tulsa civic, religious and educational groups in the local programs proposed, and his failure to detail by testimony or exhibits the nature and character of program service to be offered in the event of non-network operation, are persuasive evidence that he has exercised substantially less diligence and foresight than that exercised by Mr. Cameron and his associates in undertaking to gauge, ascertain and definitely serve the interests and needs of the listeners of the Tulsa community.

In contrast, the Cameron program proposal is supported by: an evident familiarity on the part of Mrs. Alvarez with the network and local programs to be broadcast; by personal explorations of the radio needs and interests of numerous Tulsa community leaders; and by detailed schedules of programs to be broadcast for either a network or a non-network operation. . . .

It was noted that both applicants submitted program data which assumed affiliation with Mutual. The decision continued: "In view of the fact that the Commission's records now indicate, as somewhat anticipated by each applicant, that a new and more powerful station in Tulsa has become affiliated with [Mutual], we cannot escape the conclusion that the type, character, origin, content, derivation and talent participants in the programs to be broadcast by Mr. Brown are virtually unknown to us and therefore cannot be held to promise a service in the public interest." (KOME is Mutual's Tulsa affiliate.)

Mr. Brown, in addition to his connection with KWFT, owns 18% of KGLC Miami, Okla., 24% of KBYE Oklahoma City, and is vice president and 0.025% owner of KEPO El Paso, Tex. He also engages in advertising consultant work and is part owner of a Dallas theatre.

1950 **April 17** 1950

Call Frazier & Peter

re: Equating AM-FM-TV in Our Business Plans

Television & Radio Management Consultants
Bond Bldg., Wash. 5 National 2173

Technical

GEORGE HOOPER, WIBG Philadelphia transmitter supervisor, named chief engineer. He takes over position that has been vacant since October 1948, when **JOHN HENNINGER** was advanced from chief engineer to technical director of WIBG-AM-FM and also television for station. Mr. Hooper joined station's engineer staff in 1936 and became transmitter supervisor in 1943.

BILL SABO resigns from WCAE Pittsburgh, to join engineering staff of WWJ Detroit.

JOHN FULLER, engineer at WBBM Chicago, is father of a girl.

NEW CATALOG giving details on various microphone models manufactured by Turner Co., Cedar Rapids, Iowa, currently being distributed.

NEW voltage supply called "Solavolt" Type CVL, designed as precision source of regulated voltage with minimum harmonic distortion, is being manufactured by Sola Electric Co.

Ayora Visits U. S.

ECUADORIAN radio official, Luis Fernando Ayora of Quito, who directs Ecuador's cultural radio station, Casa de la Cultura, spent two weeks in Washington on the first leg of his extended three-month tour of the United States. He is observing script-writing methods, announcing techniques and program direction employed by commercial U. S. stations and State Dept.'s Voice of America. Mr. Ayora formerly was program director of HCJB (La Voz de los Andes) and recently was named to head the cultural station, which is government-financed.



KDYL At Store Opening

CLAIMING a new record in the Salt Lake City, Utah, market for concentration of remote broadcasts and telecasts for a store opening, KDYL-AM-TV has reported it handled nine radio remotes and a two-hour television variety show from the store for the opening of Beers-Bigelow, new Salt Lake City television and appliance mart. KDYL reported that radio and television coverage coincided with the three-day opening of the new show, March 31, April 1 and April 3.

Canada BBM Booklet

THE Bureau of Broadcast Measurement, Toronto, Ont., has announced publication of its booklet, *Canadian Radio Homes Estimates —1949*. The booklet, it was pointed out, consists of the basic figures that will be used in *BBM Station Reports* when the 1950 survey is completed. With the exception of Newfoundland, all Canadian provinces are covered. When data for that province has been compiled, tabulations will be issued for insertion in the booklet, it was stated.

DIFFERENT high school choirs from all over the country featured in six-week series, *Green Cross Song Festival*, over NBC.



REGULATORY PLAN

Canada Group Makes Proposal

SPECIFIC PROPOSALS for an independent Canadian radio regulatory body were made in a brief before the Royal Commission on Arts, Letters and Sciences at Ottawa on April 11 by the All-Canada Mutually Operated Stations. The proposal calls for creation of an Independent Radio Broadcasting Board consisting of a chairman from the judiciary and a number of persons selected for their ability to bring objective consideration to the matters submitted to them.

The Dept. of Transport would be the policing body to enforce regulations, to hear applications for licenses, and to suggest regulations. The board would be the final deciding body for license applications and regulations from the Dept. of Transport and others. The board would also set fines, cease and desist orders, suspension of license and other punishments for broadcasting stations, but there would be appeal from the board to the Governor-General-in-Council and the Supreme Court of Canada. Networks would be allowed private stations within certain protective legislation.

TRANSIT RADIO

St. Louis Plans Disaster Use

TRANSIT RADIO, now in operation on 1,000 of the busses and streetcars in St. Louis, would play a vital role in the emergency mobilization plans of the St. Louis police department, according to Lt. Col. Curtis Brostron, police inspector.

Lt. Col. Brostron made the observation April 6 at a meeting of representatives of public and civic organizations, the press and radio. The meeting resulted from initial steps toward formation of an overall liaison committee to cope with any major disaster. Under the committee's plans, busses of the public service company would be pressed into service for a wide variety of uses.

Outlining how Transit Radio (furnished in St. Louis by KXOK-FM) would be employed, Lt. Col. Brostron cited the example of a possible plane crash in the downtown area. Such an incident, he pointed out, would necessitate the "signal white" or second phase of the mobilization plan which is divided into three main phases. He said that additional police and personnel from agencies represented on the liaison committee, would mobilize at police headquarters. From there, he continued, they would be dispatched by bus to the emergency area and, while on their way to the scene of the disaster, would receive instructions by Transit Radio, avoiding any loss of time.

BIDS for $15 million worth of tactical radio sets will be invited in latter part of this month by Army Signal Corps.

Production



ROBERT PERRY, m.c. of *Melody Merry Go Round* on WLAW Lawrence, Mass., appointed program consultant for station.

HELEN BROOKS, formerly director of childrens programs at KAVE Carlsbad, N. M., appointed director of women's programs for WFBR Baltimore. She succeeds MARTHA ROSS TEMPLE, resigned.



Miss Brooks

JOE VAN POPPEL, graduate of Academy of Radio Arts, Windsor, Ont., joins staff of CJIO St. Thomas, Ont., as announcer.

GUY WALLACE named to handle live studio commercials on *Amalie Magic Theatre* on WCBS-TV New York. He was formerly on announcing staff of CBS Chicago and is affiliated with WFDR (FM) New York. LINDA STEVENS, former motion picture actress, joins WCBS-TV show as assistant to "The Great Volts."

VAUGHN STOREY, formerly staff man with WLBC Muncie, Ind., joins staff of WONE Dayton, Ohio. DAN PRICE, formerly with KWBE Beatrice, Neb., also joins WONE.

DICK COBB joins production staff of WBZ Boston, replacing JOHN McLEAN, moved to WBZ-TV production. JOE POTIER and DICK WARD also have joined production staff of WBZ.

HAL HACKADY, former CBS writer and author of *Quizzing The News*, on WJZ-TV New York, joins WNEW New York continuity department.

PHIL SANDY, formerly of CHML Hamilton, joins announcing staff of CHUM Toronto.

JOHN LEWELLEN, program director of *Quiz Kids* (NBC AM-TV), awarded medal in Boys' Clubs of America 1950 Junior Books competition for *You and Atomic Energy*, which he wrote last year.

BOB STEVENSON, CBS announcer, replaces TERRY O'SULLIVAN as announcer on CBS Jack Smith, Dinah Shore, Margaret Whiting Oxydol Show.

SHELDON KAPLAN, recent U. of Southern California graduate, joins KLAC-TV Hollywood studio stage crew. CALVIN REED joins station's remote stage crew.

ED SULLIVAN, host of CBS' *Toast of the Town*, presented *TV Digest* Award by Philadelphia Mayor Bernard Samuel at special performance of program over WCAU-TV Philadelphia.

GEORGE COMTE, announcer at WTMJ Milwaukee, is author of song, "I Went for a Walk in Oconomowoc," which is due to be released by London Records.

MIRIAM McGARVEY joins continuity editing staff at WBBM Chicago, replacing MARJORIE RETZKE, resigned to be married.

FRANK K. DANZIK, radio producer, is the father of a girl, Priscilla Ann.

AIEE North East Meet

THE North Eastern District of the American Institute of Electrical Engineers will hold a three-day meeting April 26-28, at the Sheraton-Biltmore Hotel, Providence, R. I. Highlight of the session will be a meeting of the institute's board of directors on Thursday, April 27. Information can be obtained from H. C. Rankin, chairman of the registration committee, % Narragansett Electric Co., Providence, R. I.

WTTN
WATERTOWN
Wisconsin

Serving Central Wisconsin

(Richest Farm Market in the World)

Covers Wisconsin's Last Radio Void

Albert B. Gale
President

Carl V. Kolata
Sec.-Treas.

- Local, Regional, Farm and National News
- Station Specializes in Local News (3 local newscasts a day)
- Music tailored to local taste

WTTN went on the air April 2 with local, state and national dignataries participating.

66% of its time was sold before inaugural day: 7 national and 9 regional accounts, rest local.

6 NBC productions have been sold locally

Signal heard far west as LaCrosse, far east as Milwaukee.

Tower is 228-ft. high, in the heart of Watertown on Wisconsin National Bank Bldg., with its roots in nearby ROCK RIVER.

Entire staff has worked together for 10 years.

WATERTOWN RADIO, INC.
Watertown, Wisconsin **WTTN**

Spot's High

(Continued from page 112)

for distribution or other reasons, they can not use network radio. The Entertainment and Amusement advertisers are a good case in point. Where they spent less than $10,000 on the networks in 1949, their net spot appropriations were approximately $2,352,000. The Publishing and Media field, which bought over $2 million net in spot time, spent $911,814 on the networks.

Spot users are a much more diversified group than those which buy network time. While there were only 241 network users reported in 1949, spot business was placed by several times this number of advertisers. The leading network user in 1949, Procter & Gamble Co., spent over $17.3 million gross in the medium, more than was spent in all but the top spot product classification. Food and Food Products.

Network business is highly concentrated in the top five product classifications with a total of almost 74% of all expenditures. In the spot field only 52% went to the top five. On the networks these five product groups were: Food and Food Products, Toiletries, Smoking Materials, Drugs and Remedies, and Soaps, Cleansers and Polishes.

Average spot business received by the clear channel stations for the years 1946-48 totaled $428,701 per station. This is based on data released by the FCC from station financial reports and does not include network owned and operated outlets.

During the same period regional stations averaged $73,943 per year from spot. The spot business on local stations averaged $13,602.

The dollar appropriations made to total clear channel stations and total regional stations in the three-year period were very similar. In 1948, for instance, approximately $43.8 million was spent for spot on clear channel stations and $41.2 million on regionals. In the other two years studied the variation was not this great. The difference in per station average revenue comes, of course, from the greater number of regional outlets.

Spot in '49

(Continued from page 120)

	J.	F.	M.	A.	M.	J.	J.	A.	S.	O.	N.	D.
Modern Industrial Bank	..	..	..	..	..	..	..	..	1	1	1	1
National Shoes	7	7	7	7	7	7	7	6	7	7	7	7
N. Y. Central RR	17	15	15	15	15	15	15	15	15	15	15	15
N. Y. Daily News	..	..	..	..	..	..	..	..	..	..	..	2
N. Y. State Savings Bank	..	..	..	..	..	..	..	..	..	4	4	4
Northeast Airlines	..	8	8	9	9	9	15	15	15	11	12	12
Nu-Enamel Corp.	..	..	..	..	..	..	1	1	4	4	4	*
Paramount Pictures (N.Y.)	15	..	..	..	..	..	..	..	..	..	..	..
Peerless Sheets	18	18	18	6	6	6	6	6	6	..	..	..
Prudential Ins. Co. of America	1	1	1	1	1	1	1	1	1	1	1	1
R. K. O. Radio Pictures	..	..	..	..	..	..	2	..	..	..	..	78
Rap-In-Wax	1	1	1	1	1	1	1	1	1	1	1	*
Raritan Valley Farms, Inc.	..	..	..	..	..	..	..	..	1	1	1	..
Reading Anthracite	9	9	10	10	9	8	8	8	8	8	8	9
Regal Shoes	..	..	..	..	..	2	2	2	2	2	2	2
Reynolds Wrap	..	..	..	..	..	..	..	..	..	..	3	3
Rheem Mfg. Co. (Household Appl.)	2	..	..	..	..	..	..	..	..	..	..	..
Ronson Accessories	20	20	20	20	20	..	..	..	..	..	..	..
Sage Air Refresher	1	1	1	1	1	1	1	1	1	1	1	1
Santa Fe Railway	..	..	..	3	3	..	..	..	..	..	..	2
Satina	..	..	..	..	..	1	1	1	1	1	1	1
Southern Pacific RR	..	..	1	1	..	..	..	..	..	..	..	..
Speakman Plumbing Fixtures	..	2	2	2	2	..	..	..	..	2	2	2
Steinway & Sons	..	..	..	..	..	..	..	..	1	1	1	1
Stevens, Patricia, Model School	7	7	10	10	10	10	6	5	6	6	8	8
Travelers Cheques	..	..	..	..	4	4	4	4	..	..	..	..
2-In-1 Shoe Polish	3	3	3	2	2	2	1	1	1	1	1	1
Union Electric Co. of Missouri	4	4	4	*	*	*	*	*	*	*	*	*
United Airlines	..	..	1	1	1	2	2	2	2	3	3	4
United Florists Trades Assn.	..	..	..	..	..	..	..	..	..	..	1	1
Valley Church of the Air	6	6	6	6	6	6	6	6	6	..	..	..
Weatherseal Screens & Storm Windows	3	3	3	1	1	1	1	1	1	1	1	..
Yankee Shoes	..	..	..	..	..	..	..	1	1	1	1	..





tailored RADIO-TELEVISION PICTURE ALBUMS FOR YOUR STATION AT NO COST TO YOU . . .

We have THE outstanding radio-television promotional program. It's a proven way to add both audience and advertisers . . . proven by hundreds of radio stations over the past 12 years — now proven a "natural" for television, too! Each colorful, superbly-executed album is individually prepared — "tailor-made" for you and distributed throughout your area. Exclusive — available to only one station in any city. Profitable — no cost to you or your listeners. Simple — let us tell you how it's done!

American
RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria 2, Illinois

Write or [illegible] ria 4-3[illegible] full details — [illegible]st or obligation [illegible] ou . . . [illegible] ne, first

Respects

(Continued from page 92)

balance, Mr. Kaye went to work for the theatrical Shuberts, as their counsel.

He had worked for the Shuberts for several years when Ralph F. Colin, a member of the firm of Rosenberg, Goldmark & Colin, then and now counsel for CBS, invited Mr. Kaye to join the firm. In 1932, two years after he had done so, Mr. Kaye became a partner.

In those days CBS did not maintain as extensive a law department of its own as it has in later years, and Mr. Kaye performed almost all the network's legal work, except FCC matters. Although such labors were extensive, Mr. Kaye gratefully assumed other jobs, lest he languish in the torpor of a 10-hour day.

Through the '30s and early '40s he represented the NAB in copyright hearings before Congress.

He was a member of the broadcasters' committee that negotiated with ASCAP in the early '30s when the licensing group first invoked its percentage basis of assessing fees.

In 1939 he was retained by the NAB to blueprint the organization that eventually become BMI.

Mr. Kaye's role in the ensuing few years of the battle with ASCAP and the emergence of BMI was monolithic. In the formative period of BMI, even he was satisfied that there was enough to do. It was not unusual for Mr. Kaye to get in a day's work in New York, take a night plane to, say, Los Angeles, hold a two-hour conference with broadcasters there, return by plane to New York and, upon arrival, resume the work he had left upon departure. He was occasionally frustrated by such distractions as sleep during this hectic period, but he made every effort to keep them at a minimum.

As executive vice president and general counsel of BMI from its formation, Mr. Kaye, more than any other individual, was responsible for its success (see story this issue).

By 1947, when BMI's place in broadcasting music seemed assured, Mr. Kaye found the security of that situation alarming. He decided to quit as the chief executive officer so that he could devote time to his numerous other interests.

Called 'A Publisher'

The incident that provoked his decision was the appearance of his picture in a music trade magazine with the caption "prominent music publisher."

"I decided that it was time I returned to the law," he said.

Mr. Kaye stepped out of the executive vice presidency, although continuing as vice chairman of the board and general counsel. Carl Haverlin, at the time vice president in charge of station relations of MBS, became BMI president.

At the height of the BMI pressure, in 1941, Mr. Kaye was retained by the newpaper-radio committee to represent it at FCC proceedings looking into newspaper ownership of radio stations. Mr. Kaye regards his contribution to that work as one of the most satisfying of his career.

It was during those proceedings that he set a precedent in FCC procedures. Until then the right of cross-examination had not been granted at FCC hearings, and it was Mr. Kaye who successfully argued for the establishment of such a right.

The tactics used by Mr. Kaye to try the newspaper-radio case hinged upon his belief that newspaper-owned stations were indistinguishable from any other stations and that to deprive newspapers of the right of owning stations would be to imperil the rights of free speech.

Among the witnesses summoned by Mr. Kaye to support his plea was Arthur Garfield Hays, who provided eloquent testimony as to the belief that the abridgement of a newspaper's right to own a station would be also an abridgement of Constitutional guarantees of freedom of speech.

Another fulltime activity that Mr. Kaye undertook in the midst of the formation of BMI was marriage. In 1940 he wed a New York girl, Muriel Gray, who, like her husband, is not addicted to idleness. At the moment she is director of the League of Women Voters in New York.

Such weekends and summer vacations as they find possible to take, the Kayes spend at their 170-acre farm at Cornwall Bridge, Conn., a two-and-a-half-hour trip from New York.

Their concept of lazy country weekends and summers is vigorous agriculture. Mr. Kaye in recent years has developed as shewd an eye for a tomato as for a tort. He is in charge of the vegetable garden while Mrs. Kaye supervises the flowers.

Last summer, when Connecticut was plagued by prolonged drought, the gardens of the Yankee farmers who had worked the soil of Cornwall Bridge for generations shriveled and died. The crops of City Slicker Kaye, who was born, raised and still a resident in the same block on Manhattan, were bountiful. He had thoughtfully planted in shaded bottom lands. The amateur gardner kept his professional neighbors in vegetables throughout the summer.

Mr. Kaye's professional memberships are numerous. Last year he held chairmanships of the Copyright Committee of the Assn. of the Bar of the City of New York and of the copyright committee of the Patent, Trade Mark and Copyright Section of the American Bar Assn., the only instance of any individual holding both simultaneously.

He is a member of the UNESCO panel of copyright experts, of the New York State and County Bar Assns. and of the FCC Bar Assn. He belongs to the Lawyers Club, the Lotos Club of New York, the New York Radio Executives Club and to the Radio Pioneers Club.



JACK HINES (l), program director of WTAM Cleveland, receives the Ohio Safety Council's "Outstanding Achievement Award" for the station's half-hour show, *Give Death a Holiday*. J. C. Hiestand, president of the safety council, makes the presentation. WTAM also contributed 822 safety announcements, a program featuring Ralph DiPalma, racing driver, and a show with J. T. Smith, vice president, Greater Cleveland Safety Council and chairman of the Mayor's Traffic Safety Education Committee.

CO-OP DRIVE
Blackstone Sponsors Contest

TO SPARK its factory-approved dealer cooperative radio advertising campaign, Blackstone Washing Machine Corp. is sponsoring a contest among its 15 district managers with prizes for those who bring in the greatest number of radio contracts for the company's three transcribed programs.

The programs—*Blackstone the Magician, The Phil Brito Show,* and *Smilin' Ed McConnell*—are produced for Blackstone by Charles Michelson Inc., New York transcription program producer. Each is a quarter-hour show and dealers and distributors will be urged to sponsor them under a 50-50 cooperative arrangement.

Factory is offering a Longines men's wrist watch, Wittnauer men's watch and a Parker "51" pen-and-pencil set as first, second and third prize, respectively. With the contest scheduled to get underway this week, contracts already have been signed, according to Charles Michelson Inc., for one of the three programs on:

WGRA Cajro, Ga.: WTBC Tuscaloosa, Ala.; KGYN Guymon, Okla.; WRNO Orangeburg, S. C.; WIHL Hammond, La.; KTTS Springfield, Mo.; WFOM Marietta, Ga.; KFJI Klamath Falls, Ore.; KTIP Porterville, Calif.; KORE Eugene, Ore.; KPAS Banning, Calif.

OHIO U. PROJECT
Students Plan Ad Outlays

PLANNING and working out theoretical advertising budgets of $50,000 each, in cooperation with Cincinnati advertising men, have resulted in prize awards to five Ohio State U. radio advertising students.

The project was sponsored by the Advertisers Club of Cincinnati under direction of Howard Campbell of Gardner Publications Inc. club board member. Each student in effect, became advertising manager of a company and was given between March 1 and May 30 to set up their campaigns with the theoretical $50,000 budget. Forty papers were submitted.

The winners, members of Dr. Kenneth Dameron's radio advertising class, are: Hilda Roller, Cleveland; William Smith, Parkersburg, W. Va.; Robert Rapp and Russel Raymond, both of Columbus, and Karl Dicken, West Jefferson, Ohio.

FM PROMOTION campaign at WTAG-AM-FM Worcester, Mass., given extra boost by switching station breaks to read, "WTAG—FM and AM."

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER! IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange Bldg. — Kansas City, Mo.

CONTACT

McGILLVRA'S

N.A.B. HEADQUARTERS

STEVENS HOTEL

APRIL 17, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

channel

SEE the BROOKLYN DODGER GAMES

telecast only on

WOR-tv

channel 9

Here's one of the things that's making WOR-tv the biggest station being t-viewed on the Eastern Seaboard!

Are You Serious About Getting the Most for Your Advertising Dollar?

In Los Angeles, TV Station **KTLA** ***delivers a larger average evening audience than the leading network*** **radio** ***station — at just about half the cost.*** And delivers an average audience as big as its 3 nearest TV competitors combined — at ¼ cost!

KTLA's average evening share is a healthy 15% of the combined radio-and-television audience in Los Angeles . . . more than twice the share of its closest TV competitor in this 7-TV-station market. KTLA advertisers also pick up a bonus—31% of San Diego's televiewers who receive KTLA's strong signal direct, 125 miles distant.

Amazing? Make us prove it.

WRITE FOR ANALYSIS OF LOS ANGELES RADIO-TV COVERAGE.

KTLA
Paramount Television Productions Inc.

CHANNEL 5

KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOllywood 9-6363
Eastern Sales Office • 1501 Broadway, New York 18 • BRyant 9-8700

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

A Service of Broadcasting Newsweekly

TELECASTING

tional Press Bldg.
ashington 4, D. C.

APRIL 17, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

SET MAKERS BALK?

CBS Color Manufacture Is Hearing Issue

CBS COLOR got one of its biggest breaks of FCC's current television hearings last week, while FCC counsel and manufacturers' witnesses tangled over the prospects of set makers producing—or refusing to produce—receivers that will accommodate the CBS system.

The threat of "compulsory government action" was raised again—if government has such authority—as an ultimate method of forcing manufacturers to produce sets adapted to receive the otherwise non-compatible CBS system.

Brig. Gen. David Sarnoff, board chairman of RCA, or RCA President Frank Folsom was slated to testify on the production question, possibly this week, after RCA counsel waved aside FCC Assistant General Counsel Harry M. Plotkin's request for a subpena to compel them or appropriate high-level RCA officials to appear.

Mr. Plotkin's subpena request came after Dr. Elmer W. Engstrom, RCA Labs. vice president in charge of research, testified RCA did not know whether it would produce receivers or adapters for the CBS system if its non-compatible technique is approved.

Smith Testimony

David B. Smith, Philco vice president in charge of engineering, testified earlier that his firm would make what the public demands" if only the CBS system is adopted, probably manufacturing both standard black-and-white and CBS color sets as well as combinations.

Mr. Smith reiterated his preference for a "compatible" system, such as RCA's, and opposed adoption of multiple standards or, at this time, anything more than broad general standards for any one system. Though he considered it a question for management, he thought Philco would be "very reluctant" to broadcast CBS color on its WPTZ (TV) Philadelphia "at this time," but would be "very happy" to carry all network programs in color if the RCA system is approved.

Mr. Plotkin cut short his cross-examination of RMA President J. C. Cosgrove in protest that he was getting no useful information on his effort to determine probable RMA policy if non-compatible—CBS—standards are adopted. He questioned the advisability of permitting trade organizations like RMA to participate in such proceedings noting member companies are thus "insulated" from appearing in their own behalf.

The break for CBS color came in the form of reports submitted by E. W. Chapin, head of FCC's Laboratory Division. The reports credited the CBS system with generally superior color reproduction and definition, noted relatively low costs of adapting existing monochrome sets to receive CBS color in black-and-white, and, on the basis of preliminary tests, asserted the "probability" that in-channel interference with the RCA system is about twice as great as for standard monochrome.

Mr. Chapin's data—on which he has not yet faced cross-examination, and prepared before RCA demonstrated its new tri-color tube—also appeared to strike a blow at the feasibility of establishing dual or multiple color standards except on a relatively short-term basis, holding that different allocation plans might be necessary for RCA and CBS systems.

Chapin Reports on CTI

With respect to Color Television Inc.'s system—the third under FCC study—Mr. Chapin said CTI had supplied no color receiver, but that "because of the degree of degradation of the CTI picture as received in monochrome, there is serious doubt whether the system is either compatible or adaptable."

Laboratory Division tests, Mr. Chapin said, tended to substantiate CBS' and RCA's own estimates of the interference ratios which would be required for their respective systems for normal tolerance and offset co-channel operations.

He thought "a figure near 30 decibels" for offset operation would be sufficiently accurate for allocation purposes under either system, but emphasized this figure represents the "tolerable" value for satisfying only 50% of the listeners in a given region. Available data, he said, indicate the RCA color system "may require some 3 db more protection from offset co-channel interference than the CBS system."

From the standpoint of co-channel interference to the reception of either CBS or RCA color in monochrome, Mr. Chapin reported "no significant variation from the values required for the reception

(Continued on page 157)

FLANAGAN HITS P&G

Charges Rate Freezes

T. F. FLANAGAN, managing director of the National Assn. of Radio Station Representatives, last week charged that Procter & Gamble was seeking three-year rate freezes from television stations on which it was placing its *Beulah Show*, scheduled to start next fall on ABC-TV.

The P&G agency, Dancer-Fitzgerald-Sample, submitted an explanation that was at variance with Mr. Flanagan's statements.

Mr. Flanagan, in a letter to Howard Morgens, P&G vice president, said that stations were "appalled by your action, through your advertising agency, Dancer-Fitzgerald-Sample, and the ABC network, for a three-year freeze on television rates for the *Beulah Show*."

Cites Morgen's Speech

The NARSR executive recalled Mr. Morgens' outline of P&G policies regarding radio and television rates before a New York Radio Executives Club meeting a fortnight ago [BROADCASTING, April 10]. Mr. Morgens, in the address, said P&G looked forward to future declines in radio time rates and to future increases in television rates.

A spokesman for Dancer-Fitzgerald-Sample told TELECASTING that Mr. Flanagan was not correct in stating that rate protection for three years had been sought.

The spokesman said that stations had been asked to accept the program on firm two-year contracts at present rates with an option for renewal the third year at rates not exceeding an increase of 33⅓% over present levels. Further, he said, the contracts would call for a full 52 weeks of telecasts per year, without summer hiatus.

Twenty stations have already accepted the proposal, the spokesman said.

The P&G proposal for its forthcoming *Beulah Show* is not unlike that made a year ago by General Mills for its *Lone Ranger* television show—also placed by Dancer-Fitzgerald-Sample and also on ABC-TV.

"Difficult To Understand"

In his letter to Mr. Morgens, Mr. Flanagan said:

"It is difficult for the broadcasting industry to understand why AM rates must be adjusted in certain instances to audience changes while at the same time you ask that television rates be held in a low bracket vise that prevents their being adequately adjusted for changes in audience."

Mr. Flanagan added that Mr. Morgens could "back up with action your excellent address at the Radio Executives Club if you will now withdraw your three-year request and content yourself with the usual trade practice of 26 weeks' protection, which under the circumstances is most generous in the television medium."

The Dancer-Fitzgerald-Sample spokesman said that one element of the proposal that was favorable to stations was that the *Beulah Show* would be 28½ minutes long, in comparison with the more common "half-hour" program length of 29½ minutes.

He pointed out that this would enable stations to sell a minute more for local announcements than is usually possible.

In his letter to the P&G vice president, Mr. Flanagan said that NARSR members represent two-thirds of all television stations now operating.

"I hope," he wrote, "that the ABC network will show you the telegrams and letters they are receiving from stations in protest against this attempt of a preferential and discriminatory three-year freeze as against an industry 26-weeks custom of rate protection."

RCA TV Exhibit

NEW TV exhibit, by RCA Victor Div., is to open April 25 at the Chicago Museum of Science and Industry. Visitors can operate various units by means of buttons and levers, and learn the why and wherefores of TV, outlining processes from camera to living room set.

KITTY DIERKEN SELLS

Merchandise Moves on WAAM (TV) Shopping Show

"HOW would you like to move merchandise at the rate of three items every two minutes? Would you like to be in on a TV program which sells (instead of merely displaying) and sells to every audience in reach of a picture tube? How would you like to gross over $4,700 in direct orders in a four-week period? And would you like a measurable, sure response of 900 telephone calls and hundreds of letters each and every week, with an average of 46 cash-order phone calls every afternoon half-hour and 49 cash-order calls every evening?"

These questions are asked by WAAM (TV) Baltimore which claims each and every one is fulfilled by its *Kitty Dierken Shops for You* show, seen twice daily Monday-Friday.

In tracing the program's pulling power, WAAM goes back to Kitty Dierken's debut on Sept. 14, 1949. The TV setting had the appearance of being "just another women's program." But the novel twist came when Miss Dierken, instead of displaying the merchandise and letting it go at that, invited direct orders. The viewer was invited to phone in name, address and order.

A slide, giving WAAM's address and phone number was superimposed over the studio scene.

First Response

The response? Well, the show drew seven calls, five of which were for information, but Miss Dierken did manage to sell a cake slicer and an ash tray on that opening show.

From the beginning, Miss Dierken promised to keep the two shows —afternoon and evening— aimed at career girl and housewife alike and to keep the shows alike in merchandise displayed and in interviews.

WAAM said its reason for the second show was the anticipation that afternoon viewers would tip their friends off to bargains displayed in the afternoon so they could see for themselves at 6 o'clock.

The first time the evening show was shown, the station said, it got 10 calls, five orders. From then on the calls and orders trebled and by mid-February, Miss Dierken was averaging $244.60 in sales and moving an average of three items every two minutes, WAAM stated.

One feature of this sales record, it is pointed out, is the fact that viewers buy in the majority of cases without knowing trade names of the products or retail sources. The program itself is sold on a spot or segment basis to advertisers interested in a single rate for the two programs daily.

The emphasis, WAAM said, is on low-budget, sensible items. In addition, Miss Dierken conducts a "Cooking Talent Scout" search for clever home cooking, inviting gifted housewives and their discoverers to come to her TV apartment and demonstrate to the other folks in the audience the charms of their culinary specialties.

Added to this approach is the work of the WAAM production staff. Co-directors Paul Kane and Ed Sarrow handle the afternoon and evening shows, respectively. The apartment setting is turned out by Art Director Barry Mansfield and staff.

Typical Comments

Typical of sponsors' comments on the merchandising feats performed by WAAM's Kitty Dierken is the following from Ideal Novelty & Toy Co., New York: ". . . Kitty's wonderful presentation in her live demonstration brought satisfying comment from all the buyers of the leading department stores in Baltimore. They were so thrilled with the results that they featured and promoted the identical toys Kitty demonstrated."

Oklahoma Clinic

REGISTRATIONS are being accepted for a television clinic to be conducted June 25-July 1 by WKY-TV Oklahoma City and the U. of Oklahoma, Sherman P. Lawton, university radio coordinator, has announced. Advance instruction is planned for station personnel, teachers and others with pertinent backgrounds. Inquiries should be addressed to Mr. Lawton at the U. of Oklahoma, Norman, Okla. Registration fee is $15.

Film Report

TEN-MINUTE film shorts, **Midget Movies,** released through **Toby Anguish,** Hollywood for telecasting starting May 1 on KTSL (TV) Los Angeles. Films, composed mostly of stories from *Aesop's Fables*, will run five weekly. . . . **Jed Buell,** formerly general manager of Carl Laemmle theatres and California Universal Chain, joins **American Releasing Corp.,** Los Angeles, as vice president. Firm recently was appointed by **Anim-Pictures Corp.,** Los Angeles to distribute commercial TV spots.

Protestant Radio Commission, interdenomination agency of major religions, held press screening of first in series of pictures, prepared especially for television and available to church groups. Series consisting of Biblical stories enacted by marionettes, and filmed in color can also be telecast in black-and-white. First of planned 13-cycle series was shown at Museum of Modern Art, New York.



Kitty Dierken with an array of merchandise.

SMPTE SESSION

Chicago Meet April 24-28

VIDEO ENGINEERS, participating for the first time as members, will hear television papers at the 67th semi-annual convention of the Society of Motion Picture and Television Engineers in Chicago's Drake Hotel April 24-28. TV men were officially included in the membership early this year when the name of the society was altered.

"The Properties and Characteristics of Color Television Systems Proposed to FCC" will be defined by Frank H. McIntosh, consulting engineer in Washington, at the opening evening session April 24. He will be followed by Col. John R. Howland of Zenith Radio Corp., Chicago, who will trace the progress of Phonevision. He will discuss the economics of the subscription TV system, along with the upcoming Chicago test next fall.

W. R. Fraser and G. J. Badgley of the Naval Photographic Center in Washington will talk about "Motion Picture Photography of Color TV Images" April 25 at the morning session. With them will be Prof. Arthur B. Bronwell of Northwestern U., Evanston, Ill., giving a "Critical Evaluation of Color Television" (CBS, RCA, CTI); Constantin S. Szegho of the Rauland Corp., Chicago, "Color Cathode Ray Tube With Three Phosphor Bands" and T. P. Dewhirst, F. N. Gillette and J. S. Ewing of Hertner Electric Co., Cleveland, "Component Arrangement for a Versatile TV Receiver."

Other speakers that morning—France B. Berger of the General Precision Lab., Pleasantville, N. Y., "Characteristics of Motion Picture and Television Projection Screens"; E. Arthur Hungerford Jr., U. S. Navy Special Devices Center, Port Washington, N. Y., "Television As a Means of Mass Instruction in the Armed Forces." Richard S. O'Brien of CBS New York will speak on "CBS Television Staging and Lighting Practices" at the afternoon session that day. With him will be R. L. Garman and R. W. Lee of the General Precision Lab., "TV Pickup Tubes and Techniques Used in Studio Film Chain Cameras"; Mr. Garman and Blair Foulds of the same firm, "Some Commercial Aspects of a New 16mm Intermediate Film TV System" Wayne R. Johnson of Earle C. Anthony Inc., KFI-TV Los Angeles "Progress Report on an Experimental Electronic Background Projector for TV," and Rudy Bretz, producer and consultant and head of the television department of the Dramatic Workshop and Technical Institute, New York, "TV Special Effects."

After the video sessions Tuesday evening, engineers will tour studios of WGN-TV, *Chicago Tribune* station. A forum discussion on studio lighting will be conducted there.

PROGRAM COSTS

Phonevision Cited As Aid

"THE ACHILLES heel of television"—high programming costs—will be "protected" by Phonevision which adds revenue from consumers to that now taken in from advertisers, Comdr. Eugene F. McDonald Jr., president of Zenith Radio Corp., asserted last week. In a letter to Movie Producer Eddie LeBaron of Hollywood, Mr. McDonald outlined how Phonevision will help advertisers.

Sanctioning the policy of "having two economic legs to stand on," the Zenith president pointed out that newspapers and magazines have long gained revenue from the customer as well as advertiser. "Radio is the only nation-wide 'giveaway' advertising medium for the public that has ever succeeded and its success has been possible only because it is the cheapest way known to disseminate news, information and entertainment to the public," he said.

"In an almost parallel sense, we are trying with Phonevision to enable TV to build soundly on this proven economic pattern," he continued. "The second economic leg customer revenue paid via the Phonevision 'box office,' is critically important for TV because its production costs are not, like radio's, cheap. Phonevision is an addition to, not a substitute for, TV advertising programs and revenue."

WCBS-TV New York has purchased for exclusive New York viewing 2 feature motion pictures including many Hollywood hits. Starting date has not been announced yet.

SPOT TV FLEXES MUSCLES

Grows Nationally in '49

TELEVISION spot business in 1949 brought the industry a dollar volume of income equal to the entire industry revenue the previous year—$8.6 million.

The number of spot users increased from 230 in December 1948 to 427 in December 1949. This business was carried by 41 stations in the last month of 1948 and 89 outlets in the same month of 1949, according to the *Rorabaugh Report on Television Advertising.*

To determine the type products which placed this ever growing volume of business, the Research Dept. of TELECASTING surveyed the nation's television outlets.

From these reports it was found that 52% of the net spot business was concentrated in only four product classifications: Jewelry, Optical Goods and Cameras; Automotive, Automotive Accessories and Equipment; Food and Food Products, and Smoking Materials. This is the same percentage of domination which was held by the top five radio spot classifications (see story page 5).

Top Categories

The advertisers of Jewelry, Optical Goods and Cameras were reported by station operators to be the leading users of television spot time. In 1949 they spent over $1.3 million, 15.3% of the $8.6 million estimated for television's net spot income. The high dollar volume in this classification is, no doubt, due to the activity of Benrus Watch Co., Bulova Watch Co. and Ronson Art Metal Works Inc. All three of the companies were heavy buyers of television spot time throughout the year.

This Jewelry product classification also was quite active in the radio spot field, spending about $4.6 million net last year and taking sixth place. Network gross expenditures were low in both radio and television with only $105,057 for TV and $2.8 million for radio.

The ability to demonstrate on television made the medium highly popular with advertisers of Automobiles and Automotive Products. This classification ranked second in spot and third in network television. Approximately $1,204,000 went to spot and $1,546,287 for gross network time. The spot appropriation was 14% of the net total.

Most of the automotive firms were rather sporadic in their spot purchases, buying a number of spots on a large list of stations for a short time. Oldsmobile Div. of General Motors, however, continued its heavy purchases after starting on 30 stations in July. This list jumped to 36 stations the following month and most outlets carried three spots a week for the automobile firm.

Food and Food Product advertisers, one of the leading classifications in both television and radio, spent approximately $1,066,400 for net video spot time in 1949. This was 12.4% of the total. The classification ranked fourth in network television where gross time sales were almost $1.3 million.

In dollar volume of radio purchases the classification ranked first in both spot and network. Over $23.6 million went to spot and $45.3 million for gross network time purchases.

This classification does not appear to have been dominated by any one TV spot advertiser, although the Borden Co. bought time on a large number of stations, especially during the latter part of the year. Rorabaugh reports that 112 accounts were active in this field in December 1949 compared to 34 in the same month of 1948. This was the largest number of advertisers in any product group for either month.

While food advertising was spread out among a number of accounts, fourth ranking Smoking Material advertisers had their power concentrated within a few manufacturers. This product group placed about $937,400 worth of net video spot business, 10.9% of the total for 1949. In spot radio the classification was low, appearing in 12th place with net expenditures of about $3.3 million.

On both the radio and television networks Smoking Material advertisers ranked high. In the TV field this was the leading group with gross expenditures of over $2.3 million while the radio networks got over $23.5 million. Out of the top five TV network advertisers in 1949, two were tobacco firms, R. J. Reynolds Tobacco Co. and Liggett & Myers Tobacco Co.

There were 13 Smoking Material advertisers placing spot business in the last month of 1949, according to Rorabaugh, only 3% of the total spot advertisers. Of these, however, three placed business on over 30

(Continued on page 157)

* Television Spot Advertising by Product Classification—1949

Product Groups*	% Total Business	$ Business (Net)
Apparel, Footwear & Access.	4.5%	$ 387,000
Automotive, Auto Access. & Equip.	14.0	1,204,000
Beer, Wine & Liquor	9.0	774,000
Confectionery & Soft Drinks	4.6	395,600
Consumer Services	2.9	249,400
Food & Food Products	12.4	1,066,400
Gasoline, Lubricants & Fuels	1.0	86,000
Household Equip., Appliances & Supplies	5.5	473,000
Household Furnishings	1.0	86,000
Jewelry, Optical Goods & Cameras	15.3	1,315,800
Radios, Phonographs, Musical Instruments & Access.	2.7	232,200
Retail Stores & Shops	5.1	438,600
Smoking Materials	10.9	937,400
Soaps, Cleansers & Polishes	1.0	86,000

* Product groups representing less than 1% of all television spot business are omitted in this table.

Note: Estimates are based on TELECASTING Research Dept. Survey of National & Regional Television Spot Business in 1949.

VIDEO'S '49 CLIENTS

241 on Network

TELEVISION became a national advertising medium in 1949, and is destined for continued '50 growth.

Completion of the New York-Chicago coaxial cable circuits in 1949 made possible simultaneous reception of live programs across the eastern half of the country in cities as widely separated as Boston and St. Louis. Development of improved kinescopic films enabled delayed broadcasts of TV programs in cities not connected with the point of origin. And set builders and sellers did their part by putting TV sets into more than 3.5 million homes by the year's end.

A total of 241 advertisers used TV network time during the year, with combined gross time charges of $12,294,513. Advertisers using TV spot campaigns during 1949 totaled 853. Local clients of TV stations numbered in the thousands. And there are no signs of anything but continued growth in 1950. February saw 65 advertisers on the video networks, 423 who used spot time on one or more stations and 1,890 video clients at the local level.

The use of TV by individual advertisers during 1949 and the outlook for 1950 are described in the following tables and articles which analyze the various classes of TV business, group by group. It is worthy of note here, however, that the pattern of advertising on the

(Continued on page 158)

COMPARATIVE EXPENDITURES IN TELEVISION BY PRODUCT GROUPS

	Spot (% Net)	Network (% Gross)
. Agriculture & Farming (Page 136)	0.3	——
. Apparel, Footwear & Accessories (Page 136)	4.5	2.3
. Automotive Equipment & Accessories (Page 136)	14.0	12.6
. Aviation Equipment & Accessories (Page 138)	——	——
. Beer, Wine (Page 138)	9.0	2.7
. Building Material & Fixtures (Page 140)	0.4	——
. Candy & Soft Drinks (Page 140)	4.6	1.5
. Consumer Services (Page 142)	2.9	0.5
. Drugs & Remedies (Page 142)	0.7	2.0
. Entertainment (Page 144)	0.4	——
. Food & Food Products (Page144)	12.4	10.5
. Gas & Oil (Page 146)	1.0	5.9
. Horticulture (Page 146)	0.2	——
. Household Equipment (Page 146)	5.5	3.7
15. Household Furnishings (Page 150)	1.0	6.7
16. Industrial Materials (Page 150)	0.5	0.1
17. Insurance (Page 150)	0.4	——
18. Jewelry & Optical Goods (Page 151)	15.3	0.9
19. Publishing & Media (Page 151)	0.8	1.1
20. Radios, TV Sets, Musical Instruments (Page 152)	2.7	19.4
21. Retail Outlets (Page 153)	5.1	0.1
22. Smoking Materials (Page 153)	10.9	19.4
23. Soaps, Cleansers & Polishes (Page 154)	1.0	0.9
24. Sporting Goods & Toys (Page 154)	0.4	0.7
25. Toiletries (Page 155)	0.8	8.3
26. Transportation & Travel (Page 156)	0.4	——
27. Miscellaneous (Page 156)	4.8	0.7

Class 1: . . . Agriculture

ALLIS-CHALMERS MFG. CO. was the only advertiser to use network television in 1949 to sell farm equipment and this company's use of TV was confined to institutional sponsorship of a single telecast of the *National Farm and Home Hour*, which A-C sponsors each week on NBC's radio network. The one-time TV program originated last November from the International Livestock Show in Chicago.

The year 1950 opened with three spot video advertisers in this class, one more than there were in 1949. Cargill Inc. last May began advertising its feeds and dog food with announcements on KSTP-TV Minneapolis-St. Paul, added a weekly sports review on WDAF-TV Kansas City in December. Red Star Fertilizer Co. also began using television last May and continues to sponsor the *Mid-Week Gardener* on KFI-TV Los Angeles. In February 1950, Kellogg Supply Co. also began advertising fertilizer on this station, using participations on *Gordon's Garden*. Staley Milling Co. in January began advertising its feed through Mal Hanson's *Grass Roots* show on WOW-TV Omaha.

Radio has always been more concerned with the farm family as consumers of foods, clothing and other produce of general use than with the tools and equipment with which the farmer plies his profession. It seems unlikely that TV's abundant mass appeal will leave much free time for this more limited class advertising.

CLASS 1. AGRICULTURE & FARMING — 1949

	Network (Gross)	Spot * (Net)
LEADING NETWORK ADVERTISERS	$4,275	$25,800

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Costs
ALLIS-CHALMERS MFG. CO. "National Farm & Home Hour" Bert S. Gittins	Farm Equipment	NBC-25-1 (one time)	$4,275

Source: Publishers Information Bureau — * TELECASTING Estimate

Class 2: . . . Apparel

A FEW YEARS back, when speculation about television and its probable effects on the distribution of the advertising dollar was favorite pastime in advertising circles, there was general agreement that TV's major impact would be in the field of apparel advertising.

Never great users of radio, the makers of wearing apparel and accessories were foreseen as eagerly embracing TV which would enable them to show their products in use. It was anticipated that fashion shows, staged for the vast home audience instead of for small groups of women in stores, would become a major form of video programming. Some prophets even foretold the decline of newspapers, as their chief advertisers, the department stores, turned to TV to better display the latest fashions.

Ten Apparel Accounts

For whatever reason, these prophecies have not come to pass, at least not up to now. The 103 users of TV network facilities during 1949 include only 10 apparel advertisers whose combined expenditures for time aggregated only 2.3% of the total TV network time purchases of all advertisers. Adding Bond Stores, men's clothing chain which PIB classifies under the "Retail" heading, raises the apparel group's expenditures to only 2.5% of the total. In February 1950, last month for which full records are available, there were four TV network advertisers from this group.

The *Rorabaugh Report on Television Advertising* for February shows 14 apparel advertisers using TV spot (3.7% of the total number). During 1949, according to Rorabaugh, this group accounted for 60 of TV's spot clients (7.0% of the total number). At the local level this February, there were 120 apparel advertisers using TV (6.3% of the total number). Assuming that the 59 department stores using local TV that month advertised mainly apparel items, which is probably overgenerous, would raise the percentage to 9.0, still not an overwhelming share of the local TV advertising.

Perhaps some apparel makers are waiting for color television, the better to display their merchandise. The majority of this group, however, would seem to be good prospects for TV time salesmen today.

Network advertisers from this class last year, in addition to those listed in the table, were: A. Sagner's Son Inc., sponsoring telecasts of the Pimlico races last May on ABC for Northcool clothes ($10,960 for time); Textron Inc. (women's apparel), sponsoring the Hartmans in a half-hour weekly domestic comedy series on NBC, February-May ($18,120); Trimount Clothing (men's clothes), with Dr. Polgar, hypnotist, on CBS, September and October, in a 10-minute weekly series ($20,718). Maiden Form Brassiere Co. in October began participating three times a week in the CBS *Vanity Fair* daytime series ($15,840 to the end of 1949) and is still using the show.

Fashion Frocks Inc. in January became a participating sponsor of *Vanity Fair* on a twice-weekly basis. Sundial Shoe Co. that month started sponsoring the Friday quarter-hour *Lucky Pup* program on CBS. International Shoe Co. continuing its *Howdy Doody* sponsorship for 15 minutes each Wednesday on NBC, has added a new TV program *Super Circus* sharing sponsorship of the second half of the ABC Sunday evening hour on an every-other week basis with M & M Ltd.

Apparel advertisers using TV on a spot basis in February included: B.V.D. Corp., using announcements on one station for its men's wear; Bond Stores, men's clothing, announcements on one station; Brown Shoe Co., participations and announcements on 1 stations; Cat's Paw Rubber Co. announcements on three stations for rubber heels and soles; Coma Hosiery Mills, announcements on four stations; Fashion Frocks participations on three stations; Galey & Lord (fabrics), announcements on two stations; Goodyear Tire & Rubber Co. (shoe products) announcements on one station; Hil Shoe Co., announcements on one station; International Shoe Co., announcements on 10 stations; Le Hat Co., participations on one station; Ripley Clothes (men's clothes), announcements on tw stations; John B. Stetson Co (hats), announcements on thre stations; Williamson Dickie (wor clothes), weekly boxing matches o one station.

CLASS 2. APPAREL, FOOTWEAR & ACCESSORIES — 1949

	Network (Gross)	Spot * (Net)
LEADING NETWORK ADVERTISERS	$284,801	$387,000

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Costs
CLUETT, PEABODY & CO. "Arrow Show" Young & Rubicam	Menswear	NBC-16-½ (Jan.-May)	$48,720
INTERNATIONAL SHOE CO. "Howdy Doody" Henri, Hurst & McDonald	Shoes	NBC-24-¼ (Aug.-Dec.)	46,440
U. S. RUBBER CO. "Lucky Pup" Fletcher D. Richards Inc.	Keds	CBS-14-¼ (Mar.-Nov.)	38,496
BATES MFG. CO. "Girl About Town" James P. Sawyer Inc.	Textiles	NBC-16-20min. (Jan.-April)	32,300
FRANK H. LEE CO. (Disney Inc.) "NBC News Review" Grey Adv. Agency	Hats	NBC-20-10min. (Jan.-April)	30,363
A. STEIN & CO. "Identify" Louis A. Smith Co.	Garters, Belts, Suspenders	ABC-12-¼ (Feb.-May)	22,844

Source: Publishers Information Bureau — * TELECASTING Estimate

Class 3: . . . Automotive

THE AUTOMOTIVE industry had its biggest year in 1949 and it may be more than purely coincidental that in that year the manufacturers of motor cars, tires and accessories began to make intensive use of television for their advertising.

The six members of this class who used time on the TV networks in 1949, while less than 6% of the 103 video network advertisers in the year, accounted for 12.7% of TV network time purchases, according to the records of PIB. These same records reveal that this group contributed only 3.6% of the total gross time sales of the four nationwide radio networks during 1949.

Last year's video spot advertisers included 24 from this group 2.8% of the total number, according to Rorabaugh reports on TV advertising, which show 13 makes of automobiles, five kinds of tires five accessories and one make o

(Continued on page 138)

TELEVISION STATIONS

. . . try out this formula



You don't have to be a mathematician to figure it out...

AAP Associated Artists Productions

GF Good Films

GA Greater Audience

MA More Advertisers

$ Increased Revenue

This formula has been proven by the best TV stations in the country. (See Honor Roll)

Ask us about "THE NEW PHILADELPHIA STORY"

Let us show you how this formula can work for you!

Paul Diamond — ***Director of Television***

444 MADISON AVENUE NEW YORK MU 8-4754

Also sole distributor: WILTON PICTURES INC.

Honor Roll

New York City
WABD
WCBS
WNBT
WATV
WPIX

Los Angeles
KNBH
KTLA
KTTV

Washington, D. C.
WNBW
WMAL

Chicago
WGN
WNBQ
WBKB

Detroit
WJBK
WXYZ

Cincinnati
WCPO
WKRC

Boston
WBZ

Atlanta
WSB

San Francisco
KPIX
KRON

Philadelphia
WPTZ

Dayton
WHIO

Louisville
WHAS

St. Paul, Minn.
KSTP

San Antonio
WOAI

Omaha, Neb.
KMTV
WOW

Jacksonville, Fla.
WMBR

Pittsburgh, Pa.
WDTV

Davenport, Iowa
WOC

Charlotte
WBTV

Huntington
WSAZ

Houston
KLEE

Johnstown
WJAC

San Diego
KFMB

Seattle
KING

Associated Artists Productions

ASSOCIATED ARTISTS PRODUCTIONS LTD.

Automotive

(Continued from page 136)

trailer advertised with video spot campaigns. This ratio continued in the early months of 1950. The Rorabaugh TV report for February shows nine spot accounts from this group, 2.1% of the total number. At the local level, automobile and automotive equipment advertisers in February totaled 242, 12.7% of all local TV users. Dollar figures are not available for spot and local TV business.

The first quarter of 1950 saw automotive production reach an all-time high, even surpassing the production record set in the like period of 1949, and industry spokesmen anticipate that the first six months of this year will similarly exceed the first half of 1949. Television may be expected to play its part in keeping automotive sales at the same high level as production.

Ford Campaign

The same six companies that used TV network time during last year continued its use in the opening months of 1949, but on an expanded volume of billings, due largely to a flash campaign by Ford in the latter part of January and early February. As part of an intensive campaign for the 1950 Fords, which also included heavy radio expenditures, the company assumed sponsorship of two telecasts of five top-ranking TV network sustainers: *One Man's Family* and *Leave It to the Girls* on NBC, *Hands of Murder* on DuMont, *Super Circus* (second half-hour) on ABC, and *Front Page* on CBS.

All of the TV network automotive advertisers are continuing their regular programs into 1950. In addition, Ford has assumed sponsorship of the Wednesday evening telecasts of *Kukla, Fran & Ollie*, half-hour Monday-through-Friday series on NBC. Ford has also announced that in the fall *Ford Theatre*, hour-long dramatic program on CBS, will be telecast weekly in place of its present every-other-week schedule. Packard Motor Co. has just launched *Holiday House*, half-hour weekly comedy show, on ABC. Another impending TV motor account is Chrysler Corp., which is planning use of network TV as soon as the UAW strike against its plants is ended.

Spot Advertisers

Spot TV advertisers from the automotive field in February included Chrysler Corp., which despite the strike, maintained its video promotion of Chryslers—announcements on two TV stations, a daily 10-minute newsreel on one station; of Dodges — 15-minute weekly sports reviews on three stations, announcements on four stations — and of Plymouths — announcements on one station.

Ford in February sponsored programs and announcements for Fords on 14 stations and for Lincoln and Mercury cars on five stations. General Motors Corp. used announcements for Buick on 19 stations and for Oldsmobile on 28 stations. (Chevrolet's heavy use of TV spots, programs and announcements is handled by city-wide Chevrolet dealers associations in their individual communities.) Hudson Motor Co. used 10 news shows a week on one station, announcements on 31 stations.

General Tire & Rubber Co. sponsored a half-hour weekly sports show on one station; B. F. Goodrich Co. used announcements on one station; Monroe Auto Equipment Co., announcements on one station; National Carbon Co. (batteries, anti-freeze), announcements on 13 stations; Trico Products Corp. (windshield wipers), announcements on 5 stations. Nash Motors was scheduled last week to start a four-week spot campaign in about 150 markets.

CLASS 3. AUTOMOTIVE, AUTOMOTIVE EQUIPMENT & ACCESSORIES

1949

LEADING NETWORK ADVERTISERS	Network (Gross) $1,546,287	Spot (Ne $1,204,0

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Costs
GENERAL MOTORS CORP.			$664,511
"GM Auto Show" Campbell-Ewald Co.	All products	CBS-10-1½ (One time)	2,130
"Inside U. S. A." Campbell-Ewald Co.	Chevrolet Cars	CBS-30-½ (Sept.-Dec.)	48,600
Football Games Campbell-Ewald Co.	Chevrolet Cars	DuM-20-3 (Sept.-Nov.)	78,663
"Chevrolet TV Theater" Campbell-Ewald Co.	Chevrolet Cars	NBC-39-½	182,700
"Roller Derby" Campbell-Ewald Co.	Chevrolet Cars	ABC-4-1½ (May-Dec.)	24,813
"CBS News" D. P. Brother & Co.	Oldsmobile Cars	CBS-7-¾ (Feb.-Dec.)	170,390
"Fireball-Fun for All" Kudner Agency Inc.	Buick Cars	NBC-38-1 (June-Oct.)	147,250
"NBC Newsreel" D. P. Brother & Co.	Oldsmobile Cars	NBC-7-¼ (Jan.-Feb.)	7,680
"Variety Show" McManus, John & Adams	Pontiac Cars	CBS-10-½ (one tme)	2,285
FORD MOTOR CO.			443,705
"Through the Crystal Ball" J. Walter Thompson Co.	Ford Cars	CBS-21-½ (April-July)	41,195
"United Nations" Kenyon & Eckhardt	Ford Cars	CBS-12-10 (Nov.-Dec.)	140,500
"Toast of the Town" Kenyon & Eckhardt	Lincoln and Mercury Cars	CBS-21-1 (Mar.-June; Sept.-Dec.)	167,160
"Ford Theater" Kenyon & Eckhardt	Ford Cars	CBS-12-1 (Jan.-June**; Oct.-Dec.*)	47,775
"Kay Kyser's College" J. Walter Thompson Co.	Ford Cars, Trucks	NBC-31-1 (Dec.)	47,075
FIRESTONE TIRE & RUBBER CO.			144,840
"Americana"—(Eff. Sept. 5) "Voice of Firestone"	Tires	NBC-21-½	
B. F. GOODRICH CO.			132,595
"Celebrity Time" BBDO	Tires	ABC-23-½ (Apr.-Dec.)	
ELECTRIC AUTO-LITE CO.	Spark Plugs,	CBS-18-½	103,781
"Suspense" Cecil & Presbrey	Batteries, etc.	(Mar.-June; Sept.-Dec.)	
GOODYEAR TIRE & RUBBER CO.			56,855
"Whiteman Revue" Young & Rubicam	Tires, Tubes	ABC-40-½ (Nov.-Dec.)	

* Every-other-week
** Once-a-month

Source: Publishers Information Bureau — * TELECASTING Estimc

CLASS 4. AVIATION, AVIATION ACCESSORIES & EQUIPMENT

There were no TV network or spot advertisers in this class in 1949.

Class 5: . . . . Beer, Wine & Liquor

BEER, baseball and television seem to add up to as popular a combination as the traditional trio of beer, baseball and radio. Always outstanding among the sponsors of ball games on radio, America's brewers are turning to TV with the same avidity and a good share of the $2½ to $3 million which it is estimated that they will spend for video advertising this year has been earmarked for sponsorship of baseball telecasts.

Brewers already signed up as TV baseball sponsors—and as this was written the opening games were a fortnight away and many sponsorship deals were still in the making—include: P. Ballantine & Sons, sponsoring telecasts of all home games of the New York Yankees on WABD (TV) New York and sharing with Atlantic Refining Co. home game telecasts of the Philadelphia Athletics and Phillies on WPTZ (TV), WFIL-TV and WCAU-TV, all Philadelphia; Burger Brewing Co. has sewed up exclusive radio-TV rights to the Cincinnati Reds, whos games will be covered by WCP(TV Cincinnati and fed to WHI(TV Dayton and WTNV (TV Columbus; Goebel Brewing h bought time on WWJ-TV Detro to cover the Detroit Tigers ar also is co-sponsor with Remar Bal ing Co. of the Oakland Acor telecasts on KGO-TV San Fra cisco.

Los Angeles Brewing Co. w sponsor half the telecasts of t Los Angeles Angels on KFI-T Los Angeles and half the telecas of the Hollywood All-Stars KLAC-TV Los Angeles at a r ported price of $100,000 for bo series. Narragansett Brewing C will share with Chevrolet Deale sponsorship of the Boston Red S and Braves home games, teleca alternately by WBZ-TV ar WNAC-TV Boston. The F & *(Continued on page 140)*

CLASS 5. BEER, WINE & LIQUOR

1949

LEADING NETWORK ADVERTISERS	Network (Gross) $326,189	Spot * (Net) $774,000

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Costs
P. BALLANTINE & SONS			$152,878
"Tournament of Champions" J. Walter Thompson Co.	Beer	CBS-11-Varied (Jan.-May)	78,778
"International Boxing Club"	Beer, Ale	CBS-11-1 (Oct.-Dec.)	74,100
PABST BREWING CO.			96,951
"ABC Bowling" Warwick & Legler	Beer	DuM-20-1½ (Dec.)	5,871
"Life of Riley" Warwick & Legler	Beer	NBC-39-½ (Oct.-Dec.)	91,080
WINE ADVISORY BOARD			41,590
"Dione Lucas" J. Walter Thompson Co.	Institutional	CBS-5-¼ (Mar.-Dec.)	
SCHENLEY INDUSTRIES (BLATZ BREWING CO.)			34,770
"Roller Derby" Kastor, Farrell, Chesley & Clifford	Beer	ABC-13-1 (Sept.-Dec.)	

Source: Publishers Information Bureau — * TELECASTING Estimate



AS DEAD AS LAST YEAR'S RADIO AUDIENCE DATA IN CINCINNATI

THIS YEAR

WKRC LEADS THE LISTENING PARADE
WITH THOSE TOP CBS NIGHT TIME SHOWS
(CHECK THE LATEST FALL-WINTER HOOPER)



ADDED TO THIS



the WKRC Key Item Plan Gives You . . .

completely coordinated promotion and merchandising which builds listener-viewer-reader-shopper interest in your program, your sales story and your product.

*Listeners
*Viewers
*Riders
*Readers

More Than 2 Million Impressions Daily!





Get the Complete Story

Radio Cincinnati, Inc.—Affiliated with the Cincinnati Times Star

Represented By

he Katz Agency—WKRC (AM and TV)

Transit Radio Inc.—WCTS-FM

WKRC WKRC-TV WCTS-FM

Beer, Wine & Liquor

(Continued from page 138)

Schaefer Brewing Co. is paying for WOR-TV New York telecasts of home games of the Brooklyn Dodgers.

In Minneapolis-St. Paul two breweries—Gluek Brewing Co. and Minneapolis—will share the costs and the commercials of KSTP-TV's coverage of this year's games of the Minneapolis Millers. Peter Hand Brewery Co. had contracted for one-third sponsorship of the Chicago White Sox home games telecasts on WGN-TV Chicago but that station has dropped its option on exclusive TV rights to the games on the grounds that the club's asking price, reportedly $125,000 for the TV rights alone, was too high.

But baseball is not the only sport telecast under brewery sponsorship. *The Rorabaugh Report on TV Advertising* for February showed 79 brewers using spot TV during the first week of that month, including 19 who sponsored wrestling, eight boxing, four hockey and four basketball, one lacrosse, one race results and 10 various types of sports news, reviews and studio sports programs. Ten breweries used other types of TV programming and 31 had announcement campaigns.

One of the outstanding TV sports sponsors in this class is Gunther Brewing Co. In addition to weekly basketball games on WMAR-TV Baltimore and weekly lacrosse games on WBAL-TV Baltimore, this company presents an hour-long *TV Sports Special* six days a week on both WAAM (TV) Baltimore and WTTG (TV) Washington, augmenting its video programs with a score of announcements on various TV stations in Baltimore and Washington.

National Brewing Co. also provides good TV sports coverage to the Baltimore - Washington audience, with its *National Sports Parade* aired for one hour five days each week and for two hours the sixth by WMAR-TV Baltimore and WMAL-TV Washington, weekly wrestling matches and the half-hour *National Amateur Parade* on WMAR-TV. National also uses TV announcements in those two cities and in Richmond and Los Angeles as well.

On the TV networks, P. Ballantine & Sons continues its boxing bouts on CBS and in January began sponsoring *Believe It or Not* on NBC-TV; Anheuser Busch Brewing Co. that month began sponsoring *Blackouts* for an hour on alternate Saturdays on CBS-TV, stepping up the schedule to once a week in October, after a summer hiatus; Blatz Brewing Co. continues the Roller Derby on ABC-TV and Pabst Brewing Co. the *Life of Riley* on NBC-TV.

Of the 10 wine advertisers using television time in February, Italian & French Wine Co. sponsored *Sports Spotlight* on WBEN-TV Buffalo; Madera Bonded Wine & Liquor Co. sponsored *Sports Album* on WAAM (TV) Baltimore and announcements on WMAR-TV Baltimore; Old Monastery Wine Co. used *Top Views in Sports* on WNAC-TV Boston and WNHC-TV New Haven, plus announcements on WNHC-TV and WJAR-TV Providence; Petri Wine Co. used announcements on 14 stations; Wine Growers Guild used announcements on two stations and the other vintners on one station each.

Television was used in 1949 by 114 brewers, 15 wine companies and two makers of vermouth, the majority of this group using only one TV station, according to the Rorabaugh TV Reports. No hard liquor advertising appeared on TV during the year.

Class 6: . . . Building Materials

ADVERTISING of building materials, equipment and fixtures has never been a major item for radio at the national level and, judging from last year's record, TV is following the radio pattern. There were no video network program sponsors from this group during 1949 and only 28 users of spot TV. In February of this year, according to the Rorabaugh TV Report, only three of this group used spot television advertising, but it contributed 61 advertisers who used TV at the local level.

The three spot accounts were: Day & Night Mfg. Co. (water heaters), using announcements on nine stations; Foy Paint Co., announcements on one statio; Siller's Paint & Varnish Co., announcements on two stations. In March, Carpenter-Morton Co. began sponsoring *Caravan of Stars* on WBZ-TV Boston for Carmote paints.

Devoe & Raynolds Co. (paints), Wilbur & Williams Co. (protective coatings) and John Wood Co. (water heaters) have offered cooperative cost-sharing TV announcement plans to their distributors and dealers.

This seems like pretty small pickings for television from an industry which is enjoying record-breaking activity. More than a million new dwelling units were started during 1949, breaking the previous high set in 1925 when 937,000 units were commenced. January and February of 1950 surpassed by some 60% the like months of 1949 and industry expectations are that this year will come close to equaling last year's total.

The paint, varnish and lacquer group in 1949 exceeded the billion dollar mark for the third year running—and that's at wholesale prices, Joseph F. Battley, president, National Paint, Varnish & Lacquer Assn., told TELECASTING. His statement notes that "high national income alone does not insure a profitable business. Aggressive advertising and merchandising plans must be created to assure consumer purchases."

CLASS 6. BUILDING MATERIALS
There were no TV network advertisers in this class during 1949.
1949 Spot (Net) * . . . . . $34,400 TELECASTING Estimate

Therefore, most members of the paint industry "are maintaining advertising programs to make certain that the buying impetus established for the products of our industry shall be accelerated. In this aggressive programming, no medium which reaches the publ should be overlooked," Mr. Battle continues.

"The comparatively new field o television is already proving itse as an effective means of presentin a sales story in a visual and in pressive manner," he stated. "I popularity and acceptance is ce tain to increase."

Class 7: . . . Confections

CANDY advertising by TV may be expected to increase during 1950, unlike other media used by this group, according to Philip P. Gott, president of the National Confectioners' Assn. In a statement to TELECASTING which reported industry expectations that 1950 will equal the 1949 output of candy—2,650 million pounds or $986 million at wholesale—despite a slight decrease in January from the opening month of 1949, Mr. Gott said:

"Although not the largest advertiser among the food processing industries, the candy manufacturers use all types of media. Because of continuing high ingredient, distribution and labor costs and resulting lower profits, curtailments in candy advertising budgets will probably be more likely in 1950 than any expansion in advertising programs.

Expects Increase

"Some increase, however, is expected in the use of television because of the growing popularity and unusual possibilities of this medium in promotional activities."

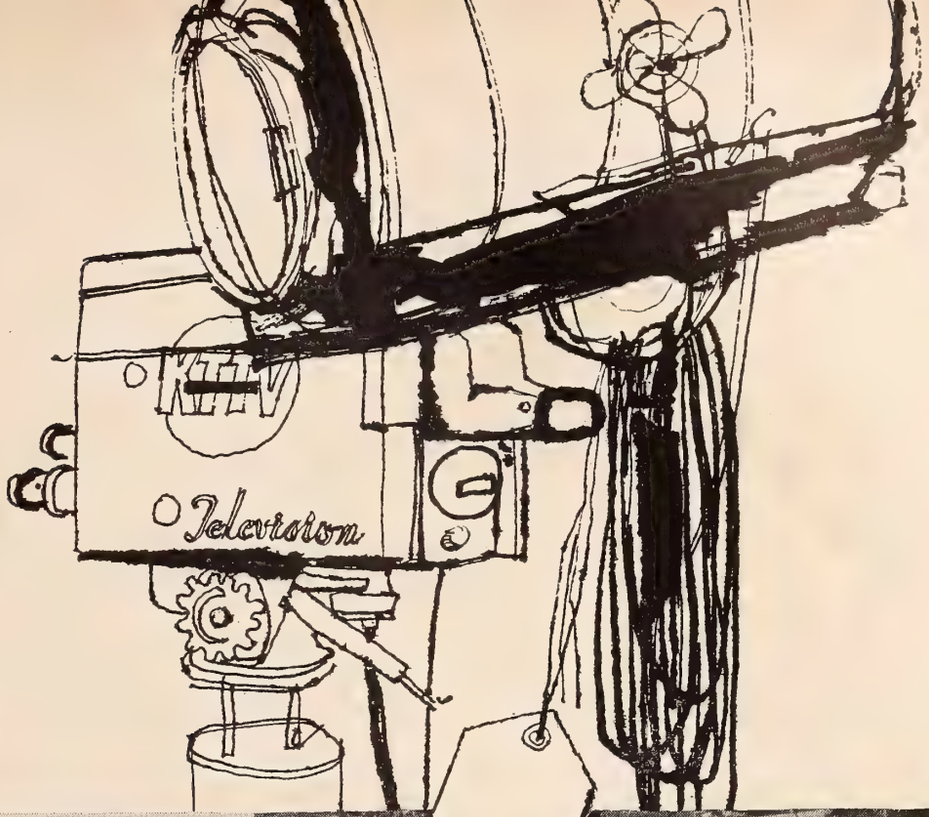
Mr. Gott's prediction of increased video candy advertising is rapidly coming true. The number of TV network advertisers in this class has leaped from two in December to six in April: M & M Ltd., which dropped its network radio show and now shares sponsorship with International Shoe Co. of the second half-hour of Super Circus on ABC; Canada Dry, which continues sponsorship of the first half-hour of this 60-minute Sunday evening program; Mars Inc., continuing its 15-minute weekly installment of *Howdy Doody* on NBC-TV; Quaker City Chocolate & Conf. Co., now sponsoring the Wednesday half-hour *Lucky Pup* show on CBS-TV; Walter H. Johnson Candy Co., Monday sponsor of the half-hour *Captain Video* serial on DuMont; Peter Paul Inc., which has just (April 15) started *Buck Rogers* as a Saturday evening half-hour series on ABC-TV and began sponsoring 15 minutes a week of *Magic Cottage* on DuMont.

In February, according to the *Rorabaugh Report on TV Advertising*, this class accounted for three network clients (two confections, one soft drink) and 29 video spot advertisers (17 confections, 12 soft drinks). There were also 60 local campaigns in this class on TV in February.

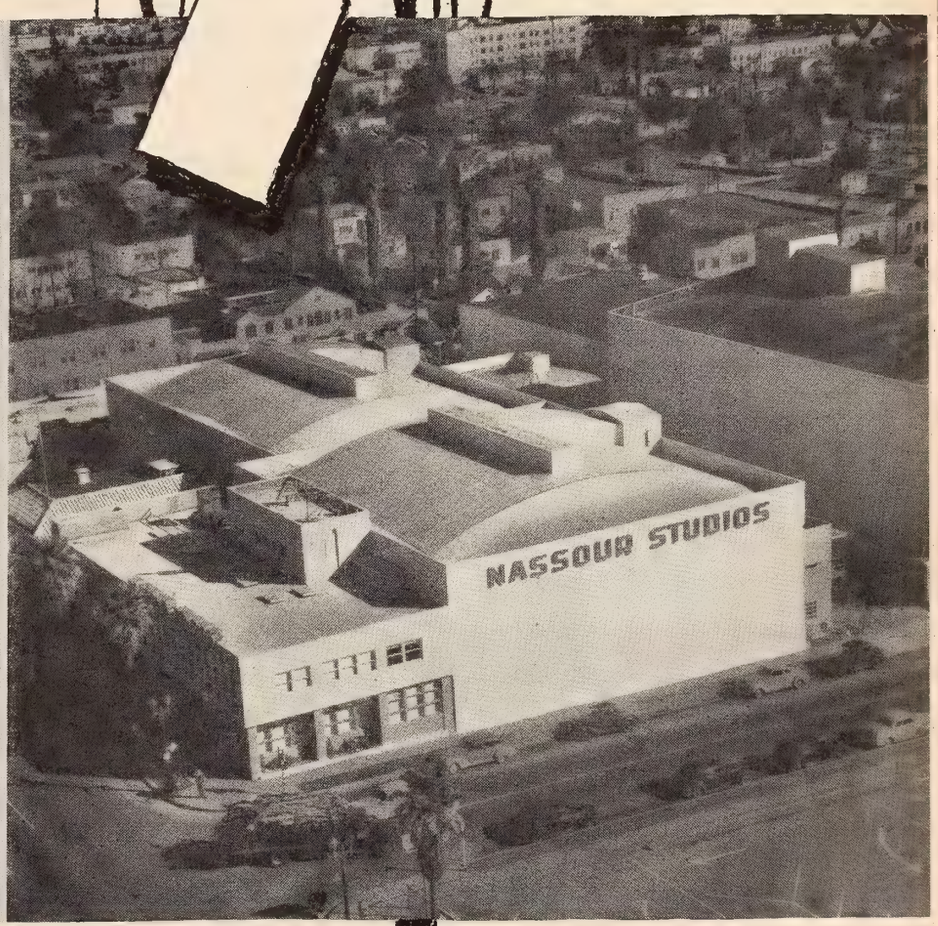
The reason for the extensive u of TV by this group is plain. Mo advertising of candy, gum a soft drinks is aimed at the juveni audience, whose members ha found the family TV set the mo fascinating toy they have ev known, who watch its flickeri screen for hours on end and wh learn from it as they never d from teachers or textbooks. A example of their responsiveness video advertising is given by t offer of a Howdy Doody cardboa model in exchange for the wrapp from a Three Musketeers can bar plus ten cents, announced the telecasts of Jan. 23 and 30. C Feb. 6 the sponsor announced th 240,000 requests for the model h been received.

Among the leading users of sp TV in this class are D. L. Clark C using announcements on 15 statio for its candy bars; Frank H. Fle Corp., testing TV for its Dubbl Bubble gum with announcements five markets; Beech-Nut Packi Co., using announcements on eig stations for gum and baby food Lamont, Corliss & Co., announc

(Continued on page 142)



KTTV announces the removal of all facilities and offices to Nassour Studios, 5746 Sunset Boulevard, Hollywood's newest, most compact motion picture lot now producing motion pictures as well as top-flight television.



Los Angeles Times–CBS Television

KTTV

Confections

(Continued from page 140)

ments on six stations for Nestle's chocolates; Pepsi-Cola Co., announcements on four stations and basketball on one; Peter Paul Inc., announcements on 20 stations; Quaker City Chocolate & Confectionery Co. (Good & Plenty candy), announcements on seven stations.

Ryan Candy Co. plans to make extensive use of television for its new Hopalong Cassidy candy bar, using adjacencies to this hero's televised films wherever possible and additional spots as well. E. J. Brach & Sons, now using TV announcements on four Chicago stations, will expand if sales in that city warrant it. Edgar P. Lewis & Sons is having its trademark, Candy Lou, used as a marionette for a series of filmed commercials. Portland Punch is planning use of TV in Western markets.

A new series of 10 film spots, featuring the "Pepsi-Cola Girl" in various types of outdoor activity, has been completed and will be tested this spring.

CLASS 7. CONFECTIONERY & SOFT DRINKS — 1949

LEADING NETWORK ADVERTISERS — Network (Gross) $188,309 — Spot * (Net) $395,600

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Costs
CANADA DRY GINGER ALE INC.			$86,082
"Super Circus" J. M. Mathes Inc.	Ginger Ale Sparkling Water	ABC-14-½ (Apr.-Dec.)	
MARS INC.			37,350
"Howdy Doody" Grant Adv.	Candy	NBC-24-¼ (Sept.-Dec.)	
JOE LOWE CORP.			36,062
"Lucky Pup" Blaine-Thompson Co.	Popsicle	CBS-25-¼ (May-July)	
MASON, AU, & MAGENHEIMER CONFECTIONERY MFG. CO.			28,815
"Howdy Doody" Moore & Hamm	Candy	NBC-16-¼ (Jan.-July)	

Source: Publishers Information Bureau — * TELECASTING Estimate

Class 8: . . . . Consumer Services

BANKERS, supposedly the most cautious, conservative and unwilling to try anything new class of business men, are belying this description in their advertising practices and are embracing the newest of all advertising media—television—with a fervor unsurpassed by other groups generally thought to be more daring in their promotional tactics.

"Television," says BAB in a brochure on bank advertising for TV broadcasters issued in February, "is destined to remove newspapers from the dominant position in the banking field. It will enable banks to sell the advantages they offer, such as security, safety, happiness, convenience and peace of mind, by actual demonstration. It is already doing much toward humanizing the bank in the eyes of TV viewers."

Strong talk, that, but strongly supported by the facts. In February nearly half of the 136 local TV advertisers of this class; which also includes public utility and communications companies, schools, professional services and storage and moving firms, were banks—64, to be exact. With few exceptions, there is at least one bank using TV advertising in every market where it is available. And, like other types of advertisers, they sponsor everything from 20-second announcements to full-scale programs which run the gamut from educational demonstrations of scientific phenomena to western movies.

Household Finance Corp. is TV's only network account from this class, sponsoring *People's Platform*, weekly debate of current issues, on CBS-TV. This company also presents three quarter-hour newscasts a week on KTTV (TV) Los Angeles. The brokerage firm, Kidder, Peabody & Co., sponsors *Your Share in America* for a weekly 15-minute period on WNAC-TV Boston; Michigan Bell Telephone Co. uses announcements on two Detroit stations and American Schools advertise their correspondence courses with announcements on WPTZ (TV) Philadelphia, completing the list of TV spot advertisers of this class.

CLASS 8. CONSUMER SERVICES — 1949

LEADING NETWORK ADVERTISERS — Network (Gross) $66,890 — Spot * (Net) $249,400

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	Gross Time Cost
HOUSEHOLD FINANCE CORP.			$61,375
"Backstage with Barry" (Eff. Oct.) "People's Platform"	Institutional	CBS-11-½ (Mar.-May; Oct.-Dec.)	
GEORGE S. MAY CO.			
"All American Golf Tournament" M. M. Fisher Associates	Business Engineering Services	DuM-15-1 (one time)	5,515

Source: Publishers Information Bureau — * TELECASTING Estimate

Class 9: . . . . Drugs

THE DRUG manufacturing companies, among the foremost users of radio time to promote the sale of their packaged proprietaries, have, as a class, been in no hurry to add television to their list of major media. During 1949 the TV networks acquired only four clients from this category of advertisers, whose dollar time purchases amounted to less than 2% of the total volume of TV network time sales for the year. Spot TV fared little better in 1949, with only 13 accounts from this class in the entire year, and that total includes four makes of hearing aids.

TV's largest drug client last year was Drug Store Television Productions, comprising some 16 local or regional drug store chains who combined in sponsoring *Cavalcade of Stars* for an hour each Saturday evening on the DuMont TV Network. Early this year, DSTP added a Tuesday hour-long *Cavalcade of Bands*, also on DuMont, and it is estimated that this combination will spend approximately $2 million for these two TV programs during 1950.

Miles Labs, which early last year added a video version of its popular *Quiz Kids* show to the radio series, is continuing this program in 1950. Instead of dropping the *Quiz Kids* during the summer months, as it did last year, Miles this summer will sponsor the program on an every-other-week basis, resuming weekly telecasts in the fall.

Sterling Drug Inc. entered the daytime TV field early in 1949, sponsoring *OK Mother* with Dennis James on WABD (TV) New York, key station of the DuMont network. In December, when DuMont inaugurated network daytime service for its video affiliates, Sterling extended *OK Mother's* scope to network proportions as well.

Of the 12 advertisers in this class who used spot TV in February 1950, according to Rorabaugh's TV report for that month, Emerson Drug Co. had announcements on 15 stations for Bromo-Seltzer; Glamour Products Co. (Vitrex reducing aids) had participations on three stations; Grove Labs used participations on two stations for 4-Way Cold Tablets; Skillerns Drug Co. (Dallas drug chain) sponsored a 10-minute *Sports Preview* on WBAP-TV Ft. Worth-Dallas, while the other eight—Automatic-Tooth-Pak (tooth brush), G. Cerebeli & Co. (Brioschi), Knox Co. (Mendaco), W. W. Lee Co. (cold remedy), Ludens Inc. (cough drops), F. Ad. Richter & Co. (Anchor Pain Expeller, 3XB), Serutan Co. (laxative), Sonotone Corp. (hearing aids)—each used announcements on one station.

Local TV advertisers in February included: Independent Drug-

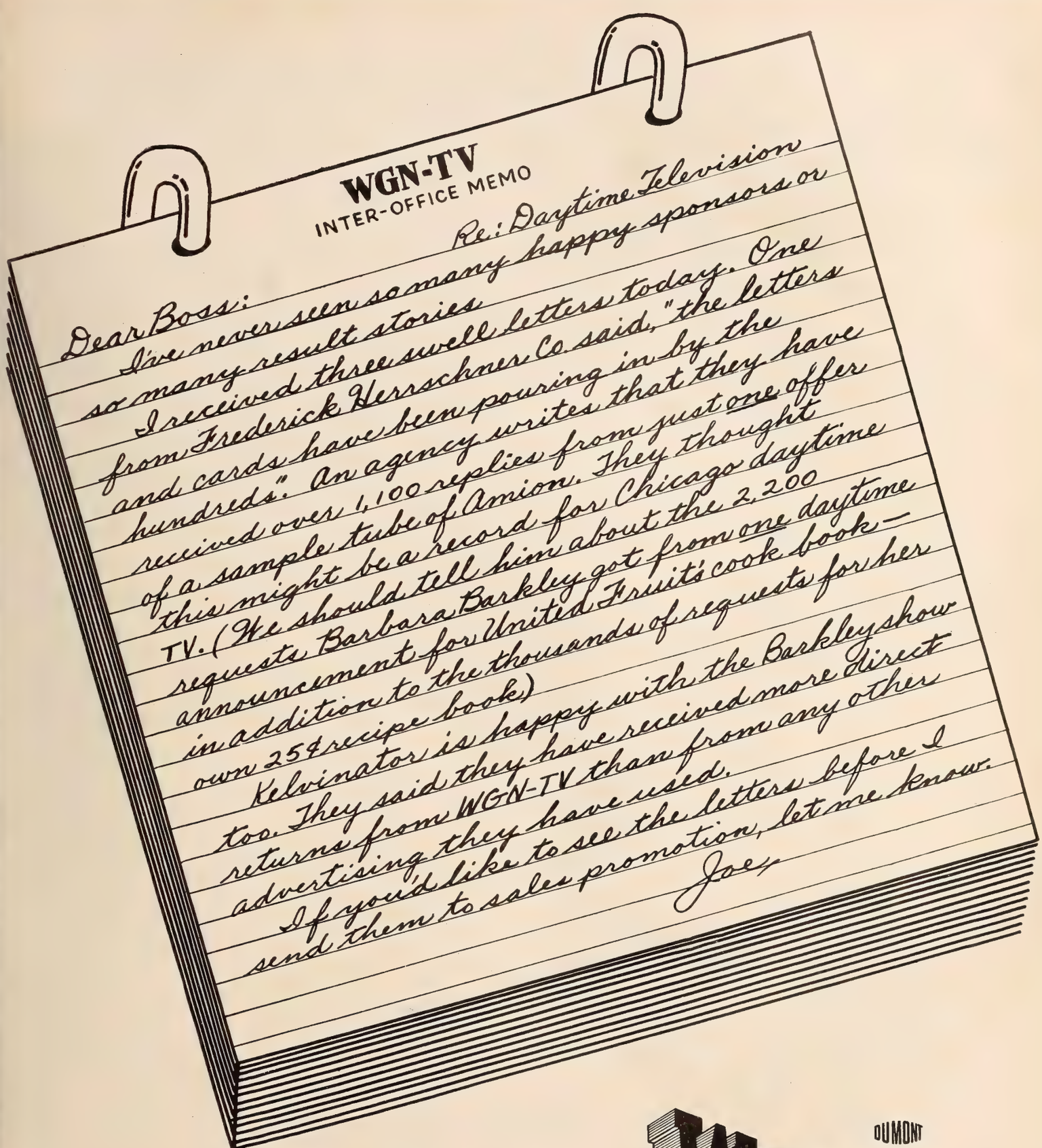
(Continued on page 144)

CLASS 9. DRUGS & REMEDIES — 1949

LEADING NETWORK ADVERTISERS — Network (Gross) $242,718 — Spot * (Net) $60,200

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
DRUG STORE TELEVISION PRODUCTIONS			$161,600
"Cavalcade of Stars" Stanton B. Fisher	Drug Products	DuM-19-1 (June-Dec.)	
MILES LABS			70,170
"Quiz Kids" Wade Adv.	Alka Seltzer, Vitamins	NBC-18-½ (Mar.-May; Sept.-Dec.)	
STERLING DRUG INC.			6,748
"O. K. Mother" Dancer-Fitzgerald-Sample	Drug Products	DuM-15-2½ (Dec.)	
VICK CHEMICAL CO.			4,200
"Picture This" Morse International	Va-tro-nol, Vapo Rub	NBC-7-10min. (Jan.-Feb.)	

Source: Publishers Information Bureau — * TELECASTING Estimate



This month . . .

WGN-TV *begins programming*
at 10:00 a.m.
Monday thru Friday

DUMONT
WGN-TV
CHANNEL 9 · CHICAGO
The Chicago Tribune Television Station

Drugs

(Continued from page 142)

gists of California, sponsoring *Home Movie Theatre* on KFI-TV Los Angeles; Miles California Co. (Alka Seltzer distributor), sponsoring *Queen for a Day*, 30 minutes a week on KTSL (TV) Los Angeles; Marshall Drug Co., with *Rising Stars* for 15 minutes five times a week on WEWS (TV) Cleveland; Thrifty Drug Stores, using announcements on KECA-TV and KNBH (TV) and the weekly half-hour *What's the Name of That Song?* on KTSL (TV), all Los Angeles; Eckerd's Drug Store, using announcements on WICU (TV) Erie, and C. R. Bundt (pharmacy), using announcements on WSPD-TV Toledo.

Dictograph Products Corp. is considering use of TV on Los Angeles stations this spring to augment the radio schedule for Acousticon hearing aids.

Class 10: . . . . Entertainment

ENTERTAINMENT advertising on television is extremely limited and the little there is is almost entirely local. Of the 23 advertisers in this group who used television in February, as shown in the *Rorabaugh Report on TV Advertising* for that month, Warner Bros. was the only one to use stations in more than one city. This company used announcements on WEWS (TV) Cleveland and two-minute spots on WFIL-TV Philadelphia.

Other motion picture production companies with TV advertising in February were Eagle Lion Films, using daily announcements on WNAC-TV Boston; Paramount Pictures, daily three-minute trailers on KTLA (TV) Los Angeles; RKO Radio Pictures, announcements on WNAC-TV and WBZ-TV, both Boston, and Vanguard Films, announcements on five Los Angeles stations.

CLASS 10. ENTERTAINMENT & AMUSEMENTS

There were no network advertisers in this category during 1949.

1949 Spot (Net) * .....$34,400 *** TELECASTING Estimate**

This group also included nine movie theatres or theatre chains, two ballrooms, two night clubs, one recreation hall, one ice hockey series, one greyhound racing track, one circus and one rodeo.

A more widespread campaign has been prepared by Selznick Releasing Organization for "The Third Man." Filmed announcements are to be used in 58 cities as the picture is released in each market. Atlantic Racing Assn. plans use of TV spot campaign in Eastern cities.

Perhaps there are good reasons why the large motion picture production organizations, usually so adept at publicizing their wares, have not made better use of television. But to an outsider it seems peculiar that this medium is not more extensively used by movie makers to whet the appetites of home viewers for the pictures on display at the theatres in their communities. Few, if any, movie houses miss the opportunity to follow the showing of their feature films with trailers for the bigger and better pictures they are going to show in the future. Putting tnese trailers on TV to reach the home audience, which theatre operators charge that TV is keeping out of the movie houses, would appear to be the best kind of advertising the movies could do. Certainly, they've got to do something to reverse the decline in attendance, which has steadily fallen since 1946. Perhaps instead of complaining about the power of TV, the movie makers ought to put it to work for their products.

Class 11: . . . . Foods

INCREASED advertising of food products on TV this year is anticipated by Paul S. Willis, president, Grocery Manufacturers of America, who told TELECASTING that "television advertising probably will be greater than in 1949 because it is a new medium and more companies will test its pulling powers during 1950."

Figures for the opening months of this year bear out Mr. Willis' prediction. In February 10 members of this group sponsored one or more TV network programs, compared to nine using the networks at any time during 1949. More than 120 food companies were using spot TV in February, indicating that 1950's total will far exceed the 178 food companies using spot TV during 1949.

Food producers and dealers are also good TV advertisers at the local level, with 283 of TV's 1,890 local advertisers active in February coming from this class. Of these local campaigns, 51 advertised bakery products and 63 promoted milk and other dairy products, including a great number of locally-placed video ads for Reddi-Wip. Potato chip advertisements were another important group of food advertisers using television at the local level. The total also included 44 restaurants.

TV network food accounts in 1949, in addition to those shown in the table, included: American Bakeries, which in October began sponsoring ABC's *Lone Ranger* for a Thursday half-hour, spending $8,910 for network time to the end of the year; Libby, McNeill & Libby, which started *Auction-Aire* on ABC in September as a Friday half-hour program ($24,780); Phillips Packing Co. advertised its soups with *Lucky Pup* 15 minutes a week on CBS May-November ($41,652) and in December began sponsoring *Easy Aces* for a like period on DuMont ($4,920).

All the network programs sponsored by this group in December have continued into 1950. In January, Wander Co. began sponsoring *Howdy Doody* on NBC two quarter-hours a week; in February, Gorton-Pew Fisheries Co. began using *Homemakers Exchange*, CBS daytime participating program, which in April added Chr. Hansen's Lab. (Junket) to its sponsor list. General Mills sponsored the Chicago Golden Gloves finals on March 29 over ABC as a one-time event. This month, Hi-V Corp. (frozen fruit concentrates) has started Arthur Godfrey in a twice-weekly 15-minute series of ukelele lessons on CBS. Arnold Bakers, sponsor of Faye Emerson's weekly quarter-hour, on April 1 moved the show from WCBS-TV New York to an NBC Eastern network. Taylor-Reed Corp. (Cocoa Marsh syrup) is now sponsoring *Magic Cottage*, DuMont children's daily half-hour, four days a week and 15 minutes on the fifth day.

Borden Co. used more stations than any other TV spot advertiser in February, according to the *Rorabaugh Report on TV Advertising*, which showed this company placing spots on 52 stations for its dairy products. Duffy-Mott Corp. (fruit products) used announcements on 24 stations and sponsored *Hollywood Screen Test*, ABC co-op TV program, on WENR-TV Chicago and WMAL-TV Washington. General Foods used announcements on 21 stations for Bird's Eye Frosted Foods; Weston Biscuit Co. used announcements on 16 stations and Ward Baking advertised Tip Top Bread with announcements on 15 stations.

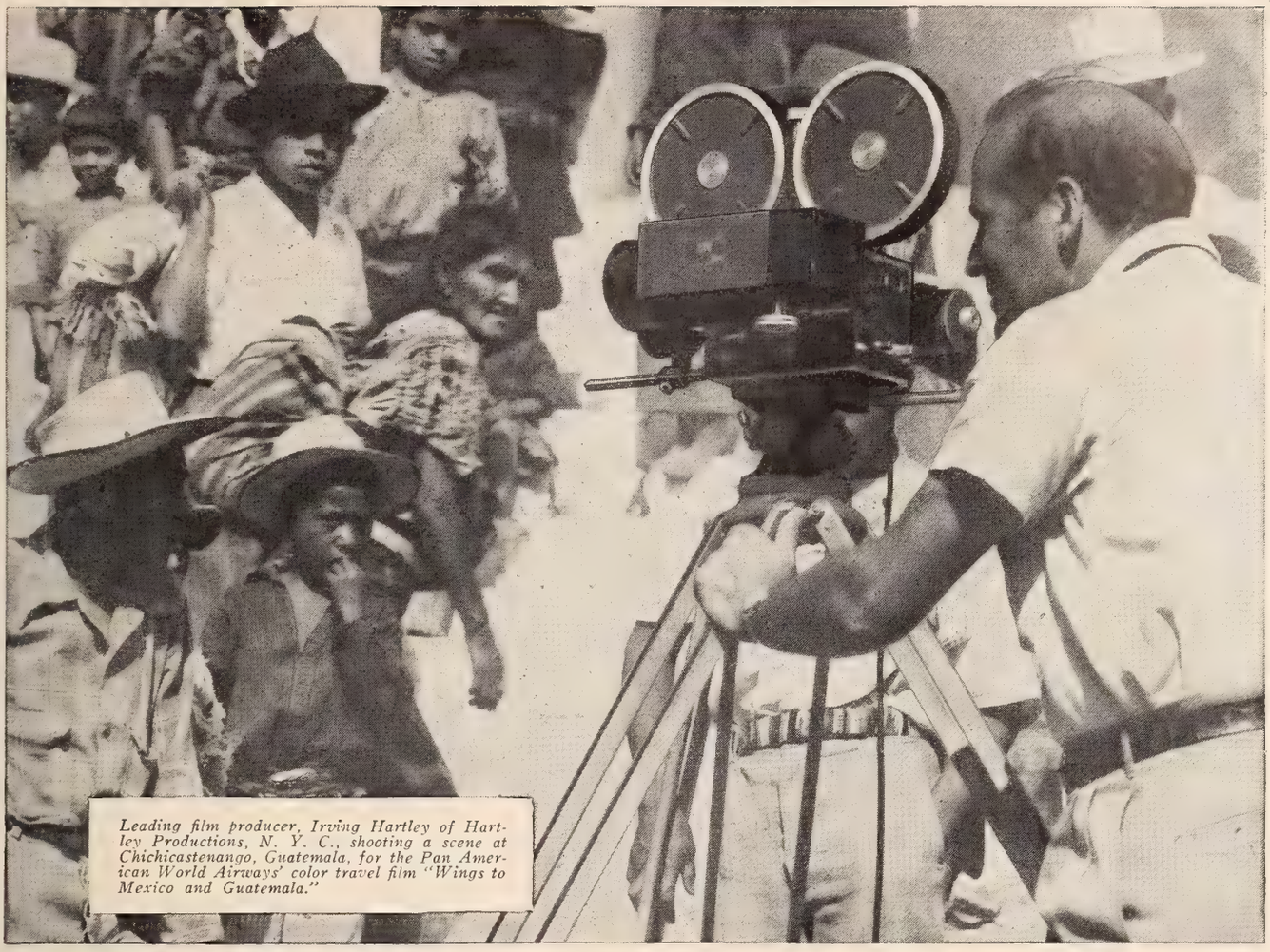
Louis Milani Foods (salad dressing, Charcolit) used TV announcements on 13 stations in February. Breyer Ice Cream Co., announcements on 12 stations; Interstate Bakeries Corp. sponsored *Hopalong Cassidy* for an hour a week on five stations and announcements on

(Continued on page 146)

CLASS 11. FOOD & FOOD PRODUCTS **1949**

		Network (Gross)	Spot * (Net)
LEADING NETWORK ADVERTISERS		$1,295,925	$1,066,400
Advertiser, Program and Agency	**Product**	**Network No. of Stations Hours per Week**	**1949 Gross Time Cost**
NATIONAL DAIRY PRODUCT CORP.			$453,990
"Kukla, Fran & Ollie" N. W. Ayer & Son	Ice Cream	NBC-36-1 (Sept.-Dec.)	168,990
"Kraft Television Theater" J. Walter Thompson Co.	Mayonnaise Cheese	NBC-22-1	285,000
GENERAL FOODS CORP.			365,696
"Author Meets Critics" (Eff. July 31) "Meredith Willson" Young & Rubicam	Jell-O	NBC-15-½ (Jan.-Aug.)	68,515
"Meet the Press" (Eff. Feb. 27) "Lambs Gambol" (Eff. May 29) "Leave It to the Girls" Benton & Bowles	Maxwell House Coffee	NBC-14-½ (Jan.-Aug.)	65,725
"Aldrich Family" Young & Rubicam	Jell-O	NBC-17-½ (Oct.-Dec.)	51,480
"Mama" Benton & Bowles	Maxwell House Coffee	CBS-16-½ (Aug.-Dec.)	84,690
"Goldbergs" Young & Rubicam	Sanka Coffee	CBS-15-½ (Mar.-June; Aug.-Dec.)	95,286
KELLOGG CO.			128,712
"Singing Lady" N. W. Ayer & Son	Cereals	ABC-12-½ (Feb.-Dec.)	
SWIFT & CO.			126,988
"Swift Show" McCann-Erickson	Meats, Cheese	NBC-18-½ (Jan.-Aug.)	79,410
"Super Circus" Needham, Louis & Brorby	Peanut Butter	ABC-12-½ (May-Oct.)	47,588
GENERAL MILLS			75,027
"Lone Ranger" Dancer-Fitzgerald-Sample	Cereals	ABC-30-½ (Sept.-Dec.)	
LEVER BROTHERS CO.			65,240
"Godfrey's Talent Scouts"	Lipton's Tea, Soup Mixes	CBS-8-½ (Jan.-May; Sept.-Dec.)	

Source: Publishers Information Bureau *** TELECASTING Estimate**



Leading film producer, Irving Hartley of Hartley Productions, N. Y. C., shooting a scene at Chichicastenango, Guatemala, for the Pan American World Airways' color travel film "Wings to Mexico and Guatemala."

Here is the Maurer 16 mm. at Chichicastenango!

Mr. Irving Hartley, top-flight cinematographer and producer—like dozens of others in the field—knows, uses and recommends the Maurer 16 mm. camera *wherever* and *whenever* excellent *color* photography is required, for the following reasons:

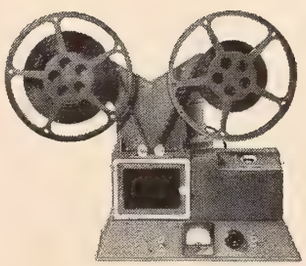
Its VERSATILITY first of all, makes it ideal for all sorts of color work, its accuracy, precision high power focusing system and its large clear glass direct-through-the-lens viewing system insure excellent results at all times.

Its DEPENDABILITY, the result of years of rigid testing and improvement have made it ideal for below freezing or torrid conditions—the dependable camera for all field work.

Its UNIQUE FEATURES, such as the 235° *dissolving* shutter, allows you to shoot with one-third less light, and with automatic fades and smooth lap dissolves made right in the camera.

These are some of the many reasons why *more* and *more* of the best professional cameramen today pick the Maurer—the 16 mm. camera designed specifically for professional use!

For details on these and other *exclusive* Maurer features, write Dept.



The 16 mm. Film Phonograph unit provides the finest quality in high fidelity re-recording and playback. Its unique optical system reduces photo-cell hiss—resulting in excellent quality reproduction.

J. A. Maurer, INC.
37-01 31st Street, Long Island City 1, N. Y.
850 South Robertson Blvd., Los Angeles 35, California

16mm maurer CABLE ADDRESS: JAMAURER

Foods

(Continued from page 144)

four stations; Langendorf United Bakeries also used *Hopalong Cassidy* on two stations and announcements on four stations; Gordon Baking Co. had *Hopalong Cassidy* on three stations.

United Fruit Co. (bananas) sponsored *Stranger Than Fiction* 15 minutes a week on WNAC-TV Boston and used announcements on that and eight other stations; Aunt Ellen's Pi-Do used announcements on eight stations; General Baking Co. used announcements on eight stations; Continental Baking Co. used announcements on six stations; R. Gerber & Co. used announcements on six stations; H. W. Lay & Co. also used six stations. All others in this group were on five or fewer. Hygrade Food Products Corp. is planning use of TV in major markets.

Class 12: . . . Gasoline, Oil

ALTHOUGH the show rated most popular in television is sponsored by a producer of gasoline and motor oil, as a class, the petroleum and coal industry has not exactly stormed at TV's gates to demand time on the video air. Last year eight members of this class sponsored network programs and 26 used spot TV to some extent. In February 1950, last month for which figures have been compiled, there were three network advertisers, 10 in the spot category and 24 local accounts from this group using TV time.

The two network sponsors in 1949 not shown in the table were Socony-Vacuum Oil Co., which paid for a special Sunday afternoon NBC telecast of *Julius Caesar* as performed by the Amherst Players, using $7,920 worth of time, at gross rates, and Union Oil Co. of California, which presented its 1948 annual report in a special one-time telecast on CBS ($3,575).

Continuing into 1950 on the TV networks were Standard Oil of Indiana's *Wayne King Show*, Texas Co.'s *Texaco Star Theatre* and Gulf Oil's *We the People*. Spotwise in February, Esso Standard Oil Co., using announcements on 22 stations, was the only advertiser from this class to use time on more than two stations.

Pan-X Co. is using spot TV this spring as part of an introductory campaign for its new liquid cooking agent, starting in mid-March in about 20 markets. Union Oil Co. has ordered four one-minute TV filmed commercials from Hal Roach Studios, and Pennzoil Co. is also planning use of TV film announcements. Pure Oil Co. late this month will start a 13-week announcement campaign, using five announcements a week on stations in 13 markets.

A number of oil companies sponsored football telecasts during the 1949 season in addition to Sun Oil's pro grames on ABC. Atlantic Refining Co., as it has since before the war, sponsored WPTZ (TV) Philadelphia's coverage of the U. of Penn games; Standard Oil of Indiana sponsored Minnesota U.'s home games on KSTP-TV Minneapolis-St. Paul; Tidewater-Associated Oil Co. sponsored Stanford U.'s home games on KPIX (TV) San Francisco and Sun Oil bought time on WAAM (TV) Baltimore to telecast four midwestern collegiate gridiron contests. Humble Oil & Refining Co. of Texas sponsored the Notre Dame-Southern Methodist game on the three Dallas-Ft. Worth stations — WBAP-TV, KBTV (TV) and KRLD-TV. The charity game between the Washington Redskins and Los Angeles Rams was telecast by KTTV (TV) Los Angeles with Richfield Oil Corp. as sponsor. More football and other sports coverage may be expected from the oil industry this year.

CLASS 12. GASOLINE, LUBRICANTS & OTHER FUELS — 1949

LEADING NETWORK ADVERTISERS		Network (Gross) $719,609	Spot * (Net) $86,000
Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
TEXAS CO.			$297,640
"Metropolitan Opera" Kudner Agency	Institutional	ABC-7-3¾ (one time)	7,490
"Texaco Star Theater" Kudner Agency	Gas, Oil, Grease	NBC-33-1 (Jan.-June; Sept.-Dec.)	290,150
GULF OIL CO.			214,770
"We, the People" Young & Rubicam	All Gulf Products	CBS-20-½ (Jan.-Oct.)	98,910
"We, the People" Young & Rubicam	All Gulf Products	NBC-33-½ (Nov.-Dec.)	47,550
"Gulf Road Show" Young & Rubicam	Gas, Oil, Tires, etc.	NBC-20-½ (Jan.-June)	68,310
SUN OIL CO. "Pro Football" Hewitt, Ogilvy, Benson & Mather	Gas, Oil, Accessories	ABC-16-2½ (Aug.-Dec.)	72,958
STANDARD OIL CO. OF INDIANA			42,585
"Navy-Notre Dame Game" McCann-Erickson	Gas, Oil	CBS-7-1½ (one time)	11,475
"Army Championship Boxing Bouts" Joseph Katz Co.	Amoco Gas, Oil	NBC-11-3 (one time)	10,200
"Wayne King Show" McCann-Erickson	Gas, Oil	NBC-8-½ (Sept.-Dec.)	20,910
CITIES SERVICE CO. "Band of America" Ellington & Co.	Gas, Oil	NBC-16-½ (Oct.-Dec.)	41,145
STANDARD OIL CO. OF NEW JERSEY "Tonight on Broadway" Marschalk & Pratt	Gas, Oil	CBS-13-½ (Oct.-Dec.)	39,016

Source: Publishers Information Bureau — * TELECASTING Estimate

Class 13: . . . Horticulture

FIFTEEN florists and nurseries used TV time on local stations during February, according to the *Rorabaugh Report on TV Advertising* for that month, latest for which information is available. The report showed no network use of TV by any advertiser of this class and only one spot account—California Spray Chemical Co., on KFI-TV Los Angeles. Never large users of radio time, this group seems unlikely to become a major source of TV revenue.

CLASS 13. HORTICULTURE

There were no network advertisers in this class during 1949.

1949 Spot (Net) * . . . . . $17,200 — * TELECASTING Estimate

Class 14: . . . Household Equipment

AS IN RADIO, advertising of household equipment and supplies in television is placed mostly at the local level. In February, last month for which detailed information is available, Rorabaugh reported four network accounts (all continued from last year), a score of spot accounts (nearly all using only one station) and some 200 local accounts. Many of the electrical appliance stores which comprised the bulk of the local business of this class advertised only a single brand of appliance, indicating that they might be advertising under a manufacturer's cooperative cost-sharing program.

Frigidaire Div. of General Motors Corp. swelled the network roster to five clients from this class for 90 minutes on Easter when it sponsored a special variety show with Bob Hope as m.c. on a 45-station NBC-TV nework.

Home equipment TV spot advertisers in February included General Controls Corp., using announcements on 11 stations for its thermostats; Seeman Brothers, announcements on seven stations for Air Wick; O'Cedar Corp., announcements on nine stations for mops; Western Stove Co., Home Container Corp. (Fresherator) and Moeller Mfg. Co. (bottle stoppers) used announcements on three stations each. The rest were one-station advertisers.

O'Cedar Corp. has extended its TV announcements to 17 stations for its new sponge mops; Philco Corp. is advertising electric ranges with a half-hour show, *Philco Mystery Chef*, on two stations; Procter Electric Co. for its ironing equipment is testing *Television Women's Club* for 13 Wednesday afternoon half-hours on WCAU-TV Philadelphia with an eye to a network campaign if it succeeds.

Nineteen Hundred Corp. this year is including TV for the first time in its cooperative advertising plan, offering three TV film commercials to dealers and distributors for cooperative sponsorship. Other firms in this field with dealer co-op plans include General Electric, American Coolair Corp., York-Shipley, Lesson Steel Products and A. O. Smith Corp.

(Table on Class 14 Advertisers on page 150)

for Sheer ENTERTAINMENT!

. . . match these feature pictures against any series in television!

ALL CURRENT PICTURES — All produced after 1944 — more than half in '48 and '49.

FIRST RUN IN AMERICA — Less than a quarter of the 75 pictures have been shown theatrically in the U. S.

TOP PRODUCTION VALUES — Class A budgets — $750,000 and over.

WORLD KNOWN STARS — Lawrence Olivier, Beatrice Lillie, James Mason, Wendy Hiller, Sir Cedric Hardwicke, Lilli Palmer.

ALSO

James Mason in A PLACE OF ONE'S OWN — "Full of atmosphere . . . exciting." New York Times, Feb. 8, 1949.

Sir Cedric Hardwicke in NICHOLAS NICKELBY — "Faithful characterization . . . introduces an entertaining gallery of new Dickens characters to the screen." New York Times, Dec. 1, 1947.

EASY MONEY — ". . . continuously diverting film fare . . ." New York Times, Feb. 14, 1949.

The magnificent film, TAWNY PIPIT — "Movie magic . . . a wonderful work . . . Seldom does such charm and humor reach the screen." New York Times, Sept. 8, 1947.

Noel Coward's THIS HAPPY BREED — ". . . gratifying entertainment for those who put their faith in the human heart." New York Times, April 14, 1947.

Sir Ralph Richardson in SILVER FLEET — "Credit the British film makers with another deft melodrama." New York Times, March 24, 1945.

Wendy Hiller in I KNOW WHERE I'M GOING — "The most satisfying screen romance of many a season . . . a treat for moviegoers." New York Times, Aug. 20, 1947.

Richard Greene in DON'T TAKE IT TO HEART — "A delightful comedy fantasy that takes hold of one's heart." New York Times, Dec. 25, 1948.

THE WOMAN IN THE HALL — ". . . highly palatable . . ." New York Times, Jan. 24, 1947.

A CANTERBURY TALE with Eric Portman — ". . . simple, direct, unaffected, charming . . ." New York Times, Jan. 24, 1949.

List of the full 75 pictures, with stars, summaries, and per market prices upon request.

STANDARD TELEVISION
1501 Broadway
New York 18, N. Y.
LOngacre 4-8234

Weaver Cites TV's Circulation

(Report 107)

TELEVISION already has a bigger audience than the major magazines, Sylvester L. (Pat) Weaver, NBC vice president in charge of television, said Tuesday in an address to the Pittsburgh Advertising Club.

Mr. Weaver pointed out that "in the major markets, the number of television sets available are considerably in excess of the circulation of any major magazine in the same market." And the actual TV audience includes a tremendous bonus circulation, he added, stating that television programs are now available to three out of every five U. S. families. Of the 20 million viewers who watched NBC-TV shows in February, he reported, nearly half are not owners of TV receivers but watched the programs at the homes of friends or in public places.

Cites Non-Set-Owning Viewers

"The viewing of television programs by non-owners represents a sizeable and continual and highly productive market for advertising," he said.

Mr. Weaver also called attention to the fact that the general circulation of any video series is considerably higher than any individual program ratings will show. Cumulative audience studies, he said, reveal that individual program ratings cover only one-third to one-half of the number of people who watch the program regularly.

Television's Potential Market Surveyed

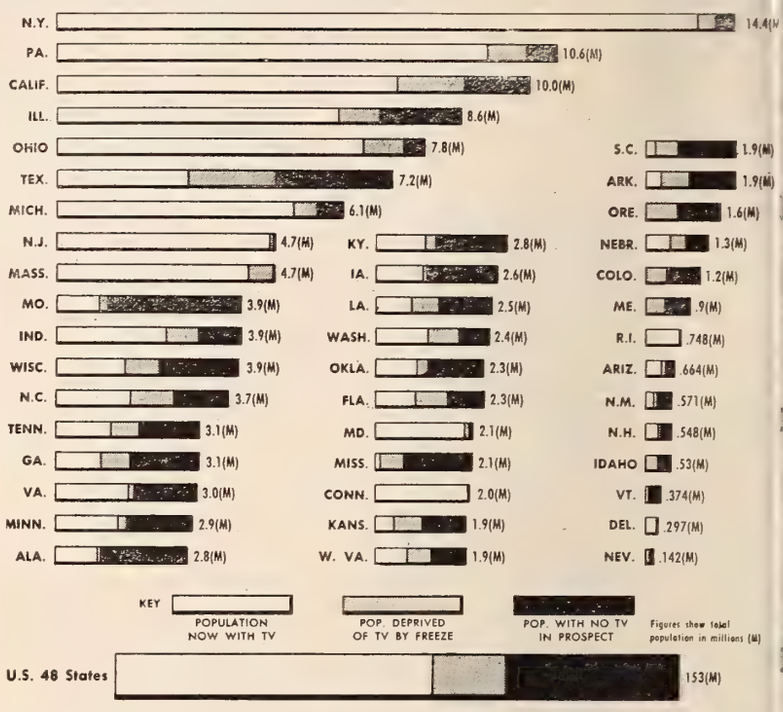
FCC's TELEVISION freeze and the absence of applications for new TV stations are hurting President Truman's home state of Missouri worst of all, from the standpoint of total population out of reach of television.

This is shown by Dr. O. H. Caldwell, former Federal Radio Commissioner, in the April issue of the Caldwell-Clements magazine *Tele-Tech*, of which he is editor (see chart this page).

Dr. Caldwell reports 3 million Missourians are currently beyond the range of television and to a great extent appear destined to remain so until the freeze is lifted and new stations are applied for and built.

He estimates that 87 million of the U. S. total 153 million population are within television's reach. Of the estimated 66 million beyond range, *Tele-Tech* says 20 million are deprived of TV solely by FCC's freeze, while the remaining 46 million have no prospect of getting television service until new stations are sought and authorized under an extension of the television broadcast band.

In proportion to their respective total populations, it is pointed out, seven states are harder hit than Missouri. These are listed as Mississippi, South Carolina, Arkansas, Oregon, Colorado, Maine and Idaho.



THIS CHART shows for the United States, and for each of the 48, total population, the proportions which receive television service, those which are deprived of TV by the freeze on pending applications and those with no television service in prospect due to the absence of TV applications. The figures show total populations in millions. The chart is from Caldwell-Clements' *Tele-Tech*.

* * *

New York, New Jersey, Pennsylvania, Ohio, Illinois, Massachusetts and Michigan are described as well served with television.

New Rate Card For KSD-TV

A NEW rate card, effective May 1, 1950, has been announced by KSD-TV St. Louis.

Time charges for an hour of Class A time (6-11 p.m., Mon.-Fri., 1-11 p.m., Sat. & Sun.) becomes $500. In Class B time (all hours other than Class A) the hour one-time rate will be $300. One Class A minute is set at $100 and a Class B minute at $60. These are time charges for live talent programs and announcements only. Services of projectionists, stagehands, musical, dramatic and other talent charges are extra.

Film programs and sound-on-film announcements are 10% less than the live time charge rate. Frequency discounts run from 5% for 13 times to 25% for 200 times or more. Rehearsal charges are $50 an hour up to five hours and $150 for each hour over five.

* * *

March Record For Buffalo

MARCH reported as biggest month in Buffalo TV history with 9,156 television sets installed. There are now 84,849 sets in the area, WBEN-TV Buffalo reports.

Weekly Television Summary—April 17, 1950 TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	2,475
Ames	WOI-TV	8,860
Atlanta	WAGA-TV, WSB-TV	32,350
Baltimore	WAAM, WBAL-TV, WMAR-TV	146,191
Binghamton	WNBF-TV	11,220
Birmingham	WAFM-TV, WBRC-TV	12.100
Bloomington	WTTV	5,000
Boston	WBZ-TV, WNAC-TV	305,793
Buffalo	WBEN-TV	84,849
Charlotte	WBTV	13,169
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	418,366
Cincinnati	WCPO-TV, WKRC-TV, WLWT	99.500
Cleveland	WEWS, WNBK, WXEL	200,269
Columbus	WBNS-TV, WLWC, WTVN	49,600
Dallas, Ft. Worth	KBTV, KRLD-TV, WBAP-TV	49,125
Davenport	WOC-TV	9,375
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	47,900
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	203.000
Erie	WICU	33,432
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	49,125
Grand Rapids	WLAV-TV	23,200
Greensboro	WFMY-TV	10,400
Houston	KLEE-TV	17,500
Huntington-Charleston	WSAZ-TV	7,200
Indianapolis	WFBM-TV	36,500
Jacksonville	WMBR-TV	9,000
Johnstown	WJAC-TV	16,560
Kalamazoo-Battle Creek	.....	10.986
Kansas City	WDAF-TV	32.347
Lancaster*	WGAL-TV	40,720
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	448,737
Louisville	WAVE-TV, WHAS-TV	25,901
Memphis	WMCT	29,775
Miami	WTVJ	22,000
Milwaukee	WTMJ-TV	101,016
Minn.-St. Paul	KSTP-TV, WTCN-TV	74,900
Nashville	.....	100
New Haven	WNHC-TV	72,700
New Orleans	WDSU-TV	19,897
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,145,000
Newark	WATV	Incl. in N. Y. Estimate
Norfolk	WTAR-TV	10,008
Oklahoma City	WKY-TV	24,755
Omaha	WOW-TV, KMTV	21,088
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	435,000
Phoenix	KPHO-TV	4,500
Pittsburgh	WDTV	91,000
Portland, Ore.	.....	887
Providence	WJAR-TV	34,125
Richmond	WTVR	26,213
Rochester	WHAM-TV	35.436
Salt Lake City	KDYL-TV, KSL-TV	14,200
San Antonio	KEYL, WOAI-TV	13,427
San Diego	KFMB-TV	34,900
San Francisco	KGO-TV, KPIX, KRON-TV	43,442
Schenectady	WRGB	70,000
Seattle	KING-TV	24,450
St. Louis	KSD-TV	111.500
Syracuse	WHEN, WSYR-TV	33,758
Toledo	WSPD-TV	39,000
Tulsa	KOTV	20,800
Utica-Rome	WKTV	11,500
Washington	WMAL-TV, WNBW, WOIC, WTTG	118,250
Wilmington	WDEL-TV	32,669

* Lancaster and contiguous areas.

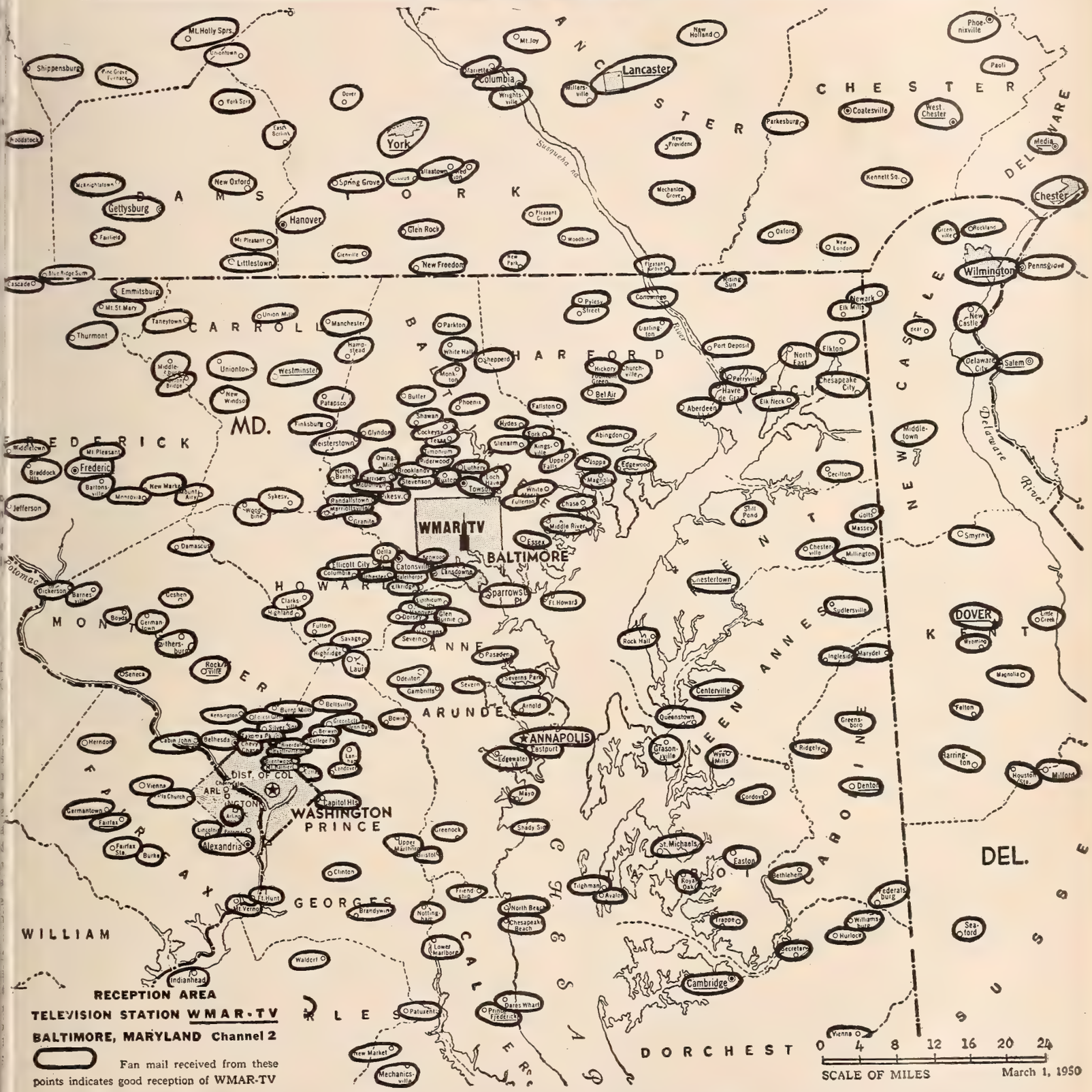
Total Markets on Air 60 Stations on Air 103 Sets in Use 5,127,921

Editor's Note: Sources of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessary approximate.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND



WMAR-TV delivers the largest evening audience of any radio or television station in Baltimore.*

*Based on C. E. Hooper, Inc., "TV Audience Index and TV Trends" December 1949 through February 1950 —average 6—10:30 P. M. Saturday through Sunday audience.

Television affiliate of the Columbia Broadcasting System—Represented nationally by the Katz Agency, Inc., New York

CLASS 14. HOUSEHOLD EQUIPMENT — 1949

LEADING NETWORK ADVERTISERS — Network (Gross) $457,218 — Spot * (Net) $473,000

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
GENERAL ELECTRIC CO.			$192,928
"Hotpoint Holiday" Maxon Inc.	Electric Appliances	CBS-18-1 (one time)	4,238
"Riddle Me This" BBDO	Lamps	CBS-5-½ (Jan.-March)	11,340
"Fred Waring Show" Young & Rubicam	All Products	CBS-29-1 (Apr.-June; Sept.-Dec.)	177,350
WESTINGHOUSE ELECTRIC CORP.			181,390
"Studio One" McCann-Erickson	All Products	CBS-33-1 (May-June; Sept.-Dec.)	
SCOTT PAPER CO.			34,660
"Dione Lucas" J. Walter Thompson Co.	Paper Towels	CBS-5-¼ (Feb.-Nov.)	
NASH-KELVINATOR CORP.			32,400
"Homemakers Exchange" Geyer, Newell & Ganger	Refrigerators, Ranges	CBS-15- (Oct.-Dec.)	
SEEMAN BROTHERS			15,840
"Vanity Fair" William H. Weintraub & Co.	Air Wick	CBS-3-10min. (Oct.-Dec.)	

Source: Publishers Information Bureau — * TELECASTING Estimate

CLASS 15. HOUSEHOLD FURNISHINGS — 1949

LEADING NETWORK ADVERTISERS — Network (Gross) $819,698 — Spot (Net) $86,00

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
MOHAWK CARPET MILLS			$307,770
"Mohawk Showroom" George R. Nelson Inc.	Rugs, Carpets	NBC-36-1¼ (May-July; Sept.-Dec.)	
BIGELOW-SANFORD CARPET CO.			193,111
"Bigelow Show" Young & Ruibcam	Carpets	NBC-29-½ (Jan.-July)	105,930
"Bigelow Show" Young & Rubicam	Carpets	CBS-33-½ (Oct.-Dec.)	87,181
BONAFIDE MILLS			191,850
"Stop Me If You've Heard This One" (Eff. Apr.) "Theatrical Agency" (Eff. Aug. 26) "Bonny Maid Versatile Varieties" Gibralter Adv. Agency	Linoleum	NBC-35-½ (Jan.-June; Aug.-Dec.)	
INTERNATIONAL SILVER CO.			80,647
"Silver Theater" Young & Rubicam	Tableware	CBS-30-½ (Oct.-Dec.)	
C. H. MASLAND & SONS			46,320
"At Home Party" Anderson, Davis & Platte	Rugs, Carpets	CBS-20-¼ (Sept.-Dec.)	

Source: Publishers Information Bureau — * TELECASTING Estimat

CLASS 15: . . . Household Furnishings

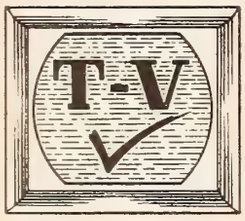
FURNITURE retailers have been quick to make use of this new advertising medium of television, possibly because they realize its ability to picture their wares and to picture them in use, with a tired businessman sinking into an easy chair with a sigh of relaxation, for example, or it may be because many furniture dealers are also retailers of television sets and realize the deep fascination that TV holds for their customers.

For whatever reason, they are using television advertising in increasing numbers. In February the nation's TV stations reported 118 advertisers from this class among their local clients—65 advertising furniture, 19 floor coverings, 10 upholstery, 13 awnings and blinds, seven mattresses, three interior decorating service and one furniture repairing.

February's TV spot campaigns included three placed by members of this group: Cameo Curtains Inc., using announcements on 20 stations; Simmons Co., with announcements on 10 stations for its mattresses; Alexander Smith & Sons Carpet Co., using participations in *The Girl Next Door* on WPTZ (TV) Philadelphia.

Network sponsors included International Silver Co., C. H. Masland & Sons and Bonafide Mills, continuing the programs listed in th table. Mohawk Carpet Mills ha reduced *Mohawk Showroom* fron five to three times a week on NB and Congoleum-Nairn has begu sponsoring *Garroway at Large* o that network 30 minutes each Sunday evening. Armstrong Cor Co. in June will start a dramati program on NBC in a Tuesda evening half-hour. Bigelow-Sanfor Carpet Co. dropped its *Bigelo Show* at the end of the year.

IT'S NEW!
...Even Newer Than Television



T-V CHECK INC.

Provides a television checking service and permanent picture record of T-V shows and commercials exactly as the audience receives them . . . black and white still photos . . . or sound-on film-motion pictures . . . taken directly from video receivers.

Orders are accepted from Sponsors, their Advertising Agencies, Owners of Package Shows or Television Stations on their programs for checking and audition purposes only.

Twenty-four hour delivery on films or photos, accompanied by certified statement of time, station, and conditions of telecast and reception.

Available on local and network programs with Chicago outlets.

Studios are equipped with newest 16-inch T-V receivers, sound-on-film cameras, and still cameras exclusively constructed for T-V checking.

T-V CHECK INC. all services originated by and under the supervision of the Jos. W. Hicks organization, Public Relations Counsel.

For further information, write or call . . .

T-V CHECK INC.
Suite 3213, 141 W. Jackson Blvd.
Chicago 4, Ill.
Phone WEbster 9-5050

CLASS 16: . . . Industrial Materials

INDUSTRIAL materials, by definition, are not items designed for use by the general public. Hence their advertising is not apt to be placed in any volume in a mass medium such as television. (Nor in radio, where this class consists almost entirely of the institutional campaigns sponsored by duPont and U. S. Steel.)

There were six clients of this group using TV in February, according to the Rorabaugh report for that month. Armco Steel Corp. sponsored two highschool basketball games telecast by WKRC-TV Cincinnati. G. Ruhnke Industrial Blower System used announcements on WENR-TV Chicago. Troup Engineering Co. advertised its four-speed electric motor, Bar-B-Ques, with announcements on four Los Angeles stations. Sharie Inc. used a five-minute demonstration to advertise its power saws and tools on WMAR-TV Baltimore. Burgess Co. for its tools used the 15-minute *Hobby Parade* on WGN-TV Chicago. Peninsula Armature Works used announce ments on WTVJ (TV) Miami fo its electric motors.

Since the expiration of Rock well Mfg. Co.'s *That's O'Toole* last June, there has been no TV network account of this type.

CLASS 16. INDUSTRIAL MATERIALS — 1949

LEADING NETWORK ADVERTISERS — Network (Gross) $11,643 — Spot (Net) $43,00

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
ROCKWELL MFG. CO. (DELTA MFG. CO. DIV.)			$ 11,643
"That's O'Toole" Hoffman & York	Homecraft Power Tools	ABC-7-¼ (March-June)	

Source: Publishers Information Bureau — * TELECASTING Estimat

CLASS 17: . . . Insurance

PILOT LIFE INSURANCE Co. was the major insurance advertiser using television in February, last month for which details are available, sponsoring ABC's TV cooperative program, *Crusade in Europe*, on WBTV (TV) Charlotte and WFMY (TV) Greensboro, N. C.

Other advertisers from this group include seven insurance brokers sponsoring video announcement campaigns on one statio each and Kralee Insurance Servic advertising the Blue Seal Pla with a half-hour program, *Our Ga Toni*, on WENR-TV Chicago.

An analysis of TV spot account in 1949 shows five insurance com panies using this medium during the year, none using more than tw stations and no campaign lasting more than five months.

CLASS 17. INSURANCE

There were no network advertisers in this class during 1949.

1949 Spot (Net) * . . . . . $34,400 — * TELECASTING Estimate

Class 18: . . . Jewelry

NTENT on securing and holding television the same dominant position in watch advertising it as consistently had in radio, Bulova Watch Co. appropriated round $500,000 for TV time signals and announcements during 949, developing a technique of presenting the ads as part of the ation's visual identifications so hat the Bulova time signals could e broadcast on the hour in V as they are in radio. (That is technique has been copied by her advertisers with less reason use it and accepted by stations r purely financial reasons, mak- g double-spotting an almost uni- rsal practice in TV, should robably not be blamed on Bulova.)

In January 1949 Bulova time gnals and announcements ap- eared on 35 stations; by Decem- r they were on 60 stations and e total had reached 63 by Feb- ary of 1950. To keep abreast of V's expansion and Bulova's ex- anding use of this medium, the mpany has appreciably expanded s advertising budget for 1950, ising its radio-TV appropriation om $3.5 to $4 million, of which V will presumably get about 50,000.

Benrus Watch Co., which began ing TV spots on six stations early in 1949, had time signals and announcements on 38 stations in February of 1950 and has earmarked $500,000 for TV advertising during this year, a "vast increase" over last year's TV budget, according to Adrian Flanter, Benrus advertising director. Gruen Watch Co., which has boosted its TV budget by 400%, encourages TV advertising of its watches by retailers by advertising allowances which vary according to the annual volume of purchases made by the retailer, and has recently purchased a series of 32 film commercials for dealer use. Elgin National Watch Co. also includes TV in its cooperative dealer advertising plan.

Spot advertising in TV from this group last year included 17 campaigns, nine for watches and clocks, three for watch bands, two for general jewelry lines, two for optical goods and one for cameras. Eight advertisers of this class used TV in February 1950: Bulova; Benrus; Forstner Chain Corp., with announcements on 13 stations for its watchbands; General Time Instrument Corp. (Westclox clocks and watches), using announcements on five stations; Flex-Let Corp. (watchbands), Hamilton Watch Co., Polaroid Corp. (cameras) and Semca Watch Corp., each using announcements on one TV station. Locally, TV was used by 36 members of this class: 23 jewelry stores, two dealers in optical supplies, seven in photgraphic equipment and four photographers.

Hamilton Watch Co. was either the last TV network advertiser of 1949 or the first of 1950, or possibly both. This company sponsored a 20-minute telecast from New York's Times Square from 11:45 p.m. Dec. 31, 1949, to 12:05 a.m. Jan. 1, 1950, on NBC. No TV network advertising is currently placed by any advertiser in this class.

In an idea book the Jewelry Industry Council has sent its retailer members to help them cash in on the "1950 Silver Parade," running from April 20 through May 6, is this warning: "Don't Overlook Television." The book states: "Except when very large pieces are used, actual pieces of silverware make an appealing display over television. If television facilities are available in your community, don't overlook the possibility of appearing on television with a show that, in the main, consists of displaying and commenting on silver that your store carries. Also: Check with your suppliers for any television helps or suggestions they might be able to give you."

CLASS 18. JEWELRY, OPTICAL GOODS & CAMERAS — 1949

LEADING NETWORK ADVERTISERS		Network (Gross) $105,057	Spot * (Net) $1,315,800
Advertiser, Program and Agency	**Product**	**Network No. of Stations Hours per Week**	**1949 Gross Time Cost**
SPEIDEL CORP.			$68,380
"Ed Wynn Show" Cecil & Presbrey	Watchbands	CBS-23-½ (Oct.-Dec.)	
BELL & HOWELL CO.			29,752
"Action Autographs" Henri, Hurst & McDonald	Motion Picture Cameras, Equipment	ABC-5-¼ (Apr.-June; Sept.-Dec.)	
LONGINES-WITTNAUER WATCH CO.			6,925
"Thanksgiving Day Festival" Victor A. Bennett Co.	Watches	CBS-22-1 (one-time)	

Source: Publishers Information Bureau — * TELECASTING Estimate

Class 19: . . . Office Equipment

HERE were seven members of is group using spot TV during ebruary, nine local office supply ncerns and no network accounts, cording to the *Rorabaugh Report TV Advertising* for that month. . A. Shaeffer Pen Co., the 1949 twork entry of the office equip- nt, stationery and writing ma- ials class, had discontinued its twork show at the end of the ristmas buying season.

Minnesota Mining & Mfg. Co., using announcements on 12 stations for Scotch Tape, was the leading user of TV in the February list. U. S. Envelope Co. used announcements on 10 stations for its self-seal envelopes; Parker Pen Co. had announcements on four Chicago stations; Le Pages Inc. advertised its glue with announcements on two stations in Boston; Inkograph Co. (pens), Felt & Tarrant (comptometer school) and Dictaphone Co. used one station each.

CLASS 19. OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES — 1949

LEADING NETWORK ADVERTISERS		Network (Gross) $21,760	Spot * (Net) .....
Advertiser, Program and Agency	**Product**	**Network No. of Stations Hours per Week**	**1949 Gross Time Costs**
W. A. SHEAFFER PEN CO.			$21,760
"This Week in Sports" Russel M. Seeds Co.	Pens, Pencils	CBS-6-¼ (Sept.-Dec.)	

Source: Publishers Information Bureau — * TELECASTING Estimate

Class 20: . . . Publishing

UBLISHERS are making increas- g use of television and should be nsidered as good TV prospects, rticularly for special promotional mpaigns for new books or maga- e features, although it is un- ely that this group, which has er been among the major ad- tisers in any medium, will make y great volume TV purchases.

Two book publishers are cur- tly using network TV: Double- y & Co., using two late evening minute programs on NBC— rren Hull on Monday and Ben auer on Tuesday—and Unicorn Press, advertising Funk & Wagnalls *Encyclopedia* on the Friday night edition of George Putnam's *Broadway to Hollywood* half-hour on DuMont. Doubleday uses TV for its "how to do" books and its Dollar Book Club.

Jon Gnagy, author of *You Are an Artist* based on his early TV series of that name which Gulf Oil Co. once sponsored on NBC, appeared on the NBC programs advertising the book in January, and in February his program was used by Doubleday live on two stations in New York and by film on two stations in other cities. Doubleday also sponsors the 90-minute weekly feature film series, *Premiere Theatre*, on WPIX (TV) New York. Literary Guild has been using participations on the *Handy Hint* on KTLA (TV) Los Angeles.

Curtis Publishing Co. in January started five-minute films and

(Continued on page 152)

CLASS 20. PUBLISHING & MEDIA — 1949

LEADING NETWORK ADVERTISERS		Network (Gross) $131,063	Spot * (Net) $68,800
Advertiser, Program and Agency	**Product**	**Network No. of Stations Hours per Week**	**1949 Gross Time Cost**
TIME INC.	"Life," "Time," "Fortune"	ABC-33-25 min. (May-Oct.)	$131,063
"Crusade in Europe" Young & Rubicam			

Source: Publishers Information Bureau — * TELECASTING Estimate

Publishing

(Continued from page 151)

one-minute announcements on a number of TV stations to promote readership of *The Little Princesses*, serial biography of the daughters of the English royal family, running in the *Ladies Home Journal*. McCall's last year used TV in spot campaign publicizing the autobiographical series by Mrs. Eleanor Roosevelt which ran in McCall's during the latter part of 1949.

Omnibook Magazine used one-minute and five-minute spots in three cities in February, when seven television magazines—*TV Forecast, TV Magazine, Television Magazine, TV Digest, TV Showtime, Teleguide and Television Guide*—were also promoted via TV. Kalmbach Publishing Co. advertised its *Model Railroad Magazine* with announcements in Milwaukee and American Radio Publications its books with programs in Dayton and Grand Rapids. About 15 newspapers used TV locally.

A new four-way video tie-up is in the works for a series of fashion films for TV based on the style in each month's issue of *Mademoiselle*. Manufacturers whose merchandise is featured in the one minute films are to pay the production cost with the films to be sponsored by retail outlets, and the magazine and Vista Production which is producing the films, handling their distribution.

Class 21: . . . Radio and TV

THERE'S nothing like television to sell television sets and radio sets. Both manufacturers and dealers agree on that. Last year TV network advertising of this class was second among all types of advertising and tobacco advertising, as first, surpassed the radio-TV-musical group by only $404,621 in gross time billings, a small addition to the $2,393,107 expended by this class.

In February of 1950, last month for which full data are available, the Rorabaugh report showed seven network and a dozen spot campaigns by this group, plus some 200 dealers and distributors using television locally. With production of TV sets during 1950 estimated at 4.5 million or better, more than all the TV sets installed at the end of 1949, there is no reason to expect anything but increased business and increased advertising from this group during the months ahead.

Last year's users of network TV from this class, in addition to those shown in the table, included: E. L. Cournand Inc. (Tele-Vue lenses), sponsoring *Greatest Fights of the Century* five minutes a week on NBC in January 1949, with a gross time bill of $1,800; Motorola Inc., *The Nature of Things* for 15 minutes a week on NBC January-February and *Believe It or Not* for a weekly half-hour also on NBC March-April ($34,230); Pioneer Scientific Corp. (polaroid filters). *Masters of Magic*, CBS weekly quarter-hour, February-May ($12,300).

Currently, RCA continues sponsorship of *Kukla, Fran & Ollie* two half-hours a week on NBC; Admiral Corp. continues *Lights Out* on NBC and its segment of *Stop the Music* on ABC; DuMont Labs sponsors Morey Amsterdam on DuMont but dropped the Tuesday evening show when the *Cavalcade of Bands* moved into that time; Philco continues its *Television Playhouse* series on NBC; Avco has dropped both its CBS and NBC series; Emerson Radio & Phonograph this week starts sponsoring *The Clock* every other Friday on NBC, alternating with *Big Story* in the 9:30-10 p.m. spot; Columbia Recording Corp., also this week starts Robert Q. Lewis in a 60-minute Thursday evening series, *The Show Goes On*, on CBS for its Long Playing records. This program, part of a $2.5 million drive for the 33⅓ rpm discs, will run until June 18, take a summer hiatus and return to the same period Sept. 24, according to present plans.

Users of spot TV in February from this class included: Alliance Mfg. Co. using announcements on 45 stations for Tenna Rotor; Allen B. DuMont Labs, announcements on seven stations; Hoffman Radio Corp., five 60-minute programs a week on KPHO-TV Phoenix, with weekly half-hours on three other Western stations; Marvel Lens Inc., announcements on four stations; Pioneer Scientific Corp., announcements and participations on four stations; RCA Victor, weekly half-hour on WBKB (TV) Chicago, weekly quarter-hour on WPTZ (TV) Philadelphia; Automatic Radio Mfg. Co., sponsoring five half-hours a week on WNAC-TV Boston; Belmont Radio Corp., sponsoring *Buckskin Theatre* an hour a week on KTSL (TV) Los Angeles; Packard-Bell Co., boxing on KTTV (TV) Los Angeles; Stromberg-Carlson Co., *Crusade in Europe*, weekly half-hour on WHAM-TV Rochester; Admiral Corp. and Technical Appliance Corp. using announcements on one station each.

CLASS 21. RADIOS, TV SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESSORIES — 1949

LEADING NETWORK ADVERTISERS		Network (Gross) $2,392,107	Spot * (Net) $232,200
Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
RADIO CORP. OF AMERICA	Radios, TV	NBC-54-1½*	$900,405
"Kukla, Fran & Ollie" J. Walter Thompson Co.	Sets, Records, Record Players	(Jan.-June; Aug.-Dec.)	
ADMIRAL CORP.			471,816
"Broadway Revue" Kudner Agency	All Products	DuM-23-1 (Jan.-June)	118,237
"Broadway Revue" Kudner Agency	All Products	NBC-20-1 (Jan.-June)	101,000
"Hopalong Cassidy" Kudner Agency	All Products	NBC-35-1 (June-Aug.)	80,900
"Stop the Music" Kudner Agency	All Products	ABC-23-½ (May-Dec.)	123,169
"Lights Out" Kudner Agency	All Products	NBC-38-½ (Nov.-Dec.)	48,510
ALLEN B. DU MONT LABORATORIES			340,671
"Schoolhouse"; (Eff. April 19) "Ted Steel"; (Eff. Sept.) "Talent Jackpot" Direct	TV Sets	DuM-11-½	125,258
"Window on the World" (Eff. April 21) "Morey Amsterdam" Direct	TV Sets	DuM-31-½	215,413
PHILCO CORP.			327,150
"Television Playhouse" Hutchins Adv. Co.	Radios, TV Sets, Refrigerators	NBC-49-1 (Jan.-Apr.; July-Dec.)	
AVCO MFG. CO. (CROSLEY DIV.)			259,735
"This Is Show Business" Benton & Bowles	Radios, TV Sets Home Appliances	CBS-50-½** (Oct.-Dec.)	58,465
"Who Said That?" Benton & Bowles	Radios, TV Sets, Home Appliances	NBC-53-½ (April-Aug.; Oct.-Dec.)	201,270
EMERSON RADIO & PHONOGRAPH CORP.			44,000
"Toast of the Town" Biow Co.	All Products	CBS-11-1 (Jan.-March)	

* 2½ hours a week through August, 1½ since then
** Alternate weeks

Source: Publishers Information Bureau — * TELECASTING Estimate

Polo Sponsorship

Packard-Bell is now sponsoring weekly polo telecasts on KNBH (TV) Hollywood; Ward Products Corp. has begun advertising its Magic Wand TV and car antenna with film spots in three cities and plans to expand to 15 markets. Belmont Radio is sponsoring wrestling on a three-station Ohio hookup in cooperation with its local distributor, Graybar Electric Co. Many radio-TV dealers and distributors are large local advertisers, such as Associated Distributors, handling the RCA Victor line in Indianapolis, who will sponsor 28 home games of that city's American Assn. team this summer on WFBM-TV Indianapolis. A number of manufacturers have cooperative advertising plans whereby they will pay part of the cost of local campaigns on television for their receivers.

TV's local accounts in February included a score of musical instrument and record stores. Columbia Recording Corp. has recently prepared a series of one-minute TV film spots for its Long Playing records.

TV . . . 1 – 2 – 3

1 — A complete talent service under one roof

2 — 1. Action 2. Results

3 — package shows talent production

MUTUAL ENTERTAINMENT AGENCY, INC.
JACK RUSSELL, Television Director
203 NORTH WABASH AVENUE
CHICAGO ILLINOIS

'SAT. NIGHT REVUE' Adds Two Major Sponsors

NBC-TV's *Saturday Night Revue* in its waning weeks before beginning a summer vacation, last week acquired two major sponsors. Speidel Corp. (watch bands), through Sullivan, Stauffer, Colwell & Bayles, New York, bought the second half of the *Jack Carter Show* (the first hour of the 8-10:30 p.m. spread) for three weeks beginning May 6 and will sponsor the entire hour for three more weeks beginning May 27. The Carter section of the Saturday show will stay on the air until June 10 although the as well as the rest of the program had been scheduled to quit for the summer after the May 20 telecast before the Speidel purchase.

Magnavox Corp., through Maxon Inc., bought the 9-9:30 p.m. segment effective last Saturday, April 15. This is the opening period of the "Your Show of Shows" part of the Saturday night production.

Class 22: . . . Retail

LS IN RADIO, so in television, etail business seems due to pro- ide the broadcasters' main source f revenue. In February 1950 there ere 1,890 local advertisers using V, compared with 70 network and 23 spot advertisers in this me- ium. Comparison might also be ade with the 612 local users of V advertising in February 1949, ut attempts to predict the future rowth of local advertising by elevision involves predictions as o the probable increase in the umber of TV markets and those nvolve guesses as to when the FCC ill lift the freeze, and it all gets oo involved in too many extrane- us factors for consideration in this eries of advertising analyses.

Most of the local users of TV re considered under the various roduct group headings appropri- te to the goods they advertise. f those advertisers are excluded rom these calculations, this leaves ome 60 department or general tores using TV for all of their erchandise or a major part of it, o that their use of TV cannot be ied down to any single product ategory. Their use of TV is as aried as the merchandise they ad- ertise in this medium, ranging rom announcements to programs f every type from drama to sports, rom news to comedy, from West- rn movies to household hints.

A survey of department store dvertising on TV, made by Hugh eltis, manager, KING-AM-FM-TV Seattle, early this year of 30 TV stations, showed more than 76% having at least one such account, with 23 stations reporting stores using TV at least once a week and eight reporting daily use. More than twice as many stores use evening as use daytime programs, probably due to some extent by the concentration of most TV stations' programming in the evening hours. Announcements on slides were most used by stores, followed by filmed announcements, film features, variety programs, sports and style shows, the survey revealed.

Howard Abrahams, manager of the sales promotion division of National Retail Dry Goods Assn., reported to TELECASTING that retail business in 1950 appears to be nearly on a par with 1949 business, when the retail stores volume for the country totaled some $127.9 billion, not far off from 1948's record high of $129.9 billion.

"According to a recent survey (Feb. 20, 1950), stores are planning to spend almost as many total dollars in total advertising in 1950 as they did in 1949," Mr. Abrahams reports, noting that the response to the survey indicates slight decreases in the sums spent for newspaper advertising and window displays and small increases for direct mail and radio.

"But it is in television where there is the greatest speculation and thinking," he states. Pointing out that today "retailers are using radio the way they have always used newspapers, to bring immediate response," he continues: "That is now the thinking for television. There are many stores which can already point to tangible results from their TV shows. The current $64 television question is 'Where do we get our TV budget?' In the main, it will come from separate funds, not from the regular retail budget."

Only one retailer appears in the network table for last year, Bond Stores, which sponsored a weekly five-minute sports series on a five-station NBC hookup during the last quarter of 1949.

CLASS 22. RETAIL STORES & SHOPS — **1949**

LEADING NETWORK ADVERTISERS		Network (Gross) $19,575	Spot * (Net) $438,600
Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
BOND STORES			$19,575
"Sport Highlights" Cayton, Inc.	Wearing Apparel	NBC-16-5 min. (Oct.-Dec.)	

Source: Publishers Information Bureau — * TELECASTING Estimate

Class 23: . . . Smoking

DVERTISING of cigarettes and ther tobacco products used more V network time during 1949 than ny other class of products ad- ertised in this medium last year, ccounting for just under 20% of otal TV network time sales. This lass also sponsored 25 spot TV ampaigns in 1949 and the outlook s good for even more TV tobacco usiness this year.

TV network advertisers during 949 included from this class, in ddition to those companies listed in he accompanying table, Bloch Brothers Tobacco Co., which in eptember started *Fishing & Hunting Club of the Air*, a video version f its MBS radio program, a half- our a week on DuMont for Mail Pouch tobacco (spending $27,000 or time). Program is continuing nder a new name, *Sports for All*. During the first four months of 949, Larus & Brothers Tobacco o. (Edgeworth tobacco) sponsored *Sportsmen's Quiz* for five minutes week on CBS ($9,360). Ronson rt Metal Works (cigarette ghters) in November put its *Twenty Questions* MBS radio pro- ram on television as a simulcast on WOR-TV New York (WOR originates the MBS radio series) and an NBC video network ($19,350). Ronson has since moved the TV program to Friday night and ABC, retaining WOR-TV as the New York station but separating the TV series from that on radio, which continues as a Saturday Mutual program. United Cigars-Whelan Stores Corp. sponsored *Hotel Broadway* on DuMont 30 minutes a week, January through April ($13,050).

American Tobacco Co., continuing *Big Story* on NBC for Pall Malls, has this year added two TV network shows for Lucky Strikes, *Lucky Strike Theater*, an hour-long dramatic series produced by Robert Montgomery every other Monday on NBC, and *This Is Show Business*, Sunday half-hour on CBS. R. J. Reynolds Tobacco Co. (Camels) in January began sponsoring the *Ed Wynn Show* as a Saturday half-hour series on CBS, subsequently moved the program to Tuesday. The other Camel programs, *Man Against Crime* and *Camel News Caravan*, continue on CBS and NBC, respectively.

Philip Morris & Co. in January put Herb Shriner into the five-minute four-a-week time on CBS previously filled by *Ruthie on the Telephone* and has since discontinued the series, retaining its *Candid Camera* show on CBS. With the opening of the baseball season, Philip Morris will sponsor Dizzy Dean in 10-minute interviews preceding and following all telecasts of the New York Yankees on WABD (TV) New York during the summer.

Liggett & Myers for Chesterfields will again this year sponsor video coverage of the New York Giants on WPIX (TV) New York and of the Washington Senators on WTTG (TV) Washington. Company has also secured exclusive advertising rights within the ball parks of those teams so that wherever the cameras may be aimed they will pick up nobody's ads but the sponsor's. L&M continues *Supper Club* on NBC and *Godfrey & His Friends* on CBS. Lorillard continues its two network TV shows, *Original Amateur Hour* on NBC and *Stop the Music* on ABC. U. S. Tobacco Co. also goes on with its sponsorship of *Martin Kane, Private Eye* on NBC.

In February, last month for

(Continued on page 154)

famous firsts in T-V

In 1925 the first motion picture film was successfully transmitted by a television signal.

★

Blair-TV Inc. was the first exclusive representative of television stations. The first company to recognize and act on the television stations' real need for hard hitting, single minded, exclusive representation.

BLAIR TV INC.

REPRESENTING

Birmingham	WBRC-TV
Columbus	WBNS-TV
Los Angeles	KTSL
New Orleans	WDSU-TV
Omaha	WOW-TV
Richmond	WTVR
Salt Lake City	KDYL-TV
Seattle	KING-TV

CLASS 23. SMOKING MATERIALS — 1949

	Network (Gross)	Spot * (Net)
LEADING NETWORK ADVERTISERS	$2,396,728	$937,400

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
R. J. REYNOLDS TOBACCO CO.			$726,400
"Golden Gloves Boxing" William Esty Co.	Camel Cigarettes	CBS-10-1½ (Feb.-March)	18,739
"Madison Square Garden Events" William Esty Co.	Camel Cigarettes	CBS-4-1½ (Jan.-April)	77,000
"Man Against Crime" William Esty Co.	Camel Cigarettes	CBS-11-½ (Oct.-Dec.)	43,095
"Camel Sports Caravan" William Esty Co.	Camel Cigarettes	DuM-9-1½ (Feb.-May)	24,840
"Camel News Caravan" William Esty Co.	Camel Cigarettes	NBC-23-1¼*	558,580
"Golden Gloves International Finals" William Esty Co.	Camel Cigarettes	ABC-8-2 (one time)	4,146
LIGGETT & MYERS TOBACCO CO.			594,440
"Godfrey & His Friends" Cunningham & Walsh	Chesterfield Cigarettes	CBS-46-1	473,650
"Supper Club" Cunningham & Walsh	Chesterfield Cigarettes	NBC-41-½ (Jan.-June; Oct.-Dec.)	120,790
P. LORILLARD CO.			397,781
"Original Amateur Hour" Lennen & Mitchell	Old Gold Cigarettes	DuM-21-1 (Jan.-May; July-Sept.)	162,540
"Stop the Music" Lennen & Mitchell	Old Gold Cigarettes	ABC-24-½ (May-Dec.)	114,941
"Original Amateur Hour" Lennen & Mitchell	Old Gold Cigarettes	NBC-29-1 (Oct.-Dec.)	120,300
AMERICAN TOBACCO CO.			271,260
"Your Show Time" N. W. Ayer & Son	Lucky Strike Cigarettes	NBC-33-½ (Jan.-July)	116,880
"Football Games" N. W. Ayer & Son	Lucky Strike Cigarettes	NBC-12-2½ (Sept.-Nov.)	106,500
"The Big Story" Sullivan, Stauffer, Colwell & Bayles	Pall Mall Cigarettes	NBC-33-½** (Sept.-Dec.)	47,880
PHILIP MORRIS & CO.			241,127
"Preview"; (Eff. Sept. 12) "Candid Camera" Biow Co.	Cigarettes	CBS-10-½ (March-Dec.)	97,500
"Ruthie on the Telephone" Biow Co.	Cigarettes	CBS-23-25 min.*** (Aug.-Dec.)	143,627
U. S. TOBACCO CO. "Martin Kane, Private Eye" Kudner Agency	Pipe Tobaccos	NBC-27-½ (Sept.-Dec.)	96,960

* 50 min. a week up to Feb. 16, after that 1¼ hours a week
** Every-other-week
*** 5-minute show, six times a week Aug.-Dec., five times Oct.-Dec.

Source: Publishers Information Bureau — * TELECASTING Estimate

Smoking

(Continued from page 153)

which TV advertising data are available, Rorabaugh reported American Tobacco Co. using TV announcements on 43 stations for Luckies and on 29 stations for Pall Malls; Brown & Williamson Tobacco Co. using weather forecasts and announcements on 48 stations for Kools and announcements on three stations for Viceroys; Philip Morris announcements on 17 stations, plus 10 single-station campaigns for two cigarettes, six cigars and two pipe tobaccos. The only local business reported from this class in February was placed by one pipe shop and three cigar companies.

Larus & Brothers is starting spot TV campaign in New Englan and Los Angeles this month an American Tobacco Co. is lining u Saturday night TV availabiliti for expansion of its spot campaign

Class 24: . . . Soaps

ADVERTISING of soaps, cleansers and polishes is not the major source of revenue for the TV networks that it is for their radio counterparts. Contrasted with its fifth place rank among all classes of radio network advertising during 1949, in TV this group ranked 14th, represented by only one advertiser whose expenditure for TV network time accounted for less than 1% of the total billings of the video networks. The sole point of similarity is that the dominant advertiser in both radio and TV is Procter & Gamble Co.

P&G, which has renewed *Fireside Theatre* for another year on NBC and is readying a TV adaptation of its radio series, *Beulah*, for fall sponsorship on ABC, may remain the dominant network TV advertiser during 1950, but it will not be the only one as it was last year. In January, S.O.S. Co. began using weekly participations in the CBS *Homemakers Exchange* for its scouring pads. Griffin Mfg. Co. in March began advertising its shoe polishes by sponsoring half of the 60-minute Paul Whiteman *TV Teen Club* on ABC, and Knomark Mfg. Co. began sponsoring ABC's *Blind Date* that month for its Esquire shoe polish. S. C. Johnson & Son is thinking about putting its veteran radio team, *Fibber McGee & Molly*, into television, expects to start them in the fall, live in the West, kinescoped in the East, if tests are favorable.

In February there were 17 sp TV advertisers from this class whom Von Schrader Mfg. C (Powder-ene Rug Cleaner) an Zippy Products Co. (starch) eac used announcements on four st tions; Kendall Mfg. Co. (Soapine sponsored a 30-minute program o WBZ-TV Boston and announc ments on two other stations, whi Procter & Gamble Co. (Tide) an Lan-O-Sheen Inc. (cleaner an soap powder) used announcement on three stations each; E. L. Bruc Co., S. C. Johnson & Son and S.O.S Co. each used spots on two station the others used time on one statio

Forty-eight laundries and dr cleaners bought time on their loc TV stations in February, las month for which records have bee compiled.

CLASS 24. SOAPS, POLISHES & CLEANSERS — 1949

	Network (Gross)	Spot * (Net)
LEADING NETWORK ADVERTISERS	$107,310	$86,000

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
PROCTER & GAMBLE CO.	Ivory, Duz	NBC-20-½	$107,310
"I'd Like To See" (Eff. April) "Fireside Theater" Compton Adv. Inc.	Crisco	(Jan.-July; Sept.-Dec.)	

Source: Publishers Information Bureau — * TELECASTING Estimate

$150. FOR 1 MINUTE TV FILM COMMERCIAL
TV ADVERTISING FILM FOR LOW BUDGET ACCOUNTS
FILMACK
1331 S. Wabash Ave., Chicago 5, Ill.

Class 25: Sporting Goods

CHARGES OF school authoritie that children are spending near as much time watching televisio programs as they do in the schoo rooms and complaints of parent that their offspring have to b driven from the TV set to eat o sleep might lead to the conclusio that TV would be an ideal mediu for selling the juvenile market, bu this opinion does not seem to b generally held by the manufa turers of toys and games.

Last year's TV network client included only one toy compan which used TV on a continuin basis, Unique Art Mfg. Co., spon soring a weekly quarter-hour o NBC's *Howdy Doody*, and this com

CLASS 25. SPORTING GOODS & TOYS — 1949

	Network (Gross)	Spot * (Net)
LEADING NETWORK ADVERTISERS	$88,535	$34,400

Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
UNIQUE ART MFG. CO.			$59,345
"Howdy Doody" Grant Adv.	Toys	NBC-21-¼	
A. C. GILBERT CO.			21,760
"Roar of the Rails" Charles W. Hoyt Co.	Model Railroad Equipment	CBS-15-¼ (Oct.-Dec.)	
BRUNSWICK-BALKE-COLLENDER CO.			5,870
"ABC Bowling" Al Paul Lefton Co.	Bowling Equipment	DuM-20-1½ (Dec.)	
LIONEL CORP.			1,560
"Red Caboose" Reiss Adv.	Model Railroad Equipment	ABC-4-¼ (Jan.)	

Source: Publishers Information Bureau — * TELECASTING Estimate

pany has withdrawn its sponsorship following the end of the Christmas season. A. C. Gilbert Co. used video advertising in a 13-week pre-Christmas campaign, and the Lionel programs in January of last year were the tag-end of a series run mostly during the 1948 Christmas shopping season.

Thirteen makers of toys, dolls and games used TV spot campaigns during 1949, but the longest campaign ran only three months and the largest number of stations used by any company was 14. Business may be better from this group in 1950, however, as there were nine toy accounts on the air in February, although mostly at the local level.

There was only one manufacturer of sporting equipment to use TV network time in 1949 and this company, Brunswick-Balke-Collender Co., was a sponsor for only four days while ABC Bowling Tournament was in session. Short spot campaigns were sponsored during the year by this company, an athletic supply firm and a manufacturer of outboard motors. Nine sports equipment firms used TV at the local level in February, when the only spot account active was American "Q" Ball Corp. of Pennsylvania, advertising its amusement device with four half-hour broadcasts of "Q" Ball Championships on WOR-TV New York and WFIL-TV Philadelphia.

Lionel Corp. (model trains) celebrates its 50th anniversary this year and is planning a $500,000 advertising budget for the year, with TV included in media to be used.

Class 26: . . . Toiletries

IN GENERAL, 1950 looks like a good year for the toiletry industry, according to S. L. Mayham, executive vice president, The Toilet Goods Assn., who told TELECASTING that much depends on the speed and extent of Congressional action in repealing the excise tax on perfumes. Noting that "some further curtailment in the national advertising budgets of many companies will take place" this year, according to present indications, Mr. Mayham stated:

"We have heard of rather elaborate plans for use of television during 1950 but it is our impression that this use will not begin in volume before the last half of the year and possibly many of the plans will have to be deferred until the following year. Arrangement of a television program is by no means as easy as many people think."

Last year toiletries advertising ranked fifth among all classes of business on the video networks, with gross time billings of over $1 million and all signs point to larger expenditures in this medium during 1950. Like radio, TV is used chiefly for the advertising of dentifrices, razors and shaving soaps, lipsticks, facial tissues and other relatively inexpensive items, where the excise tax is not a major deterrent to ready purchase. Both local and spot TV business from this class started out 1950 at a high level and locally there were in February eight campaigns for toilet goods and 10 sponsored by beauty shops and hairdressers.

Other Network Sponsors

Toiletries advertising on TV networks in 1949 included, in addition to the six largest accounts shown in the table: American Home Products Corp (Kolynos, Anacin), starting *Mary Kay & Johnny* 20 minutes a week on NBC for two months, January-February ($3,500 worth of network time at gross rates), moving it to CBS as weekly half-hour, March-May, July-September ($33,660); Barbasol Co. (shaving cream), sponsoring *Week in Review* 15 minutes each Sunday on NBC through the year except for an eight-week summer hiatus ($39,-200); Illinois Watch Case Co. (compacts, etc.), with a one-time 90-minute *Thanksgiving Television Show* on NBC ($10,610); Pal Blade Co., *Pal Headliner*, five-minute weekly series on ABC May-October ($52,452).

So far this year on the TV networks, Lever Bros. Co. has started Ilka Chase in a 15-minute CBS series for Harriet Hubbard Ayer cosmetics, dropping *The Clock* on NBC the end of March. Gillette (Toni Div.) and Jules Montenier Inc. (Stopette) are alternating in the 9-9:30 Wednesday evening period on CBS, sponsoring *Toni Twin Time* and *What's My Line?* respectively. Gillette on New Year's covered the Rose Bowl game on CBS, chiefly by kinescope, and more recently sponsored three major basketball games on ABC. Gillette will show up as sponsor of many sporting events on TV before the year is out, doubtless again sponsoring the World's Series telecasts although probably not on the same free time basis that prevailed last year, when the eagerness of the TV networks to get the Series exclusively led them to bid against each other until Gillette was able to get them all to carry it without time charges.

Pond's Extract Co. was the major user of spot TV in this class in February, with announcements on nine stations for its creams and tissues. Chesebrough Mfg. Co. placed *Greatest Fights* quarter-hours on four stations in addition to the network; Carter Products (Arrid), Amurol Products (dentifrices) and Statler Tissue Corp. also used four stations each; Newport Soap Co. and Wildroot Co. used three stations apiece; Eversharp Inc. (razors), Personal Products Corp. (Yes tissues) and Potter Drug & Chemical Corp. (Cuticura soap and ointment) each bought TV

(Continued on page 156)

CLASS 26. TOILETRIES & TOILET GOODS

LEADING NETWORK ADVERTISERS

1949

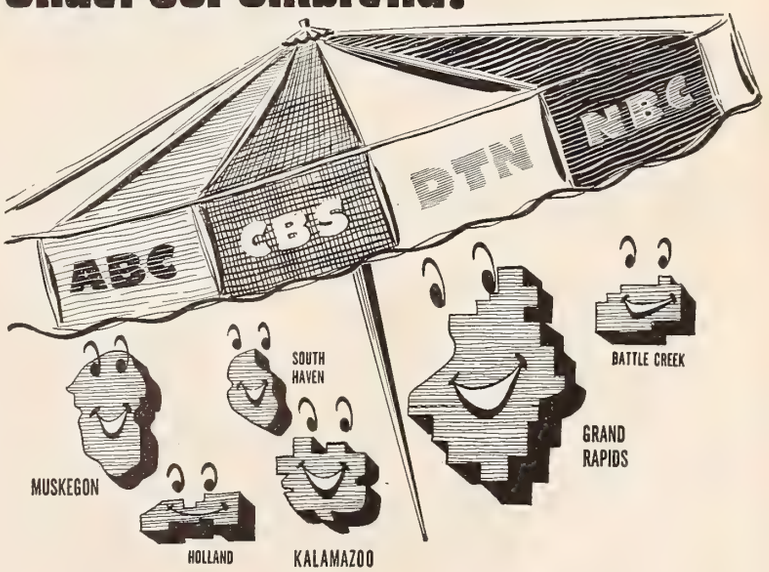
		Network (Gross) $1,026,380	Spot * (Net) $68,800
Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
COLGATE-PALMOLIVE-PEET CO.			$289,535
"Howdy Doody" Ad Bates & Co.	Dental Cream, Vel Lustre Cream	NBC-22-½ (Apr.-Dec.)	125,435
"Colgate Theater" William Esty Co.	Vel, Lustre Cream	NBC-17-½	164,100
GILLETTE SAFETY RAZOR CO.			174,990
"Boxing Bouts" Saxon Inc.	Razors, Blades, Shaving Cream	NBC-8-1 (Feb.-May)	20,070
"Boxing Bouts" Saxon Inc.	Razors, Blades, Shaving Cream	NBC-25-1 (Jan.-May; Sept.-Dec.)	111,390
Various Sports Events	Razors, Blades, Soap, Cream	ABC, CBS, NBC (each a one-time event)	43,530
BRISTOL-MYERS CO.			170,946
"Lucky Pup" Doherty, Clifford & Shenfield	Ipana Toothpaste	CBS-12-¼ (June-Dec.)	58,730
"Break the Bank" Doherty, Clifford & Shenfield	Mum, Vitalis, Benex	ABC-10-½ (Jan.-Sept.)	60,166
"Break the Bank" Doherty, Clifford & Shenfield	Vitalis, Mum and others	NBC-19-½ (Oct.-Dec.)	52,050
LEVER BROTHERS CO.			96,810
"The Clock" J. Walter Thompson Co.	All products	NBC-49-½ (Oct.-Dec.)	
CHESEBROUGH MFG. CO.			93,165
"Roller Derby" Ann-Erickson	Vaseline Products	ABC-10-½ (Oct.-Dec.)	33,297
"Greatest Fights" Ann-Erickson	Vaseline Products	NBC-23-¼* (Apr.-July; Sept.-Dec.)	59,868
INTERNATIONAL CELLUCOTTON PRODUCTS CO.			61,512
"Fun for the Money" Pote, Cone & Belding	Kleenex	ABC-9-½ (June-Dec.)	

*Five minutes in April and May, 15 minutes since then.

Source: Publishers Information Bureau

* TELECASTING Estimate

nothing but smiles under our umbrella!



LEONARD A. VERSLUIS STATIONS
HY M. STEED, MANAGER

WLAV AM-FM-TV

REPRESENTED BY JOHN E. PEARSON CO.



THESE GREAT MARKETS ONE MILLION PEOPLE . . . LOOK FOR TV FROM

WLAV-TV

GRAND RAPIDS, CHANNEL 7

The only Michigan **TV** *Station outside Detroit*

Class 27: . . . Travel

CLASS 27. TRANSPORTATION, TRAVEL & RESORTS
There were no network advertisers in this class during 1949.
1949 Spot (Net) * .....$34,400 *** TELECASTING Estimate**

AIR LINES are the best customers of TV stations in this class, with 11 aviation services seeking passengers via video time in February. Transcontinental & Western Air used seven stations, United Air Lines six, Southern Airways and Delta Airlines two each; Eastern, Capital, Piedmont, Florida Air Coach, Safeway Travel, Vi-Air Coach and the Flying Irishman used one station each.

New York Central Railroad and Union Pacific Railroad advertised on four TV stations apiece in February, last month for which records have been compiled. Since then, Atchison, Topeka & Santa Fe Railway has launched a six-week TV drive in four cities—Chicago, Detroit, Los Angeles and New York.

February TV clients also included five hotels, three taxi companies, two travel agencies and one bus line.

It may be that February makes such a poor showing because it's too late to advertise winter vacation tours and too early to start angling for summer business. Even so, the above score seems pretty slim pickings for an advertising medium which can bring cruise or resort life right into the prospects' living rooms through motion picture commercials.

Toiletries

(Continued from page 155)

time on two stations, and there were eight campaigns on one station each.

Wildroot is planning to enter TV spot on a national scale this summer. Guitare Lipstick Inc. now has half-hour weekly shows on four TV stations and intends to buy similar time in 11 other markets during next three months. Campana Corp. has begun using film spots for Ayds and Associated Products is considering a national TV spot campaign for its Five-Day deodorant pads.

Murine Co. is starting 20-second TV announcements on four New York stations for its eye wash.

Sell
Ohio's third largest market
with
WFMJ
5,000 watts AM
and
50,000 watts FM
WFMJ
1390 AM – 105.1 FM
Youngstown, Ohio
Headley-Reed Co.,
national representatives

Class 28: . . . Miscellaneous

THE UNIVERSALITY of television as an advertising medium is indicated by this final catch-all category of video advertisers. In addition to the TV business summarized in the preceding 27 analyses, the medium was also used in February by an exterminating firm (Bruce Terminex Co., using TV time in Atlanta and Memphis), 23 real estate companies, five luggage dealers, two auctioneers, one mortuary, one memorial park and two local political groups telecasting their appeals to the voters of Birmingham and Cleveland.

In a statement to TELECASTING that pointed out the possibility of 1950 surpassing last year's "enormous production of 1,025,000 new homes and apartments," Frank W. Cortright, executive vice president, National Assn. of Home Builders, said that new homes are priced within the reach of practically all income groups. "These two factors, plus the fact that emergency housing needs have long since been satisfied, mean that builders and their sales staffs have long ago put away their order taking pads in favor of constructive sales talks," he stated.

Spots Popular

Noting that "builders are allotting more funds for advertising than ever before," Mr. Cortright continued: "A few builders and realty firms over the nation have used television with varied success. One-minute spots between programs seems to be the most popular device. But costs of this time when compared to newspaper results, have not been too favorable.

"Reaction has ranged from very good to very bad in the radio-TV field for home sales. But it is a field that will certainly bear watching. However, rates and results must be competitive with newspapers' if radio and TV is to win its place in the builders' advertising budgets."

Religious organizations are beginning to expand their broadcast proselyting to include television as well as radio. Young People's Church of the Air continues its weekly series on ABC and five others—Church of the Open Bible, Seventh Day Adventists, Brightmoor Tabernacle, Word of Life Fellowship and The Quiet Hour—each used a half-hour weekly telecast on one station in February.

Makers of pet foods, in addition to sponsoring network telecasts of dog shows, also sponsor spot and regional TV campaigns for their products. Rival Packing Co. uses announcements on 21 stations; Victory Packing Co. has announcements and participations on five stations; Calo Dog Food Co. sponsors a 30-minute *Pet Exchange* program on KTTV (TV) Los Angeles and participations on WATV (TV) Newark; Lewis Food Co. (Dr. Ross dog and cat food) sponsors *The Ruggles*, half-hour weekly program, on four stations, quarter-hour weekly series on two stations, two 10-minute programs a week on one station and announcements on two. Seven one-station TV campaigns for pet foods are also recorded in the Rorabaugh TV report for February from which the above data were taken. Since then, Doyle Packing Co. has begun using TV for Strongheart Dog Food; Perk Foods has prepared films for spot video use and Ken-L-Products Div. of Quaker Oats Co. is placing filmed commercials.

Alden's Show

Alden's Mail Order House is sponsoring a half-hour program, *Dude Ranch*, on WENR-TV Chicago, in an eight-week test campaign to promote distribution of its spring catalog, and Sears, Roebuck Co. has been using announcements on WXYZ-TV Detroit.

Amalgamated Clothing Workers Union (CIO) is using 275 20-second video announcements on WJZ-TV New York, WENR-TV Chicago, WXYZ-TV Detroit and WMAL-TV Washington in a 39-week campaign to build familiarity with its union label and to promote purchases of "union label" clothes. This TV schedule is part of a $500,000 ACWU campaign which also includes radio and a proposal to double the advertising budget to a million dollars will be presented to the union's national meeting to be held next month in Cleveland.

CLASS 28. MISCELLANEOUS **1949**

LEADING NETWORK ADVERTISERS		Network (Gross) $42,436	Spot * (Net) $412,800
Advertiser, Program and Agency	Product	Network No. of Stations Hours per Week	1949 Gross Time Cost
YOUNG PEOPLE'S CHURCH OF THE AIR			$31,271
"Youth on the March" J. M. Camp	Institutional	ABC-12-½ (Oct.-Dec.)	
NATIONAL BISCUIT CO.			5,680
"Dog Show" Cunningham & Walsh	Milkbone Dog Biscuits	CBS-10-1½ (one time)	
QUAKER OATS CO.			4,000
"Chicago Kennel Show" Ruthrauff & Ryan	Ken-L Ration	NBC-12-1 (one time)	
AMERICAN JEWISH CONGRESS			1,485
"Democratization of Germany"	American Jewish Congress	ABC-3-½ (one time)	

Source: Publishers Information Bureau *** TELECASTING Estimate**

NOTRE DAME GAMES
DuMont Buys Football Rights

EXCLUSIVE rights to telecast home games of the Notre Dame U. football team next fall have been bought by DuMont Television Network, it was announced last week. Although DuMont did not disclose the price it paid Notre Dame for the five games, it was reliably reported to be $163,000.

The games to be telecast are: North Carolina, Sept. 30; Purdue U., Oct. 7; Michigan State, Oct. 28; U. S. Naval Academy (at Cleveland), Nov. 4, and U. of Pittsburgh, Nov. 11. No sponsor for the telecasts has been signed. The network telecast Notre Dame home games last season under sponsorship of Chevrolet, through Campbell-Ewald agency.

CONTACT
McGILLVRA'S
N.A.B. HEADQUARTERS
STEVENS HOTEL

Color Hearing

(Continued from page 133)

of present standard monochrome."

On the question of interference from other emissions, he asserted:

CBS submitted information . . . which indicated no substantial general difference in regard to interference to reception of CBS color signals where the interference was various in-channel signals. This appears in agreement with Laboratory Division observations to date.

Preliminary tests at the Laboratory have indicated that the probability of interference with the RCA color system is about twice as great as for a standard monochrome signal. This increased susceptibility appears to result from the presence of the 3.6 mc sub-carrier and the receiver sampling.

This added susceptibility of the RCA system may be of more significance than superficial consideration might indicate. In Exhibit 203, so far introduced only in part, JTAC outlines certain methods of securing interference reduction by adoption of standard intermediate frequencies and allocation procedures in order to place the interfering signals at the least susceptible points in each channel. The double susceptibility of the RCA color signal to interference appears to require abandonment of this approach to the reduction of interference by allocation and indicates that the allocation plan might therefore be substantially different, depending on the color system involved.

Mr. Chapin felt that "in general, it should be fully realized that susceptibility to interference of this type is basic to the RCA dot sequential system." He thought it "can be expected to become worse with additional stations, additional receivers and additional other devices employing radio-frequency, such as diathermy machines and industrial radio-frequency heating equipment, as well as being further aggravated with the occupancy of the UHF band."

Receivers Compared

The Laboratory chief conceded that his reports were prepared before RCA's new tri-color tube was demonstrated and therefore were based on tests and observation of RCA's former three-tube projection color technique. On this basis he submitted the following comparison of the RCA and CBS receivers themselves:

The RCA receiver was too large physically to represent any reasonable classification as a home broadcast receiver suitable for general use. The large number of components involved suggests that tremendous simplifications would be required in order to enable the production of reasonably priced receivers. The receiver required frequent adjustment to maintain registry, color values, etc., and could not be considered in a form for general home use. In addition, the picture brilliance, color uniformity, color faithfulness, registry and definition were poorer than those given by the CBS receiver.

The CBS table model receiver was of a size, ease of adjustment and stable enough to be suitable for home use and the limited components in addition to those normal to a monochrome receiver indicated that the set could be produced for a reasonable price. The CBS set employed a lens which restricted the viewing angle somewhat more than that of an ordinary direct-view black-and-white receiver, but the restriction of view was far less than that of the RCA set, in which set the limitations would appear to be objectionable for general home use. . . .

The problem of picture interference to sound was such as to require more critical tuning of the RCA receiver than the CBS receiver.

The reception of standard monochrome pictures on the CBS receiver was much more satisfactory than on the RCA receiver. Definition was better, pictures were brighter, and the pictures were free from the coloration present in the reception of standard monochrome pictures on the RCA set. . . .

Mr. Chapin also reported that CBS had delivered an all-electronic receiver which was "much smaller physically than the RCA color set." He said "time did not permit a study to be made of the operation of this receiver," but that he had seen it in the CBS laboratories and "its operation on CBS standards compared favorably with the operations of either RCA or CTI receivers."

Mr. Chapin submitted a September 1949 report showing the Laboratory had modified existing black-and-white sets to receive CBS color in monochrome at costs (for parts) ranging from $4.35 to $12.01. The latter, which he described as a "deluxe" adaptation employed the so-called Chapin Adapter to permit the receiver to go automatically from black-and-white to color standards, or vice versa. Of the automatic adapter the report said:

This may be advantageous in an interim situation when some of the signals on the air might be operating on each of the systems, and the receiver tuned from one channel to another. The receiver will determine which type of signal is being received and will switch to the proper standards. The receiver will also take appropriate action when a station to which it is tuned changes from one system to the other.

Comr. George E. Sterling questioned him specifically on the sensitivity of the automatic adapter, saying the model in his own home switched from one line rate to another when signal voltage ebbed. Mr. Chapin replied that Mr. Sterling was using the first model developed, and that he felt there was nothing inherently wrong with the technique.

Heffernan Comments

Although Mr. Chapin has not been cross-examined on his reports, RCA General Attorney Joseph V. Heffernan brought out that compilation of data for some of them was commenced on the same day RCA first demonstrated its tri-color tube, and that they do not take high-level sampling into account. But Mr Chapin did not think the tri-color tube could be said to "supersede" the reports until it has been demonstrated that the tube has sufficient resolution and can be produced economically.

On cross-examination, Mr. Smith said he thought in event of multiple standards it would be necessary for industry to get together and decide upon a "preferred system" to avoid public confusion and economic hardship.

Mr. Plotkin wanted to know what Philco would do if FCC changed existing monochrome standards to provide for 4 mc channels and for dot-interlacing. Mr. Smith said the reduction in bandwidth would cause Philco to go out of business for a while to re-engineer its sets. Adoption of dot-interlacing, he said, would result in quality sets that could take advantage of the technique and in cheaper sets which could not take advantage of it but which would provide quality comparable to present receivers.

He said Philco would "go out of business" if telecasters were required to switch 100% to CBS color within two years. He pointed out that British set sales dropped to 25% of their previous level when the British announced a change in standards to take effect in three years.

He did not foresee a similar effect if FCC required a switch to RCA color within two years, however, pointing out that the RCA system imposes no loss of service

(Continued on page 158)

Spot TV

(Continued from page 135)

stations during December and another two had spots on over 15 stations each.

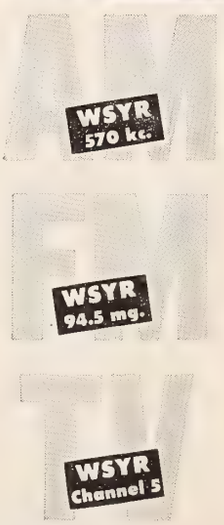
In point of stations, American Tobacco Co. was the heaviest TV spot user during the year. The firm placed business on from 21 to 49 stations throughout the year. The two network leaders in this classification, R. J. Reynolds and Liggett & Myers, were not very active in spot. R. J, Reynolds placed business on a peak of only nine stations while Liggett & Myers steadily cut its station list throughout the year. Although the firm started strong with business on 27 stations in January, this had dropped to 19 the next month and was down to eight in May and one by year's end, according to Rorabaugh.

Drug and Remedies advertisers, heavy spot and network radio advertisers, placed only $60,200 worth of net TV spot business, about 0.7% of the total. On the video networks gross expenditures were only $242,718, slightly over 5% of all gross TV network business placed in 1949. This is a far cry from the over $12 million net spent in spot radio and the gross of $21,054,786 expended on the radio networks.

Advertisers of Toiletries also have moved slowly in the spot television field. These firms had net expenditures of only about $68,800 for TV spot in 1949. In radio this product classification had net expenditures of approximately $3.9 million for spot and grossed about $29.4 million on the networks.



WSYR-TV
means
Bright, Clear,
Consistent
PICTURES



From its antenna atop Sentinel Heights, 1,200 feet above Syracuse and vicinity, WSYR-TV's full radiating power of 23,500 watts on Channel 5 assures Central New Yorkers clear, steady reception of the outstanding TV shows — on NBC — exclusive.

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KILOCYCLES
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WATTS
Offering NEW Sales Opportunities in a larger, richer market!
WCBM
MUTUAL BROADCASTING SYSTEM
John Elmer
President & Commercial Manager
George H. Roeder
General Manager
Baltimore 13, Maryland
WEED & COMPANY
Exclusive
National Representatives

Color Hearing

(Continued from page 157)

on the public.

Nor did he think announcement of a new UHF service would affect business adversely. He said Philco would make some VHF-UHF combinations, some VHF-only sets and some UHF-only sets, according to demand.

Asked what would happen to set sales if FCC should require that VHF stations move to the UHF in four or five years, Mr. Smith said it would "very markedly slow down the industry."

He conceded to FCC Chairman Coy that adoption of a compatible system probably would permit manufacturers to continue selling black-and-white receivers without pushing color. But, he said, "I can't conceive of the radio industry, if they had color television to sell, not doing a bang-up job of selling it."

In the long run, he said, more money could be made if color were available.

Comr. Robert F. Jones was critical of RMA's role in helping FCC reach a decision, commenting: "RMA has money for lawyers and publicity men, but not for field testing."

Smith's Reply

Mr. Smith replied: "I think the individual manufacturers [feel] that, first of all, a non-compatible color system is not economically sound, whether it is technically sound or not; and secondly, that you would not have any color television; you could not have it until you had a reasonably practical type of compatible system. . . . I don't see why a manufacturer should have gone ahead and spent a considerable sum of money getting public reaction to a type of receiver that he knew perfectly well he could never sell."

Comr. Jones also injected the question of Philco patents, as he had done earlier in the case of RCA.

The question of RMA policy on color was revived by Mr. Plotkin when RMA President Cosgrove took the stand Tuesday. Mr. Cosgrove said RMA would "go along" with FCC's decision, but doubted the association is in a position to "issue directives" to members.

He also doubted that RMA would employ public relations counsel and issue brochures to explain that TV sets without adapters would be obsolete, in event a non-compatible color system were adopted, though he conceded RMA has taken such steps to keep the public informed in the current hearings. He felt the manufacturers might want to handle the public-education campaign themselves when color is authorized.

Mr. Plotkin brought out that RMA is paying $3,500 a month for public relations counsel, engaged through the firm of Selvage & Lee.

Mr. Cosgrove said he had not considered what policy RMA might take to allay public confusion when color is authorized, but that he would take up the subject at the next RMA board meeting soon.

The Commission subsequently requested that Dr. W. R. G. Baker of General Electric Co., head of the RMA-sponsored National Television System Committee, appear to present technical testimony.

Patent Question Raised

Comr. Jones raised the patent subject again during cross-examination of Dr. G. H. Brown, RCA Labs research engineer. In answer to a question, Dr. Brown said that "when I was given the responsibility of pushing ahead on the color system, never once was I given an instruction to do it to avoid a patent or make use of a patent. I have been given complete latitude in coming out with the best system that we knew how."

Comr. Jones also wanted to know: "Isn't there something significant about the fact that RCA is more interested in black-and-white than it is in color, in view of the fact that it knew how to do a 6 mc color in 1940 and did not suggest it as a broadcast service or did not develop it as a broadcast service?" Dr. Brown said he did not have that impression, but pointed out he was not participating in company decisions at that time.

Dr. Brown said he considered the dichroic mirror system a milestone passed with development of the tri-color tube, but not a "dead duck." He said new dichroic mirror receivers employing only 36 tubes, plus the three kinescopes, would be delivered to Washington within two or three weeks.

Dr. Engstrom was asked by Mr. Plotkin what policy RCA has decided upon regarding set production if FCC approves a non-compatible system.

"We do not believe [adoption of a non-compatible system] is a good procedure," Dr. Engstrom replied, "because there is this other alternative open to the Commission, and with that open to use, we question whether it is proper to saddle that additional cost on the American people. . . .

"Therefore, we have not made a

(Continued on page 162)

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20th Anniversary Year
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WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

Video's '49 Clients

(Continued from page 135)

TV networks today is at some variance with that of the radio networks.

The five leading classes of advertising on the radio networks in 1949 were, in descending order: Foods, Toiletries, Smoking Materials, Drugs, Laundry Soaps and Cleansers. On the TV networks the top five were: First, Smoking Materials; next, Radio and TV Receivers and Musical Instruments (which as a class stood 22d in the radio network list); third, Automotive (sixth on radio); fourth, Foods, and fifth, Toiletries. Drug advertising, always a major radio network class, ranked 11th among the users of network television.

For 1950 the picture contains nothing but continued growth for television. The set manufacturers promise an output of some 4 million receivers this year, doubling the medium's present potential circulation by Dec. 31. The addition of new stations, which last year rose from 50 in operation at the beginning of the year to 97 at its conclusion and now number 102, has just about ended until the freeze is lifted, but increased hours of operation may be anticipated from those stations which are on the air.

Following the precedent established by radio more than 25 years ago, television broadcasting began as an almost exclusive nighttime program operation, except for baseball and football games and other special events. Daytime programming, still in a tentative stage on individual stations a year ago, has increased steadily and a few hours of network daytime service are now available. Further daytime developments, both locally and on a network basis, are certainties in the months ahead.

Time Charges

Time charges of TV stations have advanced proportionately to the growth of the audience and already advertisers are complaining about the expense of this new medium, although video broadcasters for the most part are still operating at a loss. As in radio, talent costs range widely, with top stars commanding top salaries, but television's production and rehearsal costs are inherently more expensive than those of radio.

Television's costs, however, are more than matched by the sales impact of this sight-sound-and-motion medium and there is no sign of anything but expanded use of this medium by advertisers on all levels. TV network time sales for the first two months of 1950 totaled $3,620,898, a rise of 261.3% over the gross time sales of the TV networks in the same months of 1949, which totaled $1,002,250.

CONTACT
McGILLVRA'S
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STEVENS HOTEL

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Today BMI CANADA LIMITED represents hundreds of composers, authors and publishers throughout Canada and controls the largest repertoire of Canadian music in the world.

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BMI CANADA LIMITED

TORONTO MONTREAL VANCOUVER

ACTIONS OF THE FCC

APRIL 7 to APRIL 11

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

April 7 Applications . . .

ACCEPTED FOR FILING

AM—1590 kc

WGTC Greenville, N. C. — CP to change from 1490 kc 250 w unl. to 1590 kc 5 kw-D 1 kw-N DA-N.

AM—580 kc

KDSJ Deadwood, S. D.—CP to change from 1450 kc 250 w unl. to 580 kc 1 kw-D 500 w-N.

Modification of CP

WLIN Merrill, Wis.—Mod. CP AM station to change from DA-DN to DA-N.

Mod. CP new FM station for extension of completion date: WROV-FM Roanoke, Va.; WISC-FM Madison, Wis.; WJPF-FM Herrin, Ill.

WLIN-FM Merrill, Wis.—Mod. CP new FM station to change ERP to 21.2 kw, ant. to 237 ft.

License Renewal

Request for license renewal FM station: WBUZ Bradbury Heights, Md.; WSRS-FM Cleveland Heights, Ohio; KMUW Wichita, Kan.

TV—210-216 mc

WJAC-TV Johnstown, Pa.—CP new commercial TV station to change from 6.5 kw vis., 3.7 kw aur. to 30.0 kw vis., 15.1 kw.

April 10 Decisions . . .

ACTION ON MOTIONS

By Commissioner George E. Sterling

Patchogue Bcstg. Co., Patchogue, N. Y., and Mid-Island Radio Inc., Patchogue, N. Y.—Granted petition of Patchogue Bcstg. Co., requesting extension to April 17, to file exceptions to initial decision issued in proceeding upon application and that of Mid-Island Radio Inc.

Waycross Bcstg. Co., Waycross, Ga.—Granted request to dismiss application.

KSGM Ste. Genevieve, Mo.—Granted leave to amend application to reduce power from 1 kw to 500 w D-DA and application as amended is removed from hearing docket.

FCC General Counsel—Granted request for extension to May 6 in which to file exceptions to initial decision issued in proceeding upon applications of WTNJ Trenton, N. J., and WBUD Morrisville, Pa.

Tul'e Bcstg. Co., Tulia, Tex.—Dismissed as moot leave to amend application and to retain application, as amended on hearing docket.

WPOR, Portland, Me.—Granted request to dismiss without prejudice application.

By Jack P. Blume

KFDX Wichita Falls, Tex.—Granted leave to amend application to change daytime DA proposed in engineering portion of application; application amended, removed from hearing docket.

Brazoria County Bcstg. Co., Freeport, Tex.—Granted leave to amend application so as to delete Ross K. Prescott and H. J. Griffith as partners in applicant company, and show transfer of their interest to A. T. Deere.

By Hearing Examiner J. D. Cunningham

A. D. Ring & Co., Washington, D. C.—Granted continuance of hearing in Docket 9577 from April 13 to April 26.

By Hearing Examiner Basil P. Cooper

FCC General Counsel—Granted continuance of hearing in proceeding re applications of Lakeland Bcstg. Corp. and that of John R. Tomek, from April 12 to May 9, at Wausau, Wis.

By Hearing Examiner H. B. Hutchinson

Spa Bcstrs. Inc. and Saratoga Bcstg. Co., Saratoga Springs, N. Y.—Granted in part motion of Spa Bcstrs. Inc. for continuance of hearing re application and that of Saratoga Bcstg. Co. from April 12 to June 5 at Washington, D. C.; denied insofar as it requests change in place of hearing from Washington, D. C., to Saratoga Springs, N. Y.

April 10 Applications . . .

ACCEPTED FOR FILING

License for CP

KHSL Chico, Calif.—License for CP new AM station to increase power change directional ant. for night use only etc.

License to cover CP AM station: WEBK Tampa, Fla.; WVMI Biloxi, Miss.; KUNO Corpus Christi, Tex.

WLOW Portsmouth, Va.—License for CP AM station to change frequency etc.

Extension of Authority

American Bcstg. Co., New York—Extension of authority to transmit programs to CFCF CBL and Canadian Bcstg. System for period beginning June 2.

AM—1010 kc

WINS New York—Mod. CP AM station change frequency, increase power etc. AMENDED for further extension of completion date.

SSA—680 kc

WIKY Evansville, Ind.—SSA to operate on 680 kc 100 w unl. for period of six mos. or until operation is commenced as requested.

Modification of License

WMNB North Adams, Mass.—Mod. license to increase power from 100 w unl. to 250 w unl. on 1230 kc.

License Renewal

WPOE Elizabeth, N. J.—Request for license renewal.

License for CP

WTCN-TV Minneapolis, Minn.—License for CP new commercial TV station.

TENDERED FOR FILING

SSA—1460 kc

WOKO Albany, N. Y.—Request for SSA on 1460 kc 1 kw-D 500 w-N for period of six mos. from April 24.

Modification of CP

WLIL Lenoir City, Tenn.—Mod. CP new AM station to change from 730 kc 500 w D to 1490 kc 250 w unl.

APPLICATION RETURNED

WMFT Florence, Ala.—RETURNED application for involuntary relinquishment of control in Tri-Cities Bcstg. Co., license from Franklin L. Bush (deceased) to Emma E. Arland Bush, executrix of the estate.

April 11 Decisions . . .

BY COMMISSION EN BANC

Brazoria County Bcstg. Co., Freeport, Tex.—Granted petition insofar as it requests deletion of Issue No. 1 of Commission's order designating application for hearing; petition denied in all other respects. Action taken April 7.

BY THE SECRETARY

WCLD Cleveland, Miss.—Granted license for new standard station and change studio location; 1490 kc 250 w unl.

WOR New York—Granted CP install new vertical ant. for aux. purposes with presently licensed 5 kw aux. trans.

Don Lee Bcstg. System, Hollywood, Calif.—Granted mod. CP KM2XBD for extension of completion date to 11-1-50 subject to disposition of pending proceeding in Doc. 7398 et al and Doc. 7255.

KDMS El Dorado, Ark. — Granted mod. CP for approval of ant. and trans. location and specify studio location and change type trans.

WGAL-FM Lancaster, Pa.—Granted mod. CP for extension of completion date to 11-1-50.

KFMB-TV San Diego, Calif.—Granted mod. CP for extension of completion date to 11-1-50.

Hollywood Bcstg. Co., Hollywood, Fla.—Granted license for new remote pickup KA-6128.

Middle Tennessee Bcstg., Columbia, Tenn.—Granted request to cancel CP for remote pickup KIB-756.

Southland Industries Inc., San Antonio, Tex.—Granted CP use WOAI-TV tower and ant. for the presently licensed 5 kw aux. trans. WOAI.

Earl W. Fessler, Madison, Wis.—Granted CP and license for new remote pickup KA-2982.

Community Bcstg. Service Inc., Bangor, Me.—Same KA-6287.

Brownsville Bcstg. Co., Brownsville, Tex.—Same KA-4139.

Charles W. Lamar Jr., Houma, La.—Same KA-6284 KA-6285.

Midwestern Bcstg. Co., Traverse City, Mich.—Same KA-3671.

Savannah Bcstg. Co. Inc., Savannah, Ga.—Same KIB-999.

Richland Inc., Mansfield, Ohio—Same KA-3347.

Baptist General Convention of Texas, Dallas, Tex.—Granted CP new remote pickup KA-6290.

P. C. Wilson, Canton, Ohio—Same KA-6289.

Rawlins Bcstg. Co., Rawlins, Wyo.—Same KA-3498.

Macon Bcstg. Co., Macon, Ga.—Same KA-6286.

Aroostook Bcstg. Corp., Presque Isle, Me.—Same KA-6288.

Granite District Radio Bcstg. Co., Salt Lake City, Utah—Same KA-6291.

Star Bcstg. Co., Pueblo, Col.—Same KA-6283.

American Colonial Bcstg. Corp., Arecibo, P. R.—Granted mod. CP WWA-200 change power from 75 w to 250 w and change trans.

KPOR (FM) Riverside, Calif.—Granted mod. CP for extension of completion date to 6-19-50.

WBCA (FM) Schenectady, N. Y.—Same to 9-20-50.

KAKC-FM Tulsa, Okla.—Same to 10-1-50.

WJLB-FM Detroit—Same to 11-30-50.

WSWN Belle Grade, Fla.—Granted license covering changes in vertical ant.

WHIZ Zanesville, Ohio—Granted license use old main trans. at present location of main trans. for aux with 250 w.

KCHI Chillicothe, Mo.—Granted license new standard station; 1010 kc 250 w D.

KCRV Caruthersville, Mo.—Granted license new standard station 1370 kc 1 kw D.

WVMI ON AIR

Miss. Daytime Outlet Opens

WVMI Biloxi, Miss., owned and operated by Radio Assoc. Inc., went on the air April 3. Offices are located in the Quint Bldg., and transmitter and studios are 3½ miles east of the city.

Radio Assn. is comprised of Odes E. Robinson, James H. McKee and G. E. Holmes. Personnel includes G. E. Holmes, commercial manager; C. B. Barrett, account executive; Gene A. Robinson, program director; Don Murphy, chief engineer; Robert Campbell, chief announcer.

WVMI, a daytime outlet, operates on 570 kc with power of 1 kw.

WTSP St. Petersburg, Fla.—Granted cancellation of license for aux. trans.

KWK-AM-FM St. Louis — Granted mod. license change corporate name to KWK Inc.

KGBS Harlingen, Tex.—Granted mod. license change studio location.

WINZ Hollywood, Fla.—Same.

KECC Pittsburg, Calif. — Granted mod. license change corporate name to KECC Inc.

KPPC Pasadena, Calif.—Granted CP install new trans.

KUKI Ukiah, Calif.—Granted mod. CP approval ant., trans. and studio locations and change type trans.

WELS Kinston, N. C.—Granted mod. CP for approval of ant., trans. and studio locations.

WBGE Atlanta, Ga.—Granted mod. CP for extension of completion date to 7-1-50. (Cond.)

WOHI East Liverpool, Ohio—Granted license new standard station; 1490 kc 250 w unl.

KWEW Hobbs, N. M.—Granted license increase power and install new trans.

The Travelers Bcstg. Service Corp., Hartford, Conn.—Granted mod. license KA-5582 change frequencies from 31.22, 35.62, 39.26 mc to 26.43 mc.

WLAP Near Lexington, Ky.—Granted mod. CP change trans. location.

WNUR Evanston, Ill.—Granted mod. CP change type trans. and make changes in ant.

WTTJ Ithaca College, Ithaca, N. Y.—Granted license new noncommercial educational FM station; 91.7 mc, Chan. 219, 10 w.

WBUR Boston U., Division of Radio, School of Public Relations, Boston—Granted license new noncommercial educational FM station; 90.9 mc, Chan. 215, 400 w, 40 ft.

KVTT Texas Trade School, Dallas, Tex.—Granted license new noncommercial educational FM station; 88.5 mc, Chan. 203, 10 w.

Central Bcstg. Co., San Marcos, Tex.—Granted license covering reinstatement of CP for remote pickup KA-2025.

WBBC Flint, Mich.—Granted mod. license change name to Booth Radio & Television Stations Inc.

WJLB Detroit, Mich.—Same.

WDLJ Evanston, Ill.—Granted mod. CP for extension of completion date to 10-27-50.

WAMS-FM Wilmington, Del.—Same to 11-1-50.

April 11 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WOKO Albany, N. Y.—Mod. CP new AM station for extension of completion date. Also extension of SSA for 1 kw-D, 500 w-N unl., on 1460 kc, for period April 24 to Oct. 24.

WWSC Glens Falls, N. Y.—Mod. CP change frequency etc. for extension of completion date.

WJLB-FM Detroit—Mod. CP change ERP to 4 kw.

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WASHINGTON 5, D. C.

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
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Color Hearing

(Continued from page 158)

complete decision as to what we would do as an answer to your question; but on the other hand we are not in position either of offering to do it, and we feel, therefore, that we would make such receivers based upon the public demand for them, not by any concept that we would have here at the present time."

He estimated that adding automatic adapters to new sets in the factory would increase the retail cost $21 to $24, or $100,000 a year to the public.

At one point Mr. Plotkin asked: "Are you saying that if the Commission adopts a system that you have faith in, you will build for it, but that if the Commission adopts a system that you do not have faith in, you will not build for it?"

"I don't say that," Dr. Engstrom replied. "We don't know what we would do." He said RCA's reputation is involved, and that "in the one case we have faith [that] when we sold [a compatible set] a customer would get dollar return for the money spent, and in the other case it is a system in which we do not have faith and, therefore, we would want to reappraise the situation as it developed."

Dr. Engstrom said this applied only to production of sets bearing the RCA name—that RCA would, on order, build non-compatible equipment for others to sell under their own names.

FCC Compulsion

Mr. Plotkin held that apparently FCC would have to use compulsion on broadcasters and manufacturers if it wanted to implement a pro-CBS decision. Dr. Engstrom agreed, but added that if compulsion were necessary "there would be grave question as to whether the Commission had made the right decision, even if in their earnestness they thought they had."

If FCC should standardize both monochrome and color to CBS standards, Dr. Engstrom said in answer to another question, RCA "would have to decide whether we would want to sell television receivers." Asked whether RCA might go out of the receiver business, he said TV set sales were the backbone of the industry but he could not give a yes-or-no answer before FCC ruled on color and it was decided what the public would buy.

Mr. Plotkin said success of a pro-CBS decision would depend upon either voluntary or compulsory cooperation of industry, and interpreted RCA's position as not being "voluntary."

"It is not voluntary at this time," Dr. Engstrom said, adding he had no way of telling when it would be otherwise.

"If the Commission adopts an incompatible system, and wants to implement it," Mr. Plotkin asked, "it cannot rely on voluntary cooperation of the RCA?"

"It cannot rely on voluntary cooperation of RCA to begin at some time before the fact to add equipment to a black-and-white receiver in order that it may receive signals which may exist at some time in the future. But beyond that I don't think I have indicated a lack of cooperation," Dr. Engstrom asserted.

ONE NOT
H. R. 7310
TO FORGET

WBZ-TV DRAMA

Gas Firm Sponsors Comedy

DRAMATIC TV series, *That Young Couple*, presented by Boston's Brattle Theatre Co., made its debut last month over WBZ-TV Boston. Sponsored by the Boston Consolidated Gas Co., the live half-hour weekly domestic comedy is set in a New England background and depicts the trials and troubles of a young suburban Boston couple.

Emanating from the WBZ Radio and Television Center, the 13-week series involves more than 50 people. The live opening and closing commercials are handled by Art Amadon, station announcer.

Participating as sponsors with the Boston Consolidated Gas Co. in the series are other Massachusetts companies which include the Old Colony Gas Co., Cambridge Gas Light Co., Worcester Gas Light Co., Dedham & Hyde Park Gas Co., Milford Gas Light Co., Plymouth Gas Light Co. and the New Bedford Gas Works Co. The series is produced by Al Hartigan of the WBZ-TV staff, with Albert Marre, director of the Brattle Theatre Co., assisting in dramatic direction. Contract was arranged through Harold Cabot & Co. Inc., Boston agency.

HOOPER SYSTEM

TV Measuring Test Set

TELEVISION test of C. E. Hooper's new automatic audience measurement system announced remently at Los Angeles Chamber of Commerce television meeting, will be made within the next few weeks in Los Angeles.

Initiation of the system awaits completion of negotiations with the telephone company inasmuch as phone circuits are required. System, although to be tried first on television, is a simultaneous testing device for both radio and TV. According to Mr. Hooper, the new measurement process will give results of an evening show the morning after, and complete breakdown of results within 24 hours.

Sample of 500 homes selected as "representative of the population as a whole" will be used for test. The system employs a special device which will be placed inside home receivers connected by phone lines to a central Hooper office. Signal is sent from the central office into the equipment in the home establishing contact with it and causing it to send back signals which record the results on tape within three and one half seconds.

TV INFLUENCE

Non-Industry Look Urged

THE TELEVISION industry needs an understanding of the medium as a social force and a spokesman —"not from the NAB"—who can interpret TV to the public, according to George Jennings, director of the School Broadcast Conference and the Chicago Board of Education's Radio Council. He outlined TV's influence on children at a meeting of the Chicago Television Council on April 5.

Rather than "the compatibility of (color) TV to (monochrome) TV, I wonder about the compatibility of TV to homes, schools and public service," Mr. Jennings said. Admitting no fundamental difference between educational and commercial radio and video, Mr. Jennings termed the main problem as finding "the good things in both. The excellent shows we do see and hear are signposts pointing the way."

TV PRODUCERS

TPA and ITPA Merger Set

MERGE of Television Producers Assn., Hollywood, and Independent Television Producers Assn., New York, as National Society of Television Producers will become effective within a few weeks following approval by both boards. Contract and bylaws for a national constitution are now being drawn up by the two boards.

New York group at the present time represents 40 independent television producers headed by Paul Sulds, president. Los Angeles group has approximately 50 members. Bernie Elbert is acting president in place of Mal Boyd, currently working out of New York. The national association will be open to similar groups in other cities who wish to join.

EDUCATION MEET

Quaker City Group Plans TV

IN conjunction with "Schoolmen's Week" at the U. of Pennsylvania, a two-day conference on television and education will be held April 20-21 in University Museum under sponsorship of the Philadelphia Chapter, Assn. for Education by Radio, representing the Philadelphia Board of Education.

Subjects of discussion will include classroom utilization of television, workshop on television techniques for educators and school-station cooperation in television. Principal speaker at the Thursday dinner meeting will be Sen. Francis J. Myers (D-Pa.). Dinner entertainers, from the TV networks, will be introduced by local TV station managers: R. V. Tooke, WPTZ; Donald W. Thornburgh, WCAU-TV; Roger Clipp, WFIL-TV.

TV Cook-Nook

THE TV Cook-Nook, designed to "bring television out into the open," has been announced by The Majestic Co. of Huntington, Ind., manufacturer of metal units and accessories for outdoor fireplaces. The fireplace with accommodations for TV, the firm said, was expressly created to bring together cooking, dining and televiewing in an open-air setting. The Cook-Nook, an all-metal fireplace unit, has special provisions for adding a portable or table-model television set, it was announced.

WPIX (TV) STAFF

One Promoted, Four Added

WPIX (TV) New York, last week announced the appointment of three new directors and the elevation of Peter Molnar, associate director, to a director. The three new directors are: Ted Estabrook, former production director at WFIL-TV Philadelphia and before that program director of WAAM (TV) Baltimore; Everett T. Gammon, former director of the *Philco Playhouse*, NBC-TV program, and currently a member of the cast of "As You Like It," Broadway play; and Robert McCahon, actor-director of many stage plays.

At the same time, William B. MacRae, former assistant director of radio and television at the Biow Agency, New York, and before that commercial manager of WGCH-FM Greenwich, Conn., was named to head the sales service department of the station.

VIDEO'S PR ROLE

Eiges Speaks in Boston

SYDNEY H. EIGES, NBC vice president in charge of press and information, told the Boston School of Public Relations past fortnight that television would be the greatest single tool in public relations.

In an address, one of a series at the school, Mr. Eiges said that public relations leaders were "already engaged in elaborate research to determine the most effective means of utilizing television as a force for improving public relations . . . the people, who are the mass consumers, are becoming increasingly inquisitive concerning the most intimate aspects of the social behavior of those whose goods and services they buy."

Lowe Appointed

CHARLES F. LOWE, assistant radio director of Erwin, Wasey & Co. Ltd., Los Angeles, has been appointed head of all television activities for the agency.

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Can you sell? Texas ABC station wants you. Send full sales resume. Box 676E, BROADCASTING.

Field managers. If now calling on trade in Chicago, Toronto, Dallas, Seattle, Atlanta, Mexico City, Omaha, Kansas City, Louisville, and Cleveland areas; having attractive deal. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Salesmen

Salesmen wanted. Up and coming daytime regional in metropolitan market contemplating fulltime will need by August two high-producing salesmen who can create punchy presentations and research. One will be promoted to sales manager. Must have proven sales record, must have worked with smallest and largest advertisers, know how to deal with agencies, large or small; no price-cutters wanted, just solid, honest salesmen who know how to merchandise. State salary, commission required; send references, complete resume and picture; new management guarantees square deal, aggressive, on-the-ball sales operation. Address Box 806E, BROADCASTING.

Network station with both AM and TV operation has opening for staff salesman. Must have radio sales experience. Attractive salary and commission plan. Send complete particulars, including photo, references, experience, to Box 831E, BROADCASTING.

Sales manager, salary $50.00 plus commission; car necessary. Send full qualifications to KCHF, Cuero, Texas.

Opportunity! Six-month old fast growing progressive independent regional Twin Cities station wants good clean-cut, hard working salesman. Right man can make place for himself. Send full details first letter. Mr. Ware, WPBC, Minneapolis.

WSKB, McComb, Mississippi 5000 watts. Open for two top salesmen—write, wire, phone—confidential.

Announcers

Wanted: Chief announcer. Must be showman, have strong personality and ability to mix with people. Permanent job. Give qualifications and salary expected in first letter. Box 693E, BROADCASTING.

Announcers wanted. Up and coming daytime regional in metropolitan market needs three experienced, mature announcers. Disc jockey, news-writer-announcer, all-round staff man. Men who see announcing as serious business, used to writing, planning and producing shows on short notice if necessary; willing to work with superiors. No know-it-all hotshots need apply. Writing desirable but not absolutely necessary; send sample continuity and commercial copy. Give starting salary requirements, references, complete resume. Send picture and audition disc on 78 rpm. Sorry, no discs or pictures returned. Address Box 805E, BROADCASTING.

Announcer-sportscaster, excellent opportunity open for experienced young announcer-sportscaster who wants to step up to 1,000 watt, network affiliate operation. Graduated wage scale, talent. Michigan location. Send audition disc, photo and letter of qualifications to Box 807E, BROADCASTING.

Midwest network station has opening for experienced sports announcer who can combine with regular staff duties. Attractive salary. Send particulars including photo. Box 830E, BROADCASTING.

Wanted, engineer capable of announcing. $40.00 for 40 hours. $5 weekly raise every three months. No phone calls or audition discs. William Kemp, KVER, Albuquerque, New Mexico.

Wanted—Good announcer with first class license. Salary in line with ability. Send disc and full details first letter. Lester L. Gould, WJNC, Jacksonville, North Carolina. Immediate opening.

Help Wanted (Cont'd)

Experienced combination man for WLEW, Bad Axe, Michigan. Send disc, photograph and full qualifications to WSAM, Saginaw, Michigan.

Technical

Opening available in middlewest station for engineer with license and control room experience. Must be good audio production man. Exceptional opportunity for right man to grow into combination AM-TV operation. State salary, experience, send photo first letter. Reply Box 787E, BROADCASTING.

Experienced combo man with ticket, emphasis on control board. $50.00 per week. Immediate opening. Air mail audition, photo and details KISD, Sioux Falls, S. D.

Production-Programming, others

Musical director, man or woman, to play Hammond organ on 2 daily programs, and handle all details of music library at metropolitan station. Salary $275 monthly. Box 782E, BROADCASTING.

Assistant news director who can write and deliver a good newscast. Executive ability to help direct news staff, and work in a fast operation. Box 797E, BROADCASTING.

Wanted man or woman secretary to owner of Mutual affiliate. Knowledge of programming, traffic and accounting helpful but not essential. $40.00 for 40 hours. Time and a half. Advancement in salary and position promised if ability displayed. Wm. Kemp or Keith Tye, KVER, Albuquerque, New Mexico. Will be at NAB, Stevens, Chicago April 16-21.

Experienced continuity writer—Apply in person for interview at Radio Station WJEF, Grand Rapids, Michigan. Good job for the right man or woman.

Established agency desires experienced woman for newspaper and radio copywriting. Also knowledge of newspaper layouts desirable. Growing concern. Pleasant working conditions. Opportunity for advancement. Pat Hill Advertising Agency, 615 West Central, Albuquerque, New Mexico.

Immediate opening for female copy writer for station located in city of 10,000. Rush photo, references, full information first letter. KSCB, Liberal, Kansas.

Situations Wanted

Managerial

Young successful manager desires change. Built two stations. Always made profit. Civic minded. Will give you a station you will be proud to own. Announce. Sell. Work. No drink. Married. Box 587E, BROADCASTING.

Successful manager, commercial manager. Strong on sales. Efficient management guaranteed. Twenty three years managerial and sales experience. Can do programming and continuity writing. Excellent references. Married. Forty three years old. Minimum $100 per week. Box 757E, BROADCASTING.

Manager and chief engineer—we're not happy in New England. Would like southwest or northwest. Chief engineer, 9 years broadcasting experience. Manager, 9 years experience in radio. Presently employed these positions. Can supply excellent references. Box 783E, BROADCASTING.

Background and knowhow. Successful network station manager, transcription and network program sales and station representative business. I am interested in sales executive work in midwest or east where I could use the contacts in Chicago, Detroit and New York. Family man, now employed. Box 784E, BROADCASTING.

Situations Wanted (Con't)

General manager with $5000.00 to invest desires change because of station sale. Twenty years radio, ten in management and sales. Strong on sales. Can operate at minimum. Box 812E, BROADCASTING.

Manager, accent on sales. Young, aggressive. 12 years grass-root experience in all phases of radio. Record of successful operation. College graduate. Box 814E, BROADCASTING.

Commercial manager—hard hitting, aggressive time salesman with successful radio executive experience, presently employed major metropolitan market desires position as commercial manager. Proven sales, program, promotion ideas. 10 years experience advertising and selling. Married. College. Middle Atlantic, New England. Resume available. Box 824E, BROADCASTING.

Toughest station manager's job in U.S. —that's what we're looking for! Top man available, wants only stations with troubles, real problems. Up from ranks, ex-announcer, night manager, solid engineering background; now manager leading station, highly competitive eastern city. He's young, full of beans, seeks job requiring man with sharp teeth, cast-iron stomach. Contact Kaye-Deutschman, Inc., 1440 Broadway, NYC, PE-6-2367.

Salesmen

Experienced salesman, presently employed, looking advanced position. Also announcing and writing experience. Box 773E, BROADCASTING.

Salesman—eight years local, regional station experience with merchandising and program production knowhow. Salary and commission. 38. Good references. Box 800E, BROADCASTING.

Salesman, married, excellent references, midwest preferred. Announcing, writing experience. Box 810E, BROADCASTING.

Announcers

Top sportscaster, excellent play-by-play, listener appeal, employed, available immediately, references. Box 388E, BROADCASTING.

Announcer, graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college. Former staff 5,000 watt NBC affiliate. Consider all offers. Box 607E, BROADCASTING.

Baseball — Highly qualified play-by-play, basketball, football, staff. Young, married. Have copyrighted 15 minute sport feature. Available immediately. Box 614E, BROADCASTING.

Eastern stations—Experienced versatile announcer. Operate console. Low starting salary. Box 640E, BROADCASTING.

Announcer, 2½ years experience announcing, narrating and run board. College graduate. 27, vet, married, ambitious, reliable. Desire permanent staff or summer. Relocate for good spot progressive station. Disc or personal interview if possible. Box 689E, BROADCASTING.

Excellent staff announcer. Present 50 kw. Desire change. Experience commercials, news, popular and classical music, special events, sports play-by-play and color. NBC trained. 28. College. Married. Start $65 week. Box 736E, BROADCASTING.

Topflight sportscaster. Present 50 kw sports and staff. Experience baseball, basketball, football, boxing, hockey. Also sportswriting and features. 28. College. Married. Want permanent position reliable operation. Start $65 week. Box 735E, BROADCASTING.

Would you like to have an announcer with twelve years music experience? Well trained, educated. Box 739E, BROADCASTING.

Sports broadcaster. Baseball play-by-play. Ball player background. Degree in broadcasting. Single, sober, serious. Box 781E, BROADCASTING.

If you are going someplace take me with you. Announcer-engineer. Congenial, conscientious, willing to work. Commercial man and capable newscaster. Presently with net affiliate. References, single. 30, vet. Box 785E, BROADCASTING.

Announcer with excellent play-by-play sports background seeks connection, college graduate. References, details, gladly furnished on request. Box 789E, BROADCASTING.

Lazy, hard to get along with, can't understand radio, old at 20—now 30. A misfit anywhere. Now, with net affiliate as announcer-engineer. Box 786E, BROADCASTING.

Situations Wanted (Con't)

Announcer, DJ; experienced showman can hypo your programming. Currently available. Box 790E, BROADCASTING.

Combo man, independent, network experience. Graduate nationally known announcing school. Married, state minimum salary. Desire western states. Box 798E, BROADCASTING.

Announcer. Newscaster. Other qualifications. 4 years experience. Married. No drifter. Permanence preferred with immediate opening. Will travel. Photo, disc, references. Box 802E, BROADCASTING.

Experienced newscaster. Presently employed in a metropolitan city and would prefer a similar location. Single, 25, disc available. Box 803E, BROADCASTING.

Announcer, all phases, 14 months experience, age 25, graduate of leading announcing school. Available immediately. Box 804E, BROADCASTING.

Experienced announcer (3 years). Age 23. Single. 2 years college. Presently employed. Available within two weeks. Preferable west coast. Box 808E, BROADCASTING.

Announcer—five years experience, versatile, best references, sponsors and station. Prefer southwest. Consider all offers if permanent. Car, married. Employed. Box 811E, BROADCASTING.

Announcer—Radio 4 years. Know programming. Want position with future. 27, married. Desire western states, will consider all. Presently employed midwest independent. Box 813E, BROADCASTING.

Announcer—Capable, 5 years experience all phases staff announcing, including news, music, special events, acting, commercial. Married, 30, desire permanent position with progressive station with opportunity for advancement. Presently employed 5000 watt network affiliate. Box 816E, BROADCASTING.

Experienced announcer with ticket; now employed; married; 5 kw AM, 3 kw FM experience; two years staff announcing, DJ, hillbilly; car. Desires change to permanent position in southeast. Box 820E, BROADCASTING.

Versatile announcer, good network quality voice and diction. Specialize in commercials, news and disc jockey. No staff experience, but thoroughly trained in all phases. Experienced as free lance actor in and around Chicago. Can operate board. Details, photo and disc on request. Box 821E, BROADCASTING.

Announcer, writer. Deep, mellow voice, authoritative news, style, top air salesman. Some experience metropolitan station. Want permanent staff job with opportunities to do things. Have ideas, imagination. Disc, photo, details. Box 822E, BROADCASTING.

Experienced NYC announcer. Staff. Sports. Jockey. Progressive eastern station. Permanent. You say you want to sell your market. Hire me! Box 823E, BROADCASTING.

Morning, noon or night man—knows board, location secondary, single. DJ and announcing position desired. Box 826E. BROADCASTING.

Excellent sports announcer, vet, college, experienced play-by-play, disc on baseball available. Will travel, salary secondary to good opportunity. Box 827E, BROADCASTING.

Announcer—College speech major, experienced, vet, news commercials, disc jockey, play-by-play baseball. Disc and photo available. Will travel. Box 828E, BROADCASTING.

Announcer, accountant for small station, experienced, net, independent. 25, married. Box 832E, BROADCASTING.

Announcer, professionally trained. Needs first job. 20, single. Disc, photo. Box 833E, BROADCASTING.

Looking for a good all-round staff announcer heavy on DJ? I can supply experience, board proficiency, degree, highest references. Box 834E, BROADCASTING.

Announcer—Good sell; thorough knowledge all phases radio; strong on sports play-by-play. Prefer Texas, Arizona, New Mexico. Disc, photo, details on request. Johnny Bourke, 8013 Dobson Ave., Chicago.

Announcer available, can also write commercials and continuity and run control board. Experience limited but can sell for you. Won't snub summer job, will go anywhere. Chester Manulik, 159A 23 Street, Brooklyn 32, New York.

Experienced announcer—overall announcing including news, DJ, commercials, etc. Operate console, write copy. Young, single. Available immediately. Dean Murray, 608 South Main, Milbank, S. Dak.

Situations Wanted (Con't)

Top announcers; top newscasters; top writers; available now. Write, phone or wire Pathfinder School of Radio. 1222-A Oak St., Kansas City, Mo., HArrison 0473.

Radio station managers, directors. For your station or stations. A man who says: Arthur Godfrey was a taxi chauffer and hotel man, so was I. Godfrey doesn't possess special talent, neither do I. However, appraise me: I am a news sports announcer with a broad education. Intelligent with a good deep voice. I can announce all sports, play-by-play or the sports show with a twenty year background of participation. Innovations here, no cliches used with equal fare for competitors of any sporting event. I can announce news with impeccable diction and pronunciation. Informal, but with a feeling for the type. No redundancy used here. I can also analyze, edit and commentate. I can MC special events, sell a commercial. I know all types of music. I have put in 650 hours on the air at two accredited radio schools. I will go any place in the world for an audition or send you a disc. Please wire, write or phone Kenwood 3468. Bertram Kaster your newscaster and sportscaster. 2438 Grand Ave., So., Minneapolis, Minnesota.

Combination announcer and engineer—(TV training) emphasis on announcing. Experienced in all phases small station operation — independent and network. Morning man DJ 2 years, man-on-street, theatre MC, quiz shows, remotes, news, staff announcer, etc. Sincere, friendly delivery. Prefer permanent position in progressive Florida station, but will consider any reasonable offer in east. Married, car, disc on request. Write Ken Lueck, 222 N. Spring St., Pensacola, Fla.

Holder 1st class phone seeks position in broadcasting, announcing and maintenance. Will travel. Raymond Tomaszeski, 210 Second Street, Jersey City, New Jersey.

Announcer, 1st phone license, sportscaster football, baseball, basketball. Capable DJ, news, write copy. Single, ambitious. WEA, 24 Avondale Street, Valley Stream, New York.

Technical

Engineer, experienced 5 kw AM, 3 kw FM transmitters control board, remotes. Good background. Single, car, will travel. Box 690E, BROADCASTING.

Engineer, 3½ years AM-FM, experienced on remotes, transmitter and console operation. No announcing. Single, have car. NY, New England, Pa. preferred. Box 702E, BROADCASTING.

Engineer-Executive now head of broadcast engineering department major equipment company. College graduate. FCC licensed, licensed professional engineer with over 10 years experience. Capable efficient operation AM, FM, and TV installations. Available immediately. Box 716E, BROADCASTING.

First phone license. Experienced transmitter, remotes, console. Seeking permanent job with northeastern station. Married, car. Box 750E, BROADCASTING.

Recent graduate—first phone desires job anywhere in the south. Straight engineer. Box 767E, BROADCASTING.

Young, single man desires engineering position. Two months experience, very reliable, able to go anywhere. Box 788E, BROADCASTING.

Experienced engineer, two years on transmitter, remotes, console. Excellent recommendations. Married. Box 793E, BROADCASTING.

Will travel anywhere for initial opportunity in radio. College graduate with some experience. Also graduate of leading school, Radio City, trained fully in all phases of broadcasting technique. Have knowledge of control board operation. Salary secondary to opportunity presented. Box 794E, BROADCASTING.

Situations Wanted (Con't)

Engineer, 1st phone, 18 months experience. Experienced radio serviceman. Age 24. Desires job in Texas or midwest. Prefers veterans on job training for combination man. Have car. Box 809E, BROADCASTING.

Engineer—26 months experience transmitter, remotes. Graduate leading radio school. Army radar experience. Will travel. Box 819E, BROADCASTING.

Engineer—Licensed, three years experience transmitter, maintenance, remotes. Have car. Any location. Box 815E, BROADCASTING.

Colored vet, single, 1st class phone, graduate of large technical school, AM, FM, TV. Desires station work, available immediately. Contact J. Allen, 60 Belmont Ave., Jersey City, N. J.

Experienced engineer, construction, installation, AM, FM, studios, transmitters, remotes, seeking permanent position anywhere. Available at once. H. C. Williams. % V. E. Hamilton, Rt. 5, Knoxville, Tennessee.

Seven years training in radio and electronics. BS in EE, graduate of Navy electronics school and National Radio Institute. First phone. Seek engineering position in south or southwest. Robert B. Wilson, Lake Cormorant, Miss.

Production-Programming, others

Woman does man-size job! Captures achievement record in lively industrial area. Woman commentator-program director with record of versatility and popular success seeks new opportunities with progressive station. Background includes successful programming, writing, public relations techniques. Personality, voice, performance of sustained, above-average caliber. Immediately available for affiliation which recognizes combination of effort, ability, results. Box 717E, BROADCASTING.

Program director, sportscaster, play-by-play, special events. Box 725E, BROADCASTING.

Continuity writer-announcer. College graduate, now employed 1 kw station. Single, 26, best references. Seek solid location with future, permanence. Newspaper experience. Box 744E, BROADCASTING.

PD, announcer-writer; experienced combo man. Talent, knowhow. Work hard for right station. Box 791E, BROADCASTING.

Program director-announcer. Presently employed regional network announcing. Sell, write, produce, direct, announce. Family man. Available May 1st. Box 817E, BROADCASTING.

Program director—complete services including announcing. Tried, tested ideas. Permanent. Detailed brochure, photo, disc. Box 825E, BROADCASTING.

Hillbilly band, nationally known A-1, available for radio, anywhere, union, program directors write Dick Carson, Baden, Pa.

Television

Technical

Experienced television cameraman—floor manager would like job out of New York City. Young, hard worker, single. Salary is not important. Edward Fetish, 63 Union Ave., Passaic, N. J.

For Sale

Equipment, etc.

Complete setup for FM station, including 1 kw Western Electric transmitter. Box 792E, BROADCASTING.

For sale—Four 350 ft. Wincharger four hundred guyed towers with pre-fixed guy sockets and insulators. New, never erected or used. Box 818E, BROADCASTING.

3 BK403 used Brush tape recorders, in good mech. condition, $150 cash FOB Cleveland. Lake Erie Electronics Co., 2157 Euclid Ave., Cleveland, Ohio.

For Sale (Cont'd)

New Magnecorder PT6-A tape recorder with custom 3 channel amplifier, $425. H. N. Black, c/o KSMO, San Mateo, Calif.

Save $10,500. Complete FM transmitting equipment. 106.9 mc, like new. Includes GE BT-2-B 1 kw. transmitter, spare tubes, crystal; WE 5-A monitor; GE BY-6B 6 bay circular antenna with mast; 100' Wincharger type 300 guyed supporting tower; A-3 lighting equipment; 140' Andrew 1⅝" type 451 transmission line, 3 right angle bends, 2 45° angle bends, expansion joint, reducers, support brackets etc. Available at site, $5,900. Wire or write WENY, Elmira, N. Y.

Disc recording equipment for sale, all Presto. Two 8N recorders, $715.00 each; one 8A amplifier, $145.00; one 125A microscope, $65.00; one 160B equalizer, $170.00. If bought in one lot, total price $1500.00. All equipment in first class mechanical and electrical condition. Used very little. Write or wire Chief Engineer, WFMY, Greensboro, N. C.

$11,000 FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Lehigh 179 foot self-supporting tower, $1500 FOB Warren, Pennsylvania, WNAE.

For sale: 646B REL FM receiver, perfect for FM relay pickup. Originally $350.00. Available at much less, immediately. Write Chief Engineer, WNAM-FM, Neenah, Wisconsin.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa Phone 5-6761.

Wanted to Buy

Equipment, etc.

Wanted. Two transmitting tubes Type GL-7D21. Box 799E, BROADCASTING.

Wanted to buy—Modern high level 1 kw transmitter and antenna tuning unit. Box 829E, BROADCASTING.

Wanted to buy. Good used studio equipment including console, turntables and microphones, also a transmitter frequency and modulation monitors. Frank C. Carman, KUTA, Salt Lake City, Utah.

Help Wanted

WANTED

RADIO-TV TIME BUYER

Long established medium-size New York advertising agency entering radio-TV mail selling field wants experienced buyer familiar with mail selling stations, independents and networks. Capable of properly testing and then expanding mail order campaigns quickly. Immediate job. Need not bring or create accounts. State experience, salary and pertinent information. Our staff knows of this announcement. Box 801E, BROADCASTING.

Salesmen

New kilowatt desires experienced salesman. First radio station in virgin market in Mid-Atlantic region. Earnings unlimited thru incentive plan with salary to start.

BOX 795E, BROADCASTING

Situations Wanted

Managerial

Manager

16 years radio, industry recognized reputation. Let's talk over your problem and my background during the NAB Convention. Contact through Avery-Knodel, Inc., Chicago. Andover 3-4710. April 16-18 or Box 774E, BROADCASTING.

Situations Wanted (Con't)

RADIO & TV EXECUTIVE AVAILABLE

Resourceful sales conscious program and station manager desirous of changing location. Have record of 16 years experience and successful accomplishments in a 50 kw station in major market. Full details and unexcelled credentials upon request.

BOX 780E, BROADCASTING

Announcers

ANNOUNCER-CHIEF ENGINEER, offers 10 years experience as combination man. Deep resonant voice and friendly personality adds real asset to large or small market station. Married, two children, permanent position with living wage desired. Sober, hard worker will travel for real opportunity. BOX 798E, BROADCASTING.

CATHOLIC ASSN.

Broadcasters Meet April 29

SPRING conference on radio and television for the Middle Atlantic states will be held at Catholic U. in Washington April 29 by The Catholic Broadcasters Assn., according to Dr. Adolph M. Wasilifsky, head of the department of English at St. Joseph's College, Emmitsburg, Md.

The one-day conference, it was announced, will begin at 9 a.m. with registration in McMahon Hall at the university and end at 5 p.m. with a sample broadcast. The program will include panel discussions, workshop activity on specific broadcast problems and addresses by key personnel in the radio and television industry, Dr. Wasilifsky said. Also scheduled is a panel on television which will be led by producers of religious programs. All meetings will be open to the general public and information bulletins and reservations for the conference can be obtained through the national office of the Catholic Broadcasters Assn., P. O. Box 1573, Wilmington 99, Del.

WPEN's New Home

WPEN - AM - FM Philadelphia is using a new home as its base of operations. Station now is broadcasting from the three-story Philco Bldg. it has purchased at 2212 Walnut St. Studio - auditorium shares space on the first floor with a drug store. Second floor is occupied by modern air-conditioned offices and executive quarters. Third floor is given over to five studios, four control rooms, one of which is the master control room, the news-room and record library. Edward C. Obrist, WPEN general manager, said the move from 1528 Walnut St. was made to keep pace with the advance of the radio industry which, he said, "will expand as never before in the next five years. . . ."

WMBG Richmond, Va., awarded certificate of commendation by National Guard of U. S. for "patriotic service to the National Guard during 1949."

DST SCHEDULES

Networks To Record Repeats

ALL FOUR nationwide networks will again this summer employ the split network, recorded repeat program service plan used in previous years. Plan will deliver programs to affiliated stations and their audiences at the accustomed times, regardless of whether the station is located in a community which goes on Daylight Saving Time for the summer months or one which remains on Standard Time throughout the year.

Essentially, the plan is simple. Programs are fed by the networks as usual to stations in cities which, like New York, go on DST on April 30. For other cities, which remain on Standard Time, these programs are recorded at key points and sent over a special auxiliary circuit which gets the network programs to the stations an hour later than the DST service, or at the same local time. That is, a network program reaching a station at 8 p.m. during the winter will, during the 22 weeks of DST, still reach it at 8 p.m. by its local clocks, whether they register Standard or Daylight Saving Time.

ABC, MBS Problems

For NBC and CBS that ends it. ABC and MBS have special problems, however, which call for special treatment. ABC's *Stop the Music*, has been exempted from the general plan because it involves phone calls to listeners across the country. This program will be broadcast to the full network each Sunday at 8 p.m. EDST during the summer as it is the rest of the year.

Mutual's special exception to the general rule is baseball. This network's daily baseball broadcasts will be fed live at game time to all affiliates taking the games except those on the West Coast, which will get them by recordings for broadcast starting at 1:30 p.m. PST. The Mutual stations in communities remaining on Standard Time will thus lose the hour of Mutual programs immediately preceding the game, but will be fed these immediately following the baseball broadcast instead. MBS will set up a special afternoon program service for affiliates not taking the ball games because of local commitments at some time during the afternoon.

National Nielsen-Ratings Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
NIELSEN-RATING* MARCH 5-11, 1950

Current Rank	Previous Rank	Program	Current Rating Homes %
Evening, Once-a-Week		(Average for All Prgrams)	(10.1)
1	1	Lux Radio Theatre (CBS)	23.7
2	2	Godfrey's Scouts (CBS)	19.7
3	6	Amos 'n' Andy (CBS)	18.6
4	3	Jack Benny (CBS)	18.6
5	4	Mystery Theatre (CBS)	18.4
6	16	Walter Winchell (ABC)	17.6
7	9	My Friend Irma (CBS)	17.6
8	17	Mr. Chameleon (CBS)	16.5
9	5	Mr. Keen (CBS)	16.2
10	21	Gene Autry Show (CBS)	16.1
11	7	Charlie McCarthy Show (CBS)	16.0
12	13	You Bet Your Life (CBS)	15.7
13	8	Fibber McGee and Molly (NBC)	15.3
14	32	Great Gildersleeve (NBC)	15.2
15	18	Crime Photographer (CBS)	14.9
16	15	Bing Crosby Show (CBS)	14.8
17	37	Mr. District Attorney (NBC)	14.6
18	42	Break the Bank (NBC)	14.6
19	28	Truth or Consequences (NBC)	14.6
20	14	Suspense (CBS)	14.5
Evening, Multi-Weekly		(Average for All Programs)	(7.0)
1	1	Beulah (CBS)	14.3
2	4	Counter Spy (ABC)	12.5
3	2	Lone Ranger (ABC)	12.3
Weekday		(Average for All Programs)	(6.5)
1	1	Arthur Godfrey (Liggett & Myers) (CBS)	12.6
2	3	Romance of Helen Trent (CBS)	10.1
3	10	Right to Happiness (NBC)	9.8
4	4	Wendy Warren (CBS)	9.6
5	7	Pepper Young's Family (NBC)	9.5
6	6	Our Gal, Sunday (CBS)	9.3
7	15	Backstage Wife (NBC)	9.1
8	8	Arthur Godfrey (Gold Seal) (CBS)	9.0
9	9	Perry Mason (CBS)	8.8
10	11	Ma Perkins (CBS)	8.7
11	16	Road of Life (NBC)	8.7
12	17	Stella Dallas (NBC)	8.7
13	5	Aunt Jenny (CBS)	8.7
14	12	Rosemary (CBS)	8.7
15		(Average for All Programs)	(5.4)
Day, Saturday			
1	1	Armstrong Theatre (CBS)	12.6
2	3	Grand Central Station (CBS)	12.4
3	2	Stars Over Hollywood (CBS)	10.4
Day, Sunday		(Average for All Programs)	(3.5)
1	1	True Detective Mysteries (MBS)	9.9
2	3	Martin Kane, Private Eye (MBS)	9.5
3	2	Shadow (MBS)	9.4

Copyright 1950, A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

NARSR Names Knodel

WILLIAM KNODEL, Avery Knodel Inc., was elected chairman of the Chicago council of the National Assn. of Radio Station Representatives, it was announced last week by T. F. Flanagan, managing director of NARSR. Mr. Knodel, who will hold office until December 1950, was elected by a committee which included John Stebbins, The Bolling Co. Inc.; C. E. Peterson, The Branham Co., and Mr. Knodel.



Mr. Knodel

NETWORK CONVENTIONEERS

Representatives at NAB Chicago Meet Listed

THE FOUR major networks will be represented at the NAB convention at the Stevens Hotel in Chicago by the following executive personnel:

ABC: Edward J. Noble, chairman of the board; Mark Woods, vice chairman of the board; Robert E. Kintner, president. Vice presidents attending for ABC will be: Robert H. Hinckley, Ernest Lee Jahncke, in charge of station relations, and Joseph A. McDonald, secretary and general attorney.

MBS: Frank White, president, and the following vice presidents: William Fineshriber Jr., in charge of programs; A. A. Schechter, in charge of news and press; Earl Johnson, in charge of station relations and engineering, and James E. Wallen, treasurer and controller. From the station relations department, the following will attend: Robert Carpenter, Ray Danish, Charles Godwin and Carroll Marts, who will attend from the Chicago office.

CBS: Herbert V. Akerberg, vice president in charge of station relations; J. Kelly Smith, vice president and director of stations; William Schudt Jr., director of station relations; Edward Hall, Eastern Division manager, station relations; C. E. Midgely Jr., sales service manager; Michael Campbell, manager, cooperative divisions; Robert Wood, CBS-TV traffic manager and Charles Oppenheim, director of program promotion.

NBC: William S. Hedges, vice president in charge of integrated services; Harry C. Kopf, vice president in charge of radio sales; Edward Madden, assistant to the president; Frank Russell, vice president in charge of Washington operations; Hugh M. Beville Jr., research director; O. B. Hanson, vice president and chief engineer; Easton C. Woolley, director of station relations; Charles Hammond, vice president in charge of radio advertising promotion; Norman Cash, Burton Adams, Frank De Russy, Buck Byford, Thomas Knode and Steven Flynn of the station relations department; Carleton T. Smith, director of TV operations; Sheldon B. Hickox Jr., TV director of station relations.

Electronic Dictionary

A DICTIONARY OF ELECTRONIC TERMS. Edited by Harry L. Van Valzer, Ph.D. Published by Allied Radio Corp., Chicago. 64 pp. $.25.

CONTAINING over 2,500 terms used in television, radio and industrial electronics, *A Directory of Electronic Terms* answers the need for an accurate, up-to-date reference source of words used in the rapidly expanding electronics field. It also contains over 125 illustrations and diagrams of components, equipment and electronic circuits, as well as an appendix section containing useful radio data.

WHERE DO YOU WANT TO LIVE . . . ?
. . . AND WORK ?

EAST
NEW ENGLAND 250 NETWORK—$90,000.00
This New England network facility, located city in excess of 100,000 population, 1948 retail sales more than $120,000,000.00. One of the most attractive New England properties we have handled.

MIDDLEWEST
MIDWEST NETWORK STATION—$200,000.00
Prosperous market, good network affiliation, well staffed, consistent earner annually grossing about $200,000.00. Owner retiring. Financing can be arranged. An outstanding buy.

WEST
WESTERN 250 NETWORK—$45,000.00
This broadcasting property beautifully equipped, excellent network contract, annual gross more than sufficient to justify the price asked. This property should clear before taxes between $12,000.00-$15,000.00.

CONTACT US AT NAB—STEVENS HOTEL OR NEAREST OFFICE

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
STerling 4341

CHICAGO
Harold R. Murphy
333 North Michigan
RAndolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
EXbrook 2-5672

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It's still bargain day at WLW

The number of radio stations competing for listening within the WLW Merchandise-Able Area has increased from 153 in 1946 to 258 in 1949 . . . an increase of 69 percent.*

Nevertheless, during February-March, 1949, WLW received 20,046,400 Home Hours of Listening per week—compared to 20,315,137 during the same period in 1946 . . . a decrease of only 1.3 percent.*

Further, on a cost-per-thousand basis, WLW delivers advertising impressions at slightly more than half the cost of using a combination of the best local stations in each of the 21 major markets of WLW-Land.

And that's why we repeat . . . it's still *Bargain Day* at The Nation's Station!

**Nielsen Radio Index*

WLW
the nation's most merchandise-able station

CROSLEY BROADCASTING CORPORATION



New Duo-Cone loudspeaker, developed at RCA Laboratories, achieves the illusion of "living presence."

Music lovers' **"horn of plenty"**

For years, working toward the ultimate in sound reproduction, scientists have sought for *living presence*—the illusion that a real musician or speaker is talking, singing, playing in your home.

Now, with RCA's Duo-Cone loudspeaker, the goal is achieved. Two sound cones in acoustical alignment reproduce sound without distortion—give you every tonal value from a frequency of 30 on to 15,000 . . . and even 18,000 cycles. It is in the area above a frequency of 4,000—seldom touched by conventional speakers—that most of the all-important "overtones" lie. RCA's Duo-Cone loudspeaker reproduces every overtone—to the very peak of a violin's range—and just as faithfully gives you the deep low notes of a bass drum!

In addition, the RCA Duo-Cone loudspeaker's wide angle of sound pervades every corner of a room without sharply directed blast or blare. Its response to tones of every frequency is smooth, flowing, and even.

See the newest advances in radio, television, and electronics at RCA Exhibition Hall, 36 West 49th Street, New York. Admission is free. Radio Corporation of America, Radio City, N. Y.



RCA Duo-Cone loudspeaker gets, passes, its toughest tests from engin and experts in sound reproduction!

RADIO CORPORATION of AMERICA

World Leader in Radio—First in Television

APRIL 24, 1950

BROADCASTING TELECASTING

N THIS ISSUE:

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onvention News
Coverage
tarting Page 19

letwork-Affiliate
Issue-WLW
Page 19

by Sees Stiff AM-
TV Competition
Ahead
Page 21

TELECASTING
egins on Page 63

he Newsweekly
f Radio and
elevision.

.00 Annually
cents weekly

SOON WLEE in Richmond goes to 5000 WATTS

WLEE is now famous for fast, profitable results with 250 watts. With 5000 watts it will be sensational! Thousands upon thousands of new listeners mean *more* results from every advertising dollar you spend on WLEE. For the whole story of the best buy in Richmond, call in your Forjoe man today.

TOM TINSLEY, *President* ▪ IRVIN G. ABELOFF, *General Manager* ▪ FORJOE & CO., *Representatives*

World's Largest Square Dance



covers 25 states and Canada

During a recent broadcast of its National Barn Dance, WLS suggested to listeners that they join us in a square dance, wherever they were. At 10:30 p.m. that Saturday night, our John Dolce called the dance, with music broadcast by the National Barn Dance entertainers.

Without any inducement, square dancers in 25 states and 5 Canadian provinces wrote WLS to tell us they joined with us in the "World's Largest Square Dance"—in their homes, in their clubrooms, wherever they were having parties. Illinois—Oregon—New Hampshire—Arkansas—Saskatchewan—Maine—Florida—letters came from everywhere.

Once again the popularity of WLS programming is demonstrated—as is the power of WLS to bring response. For more information about this 50,000-watt station, with its loyal, friendly audience of substantial family folks, see your John Blair man or call WLS.

Another Million Letters

and over half-way

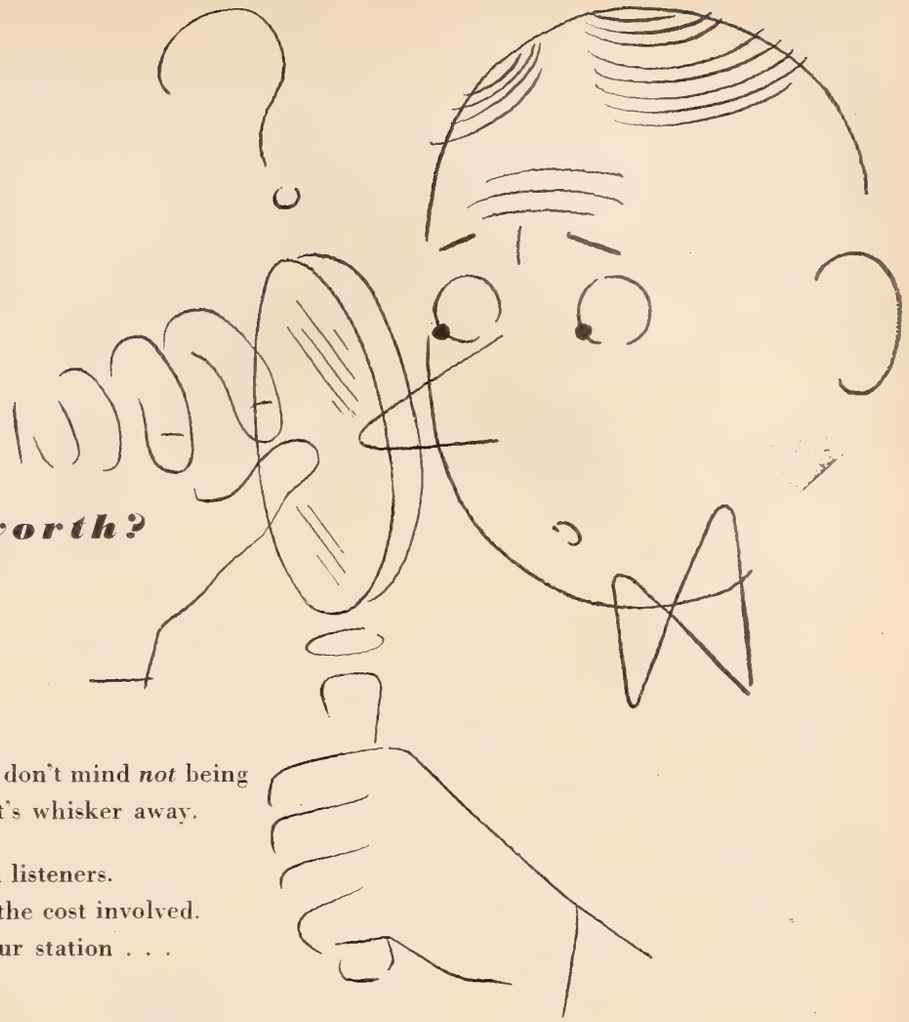
to another million as we celebrate 26 years of service to the people of Midwest America

WLS

The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY



what's a gnat's whisker worth?

When you're running with champions, you don't mind *not* being first. Particularly when you're just a gnat's whisker away.

WBBW is *not* Youngstown's first station in listeners.
CBS station is. And well it should be for the cost involved.
Then you look at the record and find your station . . .

- **delivers a thousand listeners at 16.9% less than the CBS station and 19.9% less than the ABC station***
- **ranks 6th in the mornings, 3rd in the afternoons, 6th at night of all independents anywhere†**
- **has exclusive rights for the Cleveland Indian games (and the big season just ahead)**
- **is acknowledged "the" sports station for a half million listeners**
- **elbowed out most outside-city listening (including 2 NBC, 50 kw); captured most of their previous ratings**

well, modestly, you know you're a gnat's whisker away from being the overall NUMBER ONE Youngstown station

Modesty? We ARE the outstanding buy in Youngstown

So buy **WBBW** *Serving Ohio's Third Largest Market*

1240 KC MAHONING VALLEY BROADCASTING CORP.

The lowest cost per thousand in Youngstown. We—or Forjoe—can prove it!

* Hooper Station Aud. Index, Oct.-Nov. 1949

† Hooper Station Aud. Indexes—Unaffiliated, Oct.-Nov. 1949

ublished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

LOOK FOR ANNOUNCEMENT that Clark M. Clifford, who resigned recently as special counsel to President Truman, has been retained by RCA as Washington counsel. He now is engaged in general practice of law.

BIG THINGS promotionally are being talked up at NBC and will come before SPAC committee sessions in New York this Tuesday and Wednesday. NBC, say reports, will take rubber-band off its bankroll in all-out campaign to regain top-slot ratings. Among other things, co-op campaign for local audience promotion under consideration, with network and affiliates splitting bill.

REVISION of NBC's unit-hour plan for computing affiliates' compensation is being considered by network and its SPAC committee. Present system computes two daytime hours as equivalent of one unit or nighttime hour. Increase in daytime listening is basis for consideration of revaluation upward of daytime rates.

ONE OF FIRST acts of William B. Ryan, who May 1 becomes NAB general manager, was to discredit reports of wholesale reorganization at NAB headquarters upon his assumption of office. Mr. Ryan said he entered job with open mind and would do nothing until he has had opportunity to appraise operation fully.

MOVE developing in NAB to publish BMB nonsubscriber data. Backers declare this would solve NAB's temporary financial problem created by $100,000 loan to survey organization.

ONE ADDITIONAL staff appointment is to be made under new NAB organization—that of road man to handle new and renewal memberships. Mr. Ryan himself is expected to undertake job of holding membership line if he can find right man, either within present NAB organization or outside.

OFFSETTING pre-April defections from NAB rolls, 70 in all, will be return of WFAA Dallas, higher-bracket station.

"THAT MAN Atlass again" was quip heard around NAB convention headquarters in connection with reported conversations between CBS and WLW Cincinnati involving possible affiliation (see story page 19). H. Leslie Atlass, CBS Western Division vice president, the stories ran, must have had finger in it, since James D. Shouse, Crosley chairman and Avco executive committee member, broke into big league radio under Atlass aegis.

COMMITTEE of telecasters to try its hand at drawing up TV program code is being recruited through NAB. Number of well-known telecasters were asked to serve on group during NAB convention last week. It's presumed network TV official will head committee.

THAT Justice Dept. investigation of organized baseball's practices on granting broadcast

(Continued on page 94)

Upcoming

April 24-28: Society of Motion Picture and Television Engineers, Drake Hotel, Chicago.
April 26-28: Northern Eastern District, American Institute of Electrical Engineers, Sheraton-Biltmore Hotel, Providence, R. I.
April 29: Catholic Broadcasters Assn., Catholic U., Washington, D. C.
May 4-7: Institute for Education by Radio, Ohio State U., Columbus, Ohio.

(Other Upcomings on page 48)

Bulletins

FRANK R. McNINCH, chairman of FCC from Oct. 1, 1937, to Aug. 31, 1939, died of pneumonia Thursday at Georgetown Hospital, Washington. Ill for some time, Mr. McNinch had entered hospital Wednesday. Since his retirement, Mr. McNinch had served as special assistant of U. S. Attorney General.

'TIP SHEET' PROMOTERS HIT BEFORE SENATE COMMITTEE

CHARGE that "stations all over the country" are being solicited to transmit gambling information by promoting horse race "tip sheet" was leveled Thursday before Senate Commerce communications subcommittee.

Andrew J. Kavanaugh, public safety director, Wilmington, Del., told group probing use of interstate communications for gambling purposes that Armstrong Daily Sports Inc., publisher, is broaching stations to replace conventional wire service with Armstrong ticker and to promote sale of sheet. Upon questioning, he said he "can't recall" identity of stations.

"We will have trouble in radio and television" if gambling forces are not restrained, he told subcommittee, headed by Sen. Ernest W. McFarland (D-Ariz.). He said he originated FCC case involving WTUX Wilmington, Del., horse race shows, and asserted that FCC "should control policy of horse race programming."

WTUX case currently is pending before Commission following oral argument and initial decision favoring license removal early this year [BROADCASTING, Feb. 20, Jan. 2]. Hearing Examiner Jack Blume had concluded that WTUX programs were "subverted to that (unlawful) end."

Earlier Mayor Thomas D'Allessandro Jr. of Baltimore, asserted that television, "while still in swaddling clothes," is becoming "useful in a small way" to bookmakers.

FCC Chairman Wayne Coy is expected to testify today (Monday) before Senate subcommittee, spokesmen indicated late Thursday (see early story page 62).

McCLAY NAMED BY WPIX

JOHN L. McCLAY, program manager of WCAU-TV Philadelphia, named director of operations at WPIX (TV) New York, newly created post, effective May 15.

Business Briefly

P. LORILLARD RENEWS ● P. Lorillar Co. (Old Gold Cigarettes) signs 52-week re newal contract for ABC's *Stop The Mus* which it has sponsored since May 1948. Renew to cover 190 stations, effective May 21. Agenc Lennen & Mitchell, New York.

HUMPHREY NAMED ● Executive Book and Children's Record Guild, New York, a points H. B. Humphrey Co., New York an Boston, to handle advertising. Radio and tel vision will be used.

CBS LEADER IN MARCH RADIO GROSS TIME SALES

CBS was top radio network in gross time sal in March and only nationwide network gross more that month than in March 194 Publishers Information Bureau reporte Among TV networks, NBC was first by wi margin.

NETWORK RADIO

	March 1950	March 1949	1st Quarter 1950	1st Quart 1949
ABC	$ 3,477,451	$ 4,238,845	$10,184,501	$12,152,4
CBS	6,110,831	5,837,746	17,860,893	17,037,4
MBS	1,410,683	1,775,790	4,490,974	5,329,1
NBC	5,847,374	5,847,557	16,785,941	17,003,6
TOTAL	$16,846,339	$17,669,938	$49,322,309	$51,522,6

NETWORK TELEVISION

ABC	$ 347,361	$ 26,352	$ 784,311	$ 51,2
CBS	661,986	190,865	1,827,941	430,8
DuMont	———*	81,352	———*	204,8
NBC	1,177,166	476,800	3,197,562	1,090,5
TOTAL	$2,186,513	$ 775,369	$5,809,814	$1,777,6

* Not available.

STERLING DRUG PURCHASE

STERLING DRUG Co., New York, purchas Harry S. Goodman package production, *Yo Gospel Singer*, quarter-hour transcribed sho featuring Edward MacHugh. Five-week co tract, beginning Aug. 14, calls for five broa casts weekly in seven Southern markets wi sponsor expected to add 116 next sprin Dolcin Co. (drugs), after brief hiatus, resu ing sponsorship of *Gospel* show on Don Lee Ne work twice weekly. Agency for Sterling, She man & Marquette, New York. Victor Va der Linde, New York, agency for Dolcin.

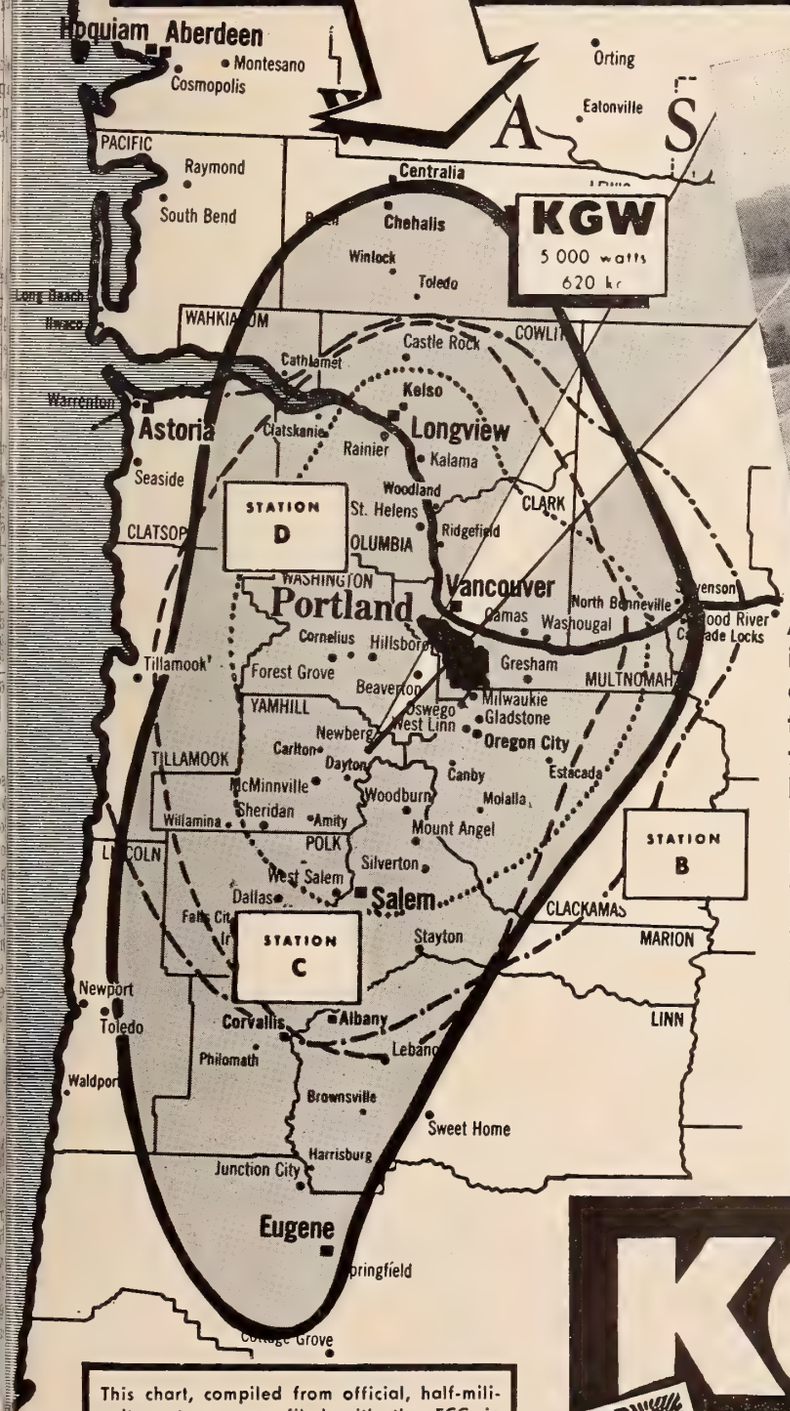
BRIEF IN KOY-KTUC SUIT

ATTORNEYS acting on behalf of Salt Riv Broadcasting Co. (for KTUC Tucson a KOY Phoenix) expected to file supporting bri in Chicago Federal District Court today (Mo day) in firm's $223,000 damage suit again CBS [BROADCASTING, March 27]. CBS has fi days in which to file reply, then judge w decide whether case should be heard. Sa River suing network for money damag allegedly sustained after affiliation contra cancelled Jan. 1.

ZIV PROMOTES FREEMAN

SIDNEY FREEMAN, on sales staff of Fr eric W. Ziv Co., New York, for 10 yea promoted to district manager of North C tral Div., with headquarters in Cleveland.

KGW *Delivers...* COMPREHENSIVE COVERAGE *of*



This chart, compiled from official, half-millivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's Comprehensive Coverage of the fastest-growing market in the nation.



... industry and agriculture

Although Newberg has numerous industries, including a pulp and paper mill, canneries, fruit and nut dryers and processing plants, machine shops and foundries, it is important primarily as a trading center for a diversified agriculture. And YOU can tap Newberg's buying power through KGW'S COMPREHENSIVE COVERAGE.

Newberg is in the heart of the highly-developed Willamette Valley, one of the richest, most beautiful agricultural areas in the world. And Newberg is GROWING, too! During the last ten years its population has nearly doubled, helping Oregon as a state go "over the top" in that period with the largest population increase in the nation!

KGW DELIVERS NEWBERG . . . as it delivers the rest of the nation's fastest-growing market through COMPREHENSIVE COVERAGE.

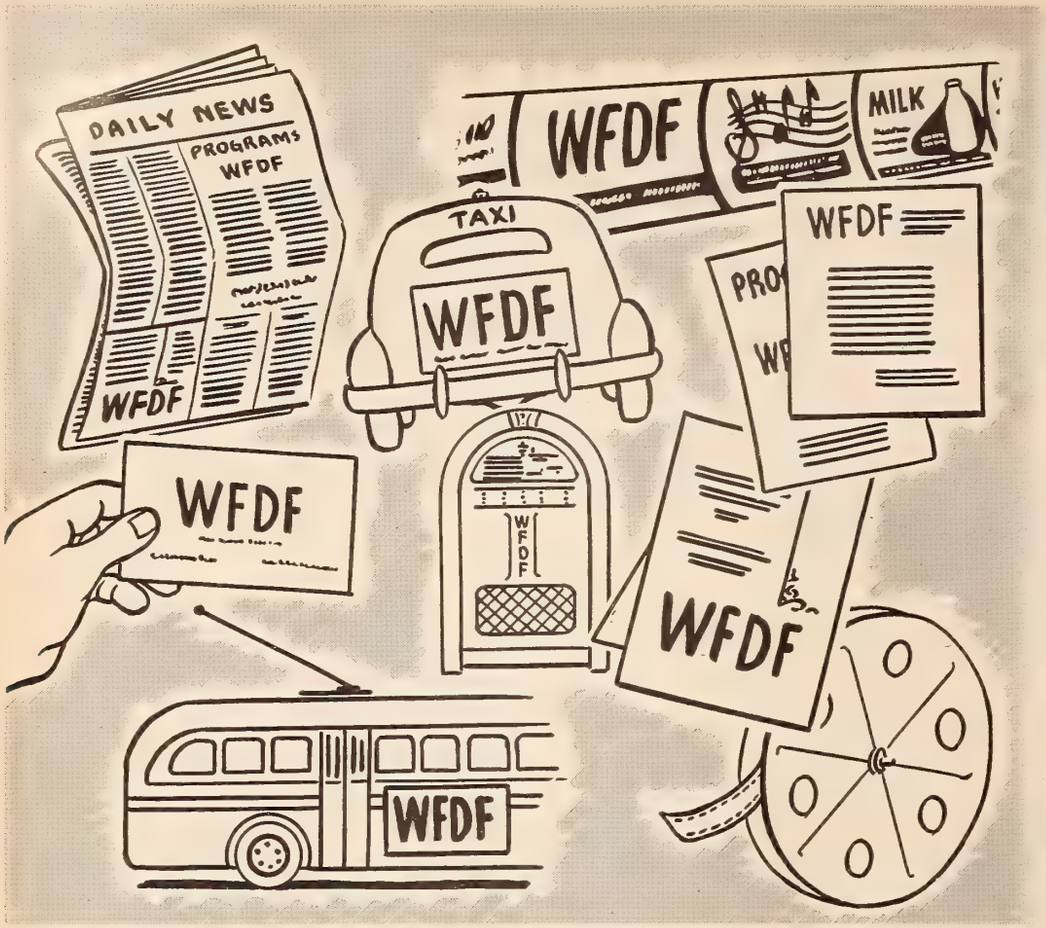
KGW PORTLAND OREGON

620 KILOCYCLES

NBC AFFILIATE

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.



You have to *PUSH* to *PULL*

and in Flint, WFDF never quits pushin'!

• WFDF does the most comprehensive, intensive merchandising job a radio station *can* do. Our brand of "pushin'" pays off for your clients!

Here are some of our merchandising and promotion activities: Display newspaper ads, movie trailers, taxi posters, bus cards inside all busses, posters on the outside of Valley Coach Line busses, Juke box inserts, courtesy announcements, publicity stories, letters to the trade and personal calls on the trade.

And, compared to its closest local station competitor, Mr. Hooper* shows 6 times as many Flint radio sets are tuned to WFDF in the morning, 3½ times as many in the afternoon and more than twice as many in the evening—*more than 3 to 8 times as many in total rated time periods!*

Remember! WFDF's pushin' to *pull.* And its advertisers are winning the tug of war for the rich Flint market's consumer dollars. Better get on the team!

**Jan.-Feb. Hooper Station Audience Index.*

910 Kilocycles WFDF **FLINT MICH.**

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION*

Published Weekly by Broadcasting Publications, Inc

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Bruce Robertson, *Senior Associate Editor.*

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HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year. 25c Per Copy

You Be the Judge



"Up for Parole" is a brilliant chance for an advertiser to frame his message with true stories of crime and punishment, where, as Variety notes: "the concept is good . . . dealing with human values rather than violence." "Up for Parole" expertly dramatizes actual case-histories, drawn from parole boards throughout the country. And the audience itself joins in . . . is asked to judge for itself the merits of each case, before learning what the actual verdict was. One decision can be regarded as final . . . this program, by verdict of press and public, is a top dramatic buy in radio today.

A CBS PACKAGE PROGRAM



COMPARATIVE NETWORK SHOWSHEET

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Adam Hats Drew Pearson (226) R	Gen. Fds.-Jello My Favorite Husband (153)	Quaker Oats Roy Rogers Show (500)	Catholic Hour S
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"
6:30	Hormel Co. Hormel Girls (222)	C-P-P Our Miss Brooks (152) R	Cudahy Packing Nick Carter (467)	Henry Morgan Show S
6:45	"	"	"	"
7:00	Voices That Live S	Amer. Tob. Co. Jack Benny (177) R	Adventures of The Falcon S	Christopher London S
7:15	"	"	"	"
7:30	Amazing Mr. Malone S	Lever Bros. Amos 'n' Andy (173)	The Saint	Rexall Co. Harris-Faye (165)
7:45	"	"	"	"
8:00	Stop the Music S	Coca-Cola McCarthy Show (180) R	Co-op A. L. Alexander	Wildroot Co. Adv. of Sam Spade (166) H
8:15	Trimount Stop the Music (196)	"	"	"
8:30	Speidel Corp. Stop the Music (171)	P & G—Tide Red Skelton (151) R	Enchanted Hour	U. S. Steel Corp. Theatre Guild (166)
8:45	Old Gold Stop the Music (173)	"	"	"
9:00	Richard Hudnut Walter Winchell (272)	Electric Co. Corliss Archer (163)	Opera Concert	"
9:15	Andrew Jergens Louella Parsons (204)	"	"	"
9:30	Burrsen-Riner Chance of a Lifetime (187)	Philip Morris Horace Heidt (172)	Sheliah Graham	Bayer Asprin American A. of F. Music (154)
9:45	"	"	Twin Views Of the News S	"
10:00	Carter Products Jimmie Fidler (70)	Carnation Co Contented Hour (174)	This Is Europe	Eversharp Take It or Leave It (164)
10:15	TBA	"	"	"
10:30	Co-op Jackie Robinson	We Take Your Word	Don Wright Chorus	Pet Milk Bob Crosby (148)
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53) *	P & G—Dreft Beulah (82) R	Co-op Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (164) H R
7:15	Co-op Elmer Davis (46)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (149)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (155) R	Noxzema Gabriel Heatter (84)	Echoes from the Tropics S
7:45	" *	Campbell Soup Ed. Murrow (153)	I Love A Mystery S	Pure Oil Co. Kaltenborn (30)
8:00	Ethel & Albert S	Bromo Seltzer Hollywood Star Pl'house (1.7) R	B-Bar-B Riders	A. A. of RR's Railroad Hour (165)
8:15	"	"	"	"
8:30	General Motors Henry Taylor (264)	Lever-Lipton Arthur Godfrey Talent Scouts (156) R	Peter Salem S	Firestone Voice Firestone (140)
8:45	Sophisticated Rhythm S	"	" *	"
9:00	Melody Rendezvous S	Lever—Lux Radio Theatre (176)	Murder By Experts S	Bell Telephone Telephone Hour (155) R
9:15	"	"	"	"
9:30	Solo Soliloquy S	"	Crime Fighters	Cities Service Band of America (83) N
9:45	"	"	"	"
10:00	Music by Ralph Norman S	Lever—Pepsodent My Friend Irma (176)	A. F. of L. Commentators (146)	General Mills (Start 5–1) (136)
10:15	"	"	Co-op Newsreel	"
10:30	Strictly From Dixie S	R. J. Reynolds Bob Hawk (164)	Dance Orchestra	Dangerous Assignment S
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53) *	P & G—Dreft Beulah (82) R	Fulton Lewis jr. (291)	Amer. Tob. Co Light Up Time (164) H R
7:15	Co-op Elmer Davis (46)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (149)
7:30	Pepsi-Cola Counter-Spy (274)	Campbell Soup Club 15 (155) R	Rhodes Pharm. Gabriel Heatter (155)	Echoes from the Tropics S
7:45	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil. Co. R. Harkness (27) RR
8:00	Amer. Oil Co. Carnegie Hall (108)	Sterling Drug Mystery Theater (150) R	Count of Monte Cristo S	duPont, Cavalc. of America (152) H
8:15	"	"	"	"
8:30	Gentlemen of the Press S	C-P-P T'thPwdr. Mr. & Mrs. North (152) R	Official Detective S	Lewis Howe Co. Baby Snooks (166)
8:45	"	"	"	"
9:00	Co-op Town Meeting (56)	Wm. Wrigley Life with Luigi (172)	John Steele Adventurer	Lever—Swan Bob Hope (153) H
9:15	"	"	"	"
9:30	Chr. Sc. Monitor Views the News R	Philip Morris This Is Your Life (150)	Mysterious Traveler	Johnson Wax Fibber McGee & Molly (165)
9:45	Musical Memos S	"	"	"
10:00	Time For Defense S	Philip Marlow S	A. F. of L. Commentators (145)	Lever Bros Big Town (134)
10:15	"	"	Co-op Newsreel	"
10:30	Chamber of Commerce, This Is Our Town	Pursuit	Dance Orchestra	Brown & Wmsn. Peoplearefunny (166)
10:45	AFofL As We See It	"	"	"

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Concert Hall S	World News	Elder Michaux Happiness Hour	Co-op World News W. W. Chaplin
9:15	"	E. Power Biggs S	"	Wormwood Forest S
9:30	Voice of Prophecy, V of P Inc (85)	"	Dixie 4 Quartet	Bach Aria Group S
9:45	"	Trinity Choir	Healing Ministry of Chris. Science	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (281)	Religion in the News S
10:45	"	Church of Air S	"	The UN Is My Beat S
11:00	Foreign Reporter S	Newsmakers S	Chr. stian Ref. Church, Back To God (266)	Faultless Starch Starch Time (50)
11:15	Dawn Bible Students, Frank & Ernest (179)	Howard K. Smith S	"	Morning Serenade (split net)
11:30	Hour of Faith S	Salt Lake City Tabernacle S	N'western U Review S	News Hilites S
11:45	"	"	"	Campana Solitair Time (20)
12:00 N	Fantasy In Melody S	Invitation To Learning S	College Choirs	American Forum of the Air S
12:15 PM	"	"	"	"
12:30	Piano Playhouse	People's Platform S	Mutual Chamber Music S	The Eternal Light S
12:45	"	"	"	"
1:00	Sammy Kaye Sunday Serenade S	Charles Collingwood S	News	America United S
1:15	"	Elmo Roper S	Voices of Strings	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (212) R	Co-op News	Co-op Robt. Hurleigh	Southern Shindig S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	Tennessee Jamboree	Clevelandaires S
9:45	Philco Corp. Breakfast Club (24)	"	"	"
10:00	My True Story (196) R	Music Please S	Co-op Cecil Brown (30)	P & G, Welcome Travelers (142)
10:15	" *	Pillsbury & Wildroot, Arthur Godfrey (170) R	Faith Our Time S	"
10:30	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (173) R	Say It with Music	Campbell Soup Double or Nothing (34)
10:45	Serutan Victor Lindlohr (69)	National Biscuit Arthur Godfrey (173) R	"	"
11:00	Modern Romances S	Liggett & Myers Arthur Godfrey (187) R	Co-op Behind the Story	Manhattan Soap We Love and Learn (162)
11:15	"	"	Bob Poole	Next Dave Garroway S
11:30	Quaker Oats Quick as a Flash (206) *	Contn'l Baking Grand Slam (48)	Co-op G. Heatter's Mail Bag	Prudential Ins. Jack Berch (139)
11:45	"	P & G Rosemary (138)	Lt. Crust Dough Boys (Burrus) (M-W-F)	Babbitt David Harum (58)
12:00 N	Philip Morris Ladies Be Seated (209) *	General Foods Wendy Warren (150)	Co-op Kate Smith Speaks	No Network Service
12:15 PM	*	Lever Bros. Aunt Jenny (83)	Gulf Oil Ross	Music Mon. & Wed.
12:30	Out of Service	Whitehall Helen Trent (166)	B & B Chuckle Wagon	Hometowners Mon.-Th.
12:45	"	Whitehall Our Gal Sunday (160)	Miscellaneous Programs	US Marine Band Fri. 12:30-1
1:00	Co-op Baukhage (92)	P & G Big Sister (141)	Co-op Cedric Foster	Boston Symphony Mon. 1-1:30
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (144)	Harvey Harding	Luncheon with Lopez Tues.-Fri.

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	No School Today S	Co-op News	(Network Opens 9:30 A M)	Mind Your Manners S
9:15	"	Barnyard Follies S	"	"
9:30	"	"	News	Brown & Wmsn People are Funny (16)
9:45	"	Ferry Morse Garden Gate (172)	"	"
10:00	"	Make Way For Youth	Magic Rhythm	Minn Valley Canning Co. Fred Waring (149)
10:15	"	"	"	"
10:30	"	County Fair	Helen Hall	Pet Milk Mary Lee Taylor (149)
10:45	"	"	News	"
11:00	Junior Junction S	Cream of Wheat Let's Pretend (154) *	Your Home Beautiful Benj. Moore	J. Morrell & Co. Lassie (164)
11:15	"	"	Uncle Carl's Almanac	NBC Stamp Club
11:30	At Home With Music S	Lever-Rayve Junior Miss (175)	Man on Farm S	TBA
11:45	"	"	"	"
12:00 N	101 Ranch Boys S	Armstrong Cork Theater of T'day (172)	Man On The Farm (Quaker)	Barriault Washington News
12:15 PM	"	"	"	Public Affairs S
12:30	American Farmer S	Pillsbury Mills Grand Cen Sta (153)	Dance Orchestra	U.S. Treasury Luncheon with Lopez
12:45	"	"	"	"
1:00	Navy Hour S	Armour Stars Over Hollywood (168)	News S	Allis-Chalmers Natl. Farm & H. Hour (164)
1:15	"	"	Jerry & Skye S	"

	ABC
1:30	National Vesper S
1:45	"
2:00	Around t World (150) S
2:15	"
2:30	Co-op Mr Presi
2:45	"
3:00	Speakir of Song S
3:15	"
3:30	Lthrn Lay Lutheran H (190)
3:45	"
4:00	Fine Ar Quarte S
4:15	"
4:30	Milton Cr Opera Alb
4:45	"
5:00	Think F S
5:15	"
5:30	Goodyear T Greatest S Ever Told
5:45	"

SDAY MBS	SDAY NBC	THURSDAY ABC	THURSDAY CBS	THURSDAY MBS	THURSDAY NBC	FRIDAY ABC	FRIDAY CBS	FRIDAY MBS	FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC	
Repeat of Kid Strips	News Bob Warren S	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S	Albert Warner S	News Bancroft S	Modern Music	News	6:00 PM
"	Clem McCarthy 6:15-6:20 S	"	You And — S	"	Clem McCarthy 6:15-6:20 S	"	You And — S	"	Clem McCarthy 6:15-6:20 S	Roger Renner Trio S	Memo From Lake Success	"	TBA	6:15
"	Sketches in Melody 6:20-6:45 S	"	No Network	"	Sketches in Melody 6:20-6:45 S	"	No Network	"	Sketches in Melody 6:20-6:45 S	TBA	Red Barber Sports	Music	NBC Spring Concerts S	6:30
"	Sun Oil Co. 3-Star Extra (34)	"	P & G—Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (33)	"	P & G—Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)	TBA	News L. Leseuer S	Al Helfer	"	6:45
on Lewis jr. (291)	Amer. Tob. Co. Light Up Time (164) H R	Co-op Headline Edition (53) *	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (164) H R	Co-op Headline Edition (53) *	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (164) H R	"	Brock Candy Brock Bar Ranch (40)	Hawaii Calls S	"	7:00
inner Date S	Miles Labs. News of World (149)	Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (149)	Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (149)	Co-op Bert Andrews	"	"	"	7:15
B. Semler riet Heatter (215)	Irving Fields Trio S	Pepsi-Cola Counter-Spy (274)	Campbell Soup Club 15 (155) R	Gabriel Heatter S (135)	Irving Fields Trio U.S. Treasury	General Mills Lone Ranger (175)	Campbell Soup Club 15 (155) R	Gabriel Heatter	The Play Boys S	Chandu S	R J. Reynolds Vaughn Monroe (163)	Comedy of Errors 7:30-7:55	Joe Di Maggio Show S	7:30
I Love Mystery	Pure Oil Co. Kaltenborn (31)	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (28)	" *	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. Kaltenborn (29)	"	"	7:55-8 Kennedy S	"	7:45
n You Top This S	Philip Morris This Is Your Life (145) R	Blondie S	P & G—Lava FBI (149)	California Caravan	G. F.—Jello Aldrich Family (150) R	Norwich Pharm. Fat Man (136) R	The Show Goes On	Bandstand U.S.A.	Schlitz Halls of Ivy (157)	Dixieland Jazz Bands S	Wrigley Gene Autry (170)	Ronson Metal 20 Questions (501)	Dimension "X"	8:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:15
ternational Airport	Kraft Foods Great Gilder-sleeve (154)	A Date with Judy S	Whitehall Mr. Keen (151) R	Mail Pouch Sports for All (133)	G. F.—Maxwell Father Knows Best (155) H R	Equitable Life This Your FBI (221) R	"	Music	Gulf Refining We the People (115)	Hollywood Byline S	Gen. Fds.-Sanka The Goldbergs (139) R	Take A Number	P & G—Duz Truth or Conse-quences (142) R	8:30
" *	"	"	"	" *	"	"	"	" *	"	"	"	"	"	8:45
,000 Plus S	Bristol Myers Break the Bank (166)	Old Gold Orig. Amateur Hour (173) *	Electric Auto-Lite, Suspense (176)	Limerick Show	Reynolds Tob. Camel Screen Guild Theatre (163) H	Heinz, Advntrs. of Ozzie & Harriet (207)	Up For Parole	Air Force Hour	RCA Victor Screen Directr's. Playhouse (165)	Ray Burn & Finch S	General Foods Gangbusters (159) R	True or False S	Amer. Tob. Co. Your Hit Parade (165) R	9:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	9:15
nily Theatre S	Bristol Myers Dist. Attorney (166)	"	Philip Morris Crime Photog. (150)	Mr. Feathers	Blatz Brewing Duffy's Tavern (159)	Pac. C. Borax The Sheriff (191)	Broadway Is My Beat	Co-op Meet the Press	R. J. Reynolds Camel, Jimmy Durante (163)	"	Liggett & Myers Godfrey Digest (168)	Lombardo USA S	Colgate Shv. C. A Day in the Life of Dennis Day (144) H	9:30
"	"	Lee Hats R. Montgomery (265)	"	"	"	Ch. Spark Plug Roll Call (215)	"	"	"	"	"	"	"	9:45
A. F. of L. mmentators (146)	Am. Cig. & Cig. The Big Story (166)	Author Meets Critics S	Hall Bros. Hallmark Play-house (159)	A. F. of L. Commentators (146)	Chesterfield Supper Club Perry Como (166)	Gillette S. R. Co. Gillette Fights (270)	Phillips Petro. Rex Allen Show (64)	A. F. of L. Commentators (146)	Pabst Sales Co. Life of Riley (155)	Saturday At The Shamrock S *	Sing It Again S	Chicago Theatre of the Air S	Colgate Judy Canova (144) H	10:00
Co-op Newsreel	"	" *	"	Co-op Newsreel	"	"	Richfield Escape (33)	Co-op Newsreel	"	"	"	"	"	10:15
Okla. State Symphony	General Mills (Start: 5-3 (136)	Murder & Music	Rosefield Skippy Holly-wood Theater (65)	Dance Orchestra	Dragnet L&M-Fatima (146) H	"	Capitol Cloak Room S	Dance Orchestra	Col.-Palm.-Peet Sports Newsreel (140)	Voices That Live S	Carter Prod. Sing It Again (136)	"	R. J. Reynolds Grand Ole Opry (160)	10:30
"	"	George Barnes Octet	"	"	"	"	"	"	Pro & Con S	"	Sterling Drug Sing It Again (140)	"	"	10:45

UNDAY MBS	UNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY MBS	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC	
erds. ade American Radio Warblers	U of Chicago Round Table S	(Not in Service)	P & G Dr. Malone (139)	Music	Co-op News George Hicks S	Roger Dann S	Toni Co. Give and Take (150)	Barn Dance S	Adventures of Archie Andrews S	
Organ Music	"	Co-op Art Baker's Notebook	P & G Guiding Light (141)	Checkerboard Jamboree	Take Fifteen S	"	"	"	"	
s TBA	NBC Theatre S	Co-op Welcome to Hollywood	Gen. Fds.-Jello Mrs. Burton (68) Quaker (35)	Miles Labs. Ladies' Fair (438)	Campbell Soup Double or Nothing (132)	Lets Go To The Opera S	Wm. Wise, Get More Out of Life (53)	"	Recovery Story S	
"	"	"	P & G Perry Mason (146)	(Also Baseball until 4 p.m.) "	"	"	"	"	"	
Co-op Bill Cunningham (55)	"	Hannibal Cobb S	Toni Co. Nora Drake (158)	Miles Labs. Queen for A Day (431)	General Mills Today's Children (73)	"	Gen. Foods Baseball (95)	Bands for Bonds & Baseball to 4	TBA	
Veteran Wants to Know S	"	"	P & G Brighter Day (106)	"	General Mills Light of World (73)	"	2:30-5 Alternate Weeks Dance Music	"	"	
tion ic Treasury Variety Show	Miles Lab. One Man's Family (161)	Sterling Drug Bride & Groom (221) *	Babbitt, Nona From Nowhere (144)	Bob Poole Show	P & G Life-Beautiful (152)	"	Report From Overseas	"	Pioneers of Music	
"	"	"	Miles Labs. Hillton House (127)	"	P & G Road of Life (152)	"	Adventures in Science	"	"	
General Foods Juvenile Jury (223)	Miles Labs Quiz Kids (161)	Pick a Date with Buddy Rogers *	Pillsbury House Party (153) *	"	P & G Pepper Young (153)	Where's There's Music S	CBS Farm News	"	"	
"	"	"	"	"	P & G Right to Happi-ness (152)	"	Dance Music	"	"	
General Foods Hopalong Cassidy (482)	TBA	Green Spot Surprise Package (68)	Co.-Palm.-Peet Strike It Rich (40) R	Miscellaneous Programs	Sterling Drug Backstage Wife (146)	Old, New, Borrowed, Blue S	"	Campus Club	Living—1950 S	
"	"	Surprise Package S	"	"	Sterling Drug Stella Dallas (146)	Horse Races S	"	"	"	
Witt-pho-07) U.S. Tobacco Wm Gargan Private Investgr (380)	Shulton Inc. High Adventure (13)	Happy Landing S	TBA	Georgia Jamboree	P & G Lorenzo Jones (144)	Treasury Bands S	Saturday at the Chase	Sports Parade S	Matinee At Meadowbrook	
"	"	Ted Malone S	" 4:55-5 News	"	Sterling Drug Y. Widder Brown (146)	"	"	"	"	
Grove Labs(420) DL&W Coal (23) The Shadow	Voices & Events S	See Footnotes	Treasury Bandstand S	Kellogg Mark Trail (MWF ½ hr.)	General Foods When Girl Mar's (81)	Tea & Crumpets S	Gillette Horse Racing Ky. Derby 5/6 (176)	TBA	Green Cross	
"	"	"	"	National Biscuit Tues.-Thurs. S. Arrow (343)	General Foods Portia Faces Life (89)	"	Preakness 5/20 (176)	"	Slim Bryant and Wildcats S	
Williamson True Detective Mysteries (472)	Int'l Harvester Harvest of Stars (167)	"	Hugo Malan's Orchestra S	M-W-F, Tom Mix-Ralston (482)	Whitehall Just Plain Bill (60)	"	Cross Section U.S.A.	Radio Harris (Dowey) (50)	"	
"	"	"	Miles Labs. Curt Massey Time (141) R	Bobby Benson (Tues. & Thurs.)	Whitehall Front Page Farrell (59)	"	"	3 B's & A Honey	Hunt Club Do Fd., Confidential Closeups (60)	

*Explanatory: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast west coast; TBA to be announced. Time is EST.

ABC

10-10:30 AM Tues., Thurs., Sterling Drug, My True Story, 204 stations.

11:30-12 noon, M-W-F., Quaker Oats, Quick as a Flash, sustaining Tues. and Thur.

12:25-12:30 PM Mon.-Fri., Toni on 225 stations.

3:35-3:30 PM Mon.-Fri., Philip Morris, Walter Kiernan's One Man's Opinion, 200 stations.

3:45-4 PM Tues., Club Aluminum Products Co., Club Time on 69 stations.

5-5:30 PM Mon., Wed. & Fri., Quaker Oats, Challenge Of The Yukon over 207 stations.

5-5:30 PM Tues. & Thurs., Green Hornet, S.

5:30-6 PM Mon.-Fri., General Mills sponsors Jack Armstrong on alternate days each week with the Derby Foods sponsoring Sky King, 202 stations for both.

7:30-8 PM M-W-F, American Bakeries Co., Lone Ranger, 62 stations.

CBS

11:00-11:05 AM Sat., Seeman Bros., Allan Jackson News, 170 stations.

3:55-4 PM Mon.-Fri., Pillsbury, Cedric Adams over 153 stations.

MBS

8:55-9 PM Mon.-Fri., Bill Henry & the News, Johns-Manville, 374 stations.

NBC

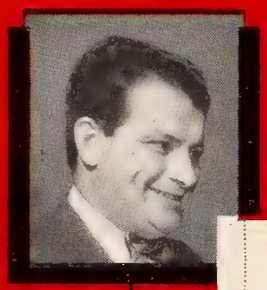
8-8:15 AM Mon.-Fri., Alex Drier, Skelly Oil Co., 24 stations.

8-8:15 AM Sat., This Farming Business, Skelly Oil Co.

11:15-11:30 PM Tues. Thurs. Sat., Songs by Morton Downey, Coca-Cola Co., 14[illegible]

Looking for the biggest?

WCBS' "Missus" is New York's biggest daytime program buy



Number One on the Pulse parade is *The Missus Goes A-Shopping*. It leads all local programs (except news) 8 AM –6 PM on New York's four major stations.* And no wonder. John Reed King's laughs with the gals are contagious even over the air.

You *may* be able to buy *The Missus* if you act fast. Get in touch with WCBS or Radio Sales today.

*Pulse of N. Y., March 1950, Mon-Fri average ¼-hr. ratings.

Represented by Radio Sales

New Business



SEA BREEZE, Pittsburgh (Antiseptic for skin), through BBDO, New York, starting spot announcement campaign in five markets using 12 stations for six weeks.

COLUMBIA BREWERIES Inc., Tacoma (Alt Heidelberg Beer), places quarter-hour, three-a-week *Heidelberg Harmonaires—Raye and O'Dare* on seven additional stations. Show has been aired on KJR Seattle for past six months, and additional placements now on KPQ Wenatchee, KIMA Yakima, KWWB Walla Walla, KPKW Pasco, KREM Spokane, KGW Portland and KASH Eugene, Ore. Agency: Howard J. Ryan & Son, Seattle.

SUN OIL Co., beginning April 15 and ending April 30, embarked on intensive television spot announcement campaign employing three ABC stations. WJZ-TV New York carries 18 announcements; WXYZ-TV Detroit, 31, and WMAL-TV Washington, 19 spots. Hewitt, Ogilvy, Benson & Mather Inc., New York, is agency for the oil company.

BEN HUR PRODUCTS Inc., Los Angeles (Golden West Coffee), adds six radio stations and one TV station in three western markets to present spot schedule on two California stations in early May. Firm will run approximately two to three spots daily, five days weekly on KING KJR and KING-TV Seattle, KXLY KHQ Spokane and KERN KERO Bakersfield, Calif. Currently carring spot schedule are KJBS San Francisco and KSRO Santa Rosa. Agency: Mogge-Privett Inc., Los Angeles.

SILVERWOOD DAIRIES Ltd., London, Ont., starts *Silverwood Serenade* for 10 weeks on CFPL London, CFRB Toronto, CFCO Chatham, CHEX Peterborough, CHML Hamilton, CKCR Kitchener, and CKTB St. Catherine, Wed. 9-9:30 p.m. Agency: McConnell, Eastman Co., Toronto. This is company's first radio advertising.

NASH MOTORS Div. of Nash-Kelvinator Corp. started four week radio and television spot campaign using 5,316 one-minute announcements and station breaks on 241 radio stations in 173 cities and 1,298 television spots on 83 stations in 56 cities effective April 13. Geyer, Newell & Ganger, New York, is agency.

Network Accounts • • •

MILES LABS Inc., Elkhart, Ind., expands sponsorship of *Edwin C. Hill,* 7-7:05 p.m. on ABC to five days weekly effective Sept. 4. Miles now sponsors show Mon., Wed., Fri. Agency: Wade Adv., Chicago.

JOE LOWE Corp., New York (popsicle ice cream), beginning May 15 for 10 weeks, will sponsor new series of television programs on CBS-TV, Monday, 7:45-8 p.m. Entitled *Popsicle Parade of Stars,* show will have as its initial guest star Milton Berle. Succeeding programs will star Dick Haymes, Arthur Godfrey, Tony Martin, Fanny Brice, Borrah Minevitch, Martha Raye, Paul Winchell and Jerry Mahoney, Margaret Whiting and Groucho Marx. Agency: Blaine-Thompson Co., New York.

REXALL DRUG Co., Los Angeles, starts sponsorship of *Richard Diamond, Private Detective,* Wed., 7:30-8 p.m., PST, on NBC. Contract is effective June 14 through BBDO, Los Angeles.

PROCTER & GAMBLE, Cincinnati (Dreft and Oxydol), to sponsor television version of *Beulah,* starring Ethel Waters, in half-hour telecasts on ABC-TV early in the fall. Agency: Dancer-Fitzgerald-Sample, New York.

ADMIRAL Corp., through Kudner Agency, extends its sponsorship of *Lights Out,* 9-9:30 p.m., Monday on NBC-TV for eight weeks, effective May 3.

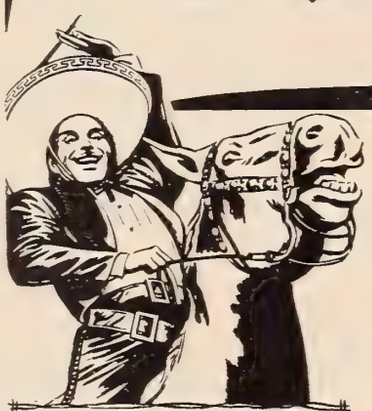
Adpeople • • •

C. LLOYD EGNER, former NBC vice president, elected vice president in charge of commercial enterprises for Hudson & Manhattan Railroad Co. He will be in charge of public relations and research as well as advertising and real estate.

GEORGE L. WILLIAMS appointed advertising manager of La France Industries, succeeding **EDWARD J. IVES,** resigned. Mr. Williams has been with company for over 14 years, and will continue his sales activities in addition to his new duties. **Miss FRANCES E. REYNOLDS** named publicity director of company.

DALE MEHRHOFF appointed sales promotion manager of Elgin American Co. He joined company in 1948.

MORE THAN
1/3 OF ALL KIDS
IN CULLMAN*, ALABAMA
VOTED FOR
"CISCO KID"



*Population (1940 Census)—5,074

SENSATIONAL PROMOTION CAMPAIGN
From buttons to guns—is breaking traffic records!

Do kids love "Cisco Kid?" Klein's Dairy says: "Yes!"

. . . 857 kids (⅓ of Cullman's kid population) signed petitions saying: "Please keep Cisco Kid on the air!—we *love* Cisco Kid!" Says Hudson Millar WKUL Manager: "Cisco Kid is the best show we have on the air!"

Write, wire or phone for proof of "Cisco Kid's" sensational performance. See the factual presentation!

LOW PRICED!
½-Hour Western Adventure Program . . . Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.



FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

ANY ADVERTISER

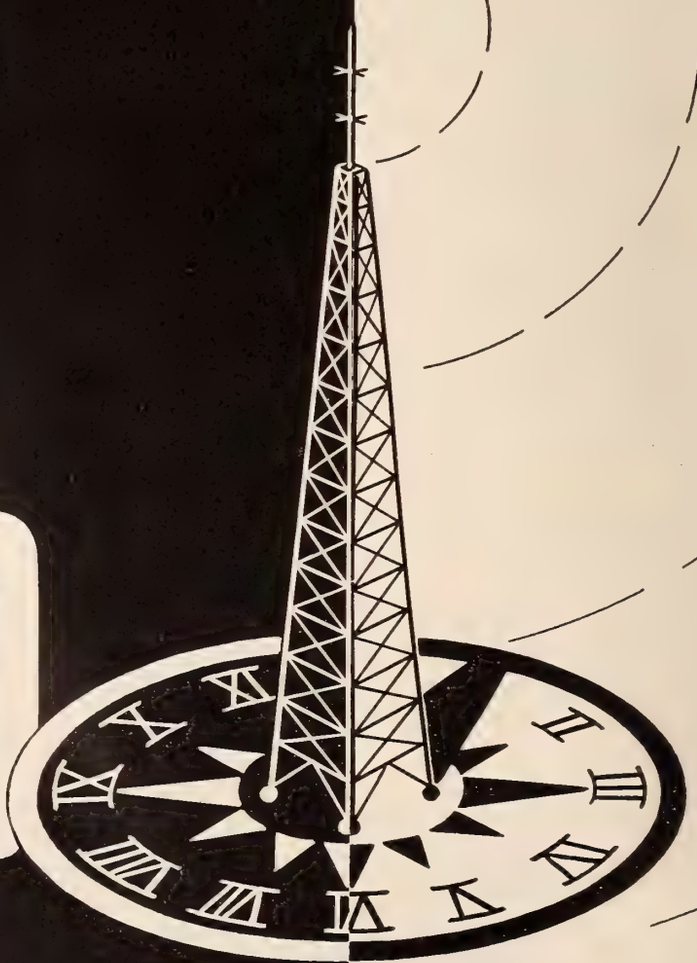
Can...

MOST ADVERTISERS

Should...

USE

SPOT RADIO



TWO-PLY JOB FOR A DOLLAR

These days, to be wholeheartedly effective, your advertising dollar has two jobs to do:

1. Register the greatest possible *impact* among your prospects.
2. Stay firmly away from places where your prospects *aren't*.

Only with radio can your dollar achieve that constant, hammering, well-aimed punch called impact.

Only with *Spot* radio can your dollar zero in on the very places and the very people that you want to sell.

Spot gives you *people* instead of territory . . . follows *your* distribution instead of nationwide wire-lines.

And the stations listed here mean *Spot* at the height of its effectiveness.

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
	Ft. Worth	ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE NETWORK

TEXAS QUALITY NETWORK

Represented Nationally by

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT

ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA

ON THE WASHINGTON SCENE

ZEB TURNER and JOBY REYNOLDS COMBINE MUSICAL TALENTS!



Monday thru Friday
4 to 4:30 pm

• • • **Zeb Turner, one of America's top singers of Western ballads, is also one of the nation's top hillbilly song writers. A Grand Ole Oprey star for six years, he wrote the number one hit tune of 1947, "It's a Sin." Joby Reynolds has been voted Washnigton's most popular female vocalist. Together, Joby and Zeb provide Washingtonians with a refreshing half hour of radio listening. (Participations available!)**

HERE'S A MUSIC SHEET YOU SHOULD READ—



Participations Available

Arrangement: ABC Spot Sales

WMAL-TV

WMAL
THE EVENING STAR STATIONS
WASHINGTON, D. C.

WMAL-FM

Agencies



GEORGE F. PERKINS, formerly account executive with ABC, named head of radio and television department of Schwab & Beatty Inc., New York.

E. C. BRADLEY appointed a vice president of Biow Co., New York. He will continue to work on Procter & Gamble account.

RUTH KINYON, research director of Charles W. Hoyt Co., New York, elected president of Gamma Alpha Chi, professional advertising fraternity for women.



Mr. Bradley

BOB KIRSCHBAUM named radio and television director of Arthur Rosenberg Co., New York.

TOM U. ENGELMAN, freelance public relations and publicity specialist, joins The McCarty Co., Los Angeles, as account executive.

MURRAY GOODWIN, formerly with Young & Rubicam, New York, as member of copy department, joins Kenyon & Eckhardt, New York, in similar capacity.

JOSEPH McPARLAND, for past four years manager of traffic department for Buchanan & Co., rejoins Kudner Agency Inc., New York.

ROGER IRWIN appointed representative of Walsh Adv. Co. Ltd., Windsor and Toronto, at Ottawa. He will contact government departments.

CASPER PINSKER Jr., formerly with Pinsker Adv., elected a vice president of Arthur Rosenberg Co., New York.

OLIVER M. PRESBREY, who was with BBDO, New York, in 1946, rejoins agency and will head account group on Curtis Publishing Co.

DONALD W. SEVERN, formerly with Kenyon & Eckhardt, New York, joins television department of William Esty Co., New York, in executive capacity.

MARGARET ALGAR joins Young & Rubicam, Chicago, as timebuyer after working in radio department at Foote, Cone & Belding, also Chicago.

E. GORDON LOWEN appointed Winnipeg representative of Russell T. Kelley Ltd., Hamilton, Ont., agency. Offices are at 304 New Hargrave Bldg., Winnipeg.

WILLARD BUTLER, formerly with WTAM Cleveland and before that with McCann-Erickson, New York, joins timebuying department of Benton & Bowles, New York.

J. EDWARD COOMBES, former director of advertising, market research and sales promotion for John F. Jelke Co., joins Price, Robinson & Frank Agency, Chicago, as account executive on Aunt Jemima Pancake flour. He is former brand man on Oxydol and Dreft for Procter & Gamble.

LLOYD G. DELANEY, for past two years account executive with Biow Co., New York, on Philip Morris, rejoins Kudner Agency, New York, as account executive.

O'NEIL, LARSON & McMAHON, Chicago advertising agency, opens office at Toronto with **BOB KESTEN,** Toronto freelance producer and former manager of CJBC Toronto, as manager. Offices are located at 447 Jarvis St., Toronto.

MILTON B. SCOTT, formerly vice president with Universal Publicizers and Scott & Baker Co. (radio sales representative), joins Stodel Adv. Co., Los Angeles, as chief account executive in charge of sales development.

STEWART-LOVICK & MacPHERSON Ltd., Vancouver, B. C., changes name to **Stewart-Bowman-MacPherson Ltd.**

JAMES W. HUFF Adv., Dallas, moves back to old location in Dallas National Bank Bldg. Telephone remains P-7-3139.

BUCHANAN & Co., Los Angeles, moves to new and expanded offices at 451 N. La Cienega Blvd. Phone is Crestview 5-5231.

MORE MUSIC  **NEWS**  **SPORTS** 



MEAN MORE LISTENERS FOR Wcue

Akron's new and Only Independent!

Setting the dial at 1150 is fast becoming an Akron habit. We can't cite Hooper—as yet—to prove the size of our audience, for we only went on the air February 12. But we do know from the independent survey we've just completed, stacks of fan mail and the phone calls which have tied up our switchboard, that our LOCAL programming format — music, news, sports — has struck an amazingly responsive chord in this rich market.

And—it's entertainment tailored to LOCAL interests that sells the more than 1,030,000 people within our primary service area.

You'll be hearing more about us — for we're promoting WCUE, locally and nationally, for all we're worth. And—in a nutshell — that's our story: People, programs and promotion.

Remember WCUE—Akron's cue to better listening—your cue to more sales. Choice time buys are still available. Get a copy of our survey and complete information from Forjoe & Company, Inc. Akron Broadcasting Corporation, Palace Theater Arcade, Akron 8, Ohio.

1000 watts - 1150 kc



EVERY HOUR ON THE HOUR — WCUE listeners get the news of the town ahead of the town.



MIND (?) OVER PLATTER—The zany Jerry Crocker show is but one of our many new and different musical programs.



BILLBOARDS, POSTERS, newspaper ads and movie trailers are all being used to build more listeners for us — a bigger audience for your sales message.

NATIONAL REPRESENTATIVES

FORJOE & COMPANY, Inc.

New York • Philadelphia • Atlanta • Chicago • Los Angeles • San Francisco

NEW STARS SHINE FOR LANG-WORTH

New names and ne
a brilliant array o
following the releas
lutionary 8-inch t
production shows w
tisers at 600 Lang-



Patti Page



Russ Case





Eugenie Baird



Alan Dale



nt will sparkle in
production shows,
ang-Worth's revo-
iption. These new
available to adver-
member stations.



onnie Haines



uanita Hall

The NEW Lang-Worth Program Service

The following name artists, orchestras, choruses and groups have been selected to provide a well-balanced library of 6,000 recordings. This mammoth collection of newly manufactured transcriptions will serve as source material for the new program service.

LARGE DANCE BANDS: Ray Anthony, Charlie Barnet with Lena Horne and Bob Carroll, Henry Busse, Blue Barron, Count Basie, Randy Brooks, Frankie Carle, Del Courtney, Tommy Dorsey, Ziggy Elman, Shep Fields with Toni Arden, Chuck Foster, Dean Hudson, Henry Jerome, Vaughn Monroe, Art Mooney with The Ames Brothers and Fran Warren, Buddy Moreno, Russ Morgan, Tony Pastor with Rose Mary Clooney, Claude Thornhill with Fran Warren, Tommy Tucker.

SMALL DANCE BANDS: Five Shades of Blue, Lenny Herman Quintette, John Kirby with Maxine Sullivan, Al Trace with Toni Arden, Red Nichols and His Five Pennies.

SONG STYLISTS: Eugenie Baird, Dick Brown, Alan Dale, Anita Ellis, Connie Haines, Juanita Hall, Jack Lawrence, Rose Murphy, Patti Page, Tony Russo, Johnny Thompson.

INSTRUMENTAL NOVELTIES: The Airlane Trio, Frankie Carle (piano and rhythm), Franzella Quintette, Bertrand Hirsch (violin, organ and harp), Joe Sodja Trio, Evalyn Tyner.

"POP" CONCERT: The Russ Case Orchestra, D'Artega's "Cavalcade of Music" Orchestra, Jack Shaindlin's Silver Strings, Szath-Myri's Symphonic Swing.

SALON AND STRING GROUPS: The Ambassadors, Modes Moderne, "Dinner Music," The Sophisticates.

LARGE VOCAL CHORUSES: The Cote Glee Club, The Cavalcade Chorus, The Lang-Worth Choristers.

SMALL VOCAL GROUPS: The Gay Blades (barbershop), The 4 Knights, The Modernaires with Paula Kelly.

SYMPHONY AND STANDARD CONCERT: The Lang-Worth Symphony, Directors: Howard Barlow, D'Artega and Erno Rapee; The Lang-Worth Concert Orchestra.

WESTERN: Foy Willing and The Riders of the Purple Sage, Rosalie Allen, Elton Britt, Leon Payne, Slim Rhodes, Billy Williams, Jack Pennington.

ORGAN UNITS: Lew White, Milton Charles, Hugh Waddill.

BRASS BAND: The L-W Military Band, The L-W Collegiate Band, The All American Band.

CHURCH MUSIC: The L-W Choristers, Leonard Stokes (baritone), Mixed Quartette, Pipe Organ, The Chapel Choir.

MISCELLANEOUS GROUPS: Latin American: Chiquito, Tito Guizar, Eva Garza, Los Amigos Pan Americanos, Harry Horlick, The Padilla Sisters. Polkas: The Bee Gee Tavern Band, The Globetrotters. Hawaiian: Johnny Pineapple.

PRODUCTION AIDS AND MOOD MUSIC: Separate voice tracks of all leading artists, special musical themes identifying specific businesses, applause, crowd noise, football and baseball effects, etc....also, 500 musical cuts varying from interludes by harp, organ, guitar, piano and celeste to special production themes, openings, closings and background music by Jack Shaindlin's "March of Time" Orchestra.

LANG-WORTH

FEATURE PROGRAMS, Inc.

113 WEST 57th STREET, NEW YORK 19, N. Y.

Network Calibre Programs at Local Station Cost

3,651,220 BMB FAMILIES DAYTIME!



3,868,040 BMB FAMILIES NIGHTTIME!



WESTINGHOUSE STATIONS ARE A WISE BUY AT ANY HOUR!

Morning, afternoon, night.. by listenership ratings, by BMB figures, or by any other criterion, Westinghouse stations help make every dollar in your advertising budget *most* effective. These stations are your keys to six separate and distinct market-areas: Philadelphia, Pittsburgh, Boston, Fort Wayne, Springfield (Mass.) and Portland (Ore.). For availabilities, check Free & Peters.

WESTINGHOUSE RADIO STATIONS Inc

KDKA • KYW • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV NBC Spot Sales

BROADCASTING
TELECASTING

Vol. 38, No. 17 WASHINGTON, D. C., APRIL 24, 1950 $7.00 A YEAR—25c A COPY

NAB'S 'THOUGHT' CONCLAVE

Labor, FM, TV Are Pondered

By J. FRANK BEATTY

BROADCAST management last week looked the facts of business life, and civilization itself, in the eye and emerged from the NAB's Chicago convention with a new concept of their problems and the more tortuous road ahead.

Nearly 1,500 member delegates, flanked by several hundred representatives from related industries, took part in a convention almost devoid of conflicts.

Rather it was a week of thought and study, with the main commercial emphasis on the new forms of electronic media such as TV, FM, Transit and functional services.

Several quick conclusions were obvious as conventioneers left Wednesday for their stations and their front-office responsibilities:

- AM faces an increasingly arduous competitive future.
- So does TV, but it will have great impetus.
- Almost-forgotten FM is by no means near its last breath.
- Judge Miller is still above par.
- William B. Ryan, new general manager, should lend efficiency to NAB management.
- Networks aren't too happy about NAB but are not expected to quit prior to a May 15 talk-it-over session.
- Some, but not all, of the delegates appeared to sense the grave cold war problem emphasized by noted speakers.

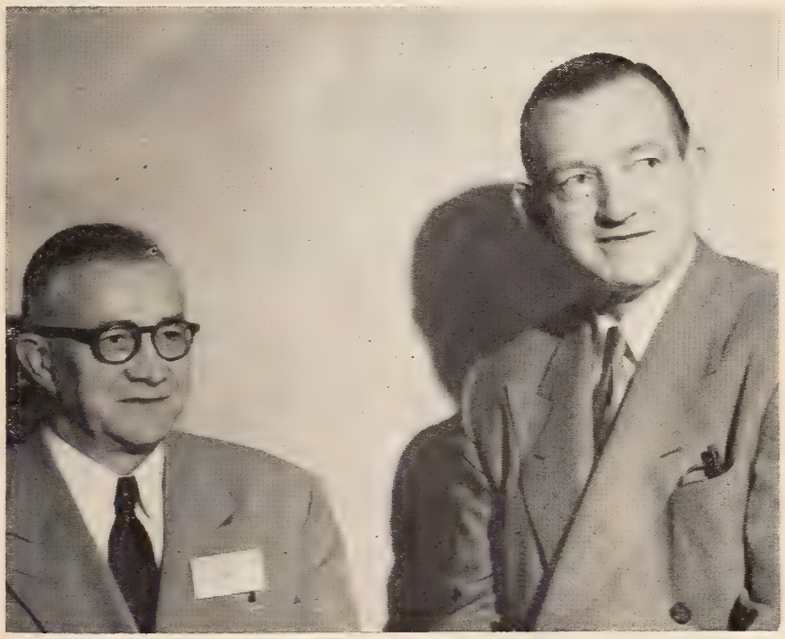
Criticism Voiced

There were, in addition, some deficiencies judging by delegate conversation:

- AM got little competitive help out of the meeting.
- The critical NARBA problem wasn't touched.
- An all-out Latin ether war could squeeze many signals almost back into their transmitters, say technical specialists who had no place on agenda.
- High-brass speakers didn't pull well.
- Delegates were roused from apathy toward BMB and future measurements.
- Nothing was on the agenda about program or advertising standards — and FCC Chairman Wayne Coy took some shots at this.

The Board's desire to stress top-level issues during the Management Conference, final feature of the eight-day convention week, was carried out by the Convention Sites and Policy Committee under Howard Lane, WJJD Chicago and large-station director.

Men of worldwide fame, familiar with the main aspects of the touchy international situation, gave delegates who showed an interest in these problems a series of plain-talk warnings about their responsibilities toward listeners and toward their own business operations.



Judge Miller (l) confers with new NAB General Manager Ryan.

This medicine was a bit hard to take, many of the delegates thought, and they didn't take it too well or too gracefully. NAB management hoped that the facts would sink in after delegates had left the sociable atmosphere of the Stevens Hotel for their own desks.

As businessmen, many of the delegates were interested in learning how to make an extra dollar and there was considerable disappointment about the high-brass tone of the program.

Selling Sessions

On the other hand, the convention produced three surprising sessions for those interested in selling their time.

First, the Monday Labor Panel produced some good ideas and more important it brought out into the open some of the smouldering resentment between labor and management without the synthetic attitudes employed in actual negotiating.

Second, the Wednesday TV sessions held a large segment of dele-

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WLW-CBS TALKS

Shouse Denies Switch Report

HAS THE war between NBC and CBS opened on a new front—a struggle for top station affiliates?

That question overshadowed all else at the NAB convention in Chicago last week. It centered upon talk—officially unverified and dealt with gingerly—that WLW Cincinnati, pre-eminent AM 50,000 watter, had reached at least a tentative accord with CBS whereby it would accept those CBS programs which the regular affiliate—WKRC Cincinnati—might reject or which might be specified for WLW by the advertiser.

The report of an out-and-out switch in affiliation was promptly refuted last Tuesday by James D. Shouse, chairman of the board of Crosley Broadcasting Corp., and a member of the executive committee of Avco Mfg. Co.

In a release issued from NBC convention headquarters at the Stevens Hotel, Mr. Shouse said:

I can see how the rumor of changing affiliations got started, when someone learned that I had requested our attorneys to determine our rights as a licensee under network regulations to accept programs of other networks. In addition to the basic program structure of NBC, WLW carries some programs originating from Mutual.

No similar arrangement has been negotiated with any other network. So far, our study of the matter has been purely an intellectual exercise.

We have no intention or desire to give up our affiliation with NBC.

Speculation Arises

Even a non-exclusive CBS arrangement by WLW could bring far-reaching changes in the affiliate structures of the networks, broadcasters pointed out. The question promptly was raised whether the secondary affiliation with CBS would open the way for ultimate primary affiliation. If that happened—and the Shouse statement appeared to torpedo that thought—it would mark the first switch of a clear channel station from NBC ranks, ascribable to the CBS talent coup of 1949, which saw the transfer of top-rated programs from NBC.

Long-distance lines hummed, once the WLW rumor got started. Niles Trammell, NBC board chairman whose relationship with his affiliates always has been of the highest order, talked with Mr. Shouse and his own executives at the Stevens. The result was the flat statement by Mr. Shouse, denying any intention of giving up the affiliation with NBC.

There were assurances by NBC officials that the relationship with WLW would remain status quo. The reports of a switch, which could set in motion a chain reaction among affiliates of all net-

(Continued on page 47)

NBC SESSION

To Discuss Fall Plans

NBC's course in bucking network competition next fall on both national and local levels is expected to be charted soon after a meeting of the network's stations promotion, publicity and exploitation committee at the Waldorf Astoria in New York tomorrow (Tuesday).

At that time, definite proposals of the nine-man committee will be referred to NBC executives. Recommendations will concern affiliated stations' handling of local publicity, on-air promotion and printed media.

The first session during the NAB convention was called by Committee Chairman Ewing G. Kelly, president and general manager, KCRA Sacramento, for Sunday afternoon, April 16, at the Blackstone Hotel. Conferring with him were Clair R. McCollough, general manager of the Steinman stations; Milton L. Greenebaum, president and general manager, WSAM Saginaw, Mich.; Jack Harris, general manager, KPRC Houston; Harold Essex, vice president and managing director, WSJS Winston-Salem, N. C.; Walter Wagstaff, general manager, KIDO Boise, Ida.; Stanley W. Barnett, general manager, WOOD Grand Rapids, Mich.; J. B. Conley, general manager, Westinghouse stations, and P. A. Sugg, manager, WKY Oklahoma City.

NBC men there included Sydney Eiges, vice president in charge of press; Charles P. Hammond, vice president in charge of AM advertising, promotion and exploitation; Gerald P. Steel, director of audience promotion, and Norman Kash, AM station relations department.



Drawn for BROADCASTING by Sid Hix

"Don't you think Jones goes a little too far with his baseball recreation!"

MILLER REVIEWS

Terms Convention 'Very Successful'

MANY of the problems disturbing the broadcast industry were solved or softened during last week's NAB Management Conference in Chicago, President Justin Miller told BROADCASTING. The long hours spent in discussion and listening to authorities in many fields produced benefits that will be felt through the years, he said.

Some of the snarls anticipated prior to the convention failed to materialize, he said, referring particularly to the NARBA situation.

Judge Miller said election of William B. Ryan, KFI Los Angeles, as general manager of NAB was well received by the membership, including network officials, affiliates and others.

Asked about the May 15 NAB-network meeting, billed in some quarters as a network walkout session, Judge Miller said, "contrary to some belief, May 15 is an olive branch meeting designed to give everyone a chance to make notes and suggestions. The networks will participate on the vice presidential level. The problems are not serious enough to require participation on their presidential level."

Judge Miller said he was hopeful that the "responsibility" theme of the Convention had impressed all broadcasters with the nature of their obligation to the nation and to the industry in a period of international crisis.

"Broadcasters were given a chance to learn from some of our leading national figures the facts about diplomatic, economic and other important developments. To the extent there is in the management group that type of professional thinking, a good job was done and we expect good results.

"The whole convention operation went more smoothly than we expected. The objectives of the board and the convention committee were realized to a large extent and some of the issues I thought might be quarreled over were apparently disposed of without difficulty.

"Workshop sessions covering FM, television and labor produced material that will be helpful in the conduct of broadcast stations.

"Most disturbing factor in recent NAB developments has been television; several resignations were based on our television activities. The Wednesday meetings provided evidence of the increasing interest in TV and indicated a growing acceptance of the doctrine that TV belongs within NAB. Other resignations had been based on resentment resulting from BAB's activities, particularly on the part of newspaper stations.

"The bulk of resignations prior to April 1 when the dues levels were raised occurred in Class A, the minimum dues bracket. Summing up, I would say it was a very successful convention. . . ."

RUINS of the studios of KICD Spencer, Iowa, which were destroyed by fire April 8 [BROADCASTING, April 17]. are shown in photo below. Damage was placed between $60,000 and $75,000. To the right, General Manager Ben B. Sanders (l) and Program Director Mason Dixon smile approval of morning music supplied by Rev. E. C. Boyer, Episcopal rector from Estherville, Iowa, who drove 40 miles to help KICD return to the air on Monday morning, April 10.





CBS QUARTER

Profit Doubles '49 Period

CBS last week reported a net profit of $1,626,750 for the first quarter of 1950, nearly twice the net of a similar quarter of 1949.

The report was made by William S. Paley, CBS chairman of the board, at an annual meeting of CBS stockholders at the company's New York headquarters.

Mr. Paley said the profit represented 95¢ per share, compared with 50¢ a share in the first quarter last year, when the net was $855,764.

CBS gross income for the first quarter of 1950 was $30,809,064, compared with $27,018,288 in the first quarter last year.

Operating expenses and costs of goods sold were up in the first quarter of 1950—$13,926,026 compared with $12,414,577 in the same period last year.

The network made provision for federal income taxes of $1,329,000 in the first quarter of 1950 as compared with a provision of $724,000 in the first quarter last year.

Frank Stanton, CBS president, told the stockholders that CBS now claimed the biggest nationwide audience and highest gross billings of all the networks.

COYLE NAMED

To WCAU Radio-TV Post

JAMES F. COYLE, veteran member of WCAU-AM-FM Philadelphia's sales staff, was named Wednesday to a newly created sales post for the CBS outlet. Alex Rosenman is resigning May 1 as sales vice president for the stations [BROADCASTING, April 10].

According to Donald W. Thornburg, president of WCAU stations, Mr. Coyle fills a special post in commercial sales development for both radio and television at WCAU. A member of the sales staff for 23 years, Mr. Coyle is one of the oldest station employes in point of service, he said.

K&E Promotes Stewart

D. C. STEWART, who has been with Kenyon & Eckhardt, New York, since 1936, has been appointed secretary and general manager of the agency.

COMPETITIVE WINDS

At Gale Force, Says Coy in Chicago

FCC CHAIRMAN Wayne Coy told broadcasters at the NAB convention in Chicago last Tuesday to prepare for the rising gales of competition by reinforcing their community service and redoubling their guard against offensive taste.

"The winds of competition are blowing a terrific gale on the broadcasting business," he declared. "In many places the storm is in its full fury and in other places the winds are rising, but to those of you who are complacent, I say that the full strength of this storm will hit you with a suddenness not characteristic of the places where it is now in full strength.

"The question is: 'Can you sleep on a windy night'?"

'Key to Confidence'

The key to confidence and the ability to "sleep" in the face of the competitive gales, he said, "involves your preparation to serve the public interest"—the sort of service which makes a station "an indispensable part" of community life and keeps the broadcaster's ears attuned to "the beating of hearts around him as well as to the tinkle of the cash register."

He emphasized community programming, elimination of bad taste, curtailment of crime and horror programming and fairness in handling controversial issues.

"Clearly," he said, "the American broadcaster's responsibility to his government is to serve with intelligence, impartiality and a high sense of good taste and decorum as a trustee for the radio frequency which his government licenses him to use."

Chairman Coy also:

● Reiterated his "hope" that the television freeze may be lifted "before the end of the year" and said "I pray that it will be earlier," but refused to "predict when."

● Voiced belief that "this nation will require the strongest, most flexible and most effective system of broadcasting that we can devise," including "not only a national system of television but [also] an able system of aural broadcasting."

● Found the NAB convention agenda less than adequate, saying he would have been more impressed if it encompassed open discussion of network affiliates' problems in relation to network programming; of the effectiveness of the NAB Code and ways it might be improved and implemented, and of "the problems involved in determining what constitutes the public interest and how to meet those needs."

● Reasserted his belief that television will be the dominant radio medium and that "it will occupy that position rapidly" when FCC and industry have reached and accepted a solution of the problems that led to the freeze.

Citing the latest financial data of the industry (see story below), Mr. Coy labeled the disparity between the incomes of AM stations built before the war and those built since as "the Achilles Heel of our standard broadcasting system in meeting the transition problems."

He pointed out that the 800 stations established in pre-war days received 94% of the 1949 AM station income, leaving 6% to be shared by the 1,200 war and post-war stations. The latter, he said, "have an average annual income of only $6,700 and, consequently, there is small prospect of these stations financing the construction and operation of television from AM broadcast earnings."

Sees Some Failures

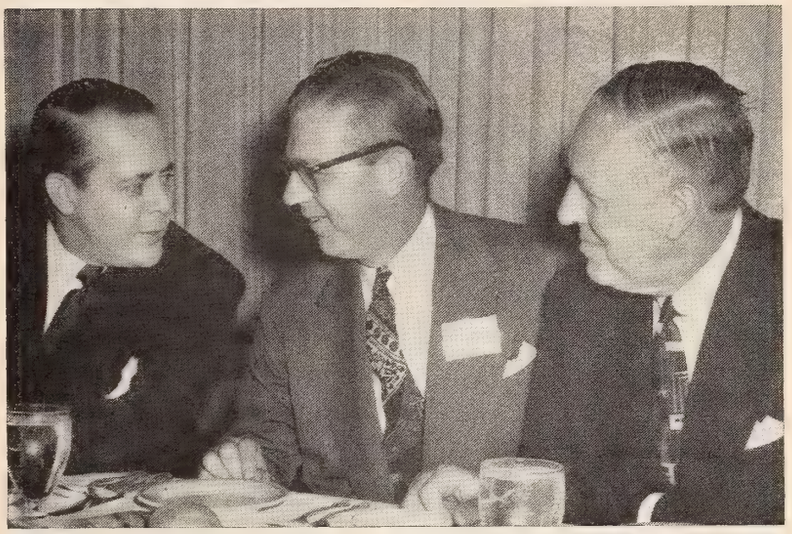
Indeed, he added, there is "the unpleasant prospect that the competition of the transition period may be too severe and that some of these stations may not swim."

In his references to television, Chairman Coy got a round of applause when he quipped that some of his listeners, aside from wanting to know "when we will get out of the freeze," might even "want me to tell you we'll never get out of it."

He interpreted the financial data as indicating that television is "beginning to grow up."

"In fact," he said, "it is already starting to show off, starting to

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BETWEEN COURSES at Tuesday's NAB convention luncheon, ECA Administrator Paul G. Hoffman (r), one of the principal speakers at the afternoon session, talks with James D. Shouse (l), board chairman of Crosley Broadcasting Corp., and Gilmore N. Nunn, president and general manager of the Nunn Stations.

* * *



FCC CHAIRMAN Wayne Coy (r), who addressed the NAB convention Tuesday afternoon, sits with NAB President Justin Miller at luncheon preceding his speech.

BROADCAST REVENUE

$460 Million in '49

BROADCAST REVENUES—AM, FM, and TV—gained 10.3% in 1949 to reach a total of almost $460 million, with most of the $43 million in "new money" coming from television time sales, according to a preliminary estimate issued by FCC last Tuesday.

The report indicated that television thus far is attracting new dollars to the broadcast media instead of luring them away from aural broadcasting.

AM network and station revenues were reported at $424.4 million, a gain of 4.3%. But their expenses went up 5.5% to a total of $361.8 million. Resulting net income before taxes was $62.6 million, a loss of 2.3% over 1948.

The TV networks and 97 reporting television stations showed $33.8 million in revenues as compared to $8.7 million for the networks and 50 stations which reported in 1948. Expenses totaled $58.1 million in 1949 against $23.6 million in 1948. Losses soared from $14.9 million in 1948 to $24.3 million in 1949—$11.8 million by the networks and their 13 owned stations, and $12.5 million by the 84 other stations.

Six television stations—all independently owned — reported no losses for the year. But it was felt that some others probably were reaching a break-even or black-ink status by the end of the year.

FM Revenue

Total FM revenue for 1949 was reported as $2.8 million, including 114 FM-only stations and 167 FM outlets operated separately by AM licensees. Expenses, cited just for the 114 FM-only stations since data for the other stations could not be separated from AM expenses, were given as $5.1 million for the year. This represented a net loss of $3.5 million for this group. The report indicated only three of the 114 stations did not report losses. FM income for 1948 was $1.7 million, expenses of FM-only stations $4.2 million and losses for the latter $3.1 million. FCC said 452 FM stations were involved in joint AM-FM operations in 1949 and hence reported no revenues.

Among AM stations, those which had been on the air two years or more reported an 0.8% drop in revenues and a 1.2% gain in expenses, for a 10% fall in net income.

The average income of these stations—which numbered 1,466—was

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* * *

ALL NETWORKS AND STATIONS—AM, FM, AND TV

Estimated 1949 Revenues, Expenses and Income

Total Revenues

	1949	1948	Percent Change from 1948
	(millions)		
AM and FM	$426.0	$408.1	+ 4.4
TV	33.8	8.7	+288.0
Industry Total	$459.8	$416.8	+ 10.3
Total Expenses			
AM and FM	$366.9	$347.1	+ 5.7
TV	58.1	23.6	+140.0
Industry Total	$425.0	$370.7	+ 14.4
Income (Before Federal Income Tax)			
AM and FM	$ 59.1	$ 61.0	— 3.1
TV	(24.3)	(14.9)	—
Industry Total	$ 34.8	$ 46.1	— 24.5

( ) Denotes loss.

SPLIT SALES PROMOTION

Proposed in NAB Resolutions

SEPARATION of NAB sales promotion activities on behalf of aural and visual radio media was proposed at the NAB Management Conference in Chicago last week.

Proposal to study this separation was approved by the membership at its Tuesday morning business session. No formal action in this direction was taken prior to the close of the convention.

The idea of splitting the activities developed within the convention Resolutions Committee, headed by Paul W. Morency, WTIC Hartford. The orginal resolution was amended on the floor, at the suggestion of Glenn Shaw, KLX Oakland, District 15 director. Mr. Shaw observed that the resolution did not make clear whether the separation was to take all sales promotion out of NAB proper or merely divide the activities within NAB.

The committee felt the two media are directly competitive. While the plan is still in nebulous shape pending a study of the idea, it appeared to envision a sort of a radio advertising bureau and a television advertising bureau.

Outside Listening Study

In adopting resolutions the convention called for a study of procedure by which the extent of auto, outside-of-home radios and multiple in-home sets can be shown, along with listening in public places. The convention thanked Dr. Kenneth H. Baker, NAB research director on loan to BMB as acting president, for his work on behalf of BMB.

Proposal to ask TV set makers to install FM tuners in all television receivers was adopted. The resolution was suggested by the Monday morning FM meeting.

Other resolutions thanked FCC Chairman Wayne Coy and other principal speakers for their contributions; praised work of the Convention Sites & Policy Committee under Chairman Howard Lane, WJJD Chicago; approved work of the Advertising Council, BMI on its 10th anniversary, Voice of Democracy Committee, banquet program, effort to obtain per program ASCAP fees for television.

Passage of the McFarland Bill (S 1973) as it passed the Senate in 1949 was advocated. Acts of the NAB officers and directors were ratified.

Special tribute was paid to NAB President Justin Miller in a resolution adopted unanimously. The action brought applause from the floor. Another resolution endorsed board appointment of William B. Ryan, KFI Los Angeles, as NAB general manager and pledged support to him.

Two resolutions were submitted from the floor and adopted unanimously. They voiced praise for the labor relations discussion Monday afternoon and expressed approval of the accomplishments of Broadcast Advertising Bureau. Texts of resolutions covering association business follow:

BE IT RESOLVED . . . that this, the Tenth Anniversary of Broadcast Music Inc., offers to the broadcasting industry an opportunity to review the achievements of BMI.

In 1939, the broadcasting industry was faced with demands which would have doubled the payments to be made by the industry for music licensing and caused important segments of the industry to operate at a loss. At this point, the broadcasting industry, with a unanimity and courage, of which it has reason to be proud, founded BMI. Against odds and difficulties which can hardly be exaggerated, BMI furnished to the broadcasting industry by Jan. 1, 1941, a music catalogue which permitted the industry to operate for most of that year without diminution of listener interest or advertising revenue. Since that date, BMI has steadily increased the extent and quality of its repertory and the effectiveness of its service, and it has now substantially restored competition to a field in which monopoly hitherto existed.

As a result of the healthy competition so created, the broadcasting industry has been able to enjoy the music of BMI, and of its competitors, at a percentage of its revenue, lower than that previously paid to a single licensing agency and at approximately half of the percentage that would have been exacted had it not been for the successful intervention of BMI. In addition, BMI has exerted a healthful influence in the entire licensing field, and has opened the door of opportunity to innumerable writers and publishing enterprises which, without it, would have never seen the light of day.

To the founders of BMI, who had the vision and courage to see the future; to its directors, who have unselfishly and wisely guided its course; to the authors and publishers who have aided in making its catalogues great; and to its diligent and able management and staff, the broadcasting industry extends congratulations and good wishes, and pledges its continuing support.

BE IT RESOLVED that the NAB record their appreciation for the excellent work of the Advertising Council in putting to work the tremendous force of advertising for the benefit and welfare of all the citizens of this country, and the members here assembled do recommend the support of the Advertising Council.

BE IT RESOLVED that the NAB . . . recommend that the NAB board of directors institute a study looking toward the separation of NAB sales promotional activities in the fields of television and radio, whether or not sales promotion activities remain within or without the NAB.

WHEREAS there is a need to show the full extent of listening and size of audience in standard radio,

BE IT RESOLVED . . . that the NAB board of directors examine the best possible procedures in order to ascertain the amount and type of radio listening as represented by automobile radios, outside-of-home radios and multiple sets in the home as well as listening in public places.

The Resolutions Committee has been requested by those in the FM session to present the following resolutions:

That the FM members of NAB re-

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WARREN E. AUSTIN, U. S. representative to the United Nations, and Herman W. Steinkraus, president of the U. S. Chamber of Commerce (seated, l and r), were honored guests at the NAB management session's opening luncheon Monday. They addressed broadcasters later that afternoon. With them are (standing, l to r), Frank U. Fletcher, NAB FM director-at-large and co-owner of WARL Arlington, Va., and Howard Lane, chairman of the convention sites and policies committee, NAB director-at-large and radio director of Field Enterprises, Chicago.

BROADCASTERS' ROLE

Seen As Arbiters

BROADCASTERS must face the fact today that they are "important arbiters in an uneasy world," Howard Lane, chairman of the NAB Convention Sites and Policies Committee, declared at Monday's luncheon as he opened the 28th annual convention.

"The salvation of our nation, and other nations throughout the universe, depends largely upon the knowledge acquired by the people; upon the clarity with which such knowledge is transmitted into the homes of America; and consequently upon the judgment we use, as broadcasters, in programming our stations," he said.

Mr. Lane's remarks prefaced introduction of BMI board members, who were seated at the head table in honor of BMI's tenth anniversary. Carl Haverlin, president of the organization, spoke briefly and a musical interlude saluted a recorded BMI hit tune for each of the first nine years of BMI's existence, climaxed by a live rendition of a 1950 song by Vivian Adams, soprano.

Mr. Haverlin reported that BMI had recently signed Carl Sandburg's "American Song Bag."

Background Outlined

Tracing NAB's growth from 60 members in 1923, Mr. Lane observed that the association's purpose was "not unlike the purpose which motivates the formation of governments." The founders recognized the need for cohesive action on a broad national scale "to protect their own self-interest, of course, and to provide an arena in which they could exchange ideas and, as a result, improve their service to the American audience."

Urging unity, he noted, however, that "this is not a unity that is easy to accomplish if one reduces his perspective to the dimensions of his own operation and stops there."

"We have a majority problem in radio as we do have in government and that majority problem is to resolve our differences and stick to our decisions on policy and program," Mr. Lane asserted. "If you take from our conferences here a sense of the dignity of broadcasting and an evaluation of your importance in the greatest experiment of living together that has ever been undertaken by mankind, you take much—and you will be enriched for having been here."

BOARD NAMES RYAN

NAB Gen. Manager

NAB's general operations come under the direct control of a general manager starting May 1 when William B. Ryan, KFI Los Angeles, takes office at Washington headquarters.



Mr. Ryan

Appointment of the top-level administrator was made by the NAB board at a meeting held just prior to opening of the Management Conference at the Stevens Hotel, Chicago. Mr. Ryan is given full power to hire and fire as well as to direct departmental operations, with the exception of the president's and general counsel's office and the secretary-treasurer.

The action brings back to NAB an administrator, a function abandoned by the board last summer when the office of executive vice president was abolished.

Advisory Group Reports

In discussing the appointment, main item on the board's convention agenda, the board heard a report by a special board subcommittee headed by Clair R. McCollough, WGAL Lancaster, Pa. This subcommittee was elected by the board at its February meeting to advise with President Justin Miller on appointment of the new general manager.

Mr. McCollough read the recommendation of the subcommittee, based on a series of discussions with Mr. Ryan whose name had led the field of candidates from the beginning. The five-man committee is understood to have voted for Mr. Ryan 4-1, a minority report dealing with the attitude of a group of smaller stations. A letter from William J. Beaton, KWKW Pasadena, Calif., president of the Southern California Broadcasters Assn., was read to the board. It favored Mr. Ryan's appointment.

The board's vote on the election of Mr. Ryan was 18 in favor and 5 not voting. Those who did not vote, it is understood, were Allen M. Woodall, WDAK Columbus, Ga., District 5 director; James D. Shouse, WLW Cincinnati, director-at-large for large stations; Calvin J. Smith, KFAC Los Angeles, District 16 director; Merrill Lindsay, WSOY Decatur, Ill., retiring as small-stations director; Glenn Shaw, KLX Oakland, Calif., District 15.

Mr. Ryan is retained at a salary of $25,000 a year, with the board agreeing to payment of his expense of moving from Los Angeles to Washington. The contract carries a three-year clause but is cancellable on one year's notice.

Creation of the general managership was voted by the board last February because it was felt Judge Miller could not handle top-level contacts and participate in a long list of activities while carrying responsibility of the business management of the association.

Secretary-treasurer C. E. Arney Jr. will report to Mr. Ryan on his general functions. Heretofore he has reported to the president. Under the by-laws he is elected annually by the board.

So far there has been no indication of any early changes in the organization. Mr. Ryan will have authority to direct personnel operations.

A Broadcaster Since 1937

Mr. Ryan has been in broadcasting since 1937, and since 1943 has been general manager of KFI (see biographical sketch, BROADCASTING, April 17).

In the January board elections Mr. Ryan was elected a director-at-large for large stations. He has resigned to take the headquarters post. The board will name his successor later, probably at the next meeting to be held at Washington in June.

Mr. Ryan said he could give no information on his successor as KFI general manager.

After disposing of the Ryan appointment, the board voted to table a plan for Judge Miller to attend a meeting of the Inter-American Assn. of Broadcasters to be held in the late summer in Brazil and to investigate U. S. information services in Latin America as suggested by Mark Ethridge, chairman of the U. S. Advisory Commission on Information.

The board went into the Washington regulatory situation by adopting a resolution opposing Reorganization Plan No. 11, sent to Congress by the President. This plan would transfer from the FCC to the FCC chairman many important executive and administrative functions.

In the board's opinion the plan "perverts the recommendations of the Hoover Commission on Organization of the Executive Branch of the government, and is in conflict with existing law."

Chairman's Proposed Functions

Among functions transferred to the FCC chairman would be appointment and supervision of personnel employed under the Commission, distribution of business among such personnel and among administrative units of the FCC, and the use and expenditure of funds.

Also on record as opposed to Plan No. 11 are Chairman Edwin C. Johnson (D-Col.), chairman of the Senate Committee on Interstate & Foreign Commerce as well as the Federal Communications Bar Assn.

FCBA had contended: "The practical effect of the plan is to destroy the basic idea of checks and balances in a representative form of government and establishes a regulatory agency wholly responsible to the executive. The legislative concept was to create a Communications Commission composed of seven members of equal rank, of whom not more than four could belong to the same political party. Plan 11 breaks up equality of duties and responsibilities of the Commissioners and substitutes therefor a chairman who has all of the duties and responsibilities of the other six members plus enormous executive and administrative functions (no definitions are given as to what is executive and what is administrative), and six Commissioners with a reduced, restricted and limited amount of duties and responsibilities. In all frankness and candor it would seem that Plan 11 makes a sham of a nonpartisan agency. There would seem to be little, if any reason for the other six Commissioners if Plan 11 is otherwise sound."

Text of the resolution adopted by the board follows:

WHEREAS, the President of the United States has transmitted Reorganization Plan No. 11 to Congress, which plan would transfer from the

(Continued on page 52)

Text of the Ryan-NAB Contract

THREE-YEAR pact between NAB and William B. Ryan, elected April 15 by the NAB board to fill the new post of general manager, follows:

Dear Mr. Ryan:

Pursuant to the action of the Board of Directors of the NAB, I am authorized to announce your appointment as general manager of the association, at a salary of $25,000 per annum, for a term of three years commencing May 1, 1950, with the understanding that the contract may be terminated at any time by either you or us upon not less than one year's written notice.

It is further understood that the NAB will pay all reasonable costs necessarily incurred for transporting yourself, your family and your home furnishings from Los Angeles, Calif. to Washington, D. C.

The Board of Directors approved the report of its Advisory Committee for the Selection of a General Manager, which contained the specifications as to the scope of the General Manager's job. For your guidance, these specifications are set out as follows:

1. It is primarily an inside job. For example, the incumbent will not ordinarily be expected to engage in speech-making or in general "outside" public relations activities;
2. The job involves the performance of much the same type of duties as those customarily performed by the General Manager of a typical business corporation. The General Manager will exercise supervisory control over finances, income, expenditures, accounting, audits and the preparation of budgets;
3. The General Manager will also exercise supervisory control over all Departments, except that of the President and the General Counsel. This supervisory and policy level work will be delegated by the President within the area specified in the By-Laws of the Association, Article VII, Section 1, Paragraph 2. The General Manager shall have a sufficient delegation of power from the President to give him actual control over all members of the staff of NAB, except the President and the General Counsel, in order that there may be no question concerning his right to inquire into every detail of every operation, and to require appropriate action following such inquiry.
4. The General Manager shall also be in charge of the function of securing and retaining members for NAB. To assist him in this work he will have the services of one full-time man, and may call upon such members of the staff, as may be available and qualified, for assistance in special types of membership work, by planning campaigns, special contacts, etc., in various categories of the membership.

This letter, when signed by you and by me as President of the NAB, will constitute the agreement under which you are employed as General Manager of the Association. It is understood that this agreement shall be construed in accordance with the laws of the District of Columbia.

(Signed) Justin Miller, President
(Signed) William B. Ryan

BAM INCORPORATES

BMB Successor Opens May 9

FORMATION of a new Broadcast Audience Measurement Inc. to take over future industry coverage service got under way last Tuesday when incorporation papers were filed in Wilmington, Del.

Capitalization at a million-dollar figure is authorized under the charter as drafted by NAB's Audience Measurement Committee, which met Tuesday afternoon during the NAB convention in Chicago.

Corporation officers will be announced in the near future and the enterprise will be in operation by May 9, when the Broadcast Measurement Bureau board is scheduled to meet. This skeleton corporation will provide the basis of a new measurement enterprise which will succeed BMB and will permit BMB liquidation at relatively small expenditure.

★

Incorporators of BAM are Henry P. Johnstone, WSGN Birmingham; J. Harold Ryan, WSPD Toledo; Charles C. Caley, WMBD Peoria, Ill.; Frank M. King, WMBR Jacksonville, Fla.; Clyde Rembert, KRLD Dallas; Robert T. Mason, WMRN Marion, Ohio.

The BMB-BAM situation was discussed at the Tuesday morning business meeting of the convention but it drew few comments from the floor.

TRANSIT RADIO'S GROWTH

Thomas Outlines Progress

TRANSIT RADIO is the "first truly complete retail medium using radio" for transmission and affords the only way for FM broadcasters "to realize a profit on an FM investment in the immediate future." Furthermore, "there is nothing wrong with FM that listeners and advertisers will not rectify."

These observations were placed before FM operators during the annual NAB Convention in Chicago last week by C. L. (Chet) Thomas, president of Transit Radio Inc. Mr. Thomas addressed a special FM session last Monday on the subject, "Transit Radio —A Retail Medium." In view of its success in this field, BROADCASTING herewith publishes the full text of Mr. Thomas' speech:

Transit Radio is a large subject. To explain its origin and subsequent development will more than consume the 10 minutes allotted to me this morning. It should suffice to mention that our home office is in Cincinnati. Our sales offices are in New York, Chicago, Dallas and Atlanta. The officers and directors are broadcasters with many years of practical experience. The first Transit Radio equipped vehicle climbed the hills of Cincinnati scarcely two years ago. In my own city of St. Louis we equipped 20 vehicles for testing purposes in July of 1948. In January 1949 we had completed installation of the 100th vehicle and in October 1949 1,000 radio equipped vehicles were placed in daily service. We are young in years, but old in experience. All we need is the passage of a bit more time to enable TR to develop its full potential. Frequency modulation made TR possible. Turn about is fair play. Transit Radio broadcasters will provide a firm financial foundation to make FM possible. There is nothing wrong with FM that listeners and advertisers will not rectify. TR is attracting listeners and sponsors in increasing volume daily.

Convinced of Value

We who have pioneered a new and exciting radio medium are convinced that TR is the first truly complete retail medium using radio as a means of transmission. TR reaches and sells millions of riders daily while these riders are in transit to the point of purchase. Visualize the effectiveness of an announcement addressed to women who are enroute to department stores, specialty shops, etc. in which these buyers are informed by radio that a sale on coats, blouses, hats, etc. is being held at such and such a store. We know by actual test that Transit Radio sells merchandise. Here are few case histories:

In 18 weeks Ipana toothpaste increased its dollar sales by 67% in one TR market. It also increased its share of total dentifrice business by 83%.

Nervine, manufactured by Niles Labs., increased sales 124.5% in 12 weeks in one market.

Swift & Co. boosted sales for its shortening product 51% in seven months in still another market.

Fanny Farmer Candies were running 7% behind in sales for the same period in the preceding year in a pioneer TR market. The use of TR reversed the trend and showed a 7% gain in the following period.

These are documented stories and there are many more to relate.

The plus factors of TR are many in number. To mention a few:

(1) A counted, guaranteed audience.

(2) Riders are in motion and able to act on a sales message almost instantly.

(3) TR cost is low—generally less than $1 per thousand, plus a bonus of home listeners.

(4) Everyone able to hear can hear the announcements because of the uniform dispersal of signal throughout vehicles.

(5) The public has and continues to register approval averaging 90%.

(6) Broadcasters should take note that TV cannot affect TR audiences.

Currently there are 23 cities under contract to transportation systems and Transit Radio Inc. A year ago there were five. Next year—?—I can only guess, but we are on the move and gaining momentum every day. Be assured that TR is here to stay and, in time, will be recognized as the sixth established media. It will reach the stature of radio, outdoor, newspapers, magazines and direct mail. It will continue to grow and command an ever larger degree of respect and attention from American business. It is a public service of proven value and is considered an important factor in civilian defense plans on a local and national level.

Cost Question

A question frequently asked of me is—"How much does it cost to equip vehicles?" We have very detailed cost figures based on the experience of markets now equipped. An average is $200 per vehicle. This includes a receiver, antenna, six loudspeakers, connecting cable and labor. The next question usually asked is how many vehicles are available in my city. Accurate figures can be supplied by your transit system, but here are a few examples:

The totals given include streetcars, motor coaches and trolley coaches.

Philadelphia	3,250
Salt Lake City	150
New Orleans	691
Dallas	601
Portland, Ore.	481
Omaha	350
Milwaukee	1,152
Atlanta	847

Generally speaking, the number of rides (not riders) per day in cities of 100,000 or more is equal to the population of the area served by the transit system. Some ride twice a day, others more frequently. The potential audience per month available on public vehicles staggers the mind. In 23 markets there are 3,300 vehicles equipped with receivers, antennas and loudspeakers. When these markets are completely equipped the average monthly rides will total 215,900,000. So there will be no misunderstanding, the total given is the aggregate of rides in each city for the number of hours the transit system operates. The population in the cities now fully or partially equipped exceeds 10,500,000 and the number of families exceeds 3,200,000. Gentlemen, Transit Radio is big business and it's growing larger day by day.

TR's Arguments

In a recent article published in BROADCASTING, I developed four main arguments in favor of TR. They are:

(1) The riders of public transportation like Transit Radio.

(2) TR helps the transit companies provide sound, efficient and economical service.

(3) Transit Radio is a main support of FM aural radio.

(4) Transit Radio makes it possible for the drivers of buses and streetcars to meet emergencies.

These four, plus its tremendous sales impact and public service attributes, make it worthy of serious study by all FM broadcasters. Two points I have not mentioned thus far:

(1) Are TR stations making money?

(2) What about minority groups?

In answer to the first question—I know of stations grossing $8,000, $10,000 and $11,000 per month. That is a respectable gross for any FM station. It is an indicative gross for a TR station in view of the youthfulness of Transit Radio, but is far from the potential earning power of most TR stations. TR stations grossing $10,000 or more per month do not necessarily

(Continued on page 52)

TR ELECTS

Crisler, Thomas And Kobak Named

RICHARD C. CRISLER, executive vice president of Transit Radio Inc., was elected president and a director, and C. L. Thomas, president, was named chairman of the executive committee at a meeting of the TR board April 16 in Chicago. Edgar Kobak, former president of Mutual and now a consultant, was elected to the executive committee.

Forty broadcasters attended a meeting of TR affiliates April 17 at which Hulbert Taft Jr., board chairman, reported a gain of 15 TR cities within the past year for a total of 23. He predicted that by the end of 1950 more than 50 cities will be TR equipped. Frank E. Pellegrin, vice president in charge of sales, announced that 11 new advertisers and renewals recently had brought the total of national TR accounts to 45.



Mr. Thomas

"We are out of the experimental stage," said Mr. Pellegrin. "Miles Labs has found that one of its products, which showed a 124% increase in a test market, has held up through Transit Radio. Fanny Farmer Candy has cracked the Cincinnati market, where Maud Muller and Mary Lee brands were entrenched."

He urged prospective TR affiliates to join up "as the addition of each new market greatly stimulates sales."

Mr. Taft disclosed that WCTS (FM) Cincinnati, which he heads, is taping its entire program structure at a considerable saving. He said Cincinnati's four largest department stores are using TR, as is the "whole amusement field." Long term contracts now are the rule in the Cincinnati TR picture.

Mr. Thomas reported that KXOK-FM St. Louis, of which he is general manager, showed an increase in first quarter billings of 364% over the same period of 1949, or approximately $27,000 gross as compared with $7,200. Station now has receivers installed in 1,000 busses and street cars.

Mr. Thomas predicted that broadcasters in Transit Radio "will make more than they've ever made in AM radio."

"And I'm not one to write off AM because of the gains of TV," he added. "No other medium can hurt Transit Radio, neither AM nor TV."

TR's western manager, Carlin French, reported that a major advertiser has admitted his concern over TV's inroads into AM with the result that "his interest in Transit Radio is aroused."



Mr. Crisler



Mr. Kobak

LABOR-RELATIONS

Problems Treated

LABOR - MANAGEMENT problems were "negotiated" by two station and two union officials in a notably amicable panel discussion at the Monday afternoon session of the NAB Convention.

The "agreement" reached by the bargainers: Mutual understanding, honesty and fair play are vital to successful labor-management relations.

C. L. Thomas, general manager of KXOK and KXOK-FM St. Louis, and Harold Essex, vice president and managing director of WSJS and WSJS-FM Winston-Salem, represented management, while Lawson Wimberly, international director of the Radio Division of International Brotherhood of Electrical Workers, and Raymond Jones, Midwest regional director of the American Federation of Radio Artists, represented labor. NAB President Justin Miller was moderator.

Understanding 'Imperative'

Opening the discussion, Mr. Thomas called it "imperative" that union and management understand each other, and outlined "five points which station management considers of paramount importance":

1. Unions must realize that radio is engaged in "a titanic struggle for existence" and that stations, still facing rising costs, must be free of pressures for unreasonable additional cost increases.

2. Heavy investments are being required of broadcasters to replace outworn equipment, much of it pre-war material, and to expand into allied fields.

3. Employe efficiency should be increased through job-training programs, and make-work positions should be eliminated.

4. Negotiations must be realistic, and national unions must be in a position to reason with unreasonable locals—"and that works both ways."

5. Sound labor-management relations are based on an awareness that employes and employers have a mutual interest, a recognition of "the other fellow's problems," and an approach showing "good faith on both sides."

Mr. Thomas cautioned unions that they should not try to superimpose nation-wide or even area-wide patterns upon particular stations.

Mr. Wimberly stressed the "duty and responsibility" of both sides to "do the appropriate thing" in their dealings with each other. Both sides should undertake to accomplish mutual objectives rather than attempt to exercise all the legal "rights" they have, he declared.

He saw no need for strikes, asserting that instead each side should try to understand the other's viewpoints.

"The better we understand each other's problems and viewpoints, the better we get along together," Mr. Wimberly asserted.

Under questioning by Judge Miller, Mr. Jones said the major problems which employes expect their unions to solve include money; elimination or curtailment of split shifts; vacations; holiday work; five-day week; employment security ("not featherbedding"); recognition of union shops, and stability of operations. To these Mr. Wimberly added seniority rights, and arbitration of unfair dismissals and of disagreements over contracts.

The union spokesmen agreed with Mr. Thomas that arbitration is not as good as negotiation, but felt it is a desirable last resort for the avoidance of strikes. Mr. Wimberly said IBEW, with some 400 contracts, hasn't averaged a dozen arbitration cases a year.

Both the station and union officials lauded radio's labor-management relations record, but Mr. Essex drew a round of applause when he observed it would be "wonderful" if Mr. Wimberly would send his speech "down the line" over his signature.

The IBEW official told Mr. Thomas it was not national policy to require the employment of two men to operate dual transmitters standing side-by-side, so long as one man can do the job without making errors for which he may be charged.

Mr. Jones, answering another question, felt the payment of talent fees to announcers for special within-hours work is merited by the announcers and could serve as a cushion for broadcasters when the additional fees are paid by the advertisers.

Mr. Wimberly said a union would be "short-sighted" not to take economic factors into consideration when making its demands upon stations, but that stations should not seek shelter unfairly in such factors.

Reasonable Profit

To a question posed by Mr. Thomas, the AFRA executive said he felt that, if he were a broadcaster, he would be entitled to a "reasonable profit" from his operations, but was not able to define "reasonable profit."

"I'm not that much of an expert," he asserted.

Mr. Essex summed up management's case, pointing out that few industries match radio's average wage scales. He asserted his belief that employes not only have a right to bargain collectively, but also have a right not to do so, according to their wishes. Even in non-union stations, he noted, good wage scales generally exist.

Mr. Jones, in a summary of the union case, said good labor-management relations depend upon mutual trust until it is shown to be unjustified; an understanding and appreciation of mutual objectives; maintenance of the *status quo* while negotiations are in progress; acceptance of contracts in good faith by both sides, and honest, direct and sincere negotiations.



FOR distinguished service during the past year, J. Leonard Reinsch (l), managing director of the James M. Cox stations, was awarded custody of the VIP plaque for 1950 at fifth annual reunion of U. S. Radio Mission to Europe, held in Chicago last Sunday. With Mr. Reinsch are (l to r): NAB President Justin Miller; VIP Dinner Chairman Clair R. McCullough, president, Steinman stations, and Poet Laureate Robert D. Swezey, general manager of WDSU-AM-FM-TV New Orleans. In accordance with VIP custom, nature of Mr. Reinsch's service was not disclosed. Selection was made by a secret committee.

FM PLANS

Operators Stress Profit Theme

AT A GLOOMY period in the life of FM broadcasting, this relatively new medium stopped, took stock, and came forth with a series of practical money-making plans during NAB convention week.

This temporary halt in the medium's shaky career occurred as the kickoff feature of the Management Conference at Chicago last Monday. It occurred as a heavy representation of NAB leadership joined some 300 members in a frank discussion of FM problems.

For perhaps the first time in FM history, one operator declared, FM station operators did a minimum of dreaming and talking through their electronic hats and threw their money-making ideas into a common pool. Out of this pool, many of those at the meeting declared, should come operating ideas that will help many shaky stations at this critical period in FM's history.

After a morning of instructive talks and seat-of-the-pants discussion, C. M. Jansky Jr., of Jansky & Bailey and one of FM's pioneers as well as progenitors, said he had heard "more and better examples of business ability than at any past FM meeting." He added that he had served on the old FM Assn. board.

Resolution Adopted

One resolution was adopted by the FM group on motion of Ben Strouse, WWDC-FM Washington and NAB director-at-large for FM stations. It asked the NAB Resolutions Committee to submit a resolution asking TV set makers to include FM tuners in their sets.

Final action was a tribute to Ed Sellers, director of the NAB FM Dept., for his work on behalf of the medium.

Deep note of concern developed over fear that if AM stations build up their FM affiliates into profitable stations with wide followings, then the FCC might come along and slap on a duopoly ban forbidding a joint operation. This fear was raised by Victor C. Diehm, WAZL-AM-FM Hazleton, Pa.

Mr. Diehm recalled that in 1947 ex-FCC Chairman Charles R. Denny had "black-whipped many of us into FM" and added that Wayne Coy, present Chairman, recently had blamed the industry "for the flop of FM."

Morris Novik, WDET-WCVO New York, who has directed construction of a group of FM labor stations, criticized manufacturers for failing to include an FM tuner in TV sets when the tuner costs only $2.22. He contended stations and the people are getting a "rooking."

With Matthew Bonebrake, KOCY - AM - FM Oklahoma City,

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INDEPENDENT'S AIMS

More Aggressive Selling Demanded

DEMANDS for more aggressive selling and increased resistance to rate-cut pressures, coupled with an exploration of program resources, highlighted Sunday's Unaffiliated Stations sessions in Chicago preceding the NAB convention.

Edgar Kobak, business consultant, part owner of WTWA Thomson, Ga., and former president of Mutual, now a member of the NAB board, in a luncheon speech also demanded that NAB convention programs be revitalized and called for industry self-scrutiny and a new look at NAB itself [BROADCASTING, April 17].

The program was under the direction of Lee W. Jacobs, WBKR Baker, Ore., who said main credit for its arrangement should go to Ted Cott, recently appointed manager of NBC's WNBC-AM-FM and WNBX (TV) New York, who sent greetings. Mr. Cott is former manager of the Unaffiliated Stations Committee. Other members: Mr. Jacobs; Melvin Drake, WDGY Minneapolis; Patt MacDonald, WHHM Memphis, and Glenn Shaw, KLX Oakland, with Bob Maynard, WSVS Crewe, Va., and Ben Strouse, WWDC Washington, as alternates.

Urges Orientation

In his welcoming address Mr. Jacobs called on broadcasters to quit taking criticism of the medium lying down, urging an "aggressive job of selling the industry." He advised independents to start "a truthful program of education to tell the public when they will get TV," and listed a number of examples of growing recognition of the independent from agencies and advertisers.

An estimated 300 persons attended the sessions.

Dr. Sydney Roslow, director of the Pulse Inc., cited a series of data showing the growth and extent of the out-of-home audience. A recent New York breakdown, he said, showed 43.5% of this audience listening in autos, 25.5% while visiting, 18.9% at work and 3.9% in restaurants and bars. The auto and visiting classes are growing, he said. Some listening was done outdoors, in stores and in institutions, he asserted.



RESEARCH for "indies" was a before-luncheon table topic at NAB's independent session, with Patt McDonald (l), manager, WHHM Memphis, and Ben Strouse (center), vice president and general manager, WWDC Washington, exchanging viewpoints with Dr. Sydney Roslow, president, The Pulse Inc.

Over nine out of 10 taverns and restaurants have radios, Dr. Roslow said. Other figures showed nearly three out of four autos equipped with radio sets. Auto listening ranges from 20.8% to 23.5% of sets in use at noon to 32% and upward in the afternoon and evening, according to a Boston study in 1948, ranging up to 35.9% in the morning rush hour and 39.5% at 5-7 p.m. in a more recent New York study. High figures were found, also, for the Los Angeles market.

Dr. Roslow declared that in New York last February, 18.4% of all persons aged five and up had listened to the radio away from home during the day, with 35.5% of homes having some member of the family listening out of the home during the day. Last August, the peak out-of-home audience was at 3-4 p.m. when the out-of-home listeners were equivalent to 58.6% of the number listening at home. This high figure reflected baseball listening in New York.

Independents' Audience Large

In terms of homes, he said, the proportion with listeners out of the home ranged from 4.9% to 17.6% of the homes with listeners at home. He declared that out-of-home studies show independent stations getting 88.7% of the restaurant-tavern radio audience in New York, 76.8% in a Boston study. Other figures showed independents enjoying heavy shares of the out-of-home audience. He said the out-of-home audience should be measured in all markets.

Norman Glenn, editor and publisher of *Sponsor*, cited data on the extent of multiple and out-of-home listening.

Mr. Kobak, speaking at the Independent's Day luncheon, took a broad look at many industry problems.

He urged a reappraisal and modernizing of the basic rate structures of radio and television; resistance to "pressures" for rate cuts, particularly in AM; strengthening of NAB convention programs by putting more emphasis on programs, selling, promotion and management; more aggressive selling as distinguished from merely "accepting orders," and a reappraisal of NAB services and organization approached from the standpoint of "how we would organize and run the NAB if we were just starting it."

"Self regulation is the secret of successful business operation in this country and self-examination is an important phase of making a business or industry a success," he declared, adding:

Blue Book Needed

"Perhaps our industry ought to get out its own shade of Blue Book and take a good look at itself—let's not wait for some ambitious group in the District of Columbia to get out a new edition."

Mr. Kobak warned that a few lapses into poor taste can give the entire industry "a black eye." Management, he said, must see that the Standards of Practice are followed. Self-policing, he warned, is "something we must do—or others will attempt to do it for us. And no one wants that."

He cautioned that the various media should quit fighting among themselves. Each medium, he said, should sell its own strength and

(Continued on page 56)

TENTH anniversary of Broadcast Music Inc. brings congratulatory comments from Judge Justin Miller (l), president of NAB, at the day-long independent's session April 16. Carl Haverlin, BMI president, appeared with him at the speakers' table.



AMONG 500 guests at the luncheon for executives of independent stations at the NAB were (l to r): Ralph N. Weil, general manager, WOV New York; Glenn C. Shaw, general manager, KLX Oakland, Calif.; Edward Gruskin, chief radio officer, ECA, and Pierre Crenesse, director, French Broadcasting System in North America.



INDEPENDENT'S luncheon on Sunday was highlighted with address by Edgar Kobak (l), business consultant and former president of Mutual. Checking a discussion point with him is Lee Jacobs, president of KBKR Baker, Ore., who presided.





ABC AFFILIATE-EXECUTIVE quintet at ABC Chicago meeting (l to r): Roger Clipp, WFIL Philadelphia; Harold Hough, WBAP Fort Worth; Robert E. Kintner, ABC president; Pat Williams, WING Dayton; Edward J. Noble, ABC board chairman.

* * *



LUNCHEON group at ABC gathering in Chicago included (l to r): Ernest Lee Jahncke Jr., ABC stations vice president; Frank Carmen, KUTA Salt Lake City; Owen Uridge, WQAM Miami; John H. Norton Jr., ABC Central Division vice president.

* * *

ABC SEPARATION

Radio-TV Unit Affected

SEPARATION of the ABC Stations Dept.'s radio and television functions into separate units, effective May 1, was announced last Monday at a meeting of ABC's Stations Planning and Advisory Committee meeting in Chicago.

Ernest Lee Jahncke Jr., vice president in charge of stations, announced the appointment of James H. Connolly as director of radio stations and of Otto Brandt, director of the network's stations department, as director of television stations. Mr. Connolly, with ABC since 1944, has been in the network's Stations Dept., in charge of stations between the Mississippi and the Rockies, also representing West Coast stations in New York.

Mr. Jahncke pointed out that the changes bring the stations division organization into line with the radio-TV separation principle already in effect where sales and programs are concerned. They follow the ABC principle of overall integration while establishing separation of the radio and television functions at a lower level.

"This reorganization, which was announced to and warmly received by members of ABC's Stations Planning and Advisory Committee, was brought about by the heavy increase in the every-day activities of the Stations Dept.," he said.

"Under this new setup we feel that the department will be provided with additional strength and increased efficiency in serving both AM and TV affiliates."

Network officials on hand for the SPAC meeting included Board Chairman Edward J. Noble; Vice Chairman Mark Woods; President Robert E. Kintner; Joseph A. McDonald, vice president, secretary and general attorney; John H. Norton, vice president in charge of the Central Division; Mr. Jahncke, and other members of the Stations Dept.

SPAC members attending the meeting included Roger W. Clipp, WFIL Philadelphia, chairman; Owen Uridge, WQAM Miami; J. P. Williams, WING Dayton; Henry P. Johnston, WSGN Birmingham; Harold Hough, WBAP Fort Worth; E. K. Hartenbower, KCMO Kansas City; Frank Carman, KUTA Salt Lake City, and Jack Gross, KFMB San Diego. Mr. Gross was substituting for Arch Morton, KJR Seattle.

WBEN STAFF

Thompson, Kelly Promoted

A. H. KIRCHHOFER, vice president of WBEN Inc., Buffalo, N. Y., has announced organizational changes at WBEN-AM-FM-TV to enable the stations effectively to carry on the increasing operations resulting from television.

C. Robert Thompson, who has been station manager, was named general manager. In his new capacity, it was stated, Mr. Thompson will continue to supervise all WBEN activities, as in the past, but also will concentrate upon the work of WBEN-TV.

Also announced was promotion to manager of Frank W. Kelly who has been assistant station manager in charge of sales.

Ryan's KFI Post

KFI Los Angeles will make no appointment to the general managership for several weeks, according to Earle C. Anthony, station president. The position becomes vacant through election of William B. Ryan, general manager since 1943, to the new general managership of NAB. Mr. Ryan will assume office at NAB May 1 (see story page 23). Mr. Anthony said no one is being considered as successor nor is any appointment in the offing.

NBC PROGRAMS

Fifty Summer Shows Ready

DESPITE the absence of a radio program chief at NBC, the network's program department is in a state of unprecedented activity preparing for the summer season with two shows on tab for every one now on the network.

The department has approximately 50 programs ready to be aired and although only 16 summer replacements are needed at the moment, NBC is set for any possible last minute change in the schedule.

FCC REORGANIZATION

Hearing Opens

HEARINGS on a resolution by Sen. Edwin C. Johnson (D-Col.) urging rejection of President Truman's plan to vest FCC's executive and administrative functions in the Chairman [BROADCASTING, April 17] are slated to get underway today (Monday), with Senator Johnson as leadoff witness.

FCC Chairman Wayne Coy has indicated he will be available for appearance tomorrow (Tuesday) before the Senate Executive Expenditures Committee, committee spokesmen said. In addition, NAB General Counsel Don Petty and Frank Roberson, chairman of the legislative committee of the Federal Communications Bar Assn., are scheduled to appear early this week, although no date had been set.

The committee plans to review three similar disapproving resolutions, introduced by Senator Johnson and covering other agencies. The resolutions will be covered as a "package," spokesmen said, with hearings to run through Wednesday and resume next week if necessary.

Despite the delay occasioned by hearings, authorities thought it likely that the resolutions would be passed on to the Senate for action well before May 24, deadline for rejection by one or both houses of Congress. Should that fail to materialize, the plans would become law under the Reorganization Act of 1949 which sets aside a 60-day period for action (excluding recess by either house).

Proposed Powers

The President's proposal, one of 21 affecting agencies, would give the FCC Chairman right to appoint and supervise personnel under him, mete out work assignments and to "hold The Commission's pursestrings" — in the view of many observers.

On behalf of NAB, Mr. Petty is expected to favor the Johnson resolution and oppose the President's plan, which it reportedly feels (1) does not follow express recommendations of the Hoover Commission reports; (2) does not adequately define the powers of the Chairman, and (3) leaves unclarified its effect on the Administrative Procedure Act covering appointment of hearing examiners.

Mr. Roberson of FCBA is expected to take a similar tack in his comments before the Senate committee.

Senator Johnson, head of the powerful Senate Interstate Commerce Committee, which paved the way for introduction of the resolution in the Senate, is also expected to reiterate his known opposition to the plan.

The Coloradoan takes exception on the ground that, aside from giving the FCC Chairman control of the Commission's "pursestrings" the plan would in effect transfer the Chairman from the legislative to the executive branch of the government. "An extremely important regulatory step" is involved as "a matter of principle," he feels. Many Congressional authorities have indicated they share that feeling [BROADCASTING, March 20].



AWAITING their turn to tee off in BROADCASTING'S tourney are: (l to r) Ralph Goshen, WBBM Chicago; Frank Parrish, KPHO Phoenix; Russell Eagan, Kirkland, Fleming, Green, Martin & Ellis, Washington; James Brown, WBBM Chicago; Roy Soderlund, Foote, Cone & Belding, Chicago.



IT looks like an impossible lie for S. (Bud) Fantle, KELO Sioux Falls, S. D., (in tree). Urging him to give the old college try are (l to r) Harold Gross, H. M. Gross Agency, Chicago; Robert Dolph, KFTM Fort Morgan, Col.; Neville Miller, Washington; Wiley Harris, WJDX Jackson, Miss.



SHOWING they mean business in preparing to display their iron shots are (l to r): Dan Meadow, RCA, Indianapolis; Joe Higgins, WTHI Terre Haute; Harry Dieter, Foote, Cone & Belding, Chicago.



THE score's the thing as Harry Burke (seated), KFAB Omaha, lends his shoulder and Al Schroeder (l), WOR New York (Chicago office), looks on while Jones Scovern, Free & Peters, New York, figures their totals.



COURAGEOUS man is Charles Grisham (center), Edward Petry & Co., Atlanta, as he gets ready to pedal off with tourneymates. "Passengers" are William Cartwright (l), Edward Petry & Co., Detroit, A. J. Schroder, NBC Chicago.



EQUI-DISTANT from the cup, this tourney quartet decides to try and make the rest of the distances billiard style. (L to r) Leslie Atlass Jr., WIND Chicago; Sil Aston, WAIT Chicago; Jack Davis, John Blair & Co., Chicago; Marv Rosene, WIND Chicago.



CENTER of attention is Fred Klein (2nd left), Toni Co., Chicago, as he totes the figures after Tam O'Shanter tour. Watching him are (l to r) Jim Stirton, ABC Chicago; Jack Lamarr, Foote, Cone & Belding, Chicago; A. G. Wade, Wade Advertising, Chicago.

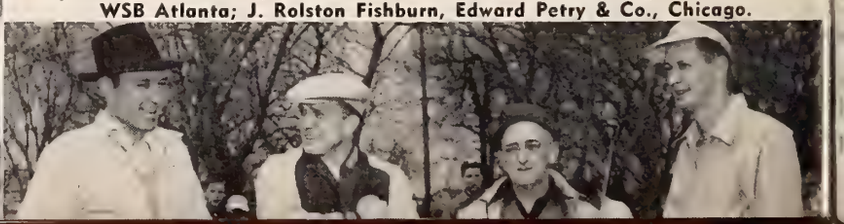
BRIEF pause during the BROADCASTING tournament is enjoyed by these Illinois linksmen (l to r): Jack Fisher, Fisher Agency, Chicago; John Carey, WIND Chicago; Merrill Lindsay (low gross winner), WSOY Decatur; Les Johnson, WHBF Rock Island.





THESE exponents of the ancient and royal game, said to have first been played by Scottish kings, take time out for a breather. L to r are Carl Jewett and Robert Burow, both of WDAN Danville, Ill.; Robert Everett, Price, Robinson & Frank, Chicago; Max Everett, Everett-McKinney, New York.

ENJOYING a between-holes chat are these four competitors (l to r): Bruce Bryant and M. Harms, both of Edward Petry & Co., Chicago; John Outler, WSB Atlanta; J. Rolston Fishburn, Edward Petry & Co., Chicago.





WINNERS of annual NAB Golf Tournament receive BROADCASTING Trophies. L to r: Sol Taishoff, editor and publisher of BROADCASTING-TELECASTING; Merrill Lindsay, WSOY Decatur, Ill., low medal score, and Rolston Fishburn, Edward Petry & Co., Chicago, low net.

* * *

CONVENTION GOLF

Lindsay Grosses 79; Fishburn Nets 63

MERRILL LINDSAY, WSOY Decatur, Ill., and Rolston Fishburn, Edward Petry & Co., Chicago, were the low gross and low net winners respectively in the annual BROADCASTING-NAB golf tournament held April 16 at the famous Tam O'Shanter Club in Chicago.

Mr. Lindsay carded a 79 for the low medal score, while Mr. Fishburn, with a gross of 93 and a blind bogey handicap of 30, scored 63 to lead the 80 convention golfers.

★

Mr. Lindsay is from a family of famous golfers, his sister, Marjorie, having won the Illinois women's state golfing championship for three years. In his round he had 14 pars and only four double bogies. Second low gross was shared by J. B. "Steve" Conley of Westinghouse Radio Stations and Lew Green of Green Assoc., Chicago, with 81's. Bruce Bryant, Edward Petry & Co., Chicago, last year's low net winner, scored an 82 to wind up in third place.

Second low net honors went to Steve Pozgay of General Electric, Chicago, and Frank Parrish of KPHO Phoenix with 64's, while Bruce Roberts, WBKB (TV) Chicago, and Dan Meadows of RCA, Indianapolis, tied for third honors, with low nets of 65.

Messrs. Lindsay and Fishburn were awarded silver loving cups by BROADCASTING-TELECASTING. George S. May, owner of Tam O'Shanter course, which in August will hold the All-American Tournament with $78,000 in prizes, was the day's host, aided by Cliff Posson, director of public relations of the George S. May Co., Chicago.

* * *

Broadcasting-NAB Golf Scores

			Gross	H	Net
Davis, Jack	John Blair & Co.	Chicago	42	(9 holes)	
Fishburn, Rolston	Edward Petry & Co.	Chicago	93	30	63
Parrish, Frank	KPHO	Phoenix	88	24	64
Pozgay, Steve	General Electric	Chicago	94	30	64
Meadows, Dan	RCA	Indianapolis	96	21	65
Roberts, Bruce	WBKB	Chicago	95	30	65
Croft, Robert	Walter Reubens Agency	Chicago	96	30	66
Fantle, S. "Bud"	KELO	Sioux Falls, S. D.	90	24	66
Orr, William	WBNS	Columbus	97	30	67
Carey, John	WIND	Chicago	92	24	68
Everett, Max	Everett McKinney	New York	83	15	68
Harris, Wiley	WJDX	Jackson, Miss.	96	18	68
Miller, Neville		Washington, D. C.	98	30	68
Conley, J. P. "Steve"	Westinghouse Radio Stations	Philadelphia	81	12	69
Eagan, Russell Kirkland	Fleming & Green	Washington	99	30	69
Grisham, Charles	Edward Petry & Co.	Atlanta	94	25	69
Alexander, John	WBKB	Chicago	100	30	70
Boice, Hugh	WEMP	Milwaukee	100	30	70
Burke, Harry	KFAB	Omaha	85	15	70
Cartright, William	Edward Petry & Co.	Detroit	95	25	70
Jewett, Carl	WDAN	Danville, Va.	97	27	70
McGorrin, Robert	Quaker Oats Co.	Chicago	100	30	70
Bryant, Bruce	Edward Petry & Co.	Chicago	82	9	71
Stirton, J.	ABC	Chicago	95	24	71
Wade, A. G.	Wade Agency	Chicago	95	24	71
Ware, William	KSTL	St. Louis	92	21	71
Burow, Robert	WDAN	Danville	87	15	72
Green, Lew	Green Assoc.		81	9	72
Gross, Harold	H. M. Gross Agency	Chicago	90	18	72
Higgins, Joe	WTHI	Terre Haute	84	12	72
Mandel, Phil	Walter Reubens Agency	Chicago	102	30	72
Roche, S. J.	NBC	Chicago	94	18	72
Rosene, Marvin	WIND	Chicago	102	30	72
Zolt, J. J.	NBC	Chicago	93	21	72
Fisher, Jack	M. M. Fisher Agency	Chicago	89	15	73
Klein, Fred	Toni Co.	Chicago	88	15	73
Lindsay, Merrill	WSOY	Decatur	79	6	73
Outler, John	WSB	Atlanta	100	27	73
Scovern, Jones	Free & Peters	New York	85	12	73
Soderund, Roy	Foote, Cone & Belding	Chicago	95	12	73
Stilwell, Jack	Chicago	WLS	91	18	73
Aaton, Sil	WAIT	Chicago	86	12	74
Harms, M. W. Jr.	Edward Petry & Co.	Chicago	89	15	74
LaMarr, J.	Foote, Cone & Belding	Chicago	95	21	74
Thompson, William	Broadcasting	Chicago	89	15	74
Wehrheim, J.	NBC	Chicago	104	30	74
Young, William	Lang Worth Feature Radio Programs	New York	101	27	74
Brown, James	WBBN	Chicago	99	24	75
Dunham, John	WBKB	Chicago	105	30	75
Harm, Fred	WJJD	Chicago	90	15	75
Johnston, George	SESAC	Chicago	97	13	75
Levi, Win	Broadcasting	Washington, D. C.	95	20	75
Reubens, Walter, Jr.	WIND	Chicago	105	30	75
Schroder, A. J.	NBC	Chicago	90	15	75
Dieter, Harry	Foote, Cone & Belding	Chicago	106	30	76
Goshen, Ralph	WBBM	Chicago	97	21	76
Johnson, Les	WHBF	Rock Island	87	9	76
Murphy, N. J.	NBC	Chicago	97	21	76
Atlass, Leslie, Jr.	WIND	Chicago	99	21	78
Everett, Robert	Price, Robinson, Frank		94	22	78
Lindquist, Norman	Atlas Films	Chicago	108	30	78
Long, Maury	Broadcasting	Washington, D. C.	85	7	78
Milner, Gene	Capitol Records	New York	105	27	78
Stovin, Horace	Stovin & Co.	Toronto	96	17	79
Dolph, Robert	KFTM	Fort Morgan, Col.	105	24	81
Ryan, William	WBKB	Chicago	102	21	81
Jones, Art	WFOX	Milwaukee	141	30	111

WFIL THREAT OFF

Does Not Sever NAB Link

THREAT of WFIL Philadelphia to resign from NAB if the association criticized the station's recent AM rate adjustment failed to materialize at last week's Chicago convention.

The threat was raised in a telegram from Walter H. Annenberg, president of Triangle Publications, operating the WFIL properties, to NAB President Justin Miller. Mr. Annenberg wired that he had heard indications that Roger Clipp, WFIL general manager, might come under broadcaster fire for the station's rate changes based on TV popularity in Philadelphia.

Judge Miller wired Mr. Annenberg that he "would regard any action by NAB as entirely inappropriate and an invasion of rights of broadcasters to determine their own methods of doing business." The subject was not raised, however, at the NAB convention's Tuesday morning business meeting.

Mr. Annenberg told Judge Miller the change in rates was planned and executed by the owners of WFIL; that he accepted full responsibility, and that Mr. Clipp "merely carried out his instructions."

Reaction to the WFIL rate change "shocked" him, Mr. Annenberg said. He declared "radio has grown and thrived on its ability to meet changing conditions." Noting that advertisers and agencies have accepted rate increases as fair and equitable, he pointed to an increase in daytime network listening as shown by BMB and a corresponding drop in night listening. On this basis WFIL lowered night rates and increased daytime rates, he said.

If it was fair to increase night charges in radio when the number of listeners increased, it is fair to reduce charges when the number is decreasing, according to Mr. Annenberg. Similarly, he continued, WFIL felt it should recognize TV's inroads into night radio in Philadelphia and seek by means of fair price competition "to keep and increase our night radio business. . . . If NAB disagrees with our stand we shall be happy to withdraw."

NARBA PICTURE

CCBS Considers Aspects

THE NARBA situation, its past, present and possible future, were canvassed by representatives of the Clear Channel Broadcasting Service at a meeting in Chicago last Monday.

Louis G. Caldwell, Washington attorney and CCBS counsel, who represented the organization at the NARBA conferences in Montreal last fall and in Havana earlier this year, reported on the negotiations and associated developments. NARBA was also the subject of talks by John H. DeWitt Jr., WSM Nashville, and G. F. Leydorf, WJR Detroit, who participated in some of the Montreal and Havana meetings.

Harold Hough, WBAP Fort Worth, presided over the meeting in the absence of Chairman E. W. Craig, WSM. All 15 member stations were represented. The group included:

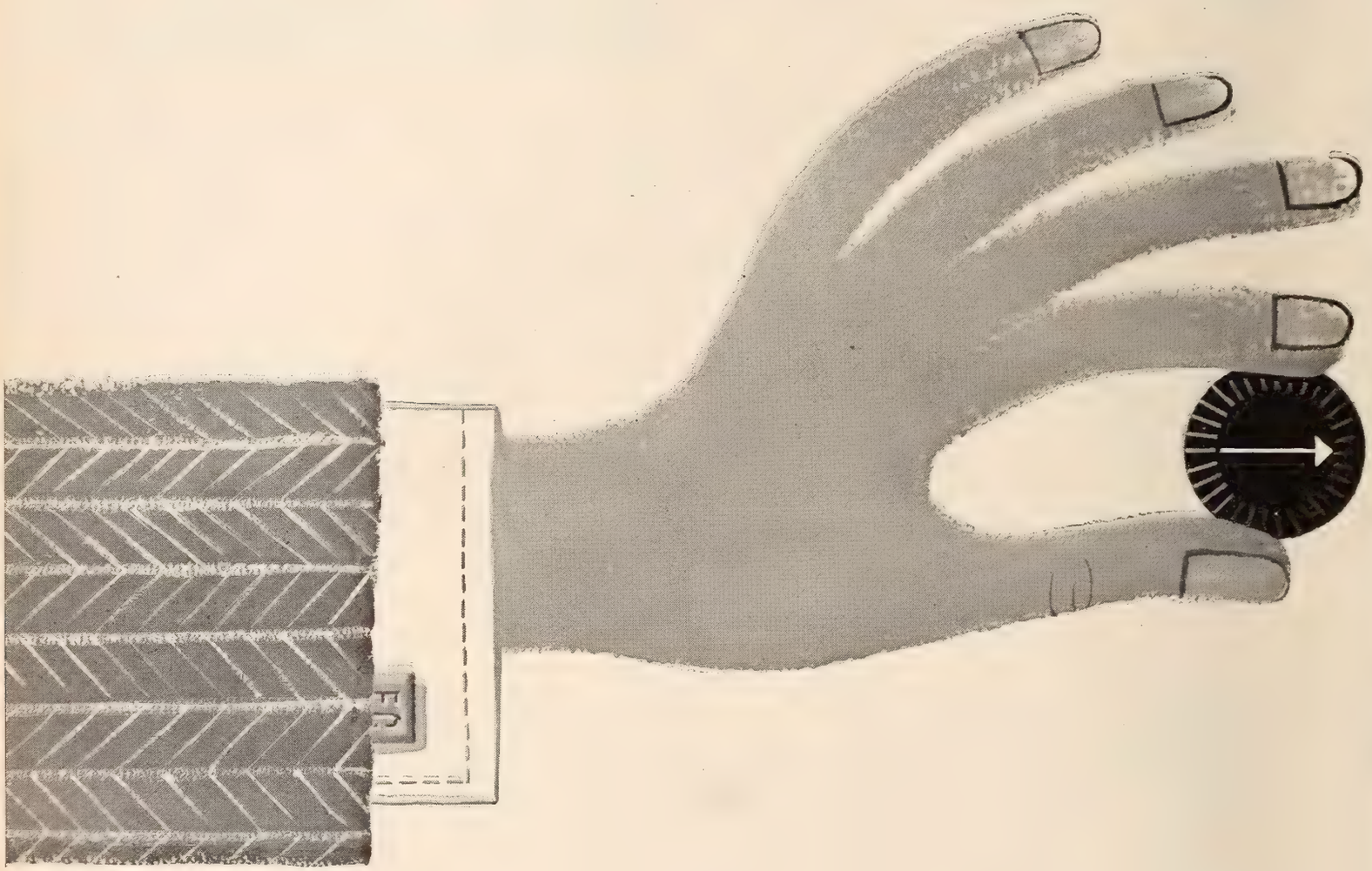
Mr. Hough, WBAP; Col. B. J. Palmer, Ralph Evans, Paul Loyet and W. W. Woods of WHO Des Moines; James E. Edwards, Glenn Snyder and Harold Safford of WLS Chicago; John Leitch, WCAU Philadelphia; James D. Shouse, WLW Cincinnati; John Patt and Mr. Leydorf, WJR; Mr. DeWitt and Irving Waugh, WSM; Frank P. Schreiber and Carl J. Meyers, WGN Chicago; Victor A. Sholis, Neil D. Cline and Attorney Neville Miller of WHAS Louisville; Martin Campbell, WFAA Dallas; J. Leonard Reinsch and John M. Outler Jr., WSB Atlanta; Hugh A. L. Halff, WOAI San Antonio; William Fay, WHAM Rochester; William B. Ryan, KFI Los Angeles; Howard Summerville and Larry Baird, WWL New Orleans.

Others participating in the meeting included Ward Quaal, CCBS director, and Mr. Caldwell, plus Percy H. Russell Jr. and R. Russell Eagan of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis.

Lipscomb To Lever

CHARLES T. LIPSCOMB JR., formerly with McKesson & Robbins Inc, New York, has been named president of the Pepsodent Div. of Lever Bros. Co. Mr. Lipscomb was vice president and general sales manager of McKesson & Robbins, and before that was with the Coca-Cola Co. and the Vick Chemical Co.

What radio's own census knows about you



Number 2 in a series

Your answers to the U. S. Census Takers will show America to be bigger than ever – with more spendable income per family.

Your answers will also show that there are 40,700,000 *radio* families (95% of all U. S. families) – an increase since 1940 of more than 12,000,000 – and that they own 86,000,000 sets, nearly double the 1940 count.

Radio's own Census – the Broadcast Measurement Bureau – goes a step further and *counts ears*. It measures how much the people in these homes are listening and to which of the nation's 2,000 stations. This Census (B.M.B. Report No. 2) was started some months ago and preliminary findings have just been released. Here's the *one most important* fact of that Report:

More people listen to NBC stations than to those of any other network. Specifically:

The combined total weekly audience listening to the stations of the NBC Network is 35,430,000 families (daytime) and 37,750,000 (nighttime). That's more than 3,000,000 higher than the second network during the day; and over 4,870,000 higher at night.

What this means to an advertiser – If you are a manufacturer of products or services, you will be interested in these facts: (1) America is a bigger, richer, more rewarding market place for you than ever before, and (2) to sell this market you can use no advertising medium more powerful than NBC, because NBC is Bigger, Busier, More Economical . . .

Bigger – The stations of the NBC Network (according to B.M.B.) have the largest combined weekly audience in all America – larger than any other network, or than any other advertising medium.

Busier – NBC is selling more products and services for advertisers, day and night – and in 1949, advertisers invested more money in NBC than in any other network.

More Economical – NBC today costs considerably less per 1,000 homes reached than it did 10 years ago – and NBC today reaches more people at lower cost than any other national advertising medium, including the other networks.

Today, more than ever, to sell America you need

NBC *America's No. 1 Advertising Medium*

A service of Radio Corporation of America

Here's the Sensational
LOW-PRICED
WESTERN
That Should Be On Your Station!
PROVED FOR 3 YEARS!...
RENEWED FOR 6 YEARS!

"THE CISCO KID"



AMERICA'S GREATEST SALESMAN!
Pays off with the very first broadcast!

Most Sensational Success Story Ever Offered for Local Sponsorship!

Interstate Bakeries (Annual Gross Sales: Over $58,000,000) say: "The CISCO KID has certainly sold a lot of bread for us. We have never seen our sales force more enthusiastic. This applies to our grocers also. Enclosed find our renewal for 6 additional years."—Roy L. Nafziger, Pres.

Sensational Promotion Campaign—from buttons to guns—is breaking traffic records!

This **low-priced** ½-Hour Western Adventure Program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship. Write, wire or phone for details.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

WORLD CONQUEST

Hoffman Says Radio Is A Front

THE REAL BATTLE for world conquest is on the informational and economic fronts, ECA Administrator Paul G. Hoffman emphasized in an address at the Tuesday afternoon general session of the NAB convention.

"On the informational front of the struggle between the free world and the Kremlin slave world we are outmanned and outgunned 50 to 1," declared Mr. Hoffman. The former president of the Studebaker Corp. explained that in France alone the Communists have spent about $15 million a year for anti-Marshall plan propaganda.

"In each target country there is a hard-core of Communists," he said. "This group seeks to capture the minds of people by the well-known Goebbels method. They use the big lie—they make glittering promises—but above all they seek to instill fear and hatred. They know that people whose minds have been so poisoned become so confused that they can neither see nor think clearly. They know that when confusion has been compounded into chaos a very few people can seize control and rule the many."

'Job to Be Done'

Mr. Hoffman insisted, however, that there is a "huge and difficult job to be done here in America" by broadcasters, in addition to the intensified activity abroad. He asked "friendly radio" to help Americans to comprehend more fully that if an enduring peace is to be achieved, three goals must be reached: (1) America must remain strong and prosperous as "the hopes of men of goodwill everywhere are centered in our strength"; (2) An "economically healthy, democratically virile and militarily strong western Europe is a prerequisite to world security"; (3) America and the free nations of western Europe must remain united.

Calling on the delegates to "make the story of the fight for peace as exciting and thrilling as the story of a shooting war," the ECA administrator declared:

"As I see it, your responsibility is to develop the techniques by which an understanding of intangible truths can be brought home to all the people. It is your responsibility to find the words that will not only inform but will, to quote Kipling, walk up and down in the hearts of men."

In another Tuesday afternoon address, H. E. Babcock, author, agriculturist and former chairman of the Cornell U. board, asked that the broadcasting industry do a little more thinking about the country's future food supply; check "so-called farm plans" to see what they promise in the way of "better meals for more people"; as a public service, give diet education a "high priority"; and "sharpen up your merchandising of good foods."

He singled out the animal foods for special attention, recommending "cooperation with clients like the low temperature people, the packers and the milk companies, whose very existence depends on the markets for these foods."

"In your refrigerator you will find your personal link to farm surpluses—price supports, the Brannan farm plan and to the health and prosperity of the nation," he declared.

Earlier, Mr. Hoffman observed that it is hard to grasp that the "cold war" is going on "here and now."

"This is readily understandable for there are few headlines and little obvious drama in the "cold war", he said. "There are no jet planes, no guided missiles, no giant bombers. Yet the fate of free men everywhere hangs upon our winning it."

Detailed statistics furnished by Mr. Hoffman included: 40 million of western Europe's 100 million listeners hear Marshall Plan broadcasts regularly; radio networks in each Marshall Plan country receive special broadcasts weekly, in their native language; programs are tailored to the interests of selected audiences; newscasts are serviced by ECA radio news and carry the Marshall Plan story daily.

Participating on a Europe-wide front are BBC, France's Radio Diffusion, Radio Italy (broadcasting in 22 languages), Radio Istanbul, RIAS (the U. S. Army station in Berlin), Red-White-Red in Vienna, and radio in other countries in addition to the Voice of America.

RICHARDS HEARING

Reviewed in Chicago

PROCEEDINGS involving renewal of the licenses of the G. A. Richards stations (KMPC Los Angeles, WJR Detroit and WGAR Cleveland) were reviewed April 16 at a reception held at the Stevens Hotel, Chicago. John Patt, WGAR vice president was host.

Hugh Fulton, of Fulton, Walter & Halley, counsel for the stations, reviewed testimony given at the FCC's Los Angeles hearing. He warned of the danger of thought control in FCC control of broadcasting and the political implications of the proceedings.

R. E. Allen Named

ROBERT E. ALLEN, vice president of Fuller & Smith & Ross, New York, has been named manager of the New York office of the agency succeeding John E. Wiley, who has resigned. Mr. Allen has been with the company for the past 14 years. Mr. Wiley relinquished his title as chairman of the board as well as manager in order to devote a larger part of his time to the development of a new organization in the field of merchandising.

MR. SPONSOR:

Folks hereabout love Tigers...



....AND WJBK, THE KEY STATION IN THE TIGER BASEBALL NETWORK

The kind of Tigers we're talking about make their mark with baseball bats in Detroit, a town whose metropolitan area holds a baseball fan club over 2½ million strong.

In case you didn't know, the Tigers represent Detroit in the American League . . . and WJBK, for the second straight year, is the key station of the network that carries the Tiger broadcasts.

A FORT INDUSTRY STATION

A baseball fan club over 2½ million strong carries a lot of wallop in the "Sales League." For a "Sales League" fourbagger, metropolitan Detroit is the ball field and WJBK is your *best* bat.

Get the facts on this home-run sales story now. Your local Katz Agency man will show you how to bat 1.000 in Detroit's buyers league.

WJBK —AM —FM —TV DETROIT

NATIONAL SALES HEADQUARTERS: 527 LEXINGTON AVENUE, NEW YORK 17, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.

BUSINESS' STORY

Radio Needed—Steinkraus

AMERICAN BUSINESS needs an assist from the broadcasting industry to "tell its story simply," Herman W. Steinkraus, president of the United States Chamber of Commerce, told NAB convention delegates at the Monday afternoon general session.

Calling radio "our most powerful medium—because the majority of our people don't read," Mr. Steinkraus urged that broadcasters —"locally and regionally"—help tell the story that the American system "must be preserved."

Earlier, Warren R. Austin, United States representative to the United Nations, called on broadcasters to "help conserve the soundness and stability of the economy of this nation, as well as the hope and faith of the American people, while we are helping fellow members of the United Nations to fulfill the promises of liberation from war."

He lauded the industry for its world-wide service on behalf of the UN, noting a "contribution of more than $5 million worth of air time to spread knowledge about the work of the United Nations."

World Affairs

"You have brought speeches and statements on world affairs by people of all shades of opinion and from many countries into the living rooms of millions of homes," he acknowledged. "And your regular programs of news, commentary, forums, and interviews have constantly directed attention toward international events and issues."

Ambassador Austin observed that the broadcasting industry's "media of communication dramatizes the spoken word through the interpretive color and tone of the human voice; through television you add persuasiveness of personality through projection."

Mr. Steinkraus congratulated the association for selecting as theme of the convention "What Is the American Broadcaster's Responsibility?"

"It is unusual for an industry to ask such a question," he asserted. "Most organizations today want to know 'What Are Our Rights?' You're not interested in what's in it for you. You wonder what you can do in world affairs, in industry, in labor relations, in world economics, in agriculture, etc."

He charged that Americans well informed on baseball, movies, popular songs, travel, extra pay, and benefits—know too little about their responsibilities to the nation, the importance of citizenship and the truth about corporation profits.

"Our people like the idea that government can do something for them—they like the idea of socialized medicine, forgetting that Lenin once said it is the keystone of the socialized state," said Mr. Steinkraus. "They don't know how fast the nation's deficits are piling up, how serious is the cold war, that the administration in Washington is the greatest of pressure groups."

"How about a lobby for the people?", he asked the broadcasters. "Tell the people the truth on a wide range of issues—and with simplicity. Tell them that unless their savings are invested in industry, new jobs will not be created—that government can't create jobs by swinging a big whip."

He reported that several broadcasters already had given the U. S. Chamber of Commerce "from their rich experience" assistance in telling its story "clearly." He asked that the industry assist business in general, especially since "most business men are afraid of radio."

Three "great groups" have no lobby, Mr. Steinkraus declared—consumers, investors (12 million of them) and the millions of workers not in any union.

BMI Dinner

MORE than 100 officers and directors of Broadcast Music Inc., past and present, attended the company's second annual "old-timers" dinner during the NAB convention in Chicago. BMI executives, who promised guests a no-speech evening, greeting conventioneers at the Ambassador East Hotel April 16, Sunday before the opening date of the convention.



Something To Crow About!

WOW! What a reception! Radio and TV leaders are still raving about those profit-pulling powers displayed by the SESAC Transcription Program Service at the NAB pow wow. That's something to really crow about—*so is the SESAC SERVICE!*

$ $ $ — **The money-making SESAC Transcribed Library**
Over 3500 selections—*music of lasting value.*
Covers the variety of categories needed for Profitable Program Building.

$ $ $ — **SESAC Script Service**
Sponsor-selling continuity scripts.
Highlighted by selections from the Library.
Many scripts in complete series of 39 shows.

$ $ $ — **Catalog of Bridges, Moods and Themes**
The most extensive compilation of its kind in the industry.
Saves money and man hours.

A COMPLETE TRANSCRIPTION PROGRAM SERVICE FOR AS LITTLE AS $40 A MONTH!

SESAC, INC., 475 Fifth Avenue . . New York 17, N. Y.

WRN ORGANIZED

Cohan Claims 14 Stations

WESTERN Radio Network has been formed by John Cohan, sales manager of KNGS Hanford, Calif., who will act as sales and contact man; and Allen Miner, of Hanford. Now numbering 14 stations, from Seattle to San Diego, the network will have offices at 418 S. Robertson, Los Angeles.

The network plans to carry live re-creations of major league baseball games, with broadcasts originating from the Los Angeles studios and carried by telephone lines to member stations. Programs, entitled *Game of the Day*, will be sold to stations on monthly basis based on individual station rates. Hal Berger, sportscaster, will announce the games.



The BMB study no. 2

reveals some pertinent facts about the Georgia market:

1. The audience total for WSB is greater now than in 1946.
2. No combination of other stations in Georgia provides as large a total audience opportunity as does WSB—measured from any level.
3. The FACTS are now available. Unsupported claims and wishful theory carry no weight.
4. A good coverage job in Georgia means that WSB's 50,000 watt voice is a must.

WSB

THE ATLANTA JOURNAL STATION

Represented by Edw Petry & Co., Inc.

PACIFIC REGIONAL

First Commercial Set May 14

FIRST commercial broadcast of Pacific Regional Network [BROADCASTING, Feb. 27] will be aired May 14 when the Helen Gahagan Douglas for Senator Committee sponsors a half-hour political broadcast over a total of 48 stations in 43 California cities that now comprise the new network. Origination point of the broadcast will be KFMV (FM) Hollywood.

Included among the station total, which exceeds the original goal of 30 stations, are 43 AM and five FM outlets which will act as links between AM stations and provide bonus coverage to the FM home audience. Use of FM links, according to Cliff Gill, PRN manager, will eliminate cost of telephone lines and result in substantial savings for advertisers.

"Flexibility" and "free selection of stations" in its sales pitch will be stressed by the network, it was stated by Ted MacMurray, network sales manager. He also announced that the network will be sold in statewide, Southern California, Northern California or Central Valleys Groups, "tailored to advertiser's needs." Saving of 20% over purchase of stations at their individual rates would be reflected in time rates of the network, he added.

Although PRN plans to operate mainly for commercial purposes and offers no guaranteed programming service, Mr. Gill stated that some sustaining programs and special events broadcasts would be available to affiliates.

Network will continue to sign additional stations for the next two weeks, Mr. Gill said, pointing out that the number of stations now comprising PRN equals the total number of affiliates of the four major networks in California.

FM Sales Potential

LATEST picture of FM coverage in leading markets "with $63 billion in total retail trade" was in the mails for NAB members last week. Prepared by Edward L. Sellers, director of NAB's FM department, the report, called "The Sales Potential Outlook for FM," contains statistics and a map showing FM station coverage.

DIRECT-wire coverage of Worcester *Telegram and Gazette* Central Massachusetts Bowling Tournament was aired by WTAG-AM-FM Worcester.

WBAP Intruder

A TEXAS rattlesnake appeared at WBAP Fort Worth but his career in radio was a short one. Howard Hall, early morning announcer, discovered the rattler in Studio A. Seizing a handy coat hanger, Mr. Hall put an end to the intruder. "Hereafter," says Jack Rogers, WBAP promotion director, "all rattlers visiting WBAP will have to have appointments."

RECORDING UNIT

House-Senate Control Urged

CONTROL of the Joint Senate-House Recording Facility would be vested in a joint Congressional committee under amended legislation favorably reported to the Senate April 14.

In addition, a number of other changes are incorporated in the new Senate Rules & Administration committee version of a resolution passed last August by the House and reported by Sen. William Benton (D-Conn.).

The measure (H J Res 332) authorizes the recording facility to assist in making disc, film and tape recordings for Senate and House members, and maintain and operate the public address system. Provision for film, presumably for use on television, is another new feature contained in the modified proposal.

The Senate committee urged creation of a group comprising members of the administration committees of both houses, which it felt would be "in a better position to oversee the functions of the facility and its services for Congress." Currently, the project is administered by the Senate Secretary and House Clerk.

Appointment of members to serve on the proposed subcommittee awaits passage of the resolution, now on the Senate calendar. Some observers felt it would include Sen. Guy Gillette (D-Iowa) and Sen. Benton from Senate Rules & Administration, and Reps. Mary T. Norton (D-N. J.) and Thomas B. Stanley (D-Va.) from the House Administration group.

Another provision inserted in the Senate version would authorize disbursement of not less than $13,000 or over $15,000 for purchase of the privately-owned equipment now in use at the facility, and currently leased by Congress from Robert Coar, project coordinator.

About $64,700 in bank balances would be placed in a revolving fund to finance future expenses. Fund would be established in the Treasury and placed within the contingent fund of the House. Salaries would still be paid by yearly legislative appropriations, and an annual audit of funds would be taken.



FIRST in *Television*...

LARGEST in *Radio*!

KSD-TV... with more than 110,000 receivers in its area as of April 1, 1950 . . . continues to deliver the ENTIRE TELEVISION AUDIENCE in America's 9th Largest Market.

KSD... with 5000 watts on 550 KC . . . has the LARGEST half-millivolt daytime coverage area of any radio station in St. Louis.

●

KSD and KSD-TV

The ST. LOUIS POST-DISPATCH Stations

●

National Advertising Representative: FREE & PETERS, INC.



IAM PROGRAMS

Union Offers New Recordings

STATION management is taking a second look at a new series of 15-minute transcribed programs now being offered by the International Assn. of Machinists, one of the strongest independents in labor's ranks. [CLOSED CIRCUIT, April 17]. It is trying to decide where to draw the public interest line.

The IAM claims the recordings are now being used in as many as 20 different cities throughout the country and quotes other unions such as the AFL, the Upholsterers Union, Hatters Union, International Ladies Garment Workers Union, the telephone workers, United Auto Workers (CIO), as waxing enthusiastic about the "labor songs." Although avaliable to stations, the recordings also can be purchased in albums at $2.25 apiece.

According to the union, it is placing some of the programs on paid time "where necessary" although others have been taken by stations "on an educational sustaining basis." The union says it hopes to reach 200 markets when its campaign really gets rolling.

Treading softly the fine line between the political and the educational with trip-hammer blows, the programs feature "songs" composed by top-flight song writers, Milton Pascal (lyrics) and Gerald Marks (music).

Pension Jingle

Highpoint of *Sing a Labor Song* is the tune-jingle, "A pin For Your Lapel: Let's All Shed a Tear" that gives the unions' interpretation of the "pension story" in this light:

After 30 years the worker gets a pin for his lapel . . . "when you ask for a pension you get the bird . . . they say how do you dare say that dirty word. . . ."

Refrain is "let's all shed a tear for the bosses" . . . And "someone give the boss a crying towel . . . 'cause he got to pay a living wage. . . ." Throw the boss a towel, the theme continues, because his wife must have her mink, he must pay $100 for his hotel room on his Florida vacation and because "he pays so much to Uncle Sam. . . ."

Other parts of the show are easier on the "bosses" but only momentarily.

"The Guy I Sent to Congress" gets it next. He's the man, the IMA sings, who is to make sure that we "get a square deal," he must have the correct "intention" and he "better take care of me. . . ."

Other episodes review the workers' lot a half-century ago in a ballad called "50 Years Ago." A marching song completes the musical fare by giving tribute to the U.S.A. that "gives us the right to gripe . . . we can stand our ground and not be pushed around . . . ."

A brief introduction is given by A. J. Hayes, IAM president, who says he hopes the "songs" will get on the public's hit parade and be on everybody's lips—though presumably not by the green-eyed "bosses."

To support its campaign, the union's publication has cited three stations, WREX Duluth, Minn., KXOL Ft. Worth and WNEX Macon, as broadcasting the program at choice nighttime periods with "an enthusiastic response from listeners." James King, WREX general manager, is quoted as believing the program "is without doubt one of the best pieces of labor relations work that I have heard of. . . ."

However, it is understood that not all stations are that enthusiastic nor receptive. Many are questioning the "approach" of the IAM message. While there is wide dissemination of union educational programs as well as business shows, these managers contacted by IAM doubt whether the shows can be considered to be within the public interest category.

The question that is being most frequently raised is "does this type of programming add to an understanding between labor and management?" And the second question, which poses the problem, is "what is the position of a station that must keep the public interest in mind?" The situation, they feel, is a belabored one.

WQAN PLANS

Opens Commercial Operation

WQAN Scranton, Pa., one of radio's pioneer stations, which is owned and operated by *The Scranton Times*, started commercial operation April 16 on a dawn to dusk schedule. The station, officials said, has operated non-commercially since Jan. 8, 1923.

Commercial operation is from new studios in The Scranton Times Bldg. The new studios, divided into four units, include a 250-seat auditorium for audience participation shows. The 293-ft. transmitting tower is located on top of the building. For the new studios, *The Scranton Times* added a fifth floor to the present building.

WQAN officials said the Standard Brewing Co. of Scranton some time ago became the first sponsor. Standard agreed to use the *Times* FM outlet commercially until the AM operation was completed. WQAN is licensed for power of 1 kw daytime, 500 w night, on 630 kc.

NIGHT baseball on FM is planned by KAYL-FM Storm Lake, Iowa. Station's AM outlet, KAYL, is daytime only.

DECCA Records Inc., New York, has announced that sales for first quarter of 1950 were almost identical with those of same period last year. Earnings were expected to be somewhat higher than last year's figure for first three months which was $280,098, or 36 cents a share.

UP FROM THE ASHES IN 24 HOURS

EASTER SUNDAY, 1950, was to have been the date of the fifth anniversary Open House at Radio Station KICD (250 w—1240 kc), Spencer, Iowa. At 1:30 a.m. unexpected visitors showed up—the local fire department, which fought a losing battle against the flames which broke out in the basement and destroyed the combined studio-transmitter building.

Ben Sanders, manager and owner, sadly watched the roaring flames until it was obvious that his station would be a total loss, except for the promotion building, tower and associated tuning unit. Then he made his way to a telephone. "Operator . . ." he said, "Get me R. H. Hollister of Collins Radio Company in Cedar Rapids."

Magic Words

Those few words started a chain of events destined to result in an amazing story of exceptional manufacturer service.

At Collins Radio Company, things began to happen. Lights flashed on at 2:30 a.m., when Scotty Singleton of broadcast sales and Walker Whitmore of the service department arrived to assemble replacment equipment for KICD. By 7:00 a.m. the following equipment was lined up on the shipping platform:

1—300G 250 watt Collins transmitter with two sets of tubes
1—212A console with power supply, relay unit and tubes
2—213A-4 turntables, complete with pickups
1—26W-1 limiting amplifier
1—6T-1 monitor amplifier
1—19G-3 rack cabinet
400 ft.—⅜" coaxial transmission line, with fittings
685 ft.—Shielded pair audio and power hook-up wire

Bird-Walking Weather

Under ordinary conditions, the transportation of this equipment to Spencer would have been a breeze. But Collins aircraft were grounded because of the serious icing and sleeting conditions. The only alternative was to use a Collins truck.

No 1240 kc Crystals

KICD's frequency of 1240 kc presented a real problem, since no crystals of that frequency were immediately available. Ed Lent, purchasing department, called James Knights, Sandwich, Illinois, and requested a rush job on two 1240 kc crystals. Easter Sunday or no, Knights' people turned to and finished the crystals by the time Ed Lent arrived in his car to pick them up. Meantime, another Collins-equipped station, KBIZ, Ottumwa, helped out by sending a 1240 kc crystal to KICD as a temporary loan.

At 10:30 a.m. the Collins truck, loaded with equipment, left Cedar Rapids, bound for Spencer over 300 miles of icy, hazardous roads. At the same time, Chuck Lowder, broadcast service chief, gathered test gear, dummy load, tools and test data, and left for Spencer to install the equipment.

At 6:30 p.m., Collins' truck, after driving through one of the worst ice storms in Iowa history, arrived at Spencer. Installation began in the promotion building which the fire had not reached.

By 3:00 a.m. Monday, program tests were under way, and FCC approval had been obtained for the emergency installation.

At 6:00 a.m. Monday, KICD signed on with full power and regular Monday morning programming.

Fantastic

Said Ben Sanders, "Thank God we had Collins. Those boys down there were fantastic in the work they did. This tops anything I've ever known for fast, efficient service in the face of so many obstacles."



Only a chimney remains intact among the debris of the studio-transmitter building, but an optimistic sign reflects confidence in Collins.

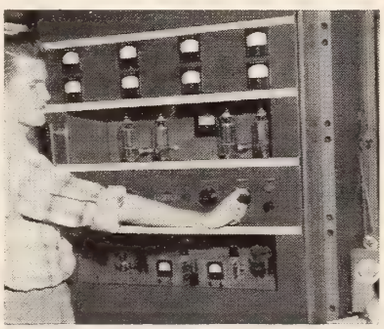
MIDWESTERN EASTER BONNETS TAKE BEATING

ON EASTER SUNDAY, 1950, Iowa residents were greeted by a sleet storm, instead of the customary balmy breezes and warm April sunshine. Up to an inch and a half of ice coated trees, houses and wires with backbreaking loads. It was ceiling zero for aircraft — all planes grounded, highway traffic slowed to a snail's pace, telephone and power service disrupted.

This was the situation as KICD's emergency call went out to Collins Radio Company for equipment to replace that destroyed by fire as the storm began.



Smoke-blackened interior of KICD, gutted by fire on Easter Sunday.



Chief Engineer Kanago makes final check on new Collins Transmitter.



"Good morning skeptics . . ." Ed Boyle signs on Monday, 6:00 a.m.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St. NEW YORK 18
2700 W. Olive Ave. BURBANK
1330 N. Industrial Blvd. DALLAS 2
Dogwood Rd., Fountain City KNOXVILLE
417 Rosalyn Ave. DAYTONA BEACH

THE LATEST WCKY STORY

WCKY COVERS THE SOUTH AT A LOWER COST PER THOUSAND BMB FAMILIES THAN ANY OTHER 50 KWS STATION!

BMB PROVES IT!

WCKY DELIVERS A THOUSAND BMB HOMES AT A COST OF:*

21.8c PER THOUSAND 8-10:30 PM

*Total BMB families listening 3-7 times per week nighttime and open 15-min. rate, Standard Rates & Data.

NO OTHER STATION CAN GIVE YOU COVERAGE OF THE SOUTH FOR AS LOW A COST AS WCKY.

WCKY IS ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

HERE IS WHAT OTHER 50 KWS WITH COVERAGE IN THE SOUTH COST PER THOUSAND BMB FAMILIES.* COMPARE THIS COST WITH WCKY'S COST!

50 kw station in Tennessee	26.0c
50 kw station in North Carolina	35.8c
50 kw station in North Carolina	42.5c
50 kw station in Texas	48.5c
50 kw station in Ohio	25.6c
50 kw station in Georgia	28.2c
50 kw station in Louisiana	34.0c
50 kw station in Virginia	39.8c
50 kw station in West Virginia	67.5c

BMB CONFIRMS THAT WCKY IS YOUR BEST NIGHTTIME BUY TO COVER THE SOUTH!

Call collect Thomas A. Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Ci 281

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

Doubledegook

THERE IS mounting evidence that the FCC is thrashing about in all directions in its approach to the question of "editorializing" by licensees.

The fact of Commission confusion was probably the clearest conclusion to be drawn from the Mayflower "Repealer," handed down last June and holding that stations may editorialize if they act with "fairness" and in "balance." The five participating Commissioners contributed, among them, a majority report, a dissent, a statement of "additional views" and a "separate opinion." The majority's use of 13 pages to express its thesis is indicative of the confusion that abounds.

No wonder, then, that stations have been uncertain, or that the Commission felt compelled to restate its intent, as it has now done in the WLIB New York case. Comr. Webster called the turn at the outset. His "additional views" on the Mayflower report were prompted by his belief that the decision, although he adopted it, "still leaves a licensee in a quandary and a state of confusion."

Inevitably, observers will look at the Commission's action in the WLIB case side-by-side with its current investigation of the news policies of another station owner, G. A. Richards, although the latter is characterized as an investigation of "qualifications" and not of editorializing. Already it is being pointed out that Mr. Richards, an anti-Administration man, is in peril of losing his three stations while WLIB, which broadcast editorials in support of a Fair Employment Practices Commission—an Administration project—thus far has been asked only to report on "future policies" with respect to seeking out opposing viewpoints.

Conversely, and as further evidence of the confusion that prevails, the letter to WLIB is being construed elsewhere as an answer to charges—also related to the Richards case—that FCC cracks down on anti-Administration broadcasters but not on Administration supporters.

The letter to WLIB serves notice that FCC does not expect a station merely to reserve time for opponents of its editorial viewpoints in case they come forward and demand it. The broadcaster, says FCC, has "an affirmative duty to seek out, aid and encourage the broadcast of opposing views on controversial questions of public importance."

We can conceive of nothing more irrational. What better way to advertise a viewpoint than over the air? Is the licensee required to hold up an editorial viewpoint on a live public issue until he can grab someone with an opposing view? Or is he supposed to forget the whole thing? If it's the latter, then no right to editorialize exists at all. It is suppression of freedom at its worst.

There are sure to be repercussions. For the sake of a confused art, we hope they will have a clarifying effect. Rep. Harry R. Sheppard (D-Calif.), who has a network-licensing bill pending (and one that's so extreme it falls on its face), reportedly is considering an amendment to provide that stations shall have the same editorial freedom as newspapers. We contend they should have it, but should exercise it with wisdom.

NAB Postlude

THE NAB convention—No. 28 of an annual series—wound up last week in Chicago. There were good sessions and bad sessions. The non-speech luncheons were well attended while some of the business sessions could have been held in a telephone booth.

The overall attendance was down. There were no burning issues, unless it was the issue of the NAB itself. The big business—that of appointment of a general manager in the 6 foot 2 personage of Bill Ryan of Los Angeles—was handled by the board even before the convention got under way. It was generally applauded.

But there was lack of verve and enthusiasm. Some delegates thought the annual conventions should be abolished. They felt the district meetings took care of the urgent business. Many broadcasters didn't even go to the trouble of registering, and were content to sit on the side-lines.

It's clear that the NAB has problems. The appointment of Bill Ryan as President Justin Miller's right-hand bower with authority to run everything except policy, should have a salutary effect. The job now is to stem the tide of dwindling membership and to balance the budget. We doubt whether there will be any further defections until Mr. Ryan has the opportunity to show what he can do. We think he can do it—and then some.

But we also think a fundamental change in the NAB approach is needed. The job of the new NAB board—and there are a dozen new heads on it—is to see where the NAB has been, appraise where it is now, and then determine where it should head.

How can that bounce and spirit be restored to conventions? The answer, we make so bold, is in a return to good old swash-buckling politics, with election of directors from the floor, selection of candidates in smoke-filled rooms, and campaign oratory of the brand that bloomed when Harold Hough, Walter Damm, Art Church, Mark Ethridge, Ed Craney and other still youthful "elder statesmen" kept the convention spellbound, and provoked unscheduled discussion from the floor. There was sparkle and spontaneity. Delegates just couldn't afford to miss a business session.

A few years ago, the membership voted to have what amounts to absentee elections for all 25 board posts. That, it is now evident, has emasculated the electioneering spirit. Floor oratory is becoming a lost art.

So we suggest that the board, at its next meeting, consider the advisability of once again amending those by-laws so that the good old American spirit of unfettered politicking can return to the NAB councils.

Football's TV Fumble

THE BIG TEN has barred live television for 1950. Films can be telecast the following day.

In our judgment the Big Ten, usually the bellwether of the collegiate football industry, has also barred its gates to increased revenue with which to build new stadia, and otherwise support their institutions.

You simply have to look at the newsreel experience. With the onset of TV the newsreel—usually a day or two after the event—practically went the way of the dodo bird.

People are not interested in watching a football game, the result of which was reported in yesterday's newspaper. It's the suspense, excitement and will to win that makes the game. Once the result is known, interest evaporates.

We may be wrong, but it's our guess that it will be different with the collegiate football industry when they are deafened by the silence of non-revolving turnstiles. That is, unless they see the light later in 1950.

Our Respects To —



BEATRICE ADAMS

ONE OF Beatrice Adams' most prized possessions is a yellowed volume titled *Pearls From Many Seas.* Her father, a teacher, used to read it to her when she was a schoolgirl back in Belleville, Ill.

Miss Adams keeps this book near her desk at Gardner Advertising Co., St. Louis, for more than mere sentimental reasons. She draws practical inspiration from its poetry and philosophy in her daily work as head of the agency's creative department. She *has* to be practical to hold her ground as executive vice president, a director and member of the executive committee at Gardner. She is surrounded by as astute a group of advertising males as may be found in any agency in the land. For more than 35 years they have kept Ralston Purina happy. Frisco Railroad has been with them 30 years, Pet Milk, 25; Stokely Van Camp Foods, 20; Wabash Railroad, 15; Monsanto Chemical, 10; and a score of other prominent advertisers for shorter periods.

For the past 15 years Miss Adams has had a hand in most of these accounts. For example, she has done the creative work on Pet Milk's *Mary Lee Taylor* show for 11 years.

A descendant of the Massachusetts Adams family, Bea (the name she prefers) discovered at college that she not only had fresh advertising ideas but that she could put them down on paper. She actually sold three direct-mail stunts developed in the classrooms of St. Louis' Washington U., where she attended night school. However, she also yearned for a newspaper career. She finally realized this ambition but, having attained her goal, discovered that agency work was her forte after all.

Her first job after leaving Washington U. was writing sales letters for the Ideal Stencil Machine Co. in her hometown of Belleville. Later she joined the advertising department of Stix, Baer & Fuller, one of St. Louis' largest department stores, where she wrote copy for the notions, yard goods and home furnishings departments. Her alertness as to fashion trends won her an entree to the *St. Louis Star-Times* a year later and she became a "fashion columnist" under the by-line "Frances Faye."

"This really was a well-disguised shoppers' column," she recalls.

For more than a year after they first saw her column, Miss Adams' advertising friends kept telling her she belonged with an agency, but, "thrilled by newspaper work," she withstood the pressure.

"Who wants to work for an agency," she told them. "I'm having too much fun as a

(Continued on page 44)

NEW YORK HAS MORE IRISH THAN DUBLIN

and WOV has a brand new radio show for everyone who loves Irish music and folksongs



A RAMBLE IN ERIN WITH Pat Stanton

DISTINGUISHED by its genuine and traditional Irish atmosphere, "A Ramble in Erin" is a brand new WOV program written, produced and broadcast by Pat Stanton, beloved sponsor of Irish activities in America. Born in County Cork, Stanton makes frequent visits to Ireland. He owns one of the finest Irish record libraries in America, personally selected and brought here. These recordings of old world Irish songs, and new tunes equally charming, are the basis of this new Irish program. In addition, Stanton's show will feature celebrated Irish personalities as guest stars. Here is a great new audience available for smart sponsorship. Write, phone or wire for details.

Ralph N. Weil, General Manager
John E. Pearson Co., Nat'l Rep.

MONDAY thru FRIDAY . . . .

11:00 P.M. TO MIDNIGHT

WOV
NEW YORK

Management

MARY LUCILLE CARTER appointed assistant to **Paul Brake**, owner-manager of WWPB-AM-FM Miami, Fla. She was formerly with WSPD Toledo, Ohio, WAGA Atlanta, Ga., WIOD Miami, and WMBM Miami Beach, Fla.

JACK R. WAGNER, manager of KSYC Yreka, Calif., named master of ceremonies for state convention of county recorders.

PETER LASKER, general manager of WLWD (TV) Dayton, Ohio, presented bronze placque by Rev. George H. Renneker, president of U. of Dayton, for station's all-out cooperation in helping promote major phase of university's centennial celebration last fall.

ARTHUR H. CROGHAN, president of KOWL Santa Monica, Calif., elected to membership in Radio Pioneers Club. He has been in radio more than 24 years.

Barry's Stock Sale

CHARLES C. BARRY, ABC vice president in charge of programs, has sold 500 shares of his ABC stock, it was learned at the New York Stock Exchange last week. Mr. Barry's ABC holdings now total 501 shares.

Respects

(Continued from page 42)

columnist."

However, she finally yielded enough to seek the advice of an agency woman, the late Mrs. Erma Proetz, executive vice president of Gardner. Mrs. Proetz promptly told her there was a great opportunity potential for women of her talent in agency work, and a few weeks later Miss Adams joined up with Gardner, naturally.

From the time Bea Adams started writing copy for Ralston's Ry-Krisp in December 1935 until her election as vice president in 1944, she gave generously of her time, not only to Gardner projects but those of the community at large. She served as president of the Women's Advertising Club of St. Louis, was active in the Fashion Group of St. Louis, and was a founder of the St. Louis Women's Gridiron Dinner, which during the past five years has raised $35,000 for cancer research.

This latter project has brought out Miss Adams' great versatility. She has written most of the shows presented by the "Gridiron Women," at which a thousand women howl each year. In 1948 and '49 she directed the productions as well.

Nationally, she has been honored with the Josephine Snapp advertising award and has served as vice president of the Advertising Federation of America. When she received the Snapp award, the Women's Advertising Club of St. Louis followed suit with a trophy of their own.

Since her election as executive vice president of Gardner in 1945, and a member of the board of directors and executive committee a year later, her duties at the agency have been largely advisory. She counsels with writers and artists on copy and layout problems, but that doesn't mean she hasn't a hand in the actual planning of campaigns, radio programs and spots.

"How can I advise others," she asks, "if I don't continue to produce ideas myself?"

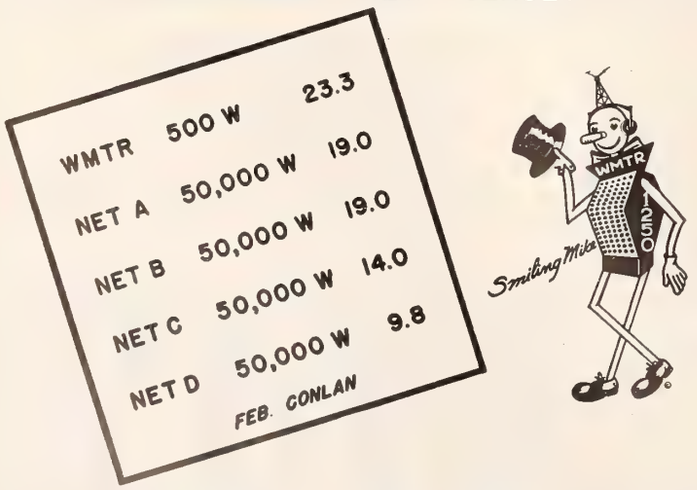
Miss Adams has a Colonial-type home in suburban University City and a Scotty named "Rowdy." She takes care of her own rose bushes and other perennials, plays records from a choice symphonic collection, plays Canasta, and drives to and from work.

Her office at the agency is a modern marvel with low-swept divans, built-in bookcases, rare lamps and draperies. She thinks it is best described, however, by the following anecdote:

It seems Miss Adams left the office hurriedly one evening without closing the windows. A sudden gale blew a lamp from its perch on an end table, smashing it to bits. The cleaning woman reported an accident in the "recreation room."

THEY MUST LIKE ME...

MY AVERAGE IS 23.3 IN THE DAYTIME METROPOLITAN NEW YORK MARKET.... LEADING ALL NETWORKS AND OTHER INDEPENDENTS COVERING NORTHERN NEW JERSEY



17 STATIONS REACH THIS AREA BUT THEY LISTEN TO WMTR

1250 ON THE DIAL MORRISTOWN NJ

E. T. BATCHELDOR

Was ANA Vice President

EDWARD T. BATCHELDOR, 44, vice president and secretary of the Assn. of National Advertisers, died April 18 at his home in Tarrytown, N. Y.

Born in Salem, Mass., and a graduate of Harvard U. and Harvard Business School, Mr. Batcheldor joined the ANA in 1936 and became secretary in 1944. He was also a director of the Hampden Mfg. Co., Plainfield, N. J., and the Brand Names Foundation Inc., New York. For many years he had been a director of the Harvard Business School Alumni council and served as president of the Harvard Business School Club of New York.

Surviving are his wife, two sons, and his father.

DANIEL TUTHILL

Former NBC Executive Dead

DANIEL TUTHILL, 53, former NBC executive, died April 14 of coronary thrombosis in the Norwalk Hospital, Norwalk, Conn. Mr. Tuthill was general sales manager for NBC in the early 1930's.

In 1940 he was named vice president of National Concerts and Artists Corp. Mr. Tuthill established his own business in 1946 as a representative of radio artists. Surviving are his wife, Doris; a daughter, Beverly, and a brother, Clinton.

Sales Auctions

THAT radio can sell anything, even public auctions, is being demonstrated by WROW Albany, N. Y. George Michael, WROW farm director, for the past two months has tape-recorded local auctions involving livestock, egg, poultry and produce, and aired them daily at 7:05 a.m. and 12:15 p.m. "Our air time has raised the auction's gross more than $6,000 per auction," Mr. Michael wrote the U. S. Agriculture Dept. "The added income more than pays for the advertising."

NARRAGANSETT

Sets Record Game Coverage

RECORD number of 40 outlets in its new England baseball network, now on the air for sixth season, is announced by Narragansett Brewing Co. of Cranston, R. I. This year, the brewery sponsors all Red Sox and Braves games in broadcasts blanketing Maine, New Hampshire and Vermont.

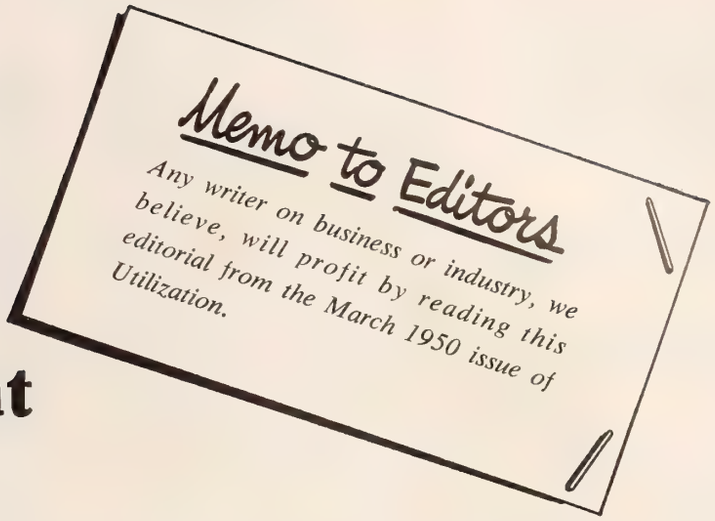
The other three New England states—Massachusetts, Rhode Island and Connecticut—will receive the Narragansett coverage on alternate days, as half of the broadcasts are sponsored by Atlantic Refining Co. Radio and TV baseball announcing team again will be made up of Jim Britt, Tom Hussey, Leo Egan and Bump Hadley.

While this season's coverage is Narragansett's largest, C. W. Haffenreffer, treasurer of the company, points out certain outlets in the western section of Connecticut and Massachusetts will not be able to broadcast every game because of league regulations affecting the playing of minor league ball clubs on the same day.

For Narragansett's third season of baseball TV, WNAC-TV WBZ-TV, both Boston, share coverage of both Red Sox and Braves games with WJAR-TV Providence relaying games to southern New England.

APS Has New Service

ASSOCIATED Program Service has announced a new "program merchandising service" for subscribers. The service includes "Show Sellers," a 12-page sales presentation intended to help local salesmen in selling APS shows; "Show Promoters," an audience-promotion kit containing mat services, layouts for car, window and counter cards, glossy pictures for lobby and window display and newspaper releases; and "Program Manuals," a monthly publication containing sales hints, success stories and program ratings, information about talent on the APS shows, and promotional material to be placed locally.



A Qualified Right

A noted lawyer once defined the right to strike in this manner: *"The right to strike, in concert, is a qualified right, which ceases to be a right when it interferes with the rights of others."*

The UMW having demonstrated its power to throttle the economy of the nation and to flout all authority, emphasizes the great need for prompt Congressional action to put an end to the unreasonable restraint of trade by union bosses to the extent that their whims dictate. Their "rights" are indeed qualified.

This union's approach to labor-management problems is the very antithesis of collective bargaining. Today the miners are no longer free agents who may effectively vote on issues of wages and hours or whether or not to strike. They are just as much the victims of monopoly as the mine operators and the consumers. They are even denied freedom of speech, being fearful of the Gestapo-like forces which violate their rights and make them slaves to a cause in which they have no dissenting voice. By what seemed to be conspiracy and intimidation they were made parties to a potential act of anarchy in refusing to recognize a court injunction to end their strike.

We contend that no matter what the settlement in today's dispute, we cannot ignore what has happened in coal. We contend that there are certain things that are not open to "bargaining"—things like loyalty to one's country; respect for its laws and its president; consideration for the rights of citizens of this country. We do not "bargain" these things. They are inherent in the philosophy of America.

The entire situation goes far deeper than privileges for miners, votes for politicians and power for individuals. It reaches to the very roots of America. Somewhere, somehow, better methods of resolving labor-management disputes must be devised than we have so far been able to develop. Perhaps it is not possible to escape these national crises when we have industrywise bargaining—but a way must be found to prevent a repeat performance of the recent demonstration.

Although the strike has been settled the fundamentals still remain to be solved or to plague us. At all times the mine operators were willing to discuss wages and hours, conditions of employment and the welfare fund, but they refused to buy a sealed package, before discussion — and agreement — on the contents thereof. It is time — high time — that the whole subject of industrial relations be re-examined where basic industries such as coal, railroads, telephones, are involved. The subject should be removed from the political realm and resolved upon the premise of human relations — and the welfare of all our people.

If the unions, through the acts of their leaders, can continue to use economic force as a weapon against both industry and society, democracy as we now know it will soon vanish. If the power to control the production of an industry and the price of its products is vested in a labor monopoly, this power will quickly spread from union to union, from industry to industry, and the Congress will eventually become powerless to control the economy of the nation consistent with the Constitution of the United States.

The problem now involves steps to insure that it cannot happen again. No one man, nor any group of men, must ever again be permitted to throttle our economy, flout our laws, and lay great industry low to gain an advantage even if that advantage be a worthy one. We have laws. They apply to all of us. Let there be no exemptions in the name of "Labor."

The answer is comparatively simple. Basic laws are still on the books that can be made to apply to all forms of monopoly.

Monopoly—all monopoly—must and should be curbed.

BITUMINOUS COAL INSTITUTE
A Department of NATIONAL COAL ASSOCIATION
Washington 5, D. C.

First
in Dollar Value
in
NASHVILLE
Because
WKDA
Delivers
the
Audience

3RD ANNUAL AUDIENCE REPORT
(Hooper Station Audience Index)
CITY: NASHVILLE, TENNESSEE
MONTHS: Jan.-Dec., 1949

Total Coincidental Calls—This Period

INDEX	"A"	"B"	"C"	"D"
HOMES USING SETS	25.3	21.7	22.0	18.3	10.1
WKDA		26.1			
Total Rated Time Periods					

Represented By
FORJOE & CO., INC.
T. B. Baker, Jr., General Manager

NASHVILLE, TENN.
WKDA
MUSIC • SPORTS • NEWS

Feature of the Week

WHEN William Kussell, Boston furrier, decided 23 years ago to drop his newspaper, magazine and direct mail advertising, and concentrate his advertising budget in radio, he did it on a trial basis. The "trial basis," in a then relatively new medium, has turned out to be one of Boston's radio institutions and is still going strong, more than two decades after its debut.

The program is *Caroline Cabot's Shopping Service* on WEEI Boston, where last week Mr. Kussell paid his first visit in all these years to hand Caroline Cabot a year's contract for six participations a week —double his regular contract.

Mr. Kussell is quick to give the program full credit for his success. For 50 years he has been in business in Boston, starting in a two-room suite, six flights up, without street level display windows. Still at the same location, but only three flights up, in a modern, walnut-panelled salesroom, he occupies an entire floor.

He said that in spite of competition from nearby furriers who maintain large newspaper advertising schedules, he has built and kept a selective and discriminating clientele with Caroline Cabot regularly emphasizing Kussell's quality, service, fur knowledge and fashion design. Furthermore, Mr. Kussell has never mentioned price

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Donald Kussell (l) receives scroll from Mr. Edwards, as Ken Ovenden, announcer on the Caroline Cabot Program, *drapes the fur piece about Miss Cabot's neck.*

* * *

On All Accounts

EDWARD REDMOND FITZGERALD's distinctions exceed even those that go with his timebuying work at J. Walter Thompson Co., Chicago. He is one agency man who can maneuver a cant hook and—if necessary—sell bubble gum in Spanish at the same time.

These latter accomplishments, however, have dwindled from the livelihood to the avocation stage as Ed has progressed in agency business. Bubble gum hawking marked his entry into the business world in 1932, when jobs were as fleeting as the bubbles he blew. Ed was commissioned by a banking friend who had taken over receivership of the Goudey Gum Co. of Allston, Mass., to tour 40 states and Mexico as a chewing gum salesman.

Although he sold only to retailers, he was required to sample and demonstrate the product in hundreds of school yards across the nation and south of the border. For the latter excursions, he soon learned Spanish for such necessary conversation as "Blow *down*, sonny, or it'll stick in your hair!"

For this stint, young Mr. Fitzgerald learned how to bubble for the first time, an art which he somehow bypassed during his youthful years in Chicago. A native of that city, Ed was born Sept. 24, 1912, one of eight children (five girls). He attended parochial schools, Loyola Academy and Loyola U.

He quit college for the bubbling job, which lasted 18 months. As a contrast to his southern experiences, Ed decided to go northward —to Argonne on the far-north border of Wisconsin, where he lived the arduous life of a lumberjack for 15 months. Camping in the woods dormitory fashion with 36 men, he sawed, cut and snaked wood from the forests, learning the skill of cant hooking. This he describes simply as a means of lifting the huge logs atop one another with a curved hook by means of leverage properly applied. "We did nothing as glamorous as roll logs in a river, though. No river," he recalls.



ED

After the first six months, Ed and another Chicago stalwart took over camp supervisory duties, direction work of all the men. Nine more months of sun-up to sun-down labor ("and that's exactly

(Continued on page 48)

BEST BUY



celebrating
25 years
in Houston

First STATION IN HOUSTON

Since 1925, when KPRC went on the air, Metropolitan Houston has grown from ¼ million to ¾ million.



To sell Houston and the great Gulf Coast area

Buy KPRC

FIRST in the South's First Market

KPRC

HOUSTON

950 KILOCYCLES - 5000 WATTS

NBC and TQN on the Gulf Coast

Jack Harris, General Manager

Represented Nationally by Edward Petry & Co.

WLW-CBS

(Continued from page 19)

works, were discounted as "strictly bunk."

Mr. Shouse, who attended the NAB convention as a member of the NAB board, told BROADCASTING he had no comment beyond his statement on the report of an imminent switch. He said that, simply as a matter of prudent business, the Avco and Crosley attorneys had studied the question of non-exclusive affiliation with CBS. This, he said, followed the recognized TV pattern in which TV stations affiliate with more than one network on a first-refusal basis. He emphasized that no conclusive opinion had been reached.

Top CBS executive at the convention was Herbert V. Akerberg, vice president in charge of station relations. His comment was strictly "no comment" on the reports.

Secondary affiliation on a first-refusal basis, it was pointed out by observers, is not without precedent. For example, WLW now carries transcribed the Procter & Gamble daytime serials which run on CBS, but these are handled on a national spot rather than a network basis. Prior to the war, when there was a shortage of desirable AM affiliates in many markets, it was relatively common practice for stations to affiliate with more than one network. WLW itself carried the programs of NBC Red and Blue, as well as CBS and Mutual at one time, it was reported.

Few Major Shifts

When CBS Chairman William S. Paley engineered his talent deals which brought the migration of top stars from NBC to CBS last year, it was freely predicted that network affiliation changes would ensue. There have been few major shifts, however, despite recurring reports in that direction.

The shift of a single major affiliate on any network, broadcasters freely stated, could be the springboard for affiliate switches that conceivably could affect literally scores of AM stations. Primary TV affiliations likewise would be involved because TV affiliation usually ties in with AM.

The present WLW contract with NBC, the reports stated, expires on Feb. 15, 1951. Under the FCC network regulations, contracts cannot be for more than two years' duration. Discussion of a change in affiliation, however, may not be initiated until six months prior to expiration. In the case of WLW, for example, the negotiating period could not begin prior to Aug. 15.

Mitigating against any full-scale WLW shift to CBS, observers felt would be the immediate effect upon other CBS affiliations in the contiguous middle-west area. For example, it was possible that such stations as WHAS, *Louisville Courier-Journal* 50,000 watter; WHIO Dayton, owned by the Cox newspaper and radio interests, and WBNS Columbus, of the Wolfe newspaper and radio interests, all now on CBS, would be affected.

Implicit in all of the conversation was the desire of WLW to add the top-rated CBS shows and at the same time retain NBC's service. But back-to-back conflicts would have to be reconciled.

The corridor conversations around the Stevens did not stop with WLW. Such NBC-affiliated 50 kilowatters as WHO Des Moines, WSB Atlanta, WOAI San Antonio and KVOO Tulsa were talked. But inquiries revealed nothing stirring, other than avid interest.

Violent Repercussions Seen

It seemed evident last week that strict silence would be maintained until the attorneys for Crosley had satisfied themselves that a first refusal arrangement is in keeping with the intent of the FCC's network regulations. It was also evident that all concerned recognized that this move could cause violent repercussions in network affiliations, both AM and TV.

Attorneys for Avco and Crosley who have the over-all matter under consideration are Raymond Pruitt, also a member of the executive committee of Avco and Duke M. Patrick, Washington counsel for Crosley. It is understood that Julius F. Brauner, CBS secertary and general attorney, has had the matter under advisement.

CBS-MGM STYMIE

Continues on Credits Issue

WITH controversy between CBS and MGM over credit lines, film studio continues to withhold talent from programs on that network until a "satisfactory" solution can be worked out.

MGM claims that credits voiced at conclusion of a program often are slurred or even omitted in sign-off haste, and therefore insists recognition for its stars and pictures be given early on broadcast. CBS and sponsors are equally insistent that credits be given at end of broadcast, as is the policy.

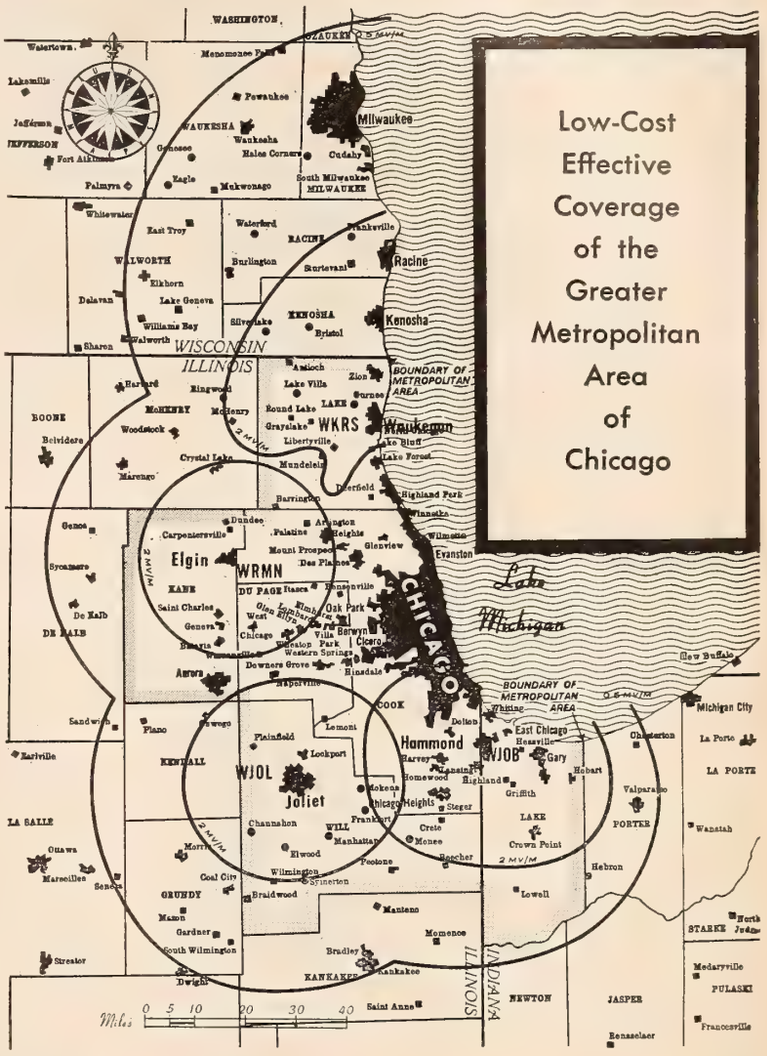
Initial argument arose over credits on April 6 *Suspense* program which starred Van Johnson. CBS offered picture credits midway in the broadcast, MGM said. They ended up at the end of the broadcast, reportedly on order from Autolite which sponsors the show.

Cancellations Reported

As retribution MGM reportedly forced cancellation on the April 13 CBS *Lux Radio Theatre* of "The Bride Goes Wild," co-starring Van Johnson and June Allyson. Substituted were Cary Grant and his wife, Betsy Drake, in "Every Girl Should Be Married".

Although stars are heavily paid for appearance on network programs, MGM declares film studio derives no other gain except a credit of use of its talent, and therefore feels itself entitled to a midway plug.

chicago PERIMETER broadcasting association



4 Station Coverage Sold in Combination

chicago perimeter broadcasting assn.

185 NORTH WABASH AVENUE, CHICAGO 1, ILLINOIS

. . . For the answer to your spot radio needs—contact . . .

Joseph Hershey McGillvra, Inc.

WJOL JOLIET

WJOB HAMMOND

WKRS WAUKEGAN

WRMN ELGIN

Production



Mrs. MARGARET K. NESBIT appointed program director of WSIC Statesville, N. C. She was formerly continuity writer for station.

WES HARRIS named program director of WINX Washington. He succeeds **LYNN WILSON** who will devote full time to freelance radio and television work.

STEVE DUNNE, radio and motion picture actor, signs five year contract with Don Lee TV. Currently star of KTSL (TV) Los Angeles *Love and Kisses* program, he will also be starred in *Ace Mace, Private Eye* to start on station, in addition to performing in network's projected motion picture productions.

J. WILLIAM NUZUM rejoins staff of WWVA Wheeling, W. Va., as announcer. He was formerly staff announcer and musical commentator with AFN in Munich and Garmisch, Germany.

JOSEPHINE McCARTHY, member of staff of WMIE Miami, Fla., resigns to join staff of NBC-TV in charge of home economics department.

PETER POTTER, disc jockey on KFWB Hollywood, signs five year contract for five-weekly *Peter Potter's Party* on KTSL (TV) Hollywood.

FRANK PORTER, m.c. of *Country Store* on WARL Arlington, and WLEE Richmond, Va., joins WXGI Richmond as m.c. of show heard 7-8 and 10-11 a.m. daily.

AL MORGAN, former NBC Chicago employe, joins WJOL Joliet, Ill., as announcer.

GERRY NELSON, actress, joins dramatic and production staff of KRLD-TV Dallas. **BYRON NELSON,** professional golfer, contracts for three, 15-minute appearances on station during Western Amateur Golf Tournament to be held in Dallas, April 30-May 7.

CARYL WALDO, former copy chief of Joseph Horne Co., Pittsburgh, joins script and continuity department of WHLI-AM-FM, Hempstead, L. I.

COLBY LEWIS promoted to TV supervising director at WTMJ-TV Milwaukee, where he has been a member of directing staff. He will work on video and audio production techniques, and help plan all local shows.

HELEN VAN VLACK, former secretary to Guy della Cioppa, CBS associate director of programs, named script associate to **Norman MacDonnell,** director of CBS *Suspense* and *Adventures of Philip Marlowe.*

DORIS M. MURPHY, continuity director and women's program director of KMA Shenandoah, Iowa, and women's program director of KMTV (TV) Omaha, Neb., elected chairman of District 10 of Association of Women Broadcasters. She succeeds **ANNE HAYES** of KCMO Kansas City, Mo.



Mrs. Murphy

THE SMOOTHIES, radio and night club vocal group, join WRNL Richmond, Va., on *The Sauer Show.*

JACK BINGHAM, formerly announcer of CBR Vancouver, named producer of CBR. He has been with station about five years. **TOM ROBINSON,** formerly of CKWX Vancouver, joins announcing staff CBR.

ELBERT WALKER, senior Don Lee television producer-director, named producer of new KTSL (TV) Hollywood series starring **NILS T. GRANLUND,** starting May 1.

Mrs. EDITH ALDERMAN DEEN, wife of Mayor of Fort Worth, Tex., is doing 15-minute program on WBAP Fort Worth. She broadcasts from her home at 11:45 a.m. Friday.

PAUL DUBOV takes over lead in Columbia Pacific Network *Jeff Regan, Investigator,* replacing **FRANK GRAHAM** resigned because of ill health.

VIRGINIA LEE joins CBS *Junior Miss* cast as "Lois," replacing **K. T. STEVENS** who left to fulfill motion picture commitments.

HOOT GIBSON, western star, starts weekly hour *Hollywood Rodeo* show on KLAC-TV Hollywood.

DONNA MARIE SEIP, writer-commentator, joins KELA Centralia, Wash., as continuity writer and director of women's programs. **GARIE CLUNE** joins announcing-production staff of KELA.

ANTHONY AZZATO, on the film staff of WPIX (TV) New York, for past two years, named director of film programs.

WALTER GIEBELHAUS, former supervisor of NBC's building maintenance division of building and general services department, promoted to supervisor of production facilities central shop. **ALBERT HUMBERT** will replace him in his former position.

STAN FREBERG, voice-animator on KTLA (TV) Hollywood *Time for Beany* puppet show, has recorded new album of children's records for Capitol Records, Hollywood.

ED SULLIVAN, m.c. on CBS-TV *Toast of the Town,* Sunday 8-9 p.m., and **MARLO LEWIS,** co-producer with Mr. Sullivan of variety show, sign with CBS-TV as staff producers. Working as team, they will create new television productions and redesign existing shows to be assigned them by network. Mr. Sullivan will continue as nationally syndicated columnist, but Mr. Lewis has resigned as executive vice president of Blaine-Thompson Co., New York advertising agency, to accept new post.

EDYTHE FERN MELROSE, known as "Lady of Charm" through her shows on WXYZ-AM-TV Detroit, nominated as Advertising Woman of the Year by Women's Advertising Club of Detroit.

BOB HAWK, m.c. of CBS *Bob Hawk Show,* and Mary Rechner, executive assistant to Dore Schary, chief of production at MGM, have announced their marriage.

VES BOX, chief announcer at KRLD Dallas, is the father of a boy.

JEAN COOK, assistant to producers of CBS *Young Love* series, was married April 15 to Charles Winfield.

Learn how to reach . . .
MAIN STREET BUYERS
Where TV does not
Compete for
YOUR
AUDIENCE

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Feature of Week

(Continued from page 46)

in his commercial copy and might be listed among the very first radio advertisers to appreciate the power of "institutional" copy.

WEEI points out that Caroline Cabot has attained amazing results, not only for Kussell Furs, but also for more than 650 other advertisers.

When presenting Miss Cabot with a three-skin baum martin stole to celebrate the 7,000th Kussell commercial broadcast by her on WEEI, Donald Kussell, son of William Kussell, said he confidently looked to her program to keep him in business, despite the increased competition and complexities with which the small business man is faced these days.

In addition, Wilbur S. Edwards, assistant general manager of WEEI, presented Donald Kussell with a scroll containing the first words of the 7,000th broadcast voiced by Caroline Cabot.

GILLETT IN VIENNA

D. C. Engineer Advises Army

GLENN D. GILLETT, senior partner of Glenn D. Gillett & Assoc., consulting radio engineers, Washington, left April 16 for Vienna, Austria, where he will serve as consultant-advisor to the commanding general, U. S. Forces in Austria, in connection with development of improved facilities for broadcasting there, the firm announced.



Mr. Gillett

According to the firm, Mr. Gillett was retained by the Army at the request of the commanding general in Austria and will be gone about three to four months. During his tour of duty in Europe, the firm will be operated by his associates: W. E. Plummer, E. M. Hinsdale and Paul Bergquist.

On All Accounts

(Continued from page 46)

exactly what it was"), all for $1 a day and room and board, convinced him this was not a routine which led to a substantial future.

Returning to Chicago, Ed worked briefly as an interviewer for a loan company. Becoming depressed at the number of near-bankrupt people, he borrowed $300 from a brother to go to business school. "For the first time in my life," he said, "I got some business sense and discipline," during this three-month course in management, shorthand and typing for college men. So, in 1937, he joined J. Walter Thompson Co.

Working first in the financial department, he transferred two years later to traffic or production control, becoming assistant manager in 1944. In 1947 he was promoted to manager. Despite all this experience working closely with clients and account executives on their problems, Ed's sights were set on radio and television. Late in 1948 he moved into the timebuying job.

Now steeped in AM and TV lore as well as practice, Ed buys time for about 10 major accounts. The biggest piece of AM business is Swift's *Breakfast Club* on ABC. On TV, network accounts include participations in NBC's *Saturday Night Revue* for Swift, NBC's *Kraft Television Theatre* for Kraft Foods and *Auction-Aire* on ABC for Libby, McNeill & Libby. Other accounts: Parker Pen, TV spots; Brach candy, TV spots; Ac'cent, AM-TV spot; Northern Trust & Co., AM spot; Bowman Dairy, AM-TV spot; Indiana Bell Telephone Co., AM spot, and Trailer Coach Manufacturers, periodic AM-TV spots.

Ed and his wife, the former Lucille Perkins, will celebrate their 10th wedding anniversary this year. They and their children—Edward, 8, John, 6, and Barbara, 2—live on the city's far North Side. Because the house is 40 years old "and needs a lot of improvement," Ed has little time for his former sidelines — golf, swimming and bowling. Gardening is now his first extra-curricular love.

Upcoming

May 7: Ohio Assn. of Radio News Editors, Columbus, Ohio.

May 9-11: IRE-AIEE-RMA Conference, Dept. of Interior Auditorium, Washington.

May 22-23: North Carolina Assn. of Broadcasters annual convention, Chapel Hill, N. C.

May 31-June 2: Forty-sixth annual convention, Advertising Federation of America, Statler Hotel, Detroit.

June 1-3: Assn. of Women Broadcasters seventh annual convention, Hotel Cleveland, Cleveland.

June 5: Pennsylvania Assn. of Broadcasters annual membership meeting, Bedford Springs, Bedford, Pa.

June 17: Second annual Radio News Editor's conference, Kent State U., Kent, Ohio.

Commercial



ARDEN SWISHER appointed sales manager of KOIL Omaha. He was formerly with regional office of WNAX Sioux City, Iowa, and has been affiliated with Cowles Broadcasting Co. since 1940. He was sales manager of WOL Washington while it was operated by Cowles, and served as merchandising and promotion manager for Cowles group consisting of KRNT Des Moines, WNAX Yankton-Sioux City and WMT Cedar Rapids, Iowa.

JAMES D. CLARK Jr. appointed sales manager of WRVA Richmond, Va. He joined staff of station in 1939 as part-time announcer. **BARRON HOWARD,** previously business and general sales manager, remains as business manager and retains responsibility for special sales development.



Mr. Clark

HAROLD DAY named assistant manager of ABC spot sales department, continuing to have supervision over spot sales development for network. He has been with ABC since 1942.

SAM CRAWFORD, for past 16 years news editor and newscaster of KGY Olympia, Wash., named commercial manager of station. He replaces **J. HARRIS DORR,** resigned. (See News.)

JOSEPH (Bud) SOVA appointed commercial manager of WJPS Evansville, Ind. He was formerly general manager of WAJL (FM), Transit Radio station in Flint, Mich., and before that was with WFBL and WNDR Syracuse, N. Y., and WERC Erie, Pa. **ROGER McMAHON,** new to radio, joins commercial department of WJPS as sales representative.

GLENN P. PICKETT, formerly account executive with WJIM Lansing, Mich., joins WILS Lansing in similar capacity.

ROBBIE ROBINSON, new to radio, joins sales staff of KELA Centralia, Wash. **HUGH McPHERSON,** formerly with KWSC Washington State College station, joins sales staff of KELA.

HIL F. BEST appointed national representative for WKNK Muskegon, Mich.

BERNARD COVIT, formerly with MBS, joins sales staff of WPIX (TV) New York.

CHARLES J. CRESSWELL, former assistant controller of Bigelow-Sanford Carpet Co., appointed controller for NBC-TV.

GORDON WALLS, account executive for General Outdoor Advertising Co., Philadelphia, appointed commercial representative for TV at WCAU-TV Philadelphia.

DONALD SERACENO transfers from ABC Chicago's sales service department to WENR-TV Chicago's network and local spot sales staff as account executive. He is replaced by **GRAFTON MASON,** whose job in research has been taken by **BILL HOHMANN.**

JAMES J. NATHAN, formerly member of sales staff of WVLK Versailles, Ky., joins staff of WINN Louisville.

BOB HYLAND, assistant sales manager at KXOK St. Louis for past five years, joins sales staff of WBBM Chicago. He also worked at KWK St. Louis.

JOHN H. WHITE, formerly in KXOK St. Louis sales department, appointed to head KXOK-FM Transit Radio sales department.

FRANK SODEN, formerly with WJEJ Hagerstown, Md., joins sales staff of WRNL Richmond, Va. He was sports director of WXGI Richmond and worked with WOR New York before joining WJEJ.

DORA C. DODSON and **CLAYTON J. COSSE,** partners in Dora C. Dodson Agency, station representative firm, have announced their marriage.

BASEBALL
11 Take Giants' Games

FORMATION of the New York Giants baseball network, under key sponsorship of Liggett & Myers Tobacco Co. (Chesterfields), became official as the season opened last week, with 11 stations announced for regional coverage.

Affiliates of the network, which was designed as an adjunct of the 35-station Midwest Baseball Network for the same sponsor [BROADCASTING, March 6], include outlets in Connecticut, Maryland, New York, Pennsylvania, Vermont and Virginia, with WMCA New York as originating station. In addition to Chesterfields, provision also is made for local spot participations.

Member stations of the network, in addition to WMCA, are: WLCR Torrington, Conn.; WBMD Baltimore, Md.; WIRY Plattsburg, N. Y.; WRNY Rochester, N. Y.; WNDR Syracuse, N. Y.; WRZE-FM York, Pa.; WPPA Pottsville, Pa.; WHWB Rutland, Vt.; WINA Charlottesville, Va.; WVEC Hampton, Va.; WXGI Richmond, Va.

License Protested

PROTEST was filed by Scripps-Howard Radio Inc. with FCC last week against issuance by the Commission in March of a license to WERE Cleveland for 5 kw on 1300 kc. Scripps-Howard contended the action was unlawful since it has an appeal pending in the U. S. Court of Appeals for the District of Columbia which opposes FCC's original grant of a construction permit to WERE and denial of its own bid there. Scripps-Howard is operator of WEWS (TV) Cleveland and has other radio interests.

WCAV

Norfolk's Leading Independent

announces

FULL-TIME OPERATION

on

850 kc 1000 watts

about May 15, 1950

Joseph Light,
President—Owner

In the prosperous Norfolk Metropolitan Market, WCAV soon will begin full-time operation on 850 kc. WCAV's 1000 watt power will assure national and regional advertisers a potential circulation approximating 1,500,000. In Greater Norfolk alone, over 567,000 people live and spend $450,000,000 annually in retail sales. WCAV can multiply sales in this responsive Southern Market. Burn-Smith Company has the full story on Norfolk's Leading Independent.

CAVALIER BROADCASTING CORP.

HELENA BUILDING — NORFOLK, VA.

Represented by Burn-Smith Co.

Promotion



CINNAMON-colored folder from WBT Charlotte, N. C., announces, "Here's how WBT automatically promotes your advertising in four ways." Large white number four is background on cover. Inside illustrates four media used in promoting its shows by station. First is courtesy announcements; second is station's dealer publication, *WBTips;* third is picture display in one of 50 public places, featuring picture of star on program, and fourth is two-column listener ads in local papers. Concluding text of promotion piece states that four-way service is automatically given sponsors.

Egg Hunt

EIGHTEEN-acre grounds of WCHV Charlottesville, Va., were "planted" with nearly 2,000 Easter eggs and thousands of jelly beans to be hunted by more than 2,000 children who took part in first annual WCHV-Peoples National Bank Easter egg hunt. Hunt was jointly sponsored by station and bank. Live broadcast of hunt was carried by WCHV and savings bonds and accounts ranging in value from $25 to $100 plus merchandise gifts were awarded children finding numbered eggs.

Radio Clinic

RADIO clinic was set up by WIBX Utica, N. Y., at request of group of New York State county agents who wished to be told how they could use radio to their better advantage. Ed Slusarczyk, farm program director of station, conducted clinic which was attended by more than 70 agricultural leaders. Discussions on script writing, microphone techniques and program production were given. Station Manager Eliott Stewart and Nate Cook, WIBX sales and publicity manager, contributed ideas on radio promotion of agricultural activities at clinic.

Pocket TV

LISTENERS to Mutual-Don Lee *Tom Mix* program are getting the opportunity to receive their own RCA Victor television sets, albeit in miniature. Sponsor, Shredded Ralston, and network are offering pocket-sized TV set for one Shredded Ralston box top and 20¢. Set is complete with five toy television films. In addition, youthful listeners may receive Tom Mix Tiger's Eye ring, and TV Bar Brand.

Contest Qualms

RECENT contest conducted over WMT Cedar Rapids, Iowa, almost had unfortunate repercussions for Tait Cummins, station's sports director. Mr. Cummins offered week's vacation to person and his family (for winner) who could guess winner and score of Iowa state championship basketball tournament. Contest pulled over 18,000 entries, more than half of whom named Davenport's team as winner. Had score been a conventional 45-40, Mr. Cummins and WMT would have had to award more than 50 free vacations. Score was 67-34, making Davenport, Mr. Cummins, WMT and winner all very happy.

Offer To Advertisers

SINGLE sheet announces to advertisers that KYW Philadelphia has "Plenty on the Ball." Drawing of pitcher throwing curve follows with text continuing: "Plenty of oomph with that hopped-up new antenna system. . . . Plenty of ever lovin' cash register music. . . . Plenty of high-power mail pull." Next to call letters is written, "The only thing in short supply is time."

Distributor's Card

EIGHT-by-ten card sent to radio distributors in Washington area by WWDC is headed, "When you're setting push buttons remember these are the *big four* in D. C." Drawing of dial with black arrows indicating positions of three Washington stations and red arrow giving WWDC's 1260 setting is shown. Lineup of frequency of other fulltime and parttime stations follows, as well as settings for FM and TV stations. Bottom of card reminds dealers to "Keep this card posted in your shop."

Advertisers Mail

LETTER from Herbert W. Frank Advertising Agency, Boston, to Clifford Youse, account executive at WLAW Lawrence, Mass., tells of sponsor and agency satisfaction with Bob Perry's *Melody Merry-Go-Round* show, citing its recent high mail pull. Outside of letter features picture of Mr. Perry under head, "WLAW Scores Again. . . ." On back of letter is lineup of talent heard over station.

Spring Planting

LETTER accompanied by packet of flower seeds makes up spring planting of WLS Chicago. Combination has been sent to 2,000 agencies and advertisers to spread story of "WLS' seeds of friendship and service which have flowered . . . into our great audience loyalty and acceptance," station states. One hundred thousand listeners will send 10¢ to station for seeds this year, as they have in past, text of letter reports.

Eye-Catching Promotion

"KEEP your eye on WHBY" proclaims banner across latest promotion piece from WHBY Appleton, Wis. Pictures of talent with cutlines briefly outlining their attractions follow, with long list of network talent opposite. Back of page sets forth facts and figures on Appleton market.

WKBN Report

SPRING 1949 BMB station audience report and Hooper report sent to trade showing coverage by WKBN Youngstown, Ohio. Front of folder gives explanation of terms used in report, with inside giving maps for daytime and nighttime audience areas, respectively. Station data by counties and cities is inserted on separate page, with back of folder made up of Hooper index.

Letter and Listing

LETTER from satisfied customer and list of stations using its service make up latest promotion piece of INS-Telenews service. Letter, from TV director of WOW Inc., Omaha, lauds "flexible" coverage given news events by INS. List includes sponsors of programs on various stations.

Weston Promotion

LATEST in series of promotion pieces from KSTP Minneapolis-St. Paul is folder incorporating story from fan magazine on Kim Weston, singer for station. Headed "Kim Comes Through," tale of how Miss Weston aided youthful listener is told, with pictures of star included.

Personnel

BILL GIVENS, formerly supervisor of farm broadcasting with WGY and WRGB (TV) Schenectady, N. Y., appointed supervisor of promotion for stations.

GENE MILLER, formerly continuity and promotion chief at KPOA Honolulu, T. H., and before that with KUTA Salt Lake City, joins staff of KELA Centralia, Wash., as promotion and program manager.

FRANK HALL FRAYSUR appointed promotion director of WLWD (TV) Dayton, Ohio. He is a former editor of *Life* magazine, and worked in television publicity before joining WLWD.

HAROLD STORM, formerly publicity manager of WOW Inc., Omaha, joins KFAB, same city, as member of promotion department.

BEE CANTERBURY, formerly publicist with Jeanette Ludlow & Staff, joins NBC Hollywood press department.

HAYWOOD MEEKS, formerly with WASH (FM) Washington and Continental FM Network, named publicity director for WOL Washington and WRFD Worthington, Ohio, both owned by Peoples Broadcasting Co. He previously was with WAYS Charlotte, N. C.

A. J. PUTMAN assigned to handle all promotion and publicity for KRLD-AM-TV Dallas. He formerly was member of stations' sales staff.

Feb. Personal Income

THE country's personal income in February—including the special insurance dividend payments to veterans—was at an annual rate of $219.1 billion, $1 billion higher than in January, the Office of Business Economics, U. S. Dept. of Commerce, announced. Several factors of a temporary or irregular nature affected the February change in the income flow, according to the report. It was pointed out that a substantial increase in dividend payments to veterans was counterbalanced by the wage loss resulting from labor-management disputes and by a sharp decline in agricultural income.

SRDS SECTIONS

List New Delivery Dates

STANDARD Rate & Data Service has announced new delivery dates for its monthly sections, replacing the present practice of mailing new sections on the first and fifteenth of each month. Beginning May 1, and monthly thereafter, the new sections will be delivered as follows: first of month, radio and television sections; 11th of month, newspaper and magazine sections; 21st of month, business publication section.

Under the new schedule, according to Walter E. Botthof, publisher of the Chicago advertising service, subscribers will receive their monthly radio and television sections on the dates to which they are accustomed. Magazine sections, it was pointed out, will be delivered earlier, on the 11th of each month, instead of the 15th, as before.

UP PIKE'S PEAK

KRDO Covers 'Barrow Push

JOE ROHRER, manager of KRDO Colorado Springs, Col., has enjoyed a long acquaintance with 14,100-ft. Pike's Peak — in all kinds of weather. As a long-time member of the AdAmAn Club, he has climbed the peak on New Year's

* * *



Mr. Rohrer (l) interviews Mr. Hightower atop Pike's Peak.

* * *

Eve on more than one occasion to help members set off fireworks welcoming the New Year.

When Larry Hightower, famed wheelbarrow pusher, arrived in Colorado Springs and said he intended to push one up Pike's Peak Mr. Rohrer decided to give the event complete coverage on KRDO and the Columbine Network.

Wheelbarrow Pusher Hightower left Colorado Springs on a Saturday last month. Bucking 20-ft snowdrifts, winds of hurricane velocity and 40-to-50 degrees-below zero temperatures, he finally made the summit the following Wednesday. All along the route and until the summit was reached, Mr Rohrer, with a jeep outfitted with a 15-w remote transmitter, gave listeners an account of the trip.

In

Altoona, Pa.,

It's

ROY F. THOMPSON

and

WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by

ROBERT MEEKER ASSOCIATES

CANADA RADIO

CAB Recommends 2 Systems

TWO systems of broadcasting—one publicly owned, the other operated through free enterprise—would be best for Canada, the Canadian Assn. of Broadcasters told the Royal Commission on Arts, Letters and Sciences in hearings at Ottawa April 11-12.

The systems, CAB pointed out, would operate under an impartial regulatory body responsible to Parliament. The publicly owned system would be on a national basis independent of commercial considerations and devoted to the betterment of radio broadcasting in all its forms. The free enterprise system would be completely dependent on commercial revenue and in free and open competition with the national system.

Also outlined to the Royal Commission by CAB were an impartial radio regulatory body, an annual grant by Parliament to CBC, elimination of commercials from CBC programs and formation of networks by independent stations. In addition to CAB, the All-Canada Mutually Operated Stations, CBC, various trade organizations and the Canadian Radio Mfrs. Assn. presented briefs and answered questions at the commission's final hearings.

Technical

STANLEY STRICKLAND, formerly with WDMG Douglas, Ga., appointed chief engineer with WLOW Norfolk, Va.

DUANE WHITE, formerly with Don Martin School of Radio, Hollywood, joins staff of KELA Centralia, Wash., as engineer-announcer.

DONALD ERIK HEDMAN joins KBKW Aberdeen, Wash., as combination man. **DALLAS NIEL BARNARD,** engineer-announcer, resigns to join KREM Spokane.

JOHN W. WALSH joins KECA-TV Hollywood engineering staff as vacation relief studio and field engineer.

ELABE MELL, film director, producer and chief cameraman for WTVJ (TV) Miami, Fla., is the father of a girl, Kallie Jeanne.

BOB TURNBULL, Don Lee Hollywood soundman, is author of *Radio and Television Sound* to be published by Rinehart Co. in January 1951.

COMPLETE LISTING of equivalent parts for over 200 television sets made by over 50 of American manufacturers is provided in Catalog No. 50 published by Crest Transformer Co., Chicago. Titled *Television Equivalent Parts,* catalog is available without cost upon request.

GENERAL RADIO Co., Cambridge, Mass., announces Type 874-LB slotted line and Type 874 coaxial elements which provide convenient and accurate system for impedance, standing-wave, voltage and power measurements at ultra-high frequencies.

News

BILL FOX, formerly member of news staff of KGW Olympia, Wash., appointed news editor of station, succeeding **SAM CRAWFORD** (see Commercial).

PAUL WILCOX, formerly with WHRV Ann Arbor, Mich., joins sports staff of WGAR Cleveland.

GEORGE F. THOMA, former assistant radio programmer with WILL U. of Illinois, Urbana, appointed radio news director of WGIL Galesburg, Ill.

MERL GALUSHA named supervisor of farm broadcasting at WGY and WRGB (TV) Schenectady, N. Y. He succeeds **BILL GIVENS** (see Promotion).

HANK WEAVER starts five weekly series of sports commentaries on KECA Los Angeles.

BOB CLELAND, formerly with *Chehalis* (Wash.) *Advocate,* appointed news director of KELA Centralia, Wash.

TOM HARMON, sportscaster and former All-American football player, joins KNX Hollywood as sports director. He starts five-weekly, quarter-hour *Tom Harmon Sports Show* on station. Mr. Harmon currently has television program with actress **Elyse Knox** on KFI-TV Los Angeles in addition to doing announcing on baseball games on station.

PAULINE FREDERICK, ABC news analyst, receives special award from New York chapter of Theta Sigma Phi, national professional fraternity for women in journalism. Award was given Miss Frederick for "her able coverage and interpretation of events of national and international significance."

BRUCE BARRINGTON, news director of KXOK St. Louis, elected to three year term on Board of Education of Illinois School District 54.

Second MGM Series

THE SECOND 26-week cycle of MGM Radio Attractions programs, eight series featuring Hollywood star talent, has been put into production, Bertram Lebhar Jr., director of WMGM New York and head of the MGM radio production firm, announced last week. Like the first 26-week series of shows, the new group will cost a half-million dollars, he said. About 200 stations subscribed to the first cycle.

You Can Still Strike It Rich IN CALIFORNIA!

THROUGH KWKW* YOU CAN REACH THE BONANZA OF FOREIGN LANGUAGE AND NEGRO PURCHASING POWER IN THE



Pasadena-Los Angeles AREA

In This, The Nation's Third Market KWKW Serves A Mexican Population Which Is Second Only To That Of Mexico City.

KWKW REGULARLY BROADCASTS

MEXICAN programs reaching over 250,000 persons
ITALIAN programs of interest to 55,000 listeners
YIDDISH programs servicing over 250,000 persons
NEGRO disc jockey programs appealing to over 250,000 listeners
JAPANESE programs enjoyed by some 25,000 persons
GREEK and PORTUGUESE programs reaching over 23,000 people

**KWKW Has A Record Of Longest Continuous Service To This Great Audience. All AM Programs Simultaneously Broadcast on KWKW-FM.*

1000 Watts **KWKW** AM and FM

FULLTIME ON 1300 KC

Ask your nearest FORJOE man or write Promotion Department, 800 Sierra Madre Villa, Pasadena 8, California

Transit's Radio Growth

(Continued from page 24)

operate in the black. Many of the pioneers have had extraordinary expenses in promotion, receiver development and sales. Others are charging off engineering, development and depreciation costs at a high rate. Some of our TR stations, while not in the black, have reduced their operating losses. Technically this is not making money, but it does reflect a dollar saving. TR's expense of operation is from a third to a half of a comparable AM station. TR cannot be affected by any other radio or television station no matter how many are in your city or area. TR is new, dynamic and here to stay. I know of no other way to realize a profit on an FM investment in the immediate future. Also, remember this, TR's programming is popular in homes and elsewhere. It is the type of radio service most people like. Hundreds of FM home listeners have expressed appreciation of TR's type of programming. It is a type of scheduling FM broadcasters should consider whether or not Transit Radio is adopted.

Cites Obligations

The second question without comment thus far concerns the objectors to TR. I believe that most minority groups who write letters of complaint to newspapers, radio stations, transit systems and others are sincere. I respect their opinion and tenacity, BUT the American way of life is guided by the will of the majority and a vast majority approve of Transit Radio. Introduction of new services, inventions and ideologies have created disagreement since time immemorial, but where would this nation be today if the disapproval of minor groups had stopped the wheels of progress? Frequently there is a small flurry of criticism inspired or encouraged by competing advertising mediums. We find that the bulk of the complaints come from elderly riders. There must be a biological reason for this. I do not want to infer that complaints are many. In the aggregate, disapproval is registered by as few as 1% to a high of 5%. The remainder approve of TR or have no opinion. I say again that Transit Radio is a powerful agent for public good. It entertains, it instructs, it sells and it is proving itself to be a wise investment for the FM broadcaster.

1930—1950
20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy in
DANVILLE, VA.
is
WBTM
Rep: HOLLINGBERY
5kw (d) ABC 1kw (n)

Allied Arts



SAMUEL GLUECK, sales promotion director for Frederic Ziv Co., resigns. He has been with firm for two and one-half years. Future plans have not been announced.

BLANCHE GAINES, writers representative, moves her office to 40 East 49th St., New York, offices of Fenton Productions, where she will work in conjunction with Mildred Fenton, in addition to her own duties.

JAMES W. LUCAS appointed director of product development of Associated Program Service, New York. He was formerly director of programming.

CLIFFORD E. GREENLAND, previously commercial manager, appointed account executive in station relations department of Associated Program Service. He is succeeded by **WILLIAM H. HOUGHTON,** formerly staff assistant, who assumes position of assistant service manager of service department.

HAROLD HIGGINS, formerly associate of Adolphe Wendland & Assoc., and before that Chicago sales manager for WOR New York, forms new product promotion company to be known as **Harold Higgins Co.,** 6331 Hollywood Blvd., Hollywood.

HAL TATE PRODUCTIONS, Chicago, announces sale of transcribed show, *Who's Talking,* to KYW Philadelphia. **HAL TATE,** owner of package firm, returns to his work after long illness.

ROBERT J. LANDRY, formerly head of writing staff of CBS, appointed director of summer program at New York U.'s Summer Radio-Television Workshop.

DIRECTORS of Television Fund, subsidiary of Television Management Shares Corp., Chicago, declare 12-cent per share dividend payable April 29 to holders of record April 17. Same amount was paid Jan. 30.

RADIO REPORTS Inc., New York radio "clipping bureau," recently opened offices in three additional cities, San Francisco, Cleveland and Philadelphia. Company, with headquarters in New York, also has branches in Washington, Boston, Chicago and Detroit.

Equipment

Dr. DONALD B. SINCLAIR appointed chief engineer of General Radio Co., Cambridge, Mass. He has been assistant chief engineer of firm since 1944 and is member of board of directors.

H. W. GRANBERRY named district representative for Southwestern District of General Electric Co. He will have responsibility for sale of broadcast equipment and will headquarter in Houston, Tex.

I. J. MELMAN, former member of technical staff of RCA Industry Service Laboratories, named head of advanced development division of Air King Products Co. He will be in charge of the advanced development division of company.

CONSUMERS SUPPLY Co., Des Moines, named distributor of Stewart-Warner radio and television products in 51 central Iowa counties. **EDWARD C. MUELHAUPT** is president and manager.

REEVES SOUNDCRAFT Corp., Long Island City, N. Y., moves to 35-54 36th St., Long Island City.

NATION-WIDE contest for radio battery dealers and RCA battery distributors' salesmen that offers $10,000 in prizes is underway conducted by RCA Tube Dept. Two first prizes are 1950 Ford custom sedans. Called "Get the Facts," contest is open to all radio battery retailers and their full-time personnel. Contest is designed to acquaint radio dealers with features of RCA radio batteries and opportunities offered to trade and closes June 30.

MUNTZ TELEVISION purchases former Howard Radio plant which it occupies in Chicago. Four-story structure has 700,000 sq. ft. of space, housing 900 employes and research and manufacturing facilities of the TV set production firm.

TRANSIT HEAD
Draws Editorial Comment

SUGGESTION of Chet L. Thomas, KXOK St. Louis and chairman of the executive committee of Transit Radio Inc., that a small minority opposition to transit radio should not deprive the public of a service it desires drew sharp editorial comment from the *St. Louis Post-Dispatch* (KSD).

In addressing the NAB FM meeting in Chicago Monday morning, Mr. Thomas pointed to transit as the forthcoming sixth medium (see story page 24).

The next day the *Post-Dispatch* carried an editorial suggesting Mr. Thomas had proposed "a novel view of life in a free country." The *Post-Ditspatch* added:

"By the same logic, everybody would have to eat oatmeal for breakfast if the majority decided that oatmeal was the ideal breakfast food. The pipe-smoking minority would have to take up cigarettes if a pollster could show that the majority favored cigarettes.

"Manhattans, old-fashioneds, sidecars and just straight bourbon would be out if the majority voted for martinis.

"Mr. Thomas looks askance at minorities. 'Where,' he asks, "would the nation be today if minority groups had stopped the wheels of progress?" Did he mean to say 'profits,' rather than 'progress?' In any event he might take another look at his United States history to learn that minorities have always been the great force behind the nation's advances. And he might also have a look at the constitution which is so jealous of minority rights. No, while the majority may decide elections, it has no right to shape people's personal lives against their will."

KXOK operates transit service in St. Louis, with 1,000 busses and trolleys equipped with receivers.

Ryan Named

(Continued from page 23)

Federal Communications Commission to the Chairman of the Commission important executive and administrative functions of the Commission; and WHEREAS, the plan perverts the recommendations of the Hoover Commission on Organization of the Executive Branch of the Government, and is in conflict with existing law;

THEREFORE, BE IT RESOLVED, that the NAB Board of Directors opposes Plan No. 11 and urges Congress to reject it.

Attending the board's meeting, final session of the board as then constituted, were:

Harold E. Fellows, WEEI Boston, District 1; Michael R. Hanna, WHCU Ithaca, N. Y. District 2; George D. Coleman, WGBI Scranton, Pa., District 3; Campbell Arnoux, WTAR Norfolk, Va., District 4; Allen M. Woodall, WDAK Columbus, Ga., District 5; Henry W. Slavick, WMC Memphis, District 6; Gilmore N. Nunn, WLAP Lexington, Ky., District 7; Harry M. Bitner Jr., WFBM Indianapolis, District 8; Charles C. Caley, WMBD Peoria, District 9; William B. Quarton, WMT Cedar Rapids, Iowa, District 10; John F. Meagher, KYSM Mankato, Minn., District 11; Clyde W. Rembert, KRLD Dallas, District 13; Hugh B. Terry, KLZ Denver, District 14; Glenn Shaw, KLX Oakland, District 15; Calvin J. Smith, KFAC Los Angeles, District 16; Howard Lane, WJJD Chicago, and James D. Shouse, WLW Cincinnati, large stations; Kenyon Brown, KWFT Wichita Falls, Tex., and G. Richard Shafto, WIS Columbia, S. C., medium stations; Merrill Lindsay, WSOY Decatur, Ill., and Clair R. McCollough, WGAL Lancaster, Pa., small stations; Eugene S. Thomas, WOIC (TV) Washington, and Robert D. Swezey, WDSU-TV New Orleans, TV stations; Frank U. Fletcher, WARL-FM Arlington, Va., FM stations. Excused were Harry R. Spence, KXRO Aberdeen, Wash., District 17; Everett L. Dillard, WASH (FM) Washington, FM stations, and Patt McDonald, WHHM Memphis, newly elected small stations director.

Attending as newly elected members who take office at the June meeting were:

William B. Fay, WHAM Rochester, N. Y., District 2; Harold Essex, WSJS Winston-Salem, N. C., District 4; Harold Wheelahan, WSMB New Orleans, District 6; George J. Higgins, WISH Indianapolis, District 8; Jack Todd, KAKE Wichita, District 12; William C. Grove, KFBC Cheyenne, District 14; A. D. Willard Jr., WGAC Augusta, Ga., and John Esau, KTUL Tulsa, medium stations; Edgar Kobak, WTWA Thomson, Ga., small stations; Ben Strouse, WWDC-FM Washington, FM stations.

SHORTLY before primary elections, KIMV (FM) Hutchinson, Kan., will make 15 minutes available to every county candidate for election in area.

'MAGICAL FIFTH'

Offers Technic Treat

BLONDES were mixed equally with business tips as transcription firms, library services and other businesses of broadcasting hosted NAB conventioneers on the "Magical Fifth" floor of Chicago's Stevens Hotel. Thirty-seven allied firms centered their displays on one floor, decorated suites flamboyantly to catch attention and posted placards about the corridors.

Novelty items, though numerous, were less plentiful than at last year's convention. One gimmick which brought visitors flooding into a display room was that of International Derrick and Equipment Co. Representatives took rapid-developing pictures of guests and presented each with his own in a cardboard folder. The picture background was an Ideco derrick. Firm also ran a color reel showing construction of WCON-TV Atlanta's new 1,057-foot tower, one of the highest in the country.

Broadcast Div. of Capitol Records Inc. served drinks behind a bar topped with a montage of record labels and backed by a view of Sunset and Vine in Hollywood. Transcriptions numbering 4,500 were plugged as coming from "the entertainment capital of the world." Service offers themes, mood music, musical bridges, sound effects and 30 musical programs.

Lang-Worth Signs 19

Cy Langlois of Lang-Worth Feature Programs reported a steady flow of visitors and the signing of 19 contracts by the end of the second day of the management session, "the best business we've seen at the NAB convention for 10 years." Lang-Worth introduced its new half-hour, once-weekly show, *Remember When*, slated for release this week. Talent just signed include Russ Case and his orchestra, Allen Dale, Connie Haines, Juanita Hall, Patti Page, Leon Payne and his Western music and Eugenie Baird.

Charles Michelson Inc. featured material on its *Blackstone, Magic Detective* co-op series, with its new contest among district sales managers. Firm is releasing for the first time two TV shows, both five-minute, open-end three or five-a-week offerings. They are *Capsule Mysteries* and *Blackstone's Magic Secrets*. A recent AM release is *Dumas' Cavalcade*.

Frederic W. Ziv Co. showed merchandise manufactured on its *Cisco Kid* trademark, popularized by the transcribed show. Products include a cowboy suit, tee shirts, blue jeans, holsters, belts, shorts, mittens, gloves, hats, lariat and coloring books. Promotion also pointed out that "267 stations have 439 sponsors of *Meet the Menjous*."

Standard Radio Transcription Service announced a new subscriber-bonus, 60 15-second weather jingles sung by Two-Ton Baker. Convention-goers received a novelty coin and watched the history of the firm flash on a screen in 30 cartoon slides. *Sports Parade*, a three-a-week, quarter-hour open end show written by Don Watrick, was introduced.

Telecasters viewed five picture tube models exhibited by Federal Telephone and Radio Corp., including the only 14-inch rectangular tube shown at the convention. Federal, which manufactures a variety of high-power broadcast tubes, also demonstrated a 1 million w tube with high-power pulse for a cyclotron.

International News Service has hypoed its TV activity since the last convention, and now offers a Telenews-INS daily film show, newsreel weekly, and a weekly sports reel. One or more of its services is now on more than 70 stations, and orders were received last week from WHBF-TV Rock Island, WLAV-TV Grand Rapids, WJIM-TV Lansing, Mich., and WTMJ-TV Milwaukee. International News Photos offers telecaster spot news pictures daily, a still picture package, *TV Photo Quiz*, *Style Preview* and daily pictures by mail.

Super Projectall Shown

In conjunction with the INS exhibit was that of the Super Projectall, developed by Tressel Television Productions. The instrument, released nationally through INS, is a new version of the Projectall introduced a year ago. The remote-controlled combination-TV device has two built-in 35mm transparency projectors, two automatic opaque systems, and apertures for a 16mm motion picture projector with built-in multiplexes.

Gimmicks were showered by RCA Recorded Program Services, which distributed keys labeled "512" via blonde models who admitted it was the key to their rooms. After the second day, the models switched their line to "Thesaurus is setting the trade on fire" and passed out match books with an RCA message.

C. P. MacGregor Electrical Transcriptions displayed its entire library, which stations can buy. Salesmen gave visitors fake $100 and $1,000 bills, pointing out that these sums could be saved by using its services. *Hollywood Theatre of Stars* and *Proudly We Hail* were showcased. *Forward America* was auditioned as the latest show of World Broadcasting System. World also promoted its time signal, commercial and weather jingles.

Microgroove recordings and their operation were explained by a Columbia Transcriptions representative, who contrasted today's record with that of 20 years ago. Today's microgroove is 10 inches in diameter, weighs six ounces and is .0075 inches wide. That of two decades ago was 16 inches in diameter, weighed two and one-half pounds and was a quarter-inch thick.

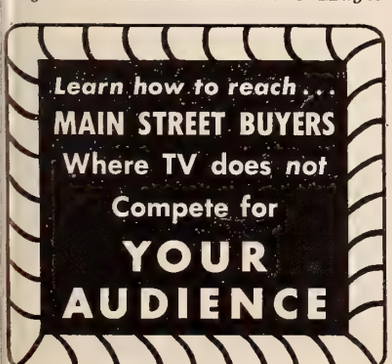
McIntosh Engineering Lab and Magnecord shared display space, with the former showing its amplifier and amplifier equalizer. Magnecord demonstrated its three-head unit monitor, amplifier and power supply unit, and the new PT63 Magnecorder with three heads which erase, record and play back. The PT7-CC console includes a mechanical unit, console amplifier and cabinet.

Affiliates of Keystone Broadcasting System were entertained by President Naylor Rogers and his associates in a suite next to that of Musicolor, which introduced the "dancing light." Potentially a video aid, Musicolor synchronizes popular and classical music with a pattern of colored lights flashed on a screen. Broadcasting Program Service offered 5,000 reels of tape recorded music for transcriptions, records, films, wired music and TV films. Associated Program Service, auditioning its shows and talent, claims 700 stations buy its "programming for profit."

Fairchild Recording Equipment Corp. brought out new improvements in its professional moving

(Continued on page 57)





SEE PAGE 87

NAB's Conclave

(Continued from page 19)

gates in Chicago and they were rewarded with a series of earthy discussions.

Third, those who came to bury FM were stopped short Monday morning when several hundred AM-FM and FM-only managers threw into the pot a crop of ideas on how to make money with an FM facility.

They agreed that FM is on the downgrade in a lot of cases but contended the medium has technical advantages that keep alive the hope for a better future and that perhaps could be the savior of aural broadcasting.

Want Business Talk

Success of these three plain-talk work sessions accounted for the oft-heard delegate comment that NAB conventions should be good, solid business gatherings instead of speeches. Prospect of stiffer competition among radio media and against other types of advertising spurred this line of thinking.

The upper echelon talks about the responsibility of broadcasters were topped by the Tuesday speech by Chairman Coy. He was not as rough as he has been at some past conventions though there was no avoiding his punch in urging broadcasters to watch their program and advertising standards. Those interested in learning when the TV freeze would be lifted were disappointed. The chairman predicted TV would become the dominant radio medium.

Convention exhibitors were somewhat let down over the volume of traffic in the Stevens Exposition Hall (heavy equipment) and the "Magic Fifth Floor," where light equipment and services were on display. On the other hand, many of the exhibitors said the convention was a success from a business standpoint because traffic was interested in looking and buying.

Attendance at the eight-day series of meetings totaled 2,345, according to NAB. This comprised 900 registered delegates at the Management Conference—343 at the Engineering Conference—242 at the Independent's Day—300 ladies and visitors—560 exhibitors and press. The total was about 300 less than the 1949 convention.

The banquet attendance Tuesday evening was 1,050, about 300 fewer than a year ago. Entertainment at the banquet was provided by BMI on its tenth anniversary. This anniversary, incidentally, was an important feature of convention proceedings as BMI exploited its decade of success as an industry copyright reservoir.

From the standpoint of time-selling and efficient management, the three work sessions (FM, Labor and TV) produced little that would help the AM station manager who is concerned about rate-cutting, competition and rising costs.

The BMB discussion Tuesday morning yielded a review of BMB's status and a few inklings on the proposed Broadcast Audience Measurement Inc. as successor. Delegates interested in knowing about BAM left the meeting disappointed.

Two key agency executives gently warned broadcasters they need reliable and uniform coverage data if they are to justify the expenditure of advertiser's money on radio (see story page 65).

A new slant on the problem of providing sales service to the industry developed when a study was approved on the advisability of having separate AM and TV advertising operations. A resolution for such a study was adopted unanimously. As envisioned, there might be a BAB-AM and BAB-TV arrangement, either inside NAB itself as BAB stands at the present or operated outside the fold as separate corporations.

Many broadcasters talked over their individual sales problems during the convention with Maurice B. Mitchell, BAB director, who spoke during the Sunday Independents meeting. Other members of the NAB staff served in consulting capacities during the convention.

Indicative of the desire of AM stations to meet rate-cutting pressures head-on was a proposal to develop a system of showing the extent of auto, outside-the-home and multiple-set listening.

Rate-Cutting Issue

The rate-cutting problem drew little management discussion. Judge Miller replied to a wire from Walter H. Annenberg, WFIL Philadelphia president, by saying he felt NAB could not appropriately take a stand on the station's recent rate adjustment (see story page 29).

Interest was keen in the election by the board of Mr. Ryan to be general manager (see story page 23). Mr. Ryan brings to NAB more than a decade of broadcast management experience as well as a long record of participation in key industry and NAB operations. Judge Miller retains policy power and will be free to spend more time in high-level functions.

Mr. Ryan will serve as a general manager operates in any organization and will not be expected to function as a speech-maker. He will probably work out a membership campaign to halt the resignation tide. Most of these resignations occurred at the time of the April 1 dues increase. In addition he is authorized to hire a field representative to work on membership. Mr. Ryan has power over the entire NAB organization except the president and general counsel.

Those who went to Chicago in expectation of seeing a network revolt were disappointed. The networks were there, but their high executive level, except for ABC was not represented. Station relations officials carried the convention ball.

NAB and the networks will meet May 15 to see what can be done about their differences. No one could be found among the network delegations who would indicate any of the four associate members would resign prior to the meeting. NAB officials hope the reorganized headquarters operation will remove network complaints.

Tribute was paid Judge Miller at the Tuesday morning management meeting when a resolution was adopted unanimously praising his regime and the prestige he has brought the industry (see resolution story page XX). The convention applauded the judge after adopting the resolution.

The subject of member resignations didn't arise during the management meeting, except in informal corridor discussions. The undercurrent of feeling about some phases of NAB's functioning was discussed in group conversations but there was no concerted expression. Some stations are thought to have delayed resigning until the convention was over, but belief prevailed that the pre-April tide of resignations had halted.

Engineers Meet

The Engineering Conference that started April 12 was well attended and when it was over Saturday, April 15, the technical members of NAB agreed they had taken part in an outstanding session [BROADCASTING, April 17].

NAB's Engineering Committee held two meetings during the technical conference. The first was held April 12 [BROADCASTING, April 17] and it went deep into the NARBA crisis. A second meeting was held April 14, with many committee members fearing there

Efficiency

SYSTEM of certifying delegates to NAB business session held last Tuesday at Stevens Hotel, Chicago, was so efficient that hotel officers refused to let Don Petty, NAB general counsel, enter delegate section. When the NAB attorney's oratory left the officer cold he obtained an official delegate's voting certificate and walked triumphantly down the aisle.

HOT ROCKETEER! . . .

DULUTH, MINN.—"Hot rod? Heck, no!" says Otto Mattick as he prepares to touch off his hot rocket. "It takes something with super-sonic drive to get me up where I can see the soaring figures of the KDAL Hooper in this prosperous Duluth-Superior Market." KDAL is way out in front with the audience in this market—America's 51st in Retail Food Sales. Why not let KDAL put your food product way out in front in this bonus market?



Getting ahead in the Duluth-Superior Market is easy. Ask Avery-Knodel for availabilities. KDAL does the rest.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

• MORNING
• AFTERNOON
• EVENING

Your best buy in Hartford! Send for new Market Study, now going to press! Write Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.

CBS

might never be another North American Treaty. The alternative, they explained, was electronic warfare with Cuba and Mexico.

NARBA and many Federal regulatory problems were discussed during the annual FCC-Industry Roundtable held April 15 (see story below). FCC engineering officials submitted pointed questions from industry delegates. Here, too, the consensus indicated fear of non-treaty warfare though the idea was proposed that some industry engineers don't want a treaty.

The eight-day agenda was devoid of knotty issues. There was little of the intense feeling that developed at the 1949 convention over formation of an advertising bureau or over the rocky career of BMB Study No. 2.

ROUNDTABLE

NARBA, Other Problems, Covered

HOPE for adoption of a third NARBA rests in the friendly attitude of U. S. and Cuban delegations and informal promise of Mexico to enter treaty negotiations when they resume in Washington late next summer or early autumn, NAB technical members were told during the annual FCC-Industry Roundtable winding up the Third NAB Engineering Conference.

Four-day program ended Saturday, April 15, at the Stevens Hotel, Chicago, as a feature of NAB convention week (first three days reported in BROADCASTING April 17).

The roundtable went into practical station operating problems and the trend of FCC thinking along station lines. Stuart Bailey, of Jansky & Bailey, Washington, presided. Future of FM, inadequacy of AM, FM and TV receiving sets sold to the public and interference problems were taken up by a panel consisting of six industry and six commission executives.

T. A. M. Craven, of Craven, Lohnes & Culver, said the industry is not agreed on desirability of a treaty but the government wants one. E. K. Jett, WMAR-FM-TV Baltimore, said a treaty is necessary or stations will be pushed right back into their antennas at night because of interference.

Raymond F. Guy, NBC, said a treaty is desirable but not "at any price." Assignments are in Cuba's favor now, he added, pointing to Havana as the "most flagrant example" of excessive assignments. Curtis Plummer, FCC chief engineer, said it is difficult to maintain the *status quo*. James E. Barr, of the FCC panel, reviewed history of NARBA negotiations.

The FCC freeze was eliminated as a topic because of its controversial nature, but Mr. Plummer gave some general views on the subject. He said the next phase of the video hearings will go into common carrier problems. This should move quickly, depending on cross examination, he said, but there are 200 appearances on general and special allocations and these may take months since the FCC must spend at least two days a week on normal work.

Edward W. Allen, of the FCC group, said the ad hoc industry committee's Volume I and addenda was to have been taken up April 21 and then released, after which the Commission can proceed with individual allocations.

Cites Next Step

Edward A. Wheeler, WEAW (FM) Evanston, Ill., raised the question of FCC jurisdiction over pulse and supersonic emissions used in transit radio, storecasting and similar services. The question proved too tough, but FCC spokesmen said a fact-finding hearing will likely be held. FCC has received no complaints of interference or degradation of service, it was added.

The future of FM drew comments from many sources, with agreement that it is not an engineering but an economic problem. Mr. Jett said WMAR-FM is losing $8,000 a month and cannot keep operating indefinitely. John H. DeWitt Jr., WSM Nashville, recalled the recent demise of WTMJ-FM Milwaukee, a pioneer station. It was noted that FM's progress is spotty, with North Carolina one of the bright spots.

C. M. Jansky Jr., of Jansky & Bailey, asked if TV and AM operations violate the duopoly rule. Similar point was raised about AM-FM stations. Several persons commented on the statement by Robin D. Compton, WOIC (TV) Washington, that TV could carry FM piggy-back since they are supplementary and use common plant facilities.

Interference problems were discussed at length after the point was raised that many suburban transmitters that were built in sparsely populated areas are now surrounded by houses. Sharp complaints were made about the quality of receiving sets. Mr. Plummer said many set makers turn out receivers suitable for 90% of locations but not efficient in problem areas.

Makers' Invitation

Suggestion was made that set makers be invited to the 1951 conference. Mr. Barr observed that the licensee must do what he can if complaints are numerous and added that the station must renew its AM license every three years.

The aviation angle of tower sites was bought up but Mr. Plummer said FCC-CAA negotiations had been laid aside.

Monitor receiver for reproduction of picture as it would look on an ideal TV receiver was described by Jack W. Downie, General Electric Co. The equipment also provides means for making two transmitter measurements necessary for top performance. These are the transient and double to single side band response characteristics.

George Adair, Washington consultant, presented the first draft of detailed information worked up by NAB to aid stations in complying with the new FCC rule requiring yearly proof of technical performance measurements on AM and FM outlets. First measurement is due before Aug. 1, 1950.

Richard P. Doherty, NAB employe-employer relations director, urged engineers to double up personnel at smaller stations to avoid overspecialization into cases where 40 man hours of time are assigned to a 20-hour job. He urged use of the man on another assignment for the unused hours, and pointed to need for careful "human engineering" at stations. Mr. Doherty said engineering and technical salaries take from 9.5% to 14% of the average station's revenues.

SEE THE BMB STORY ON THE SOUTH

•

➤ *See Centerspread This Issue* ➤

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

k-nuz SUCCESS STORY! NO. 4



Mr. Fred G. Forshag

"AN 85% INCREASE IN BUSINESS SINCE WE STARTED USING KNUZ RADIO TIME" — that is Mr. Fred G. Forshag talking — manager of the RICE BROKERAGE COMPANY, Hermann Building, Houston, Texas. Mr. Forshag continues, "Our organization specializes in short-term personal loans. For our purposes, we have found KNUZ Want Ads just the thing. We started these ads in September 1948, and have stuck by them religiously ever since, for they have brought regular results. But in September 1949, we signed a contract for two additional spot announcements nightly on the disc-jockey show "Beehive," from 10:30 to 12 midnight. As a result of this show, *our business surged 85% over a two-month period!* Our success was vastly greater than anticipated, and we are determined to *increase* our KNUZ time in the future."

(Upon request, KNUZ will be happy to furnish complete story of the success of the RICE BROKERAGE COMPANY, or you can contact Mr. Fred G. Forshag at his office in the Hermann Building, Houston, Texas, telephone AT-wood 5716.)

Before you buy the Houston market check the top Hooperated availabilities K-nuz offers. You'll be dollars ahead in sales and savings.

CALL, WIRE OR WRITE

FORJOE: NAT. REP.

DAVE MORRIS, MGR.

CE-8801

k-nuz

(KAY-NEWS)

9th Floor Scanlon Bldg.

HOUSTON, TEXAS

Independents

(Continued from page 26)

the strength of advertising itself.

He saw no reason why the development of television should put more pressure for rate cuts upon AM than upon other media, and urged broadcasters and buyers to re-evaluate the basic rate structures of the broadcasting media instead of succumbing to rate-cut pressures.

Taking a look at the NAB, Mr. Kobak expressed hope that AM, FM and TV divisions, with each under strong leadership, may continue under one broad association. But he made clear that radio and television are competitors and that he felt BAB's sales service functions should be separated and operated competitively.

He felt NAB should seriously consider moving headquarters from Washington to New York, where it would be nearer the "business of broadcasting," while maintaining a branch office in Washington.

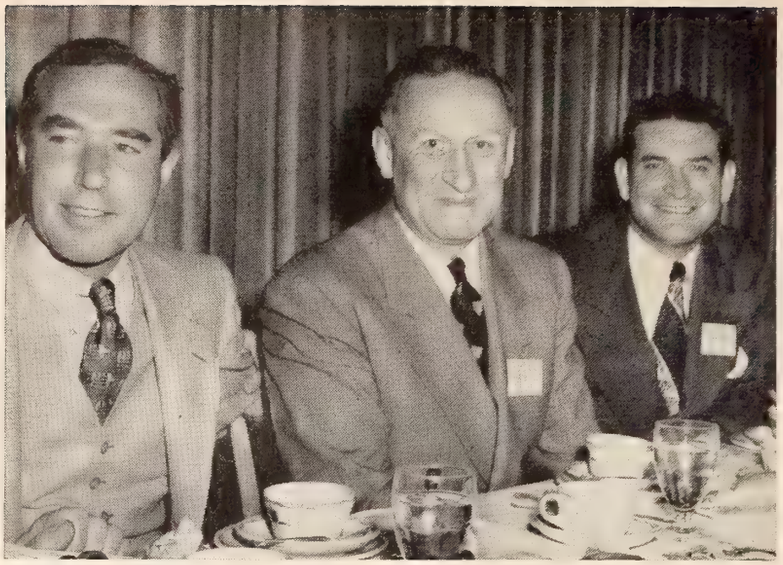
Urging stronger selling, he noted that General Mills has bought 65 half-hours for this summer—one of the largest summer orders—but pointed out the idea did not come from broadcasters. He cited other instances in which it was the advertiser or agency rather than the medium itself which originated big ideas and big time sales.

Mr. Kobak also suggested a review of research policies, asserting that tripartite control of research in radio has not had too good a history and pointing out that in other fields the policies are controlled by the sellers, not the buyers.

Research Review

In the afternoon session the spotlight was thrown on transcription and record libraries, BMI material, selling techniques, mail-order business and international cooperation as "program resources" to be developed and sold, and on the legal technicalities confronting broadcasters in setting up and selling sports programs, particularly baseball and racing broadcasts.

Arnold Hartley, WOV New York, was in charge of the program resources section and Patt MacDonald, WHHM Memphis, presided over the sports clinic.



AT NAB's Tuesday luncheon head table are (l to r): Robert D. Swezey, general manager of WDSU New Orleans; Eugene S. Thomas, general manager of WOIC (TV) Washington, and Kenyon Brown, president of KWFT Wichita Falls.

The importance of transcriptions and records as program sources was stressed by John Sinn, executive vice president of Frederick W. Ziv Co. and World Broadcasting System; Sellman C. Schulz, vice president of Decca Records, and Charles Grean, assistant recording director of RCA Victor Div.

Mr. Sinn noted that transcriptions are a "tremendously important source of radio program material designed expressly for radio," and advised his listeners to "forget all you knew" about transcriptions and get a new outlook from the 1950 product. "A new era is dawning," he asserted, declaring there is "a transcription answer" to program, sales, cost and revenues problems.

Messrs. Schulz and Grean outlined features of their respective catalogs which broadcasters could use, including children's and dramatic programs, dance-band shows, etc.

Carl Haverlin, BMI president, outlined BMI services to broadcasters—including one script series which he said is sold to sponsors by almost 1,000 stations. Other services include additional scripts, pin-up sheets listing top tunes and most popular folk music, a news letter, record report, the *BMI Music Memo*, model music library, disc data, research bulletins, various indices, record labels and basic BMI transcription library.

BAB Director Maurice Mitchell reported that BAB has "radically changed" military policy on advertising, so that radio can get its share, and announced that an "agreement" had been reached whereby at least one of the half-hour recruiting shows will be opened up for commercial announcements, although the show itself may not be sponsored.

Programming's Position

He urged stronger and more personalized selling approaches, with emphasis on sale of programs rather than spot announcements. He questioned the program manager's place in top management, and asserted, though conceding he was biased, that "I consider a program as a space between commercials."

International program cooperation was emphasized by Edward Gruskin, chief radio officer of the Economic Cooperation Administration; Alfred Puhan of the State Dept.'s Voice of America, and Pierre Crenesse, director of the North American Service of the French Broadcasting System.

Mr. Puhan, acting chief of the program operations branch of the State Dept.'s International Broadcasting Div., said the Voice is currently broadcasting 30 hours daily in addition to 1,300 discs shipped overseas each month.

He estimated Russia is spending $200 million on counter-propaganda efforts in the "cold war"—which, he warned, "can turn hot at any moment."

Mr. Puhan called upon U. S. broadcasters to submit program material—particularly foreign-language programs—for use by the Voice, and said the Voice in return could supply program material on a limited basis and would act as go-between to secure material from overseas stations. In the same theme Messrs. Gruskin and Crenesse pledged the cooperation of their respective organizations.

The appeal and advantages of "mail order business" were sketched by Ralph Weil, WOV New York. "I like mail order because it brings in business," he declared. "I don't like per inquiry because I don't like two prices." WOV, he reported, sells no mail-order time of less than 10 minutes, three times a week for at least two weeks; reserves the right to check copy and products and requires advertisers to make a money-back guarantee to listeners.

An invitation to broadcasters to exchange ideas by reporting their program, sales, promotion and similar innovations to the trade press was extended by Jerry Fraken, *Billboard* radio editor.

Most of the sports clinic—to a great extent off the record—was devoted to organized baseball's recent changes, inspired by the Justice Dept., curtailing a local baseball club's veto power over local broadcasts of major league games.

Washington Radio Attorneys Frank Fletcher, part owner of WARL Arlington, Va., and Leonard H. Marks made clear that the local club's say-so is required only during the times the local club is playing at home, and is limited to stations whose transmitters are located wihin 50 miles of the local ball park.

Strouse Talk

Ben Strouse, of WWDC Washington, discussed the selling of sports adjacencies — concluding from his experience that the problem is not in selling them but in finding enough to meet the demands of advertisers.

Mr. Fletcher also called attention to the pending Justice Dept. anti-gambling bill, which would impose special restrictions on the broadcast of horse-race information (see story page 62). He pointed out that Congress is currently considering the bill and suggested that, for stations that would be affected, now is the time to communicate their views to Congress.

NAB General Counsel Don Petty submitted an "interim report" which showed, on the basis of a survey, no uniformity among school authorities with respect to the granting of broadcast rights to scholastic sports events. With replies received from 22 states, the report said, more than 75% indicate "the granting of the rights on a gratuitous, non-exclusive basis was the normal practice." The NAB law department concluded that "more can be accomplished public-relations-wise than by resort to the courts."

Lang-Worth Additions

LANG-WORTH Feature Programs Inc., New York, in the past two months has contracted with 108 additional radio stations to carry its new eight-inch library.

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Split Sales Promotion

(Continued from page 22)

quest television set manufacturers to install FM tuners in all television receiving sets.

WHEREAS the district meetings held throughout the country have been brought to a new and greater usefulness to the membership under the supervision of Judge Miller,

WHEREAS Judge Miller has achieved greater recognition of the interests of the broadcasting industry in the field of international radio and has secured participation of broadcasting representatives at the policy level in international negotiations, and

WHEREAS the leadership of Judge Justin Miller has brought greater prestige and respect for the policies and contribution of broadcasting to the American way of life,

THEREFORE BE IT RESOLVED . . . that NAB members heartily commend the leadership and inspiration which have been provided by their president, Judge Justin Miller, and pledge him their continued support in his administration of the association.

WHEREAS the consummation of a fair and equitable television per-program license with ASCAP is vital to the best interests of all radio broadcasters, regardless of the type of license under which they choose to operate, and

WHEREAS an industry-wide committee has been appointed to negotiate a fair and equitable television-ASCAP per-program license, and

WHEREAS it appears that due to the complexities of the problem further negotiations with ASCAP are necessary to obtain such a per-program license.

THEREFORE BE IT RESOLVED . . . that the NAB board of directors is urged to continue its support of the industry negotiating committee.

WHEREAS since the Senate passed the McFarland Bill (S 1973) in 1949, it has remained in committee in the House of Representatives,

THEREFORE BE IT RESOLVED that the NAB urge the NAB board of directors and all broadcasters to support the enactment of the McFarland Bill as passed by the Senate.

WHEREAS the association board of directors has employed William B. Ryan as general manager,

AND WHEREAS Mr. Ryan combines the qualifications of experienced leadership in broadcasting with those of sound business judgment,

BE IT RESOLVED that the convention delegates here assembled commend the board for its action and pledge support of Mr. Ryan in his new and important assignment.

J. Harold Ryan, WSPD Toledo, presided at the Tuesday morning BMB session as board chairman of BMB. He reviewed history of the first two studies and introduced Dr. Baker.

A year ago, Dr. Baker recalled, the convention air was tense as BMB provided a leading topic. This year the situation has eased, he said, with No. 2 study finished and delivered to some 630 stations and 370 agencies and advertisers. Eighty-eight requests for data on nonsubscribers have come in recently, he said, with interest mounting.

Linnea Nelson, chief timebuyer of J. Walter Thompson Co., New York, and one of the original sponsors of industry coverage service, said agencies need BMB data to convince advertisers we can reach the most people for the least money by use of radio. She said agencies would like to have area reports, as in the first study, and they would like more broadcasters in BMB. Miss Nelson, noting the small audience (about 150 as she spoke), said the very broadcasters who most need to hear about BMB were not present.

Wants 'Exact' BMB Data

Frank Silvernail, chief timebuyer of BBDO, New York, said his agency wants BMB data in the exact form it is submitted to stations. Agencies need radio data in selecting media, he continued, and observed that often they are not especially interested in wide coverage. As an example he cited how a campaign using WLW Cincinnati might include stations within the WLW coverage area. He, too, asked for an area report.

Henry P. Johnston, WSGN Birmingham, chairman of the NAB Audience Measurement Committee studying future coverage policies, said the committee had met several times and had discussed the problem with committees of the Assn. of National Advertisers and American Assn. of Advertising Agencies.

Without some uniform system of measurement, the radio industry will be in bad shape, he said.

In a question-answer session Dr. Baker said no area report was provided because only 630 of 2,000 AM stations on the air when the study was made were BMB subscribers compared to 700 out of 900 in 1946. He said subscribers don't want to give nonsubscribers the benefit of reports. BMB's board will meet May 9, he said. He cited the conditions by which nonsubscriber data can be obtained and regretted some "chiselers" have tried to obtain data without proper payment.

Dorothy Lewis, speaking on behalf of the United Nations information office, told delegates the UN will open-end its programs for sponsorship on May 1 but asked that broadcasters use discretion in selection of advertisers.

'Magical Fifth'

(Continued from page 53)

coil cartridge, its unitized audio systems and a turret head arm with three separate cartridges. For television broadcasters, Fairchild exhibited the Pic-Sync, a system for recording sound tracks for theatre and video films on quarter-inch tape in sync.

Machlett Labs displayed its complement of election tubes, including the entire Western Electric line Machlett manufactures and its own broadcast and industrial line. Sharing space with Machlett was Graybar Electric Co., which distributes both tube lines nationally. Ten clocks, with call letter plugs, were on exhibit in rooms of Radio Television Publicity Corp. The clocks are spotted in retail establishments as station promotions.

Bruce Eels & Assoc., which maintains a program library service, played transcriptions of its shows, including *Frontier Town* (52 half hours), *Leather Stocking Tales* (65 quarters), and *The Adventures of Frank Race* (52 halves). A tuner with a range of 88 to 108 mc and a 10 w power amplifier highlighted display of Multiples Sales Co., which also exhibited its tuner-tube and supersonic chassis-tube complements.

Wincharger Corp. sales representatives explained operation of the firm's antenna towers, while nearby a Hughey & Phillips salesman displayed and explained tower lighting equipment. Variations on the new miniature condenser microphone of Altec Lansing Corp. included types for stand and suspension mounting and chest plate and lapel mounting. Other products were amplifiers, speech input mechanisms and intermodulation test equipment. Amperex Electronic Corp. spotlighted its line of AM-FM-TV transmission and rectifying tubes, both fixed and mobile, while Ampex Electric Corp. displayed its magnetic tape recorders, production and playback-only units.

Presto officials demonstrated the PT-900 portable tape recorder and studio model SR-950, along with the 6N recorder and 90B amplifier. Westinghouse Electric Corp. maintained open house for broadcasters, as did Radiotime and RCA Engineering Products. General Precision Lab maintained a suite although its main exhibit was in the Exhibition Hall (see separate story). SESAC had displays at both levels also.

Harry S. Goodman Productions introduced new radio and TV program ideas. Most promotion concerned the new package, *Red Ryder*, brochures on which were distributed by a blonde cowgirl. A new TV film series, *Ship's Reporter*, stars Jack Mangan interviewing celebrities aboard ship at the airport in New York.

Principal display of the Gray Research and Development Corp., Div. of Gray Mfgr. Co., was the Telop, a four-channel optical system aimed at low-cost production of TV commercial copy.

CONSTANT SERVICE
OF HIGHEST TYPE
WILL NET SPONSORS
INCREASED SALES IN
HALIFAX NOVA SCOTIA
JOS. WEED & CO.
350 Madison Ave., New York,
(Rep.)
5000 WATTS—NOW!

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

1949 BMB

Day—110,590 *families in* 36 *counties*

Night—85,830 *families in* 31 *counties*

and

3 to 7 days weekly:

Day—90,320 *families*

Night—66,230 *families*

(Retail sales in the area are over $600 million yearly)

WDBJ CBS · 5000 WATTS · 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA
FREE & PETERS, INC. National Representatives

FM Plans

(Continued from page 25)

presiding, the FM discussion was opened with a greeting by NAB President Justin Miller. Mr. Bonebrake keynoted the meeting with the statement: "There's nothing wrong with FM that a profit won't cure." He said TV and FM possibilities are related "like ham and eggs."

Howard Lane, WJJD Chicago, director of broadcasting of Field Enterprises and NAB director-at-large for large stations, said a mass market exists for a paid subscriber music service. This can be done on a low-cost basis by utilizing an FM station with a cutoff signal for talking portions of the service.

Mr. Lane said the size of the investment depends on the market. He said WFMF (FM) Chicago operates 8 a.m. to 2 a.m. The receiver in a paid subscriber's place receives music only and is silent while news and announcements are on the air. He described the operations of Field's Functional Music Inc.

Musicast Cited

Second example of special-service operation was cited by Edward Davis, executive vice president of Sundial Broadcasting Corp., San Francisco. He said KDFC (FM) San Francisco began operation three years ago and lost money steadily until it went into Musicast. This service provides music to home listeners, with unobtrusive voice material; to business and professional places who pay for the service. A supersonic tone is used to eliminate speech portions of the service where desirable.

Retailers comprise the largest group of subscribers, Mr. Davis said. Restaurants run second and some business and factory establishments use the service to bring greater efficiency among workers.

Chet L. Thomas, general manager of KXOK AM-FM St. Louis and now chairman of the executive committee of Transit Radio Inc., described the third form of special income for FM stations—transit service. He described it as "the first truly complete retail medium using radio as a means of transmission. TR reaches and sells millions of riders daily while these riders are in transit to the point of purchase." Text of Mr. Thomas' speech appears on page 24.

Mr. Bonebrake described the operation of an 18-station AM network in Oklahoma, fed by KOCY-FM's 32 kw signal. He said he hopes for a $200,000 year on the network. National advertising is coming in slowly, he declared, but many of the regional advertisers are pleased. He described the ease of localizing sponsors' messages on the network.

Storecast Corp. Represented

Stanley Joseloff, president of Storecast Corp. of America, said "many influential people" figure radio is losing audiences fast and ought to start cutting rates. He described FM broadcast service to stores as one of the answers to radio's problem, with some 200 national and regional food products now buying store service and averaging over 70% renewal.

Mr. Joseloff quoted Val S. Bauman, National Tea Co. sales manager, as having 800,000 circulation weekly in its Chicago stores alone and calling it "a potent advertising medium."

He proposed that an organizational job be done under NAB aegis to bring large numbers of stores and super markets, with millions of customers, into the store service fold. "Don't forget that FM's Nielsen is always 100 at the point of sale," he concluded.

Edward Wheeler, WEAW (FM) Evanston, Ill., and WOKZ-AM-FM Alton, Ill., summarized the FM special service discussion. He said several or all of these services can be operated simultaneously by pulse equipment. He said sale of FM sets can be stimulated by announcements on store and transit services.

Mr. Wheeler said there are more FM homes in Chicago than radio homes in any one of 17 states. He said it costs $2 to add FM to a TV set compared to $18 for AM.

Debate on FM duplication was waged by Merrill Lindsay, general manager of WSOY-AM-FM Decatur, Ill., and retiring NAB director-at-large for small stations, and J. R. Livesay, WLBH Mattoon, Ill. Mr. Lindsay advocated duplication but conceded it will not sell many FM sets except in rural areas.

WSOY started programming separately but later switched to duplication aside from certain sports and local programs, increasing its operating hours at the same time. He contended FM has improved his AM BMB rating, the AM coverage going from three to six counties at night.

Mr. Livesay argued that FM can be made to pay if programmed separately from AM, especially in the case of daytime AM outlets. FM has added materially to the stations' income, he said. Last season 119 basketball games were broadcast, many of them on FM exclusively. Ford dealers demanded FM time, he said, through J. Walter Thompson Co., and want basketball next year.

Dr. Kenneth H. Baker, NAB research director and BMB acting president, described his low-cost formula for local set surveys. He was not optimistic about BMB's ability to show FM coverage reliably. He said the sample is adequate for AM but not as good for FM.

Taking part in the question-answer panel were Messrs. Lane, Thomas, Joseloff, Lindsay, Bonebrake, Wheeler, Diehm and Baker along with Everett L. Dillard, WASH (FM) Washington and retiring FM director-at-large.



BOB SWEZEY (r), general manager of WDSU-AM-TV New Orleans, takes broadcasting seriously, as do table companions Lewis Allen Weiss (l), chairman of the board of the Don Lee network and Benedict Gimbel, president and general manager of WIP Philadelphia.

TRANSIT CASE

D. C. Utilities Group Faces Charges

PUBLIC Utilities Commission of D. C. was named defendant in two appeals filed the past fortnight in U. S. District Court as a result of the commission's earlier decision approving transit radio service in Washington.

The briefs, entered independently by two Washington attorneys April 13 and by Transit Riders Assn. last Monday called on the court to vacate the PUC's order and instruct the commission to prohibit music-equipped busses and streetcars in the District of Columbia [BROADCASTING, Dec. 26, 1949].

Guy Martin and Franklin Pollak who are personally fighting TF service before PUC and FCC charged that PUC "erred" in holding it had no jurisdiction to consider their complaints and "totally ignoring" their legal contentions and refusing to reopen a hearing to receive new evidence. Three PU commissioners also were named as defendants.

They accused PUC of ignoring its prior orders and regulations of district commissioners "prohibiting the use of amplifying devices for advertising purposes within the District," as well as "the constitutional right to listen or not to listen."

Second appeal was filed by Hector G. Spaulding, of the law firm of Spaulding & Reiter, legal counsel for the Transit Riders Assn., which claims a membership of 500. TRA's brief contains similar charges and in addition to discontinuance of the broadcasts, asks for "such other relief as the court may deem proper."

The organization has another complaint before the court, filed Feb. 8 and seeking a permanent injunction against Capital Transit Co., which owns the vehicles.

Messrs. Martin and Pollak already have asked FCC to designate for public hearing the application of Capital Broadcasting Co. for renewal of WWDC-FM Washington Capital outlet for Transit Radio Inc. [BROADCASTING, April 17] They contend the service is not in "the public interest."



Broadcast Revenues

(Continued from page 21)

$32,100. The 821 which were built before the war averaged $52,000, a 13% drop, while those established since the war averaged $6,700. Expense figures used in compiling this data included the expense of operating FM affiliates but not television expenses.

It was pointed out that the 821 pre-war stations received 94% of the 1949 AM income, while 1,233 built during and since the war shared the remaining 6%.

Network AM revenues (including networks' owned stations) were virtually unchanged—$104.1 million in 1949 compared to $104 million in 1948—while network TV revenues gained $14.4 million for a 1949 total of $19.2 million.

The networks' AM income gained 11.3%—probably as a result of economies in network and station operations, FCC authorities observed—to reach an aggregate of $19.7 million. Subtracting their $12 million in TV losses, the networks were left with an overall net income estimated at $7.9 million—a 30.1% drop compared to 1948's $11.3 million.

FCC Chairman Wayne Coy, reviewing the figures in his NAB Convention speech in Chicago (see story page 21), pointed out that "for the first time in its history of more than a quarter of a century, aural broadcasting did not contribute all or most" of the "new" dollars earned by the industry during the year.

"Most of the *new* money came from an upstart medium—television," he declared, adding: "AM and FM contributed $18 million of the $43 million of new money, while television contributed $25 million."

Finding no significant TV impact on AM revenues, Mr. Coy pointed out that "established stations in TV communities suffered only a slight decline in revenues (1.8%)," while "in non-TV communities the established stations' revenue was virtually unchanged—an increase of 0.3%."

Mr. Coy cited figures from networks and selected cities in support of his conclusion that "TV has not made significant impact on AM revenues."

"TV," he said, "seems to be attracting new sources of revenue either from increased advertising expenditures by American business or from money heretofore spent with other media."

The figures, he asserted, show that television is "still largely supported by its parent, AM," and also that it is "beginning to grow up, and is starting to look hopefully for the day when it will be independent of the old man."

Financial data on broadcasting operations in Washington, New York, Chicago, Los Angeles, and Boston were presented by Chairman Coy.

AM BROADCAST SERVICE*

Estimated 1949 Revenues, Expenses and Income

	1949 (millions)	Percent Change from 1948**
4 nationwide and 3 regional networks (incl. 11 key stations)	$ 97.0	— 0.4
2,054 stations	327.4	+ 5.7
Industry Total	$424.4	+ 4.3
Total Broadcast Expenses		
4 nationwide and 3 regional networks (incl. 11 key stations)	$ 80.1	— 2.3
2,054 stations	281.7	+ 8.0
Industry Total	$361.8	+ 5.5
Broadcast Income (Before Federal Income Tax)		
4 nationwide and 3 regional networks (incl. 11 keys stations)	$ 16.9	+ 10.4
2,054 stations	45.7	— 6.3
Industry Total	$ 62.6	— 2.3

* Including the FM operations of 619 AM licensees. See Table 3 for data on FM revenues of AM licensees.

** 1948 data cover 4 nationwide, 3 regional networks (including 11 key stations) and 1,813 stations.

* * *

TV BROADCAST SERVICE

Estimated Revenues, Expenses and Income

	1949 (millions)	1948* (millions)
4 networks (incl. 13 owned and operated stations)	$ 19.2	$ 4.8
84 TV stations	14.6	3.9
Industry Total	$ 33.8	$ 8.7
Total Broadcast Expenses		
4 networks (incl. 13 owned and operated stations)	$ 31.0	$ 11.2
84 TV stations	27.1	12.4
Industry Total	$ 58.1	$ 23.6
Broadcast Income (Before Federal Income Tax)		
4 networks (incl. 13 owned and operated stations)	$ (11.8)	$ (6.4)
84 TV stations	(12.5)	(8.5)
Industry Total	$ (24.3)	$(14.9)

( ) Denotes loss.

* 1948 data cover 4 networks including their 10 owned and operated stations and 40 TV stations.

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Convinced of Coverage

EDITOR, BROADCASTING:

. . . The recent story [Respects, BROADCASTING, Feb. 13] has convinced me, if I had not already been convinced, that everyone reads BROADCASTING. In all truthfulness, I can't see how anyone can make any pretense of being well informed in any phase of broadcasting without being an avid reader of your very excellent publication. It is the one magazine that I personally read regularly and try to read from cover-to-cover.

George F. Isaac
Commercial Manager
WCFL Chicago

* * *

Nielsen's Audimeter

EDITOR, BROADCASTING:

We read with a great deal of interest . . . "Rating Armistice" which appeared in your March 6 edition.

You will be interested to know, I believe, that the word Audimeter, mentioned in your article, refers to A. C. Nielsen Co.'s device which measures radio and television audiences. "Audimeter" is our coined word and is a trademark. As such, it should always be printed with a capital "A."

My purpose . . . is simply to call this to your attention because our patent counsel has advised us that we must do this if we want to protect our trademark rights. We are informed that a failure to do so could easily result in having our trademark Audimeter transformed into a generic term. . . .

A. C. Nielsen
President
A. C. Nielsen Co.
Chicago

PROGRAMS-PICTURE ALBUMS
PRINTED PROMOTION-SPECIAL FEATURES

IF YOUR TV-AM-FM STATION NEEDS PROMOTIONAL IDEAS SOLD TO PRODUCE CASH REVENUE OF FROM $200-$1,000 PER WEEK AS WE HAVE DONE FOR OVER 300 STATIONS FROM COAST TO COAST DURING THE PAST 12 YEARS—

Wire, call, or write

Edgar L. Bill — Merle V. Watson
Julian Mantell, Sales Manager

NATIONAL RADIO PERSONALITIES

100 Walnut Street
Peoria, Illinois
Telephone 6-4607



HEAVY EQUIPMENT

Deep Interest Shown

HEAVY DISPLAYS in the Exhibition Hall at the NAB convention last week in Chicago attracted more interest but less visitors than last year, major exhibitors told BROADCASTING. Representatives of radio and television manufacturing firms, however, seemed to prefer the new look of seriousness on convention guests' faces even though the gate was cut down.

Many visitors came back four and five times, exhibitors reported. This was seconded by Arthur Stringer, NAB assistant to the secretary-treasurer, who tabbed 2,064 visitors between 8:45 a.m. and 5 p.m. Sunday, April 16, the day before the Management Conference opened officially. Monday, from 9 until 4, there were 1,860 checked in through the doors by a guard. Mr. Stringer early last week predicted a larger attendance than last year, which was 7,006 over a three-day period (Sunday, Monday, Tuesday).

Lower Level Exhibitors

Nine income exhibitors and one non-income (Broadcast Measurement Bureau of NAB) occupied sections of the 30,00-square-foot hall on the lower level of the hotel. RCA, with tons of AM-FM-TV equipment, rented 2,500 square-feet. It was seconded in the amount of space by General Electric and Broadcast Music Inc., each with 2,000.

Television was the glamour attraction of the show again this year, with RCA, DuMont and General Electric introducing a variety of video equipment. RCA's Vidicon, small video camera with a tube 1-inch in diameter and 6 inches long, absorbed telecasters as it photographed live action directly and through a microscope, with both projected on regulation receivers. The portable camera, which weighs only 70 pounds complete with tripod, camera and control monitor, is still in the test stage. Thus far its main application is industrial.

The company's new 16mm portable projector, designed for use by small stations for telecasting of commercials at remote sites, weighs 50 pounds and includes two units in addition to the speaker, purchase of which is optional. The device attaches directly to a studio camera also.

RCA also introduced its new super gain antenna with an exhibit of a tower section fronted on each side by directional elements for variation of a coverage pattern. Addition of other such sections, up to 12, increases radiated power and gives a station regional coverage, a spokesman said. This antenna has been purchased by WCON-TV Atlanta, which will mount it on a 1,053-foot tower, one of the highest in the country.

Studio Monitor Shown

Among the other pieces of equipment were a new, inexpensive studio monitor, which costs about $300. Light and utilitarian, it can be mounted into a control rack if necessary. Alongside this were video effects devices, which enable picture combinations, insertions, fades and wipes to help the director. The RCA Genlock permits superimposition of film commercials over remotes with simultaneous locking and synchronization of field and studio generators.

DuMont's major innovation was an 8-by-10-foot translucent plastic screen, on which 16mm films were projected via a mirror from the rear, for use as moving backgrounds for live video shows. DuMont has developed the DuMont-Holmes Super Speed Projector, claimed to be the first one which operates fast enough for projection of backgrounds in TV. The same projector can be used for studio work and operates directly into the picture tube. The projector can relay the film impression to a screen as large as 12-by-15-feet.

Collins Radio Co. exhibited AM and FM transmitters, including its Model 738A, a 10 w FM transmitter for educational broadcasting. It released an elaborate four-color brochure on the equipment. Among units shown were the power supply box, dual preamplifier, program amplifier, monitor amplifier and the relay unit. Collins plugged its 12Z remote amplifier, which operates on AC or battery, self-contained, has an automatic switchover if the line power fails and four input channels.

Raytheon Mfg. Co. introduced two new inter-city TV microwave link equipment pieces, one for fixed installations between cities and the other portable for use on remotes. The modern number is RTR-1C.

In addition, the company displayed its new console, RC12, an audio unit designed for TV stations and for AM and FM stations planning to go into video. The instrument features panel lighting for dark control rooms, a high gain, low noise level and an overall flexibility of operation. Equipment racks for video installations complement a cabinet for custom audio and custom AM phasing equipment installations. Supplementing the other TV equipment is the new MTV-12, low-cost station picture monitor with a 12½-inch tube.

Broadcast Music Inc., celebrating its 10th anniversary, exhibited large individual displays featuring hit songs of 27 music publishers. Publisher-members of BMI total 1,300. On display in the center corridor of the Exposition Hall was a "memory book," signed by hundreds of conventioneers in honor of the anniversary. In front of a spring-like floral display centering the BMI exhibit were a violinist and accordionist, who entertained visitors throughout the day.

AMP Offerings Displayed

Adjacent to the BMI quarters along the entire east end of the hall were samples of music released by Associated Music Publishers, 23-year-old firm which has operated as a wholly-owned BMI subsidiary since 1947. Merritt Tompkins, Associated president and the first general manager of BMI, was on hand to outline to guests the extensive publishing list it offers in the classical field, including contemporary works. Composers represented include Villa-Lobos, Paul Hindemuth, Igor Stravinsky and many classic European writers. Selections in the library represent more than 1,000 years of continuous music publishing, Mr. Tompkins said.

General Precision Lab displayed its new line of 16mm TV projectors, one operating directly into the image orthicon tube, for use either as background or on remotes for commercials, and the other in the studio, connecting with either the iconoscope chain or the orthicon chain. Machine holds 4,000 feet of film, operating 112 minutes, and is controlled remotely. The frequency response is up to 10,000 cycles.

General Precision claims production of the only packaged video recorder thus far, Model VA100. Sample video recordings were exhibited by request every hour during the convention on the "Magical Fifth" floor, where smaller exhibitors displayed their products. Company also introduced what spokesmen said is the only inverse power law amplifier on the market, a gamma correcting TV mechanism sold separately from the video recorder although used with it.

Not exhibited, but discussed at length because of its speed factor, was the film processor, which develops, washes, hypoes, washes again, air drys, infra red drys and waxes the film in 40 seconds. It takes slightly less than a minute for the film to be processed from the camera to the projector to the theatre screen for television, and has been used by motion picture theatres.

Dr. Victor J. Andrew, chairman of the board of the Andrew Corp., personally described the Multi-V FM and TV transmitter antennas. Placards spotted around the display area pointed out that "71% of the AM-FM-TV broadcasters use Andrew transmission lines and fittings." Included also was a parabolic antenna for TV relay, samples of the new ultra low-loss insulated transmission line for TV and UHF relay use and transmission line and tower lighting equipment.

Visitors were invited by SESAC to inspect its catalog of 1,200 bridges, moods and themes in 200 categories, and its script service. Its portion of the hall was strung with colorful balloons and cardboard cut-outs of rabbits holding real lollipops. Featured recordings



AT A SPECIAL table for BMI publishers at the NAB convention luncheon Tuesday, Robert J. Burton (l), vice president of BMI in charge of publishers relations and general manager of BMI Canada Ltd., jokes with Dave Kringle of Republic Pictures Corp., who also is general manager of Sammy Kaye Enterprises. Mr. Burton introduced more than a score of BMI publishers attending.

Gates has it

IF IT IS FOR A BROADCASTING STATION

GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

Learn how to reach . . .
MAIN STREET BUYERS
Where TV does not
Compete for
YOUR AUDIENCE

SEE PAGE 87

were made by the Trinity Choir of St. Paul's Chapel, New York; The New York Symphony Orchestra, Philharmonic Aeolian Glee Club and the Barbershop Quartet. The script service includes program aids.

Internal and external AM and TV equipment was exhibited by General Electric. One of the features was TT-10-A, a TV transmitter geared for low costs in installation, operation and maintenance. The air-cooled 5 kw low channel model has a low-cost tube complement and low power consumption, a spokesman said. GE also introduced its companion piece, a visual demodulator which provides picture and wave-form video signals for continuous monitoring. The unit is rack-mounted and has crystal-controlled vestigial-sideband reception.

Studio Setup Shown

Studio setups, also shown, included a block-built console for programming and monitoring and re-designed studio and film camera channels with cables and plugs designed to eliminate interconnecting wiring. Other displays—TV monitors amplifiers, sync locks, video mixers and control panels.

Broadcast Advertising Bureau as a division of NAB, occupied the only non-income section. Maurice Mitchell, director, and his staff distributed selling aids. Staffers met broadcasters in a booth to explain brochure and film material and to consult on selling problems. The entire exhibit was designed to increase general sales effectiveness among AM and TV broadcasters.

Gates Radio Co. explained and showed operation of its transcription turn-table and console. Flanking the entire section were the BC5B, an "entirely new" 5 kw transmitter "which increases tube life at one-half tube cost," the 1 kw transmitter and equipment for the 250 w station.

PHILCO Corp. introduces two new radio receivers. One is portable featuring novel "Magnecor" long-distance aerial, the other, an AM-FM table radio with new double-sensitive circuit.



Competitive Winds

(Continued from page 21)

smoke, to stay out late and even starting to use naughty words."

He called upon broadcasters and telecasters to remember that their programs go into the homes of their listeners.

"Such open entree to the family fireside is enjoyed by no other medium," he declared. "It carries with it a high responsibility. Abuse that privilege, shirk your responsibility for supervising the programs and the talent you take into these homes and you endanger a unique and trusting hospitality."

The FCC executive felt that re-examination of program practices is desirable for the broadcaster in "planning how he is going to weather the transition period ahead of us." He continued:

For example, has he made a recent survey to determine if he is truly serving local needs? Is he making an affirmative effort to find out what the community needs are and how he can best serve them? Judging from our renewal applications, some stations are operating in a paradise where there are no problems of education, racial understanding, citizenship, health, housing, or recreation. But then if it were a paradise, they would at least have some local live talent. So it must be a desert they are operating in.

. . . We have one applicant who includes in his modest, nay, minute portion of local live programming his "sign-on" and his "sign-off."

Local Applications

Mr. Coy felt it is "praiseworthy" to carry "an elaborate network documentary on juvenile delinquency, or on housing, or on health."

"But," he wanted to know, "what about the broadcaster's own community. Is he indulging in escapism by ignoring conditions right in his own front yard?"

He called attention to a recent NAB report which held that good programming in itself will not continue to satisfy sponsors and that commercial radio "is founded upon programs which appeal to the listening public and which sell merchandise." Mr. Coy said his answer was this:

"The American system of broadcasting—which is a commercial system, and I repeat that I hope it continues to be and that I know of no one in the government who wants to change that—is not founded simply to appeal to listeners and sell merchandise. That concept completely brushes aside the valuable, the indispensable role in a station's total program structure of the program that may appeal only to listeners and of itself may not sell one penny's worth of merchandise."

He cited religious programs and forum discussions of community issues as broadcasts which may not attract sponsors—or may be kept sustaining at the wish of the station—but which are among the "most appealing programs of the schedule" from the public's standpoint.

Such programs, he said, "play a stellar role in keeping listeners in the habit of looking to their radio set for the most significant and most vital events of the day. Sponsored programs owe as much to them as they owe to sponsored programs. And that points up why a broadcaster cannot serve the public interest unless he has at his command a reasonable amount of sustaining time to allocate to such programs."



AFFILIATE duo at ABC Chicago meeting (l to r): E. K. Hartenbower, KCMO Kansas City, and Henry P. Johnston, WSGN Birmingham.

He reported "a growing revulsion against lapses of good taste and against excessive and indiscriminate crime and horror programming." If crime programs do not pay in terms of what they do to promote suppression of juvenile delinquency, he observed, "then they do not pay in terms of radio's future as an institution for community betterment."

If a broadcaster is in doubt about the effect of his practices upon the community, Mr. Coy suggested he turn to, "of all people," his public.

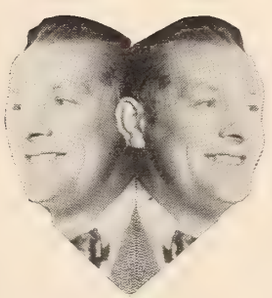
On the handling of controversial issues, he pointed out that the licensee is "a trustee for all the people with many divergent viewpoints. So the standard must be fairness to all such viewpoints."

He emphasized what the Commission had pointed out in its letter to WLIB New York "interpreting" the Mayflower Decision— if a broadcaster editorializes he must do more than "sit in his office and wait for someone to show up and demand time to present the other side."

"It is up to him," he said, "to pick up the telephone or to put on his hat and coat and go out and make a conscientious effort to enlist some responsible representative of the other side." The broadcaster might, he added, use his broadcast facilities to invite the presentation of differing viewpoints.

Chairman Coy told his listeners that broadcasting "has a great role to play" in national security, where "our first line of defense is an informed people who will act instantly and unitedly in any crisis.

"The service that broadcasting can render has a high survival value in these troubled times. As we face the latter half of the Twentieth Century, no group in our society has greater power or potentialities for building and guarding America than you American broadcasters."



WVAM
ALTOONA
FIRST

You're on the **INSIDE** with the **OUTSIDE** audience on **WVAM. ONLY** 1000-watt fulltime coverage in Altoona and Central Pennsylvania.

CBS

WARD
JOHNSTOWN
FIRST

HOOPER MORNING RATINGS

WARD	55.4
Station B	26.4
Station C	17.3

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Feb.-Mar. '50
Mon.-Fri. 8 am-12 noon

Represented by Weed & Company

GAMBLING INFORMATION BAN

Hill Sessions Resume

FCC's alternative proposals on the Justice Dept. bill designed to curb broadcast, telecast and other interstate transmission of gambling information is expected to command top attention of a Senate subcommittee moving into the second week of hearings on Capitol Hill.

Sessions are expected to resume early this week — either today (Monday) or tomorrow. FCC Chairman Wayne Coy, did not appear last week as scheduled. He may present the Commission's views to the Senate Interstate & Foreign Commerce communications subcommittee sometime this week, although no arrangements had been set late Wednesday.

In addition, it was believed that members of the radio and television industry also would offer their comments as the hearings progress, though again no schedule was revealed.

The subcommittee, headed by Sen. Ernest W. McFarland (D-Ariz.), is eliciting views on a bill (S 3358) introduced by Sen. Edwin C. Johnson (D-Col.) "by request" of the department, which requested the study. (Neither Senator Johnson nor FCC has expressed favor for the legislation.) Last Monday the group heard Attorney General J. Howard McGrath and two other Justice Dept. officials.

At the same time the Senate Democratic Policy Committee cut props from under a similar but broader study of organized crime by refusing to take up a resolution by Sen. Estes Kefauver (D-Tenn.). Plan would set up a joint committee comprising two members from the Senate Commerce Committee and three from the Senate Judiciary group.

A dispute over jurisdiction of the respective committees arose last week when Sen. Homer Capehart (R-Ind.), pointed out that the Senate Commerce subcommittee already had begun hearings. He also suggested that the special committee, under the Kefauver proposal, be expanded to 11 members, six of them from the Commerce group.

Senator Kefauver asserted that if his original resolution had been adopted two weeks ago, the Judiciary Committee would be exploring the same ground at present. He urged consolidation of the hearing, conceding that the Commerce subcommittee will have "a great deal of information which will be of value to the special committee when it gets started."

FCC Chairman Coy is expected to present an FCC draft, already passed on to the Justice Dept., which would simply ban broadcast-telecast common carrier transmission of gambling information dealing with bets, wagers, odds and prices paid. FCC would impose no hour time lag following completion of horse races, and would also levy no prohibition against broadcasts or telecast of sports events [BROADCASTING, April 17].

The Justice Dept. bill would outlaw interstate transmission of gambling data on sports events; require that stations delay broadcast of details at least an hour after races are run, and permit limit stations and networks to one horse race broadcast per day.

Generally, too, the Commission feels the Justice Dept. measure is too general, all-inclusive and complicated, and would increase FCC's administrative burden.

The FCC bill also would set up provisions similar to lottery statutes enforceable under the Criminal code incorporating criminal sanctions against stations who would violate the proposed law, it was understood.

Legality Questionable

The FCC version is expected to elicit careful attention of legislators and the Justice Dept. itself, whose officials reportedly are not too hopeful of the legality of its bill as it stands now. Attorney General McGrath last Monday told the subcommittee:

"If there is a simple precise formula, resting upon a demonstrable factual basis as a solution for the illegal transmission problems, without undue interference with press and radio, I am more than willing to join in supporting it." He said his "mind is open" on the question of criminal penalties.

Senator McFarland announced, at the opening of the Monday session, that "if we postpone hearings we would, in effect, kill the bill. The subcommittee deems it a duty to hold hearings." Also heard were James M. McInerney, assistant attorney general, Criminal Div., Justice Dept., and Herzel Plaine, of the solicitor's office.

Sitting in on the Monday session, in addition to Senator McFarland, were Sens. Lester C. Hunt (D-Wyo.), Johnson, Capehart, and Kefauver.

In his statement to the subcommittee, the Attorney General asserted "it is quite evident that the modern bookmaking operation is completely intertwined with communication systems of this country . . . and to deny the use of the facilities of interstate communication to the organized gambling fraternity would be a knockout blow to their operations."

Attorney General McGrath noted, however, that information on horse races and sports events considered essential to bookmakers and gamblers is "equally legitimate news to which the public is entitled by means of the usual press and radio dissemination." The importance of maintaining the constitutional guarantee of press freedom must be fully taken into account in evolving any legislation, he cautioned. Such a "guard" is clearly provided in the bill, he felt.

With respect to the proposed hour time lag in broadcasts following conclusion of the race, the Justice Dept. official said it was peculiar only to horse race events and is "necessary in order to frustrate its illegitimate use, but without destroying its value or currency as news to the general non-gambling public. We feel that only the gambling interests, or those who stand to gain from the relationship of such broadcasts to gambling, will be hurt or complain. . . .

"Lest anyone raise the charge that the brief time lag proposed for the broadcast . . . is censorship of the radio or television," Attorney General McGrath observed, "may I hasten to point out that since 1934 Congress has flatly prohibited, not merely delayed for an hour, the radio broadcasting of information concerning lotteries, which is a form of gambling with some wider commercial implications than horse racing."

". . . There is no limitation whatsoever on broadcasting information concerning all other sporting events. In total, the safeguards for the press, for the press services, and for radio and television broadcasting, are specific, detailed and complete," he emphasized.

Expressing belief that the broadcast phase was the lesser "significant" in this problem, the Attorney General conceded that his Crime Conference, whose meetings last February served as basis for the legislation, found difficulty in defining "gambling information." But he added:

". . . Ultimate use for printed news publication or radio or television broadcasting is regarded as good; any other use is presumed to be bad, unless it can be shown that such other use is not in circumvention of the purposes of the bill." Sports news is transmitted by communications for either of two purposes—as legitimate news or for gambling—he noted.

Senator Capehart asked whether it is not true that the proposed bill puts the "burden of proof" on radio station licensees or communications carriers. Mr. McGrath agreed but said a licensee would be subject to FCC action only if, "after it has been called to the licensee's attention, he repeats the practices."

Bill's Provisions Explained

In the afternoon session, Messrs. McInerney and Plaine explained provisions of the bill and said it is based on the premise that gamblers need communications and that enforcement still would lie with state authorities.

Queried by Senator Capehart, Mr. McInerney said radio and television stations would "know whether they are violating the law from the very nature of the information as defined in the bill." In further reply, he felt that placing liability on both sender and receiver of such information would be "bad"—would throw the federal government into state domain "on both feet."

The Indiana Republican suggested "that might be better than imposing the responsibility on radio companies."

Mr. McInerney revealed to the congressional group that the Justice Dept. had considered an alternate provision defining gambling explicitly as data covering odds, wagers, etc. Such a provision, he added, would not prohibit radio-TV broadcasts.

For instance, he elaborated, winners could be announced on either media "without odds". Mr. McInerney thought that "maybe the committee could satisfy itself" on this alternate suggestion.

SPEAKERS' TABLE guests at the opening luncheon of the NAB Convention last Monday included (l to r) Chet Thomas, general manager KXOK St. Louis; William Hedges, vice president in charge of planning and development for NBC; Sidney Kaye, vice president, Broadcast Music Inc., and John Elmer, president and commercial manager of WCBM Baltimore.

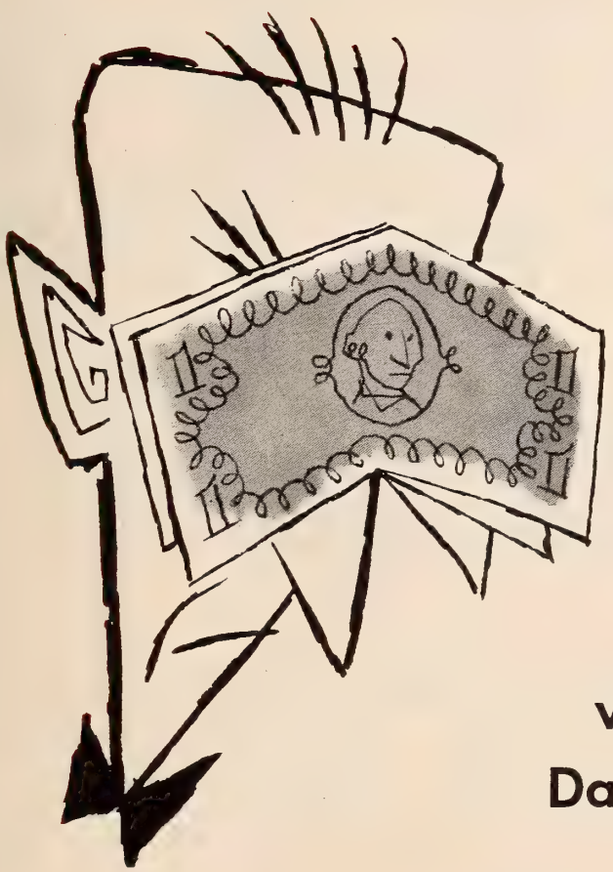


We don't sell *"time"!*
We USE time to increase your sales and profits.
WGRD Grand Rapids, Michigan

APRIL 24, 1950

TELECASTING

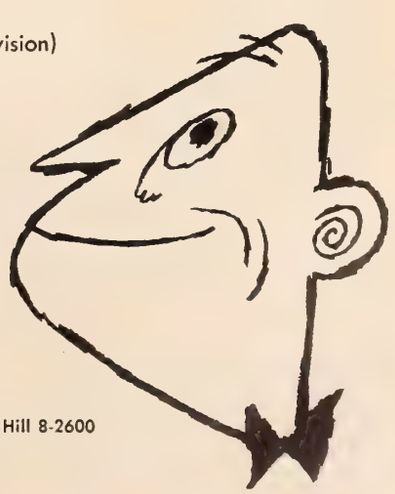
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See Daylight with Du Mont Daytime Television

Now you can have T-E-L-E-V-I-S-I-O-N at rates you can afford. In fact, D.D.T. (that's Du Mont Daytime Television) gives you so much sales power per penny, you can't afford to do without it. Make us prove it. Network or local—time and talent are modest—results are *big*. We thought it up. We can make it work. For *You*.



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What's New in Television? **Take a Look at WPTZ!**



On The Air Three Weeks . . .
Average Rating - 27.1!

"Hollywood Playhouse", WPTZ's full length daily feature picture, had been on the air just three weeks when the first American Research Bureau survey was made. Preliminary reports from ARB show the program pulling down an average rating of 27.1. This means that better than one-quarter of the 435,000 television equipped homes in Philadelphia are tuned to "Hollywood Playhouse" every day!

What makes this terrific record even more eye-opening is the fact that WPTZ's entire afternoon schedule also is only three weeks old and breaking established competition.

"Hollywood Playhouse" is now sold out! However, the waiting list is forming at the right with a few availabilities scheduled to open up the middle of May.

If you're interested in participating in WPTZ's new 6-for-1 "Hollywood Playhouse" package, drop us a line here at WPTZ or see your NBC Spot Sales Representative. Don't delay; it's already later than anyone thought!

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TELECASTING

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APRIL 24, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

TV MUST SELL

McCann-Erickson's Harper Urges Market Data

ADVERTISERS no longer are using television "just to get their feet wet." They're using it "only to get merchandising results."

Marion Harper Jr., president of McCann-Erickson, voiced this opinion Wednesday at the closing session of the NAB convention. He declared:

"Just as any medium that is regarded as a major advertising medium, TV must pay off in—(1) proved ability to take its place as a major medium in consumer regard; (2) ability to provide sufficient coverage to support mass-produced and consumed package items and to be merchandisable, and (3) ability to accomplish specific advertising and marketing objectives."

He urged stations and media owners to "provide adequate descriptive data on the medium in relation to the market and collect result data on successful local use of TV."

Cites Sales Increase

Showing TV's net gain in audience on a series of slides—all based on McCann-Erickson's 23 TV-using and AM-using clients—Mr. Harper reported that sales of products in four TV markets, as compared to sales in non-TV markets, are up from 19 to 37%.

"But in spite of this increase, television did not pay off for these advertisers the first year due to costs," he said. "It is to be expected that TV will pay off in its second year if it holds the business and continues getting new business at the same rate."

The McCann-Erickson president disclosed that a recent contest for an agency-handled beer account had drawn 49,700 entries in six weeks, in a market with 52,000 receivers, at a cost of 1 cent per entry.

Jim Moran, head of Courtesy Motors, Chicago, and John M. Outler Jr., WSB-TV Atlanta, represented the advertiser and station, respectively, on the subject, "The profit Motive in TV."

Relating the story of how his Hudson dealership had risen from "2,000th to first place" in the nation through TV, Mr. Moran asserted he entered the medium "to regain public confidence."

"And since buying TV, I wouldn't spend 10¢ on radio," he added.

The "Courtesy Man" told how the offer of 50 toy Hudson autos on one TV program brought 12 police squads to his establishment the next day to handle traffic. Street cars were piled up for two miles, he recalled.

Mr. Moran recommended "being honest with the public—giving them everything you promise to give." His total TV expenditure in 1950 wil be $350,000, he said. He is opposed to long commercials and looks forward to the day when Courtesy will program without them, believing that "the public likes it better this way."

Mr. Outler noted that it was an "interesting commentary on the system of free enterprise that the money paid for TV pioneering should have been spent deliberately and with measured intent." He suggested that telecasters begin with the "natural premise of profit to the customer—then the approach would be easier."

"The advertiser is going to buy only so long as the price is right and he gets acceptable return for his dollar," said WSB-TV's manager. "There's a lot of romance selling in the earlier days of a station's life, but inevitably comes the day when the honeymoon fades and the man wants his money's worth."

Video Must Hold

He reminded the delegates that "the whole trick in profit is in circulation—and your audience won't stay with you very long, after they've grown used to TV in the home, if your programs are mediocre."

"The general experience has been that set population grows faster when there is a balanced program ratio which includes a network service — and locally produced shows," he continued. "Locally produced shows, however, exact a heavy toll on personnel. So it's a decision that must be made—and adhered to."

Mr. Outler recommended that the fullest usage be made of the time and efforts of intelligent personnel—"or there's waste and extravagance that keeps mounting with each additional hour or each additional program."

Concluding the TV phase of the convention was a warning by Robert C. Tait, president of Stromberg-Carlson, licensee of WHAM-TV Rochester, N. Y., that programming standards of good taste, acceptance and decency must be developed quickly as a safeguard against criticism and possible future government regulation.

Mr. Tait noted that some criticism already is evident among "professional do-gooders."

"This cannot be ignored," he said, "since television enters the living room, without benefit of mass psychology. Television must become more and more intimate. There is an intimacy here that we must guard jealously."

He noted that the trend of TV

(Continued on Telecasting 18)

GRID TELECASTS

Big Ten Bans, PCC to Follow

LIVE TELECASTS of Big Ten football games were banned for "at least one year" last week when athletic directors of the Intercollegiate Conference meeting in Chicago termed TV "adverse" to gate attendance. Such action by the directors, forecast periodically as coaches complained of declining gate recepits, may set a precedent for other college and university groups, also members of the National Collegiate Athletic Assn., and may be extended to include other sports.

Although official decision is not expected for many weeks, Pacific Coast Conference as a group or its member colleges as individuals, are expected to follow the Big Ten's action in banning live telecasting of football games in the West.

"Almost unanimous agreement" for banning live telecasts of top-rung football games was reached by the Big Ten directors in a two-day conference April 15 and 16 at Chicago's LaSalle Hotel. At that time, men from Michigan State, Ohio State, Illinois, Indiana, Iowa, Michigan, Minnesota, Northwestern, Purdue and Wisconsin discussed all angles of the telecasting of college athletics with non-Conference representatives from Pittsburgh, Notre Dame, South Carolina and Marquette. In addition, the NCAA sent its three-man TV study committee.

That group, headed by Tom Hamilton of Pittsburgh, is making a survey on the same subject for reference to the NCAA convention in Dallas next January. At its convention this year, NCAA members voted to limit contracts for live TV to one year.

Film Approval

Western Conference Schools next season, although refusing to permit simultaneous telecasts, will allow complete films of the games to be shown after 6 p.m. the following day (usually Sunday). Post-game highlights on film have also been approved.

Conferees agreed almost unanimously that:

(1) TV definitely will have an adverse effect on attendance, affecting the contest being televised as well as other contests in the reception area.

(2) TV does have a positive public relations influence, including the live telecast, the post-game film and highlight films.

(3) The fee to be charged for TV rights, particularly for football, is variable and debatable. The so-called "meter" plan (Phonevision or some similar system) for set owners might, in the future, be a solution for determining the true value of these rights.

(4) Both Conference and non-Conference institutions conclude that live telecasting of football games will be more harmful than helpful to college athletics in general and college football in particular.

(5) Football coaches have an equity in TV, in considering scouting responsibilities, and visiting institutions have an equity in TV inasmuch as it is agreed TV will have an adverse effect on attendance.

(6) Institutions do have a definite obligation and responsibility to neighboring and sister institutions because, in the final analysis, institutions are completely dependent upon each other in the conduct of intercollegiate athletics.

Fritz Crisler of Michigan, chair-

(Continued on Telecasting 17)

IN THIS TELECASTING . . .

TV Must Sell, Harper 3
Big Ten Bans Grid Telecasts 3
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Hecht Reviews TV's Retail Role 9

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Crosley's Pioneering WLWT Passes Two-Year Milestone

JUST as Cincinnati's TV receiver circulation has risen from a scant 100 sets in mid-1947 to a reported 106,000, so has Crosley Broadcasting Corp.'s WLWT (TV) grown in stature as the city's pioneer television outlet.

Last week Crosley officials drew second breath and scanned its passing TV parade since April 18-23, 1948, when WLWT held a week-long open house to commemorate the grand opening of its studios.

Actually, the WLWT story has been 13 years in the making—years of painstaking experimentation and development which hark back to April 1937 when AM-grounded engineers, under R. J. Rockwell, began developing equipment necessary for getting a TV signal on the air.

The result of their collective labor was a transmitter, three cameras and miscellaneous equipment vital to getting experimental outlet W8XCT in working order. Two of the three iconoscope cameras built then are in use now for films and slides at Crosley's WLWD (TV) Dayton; the other was loaned to Dr. Allen B. DuMont for his early video work, according to Crosley engineers.

T-Day

T-Day officially came to the Queen City on Feb. 15, 1948. And when WLWT celebrated its second birthday anniversary two months ago, Crosley officials proudly cited it as another demonstration that, just as AM parent WLW had served as the "cradle of stars," so, too, could WLWT lay claim to some spectacular TV developments in the Buckeye State.

Behind this initial development and laying of the groundwork for WLWT's role in an all-Ohio TV network lay extensive and far-seeing planning by two of radio's most prominent personalities—James D. Shouse, chairman of the board, and Robert E. Dunville, president of Crosley Broadcasting Corp.—and an original investment of approximately $700,000.

Under their deft supervision, the station has devised a programming balance designed to hold regional as well as local interest. Heading up that job is John T. Murphy, the company's director of television operations.

Others who devote their time and efforts to the day-to-day problems of putting WLWT on the air include Lin Mason, WLWT program director, and Bernard Barth, program coordinator for the three Crosley video operations.

In its two years plus of operation, WLWT has celebrated a number of milestones, starting with T-Day in February 1948 when the station featured a special video show and live excerpts from its current AM contemplated shows. A week earlier, call letters had been changed from W8XCT to WLWT.

* * *

STILL another occasion for rejoicing was a special network telecast, *NBC Salutes WLW Television*, which highlighted the inauguration of coaxial cable service to Crosley's three TV outlets—WLWD WLWT and WLWC (TV) Columbus—last Sept. 25.

Crosley's own three-station Ohio network involves a complex system of interconnection facilities enabling WLWT programs to be received and rebroadcast by the Dayton and Columbus outlets. Both microwave and coax transmissions are used.

WLWT became the second NBC-TV affiliate in the nation in April 1948, using kinescope recordings of popular shows until the advent of coaxial service nearly a year and a half later. Station has no other network affiliations.

In addition to network service, the Crosley outlet currently is programming approximately 40 hours of "live" studio features each week. Total weekly programming comes to 86 hours and 35 minutes.

A cross section of its originated programs reveals a schedule of sparkling fare that has won WLWT wide acclaim for effective production techniques, and a firm place in the hearts of its advertisers. Success stories have been accumulating in the WLWT files during its two-year operation.

One such program, the daily *50 Club*, stresses audience participation with interviews, games and contests for 50 women who gather in the studio for luncheon and furnish the entertainment. So popular is the show that the ticket supply is exhausted until May 1951.

Ever aware of the rural-minded element in the Buckeye State and the inherent predilection of its natives for home brew, barn dances, group singing and other bucolic frolic, WLWT in August 1948 launched *Midwestern Hayride*, a weekly hour-long program under sponsorship of the Bavarian Brewing Co. The program, using rural talent, has achieved recognition, not only for its entertainment value, but for integrating commercials in such a honey-coated manner that they become part of the amusement fare of the program. That will offend no televiewers, certainly, and it has worked out to the advertiser's advantage. Twenty months with the same sponsor—in view of TV's high costs—must be reckoned noteworthy.

* * *

OTHER shows include *General Store*, a comedy telecast which has attracted sponsors from its inception six months ago with ad-lib routines between two not-so-bright residents of a small backwoods town, and *Melody Showcase*, sponsored by Crosley distributors. Though relatively recent to WLWT logs, program has drawn acclaim for its production numbers and stage effects; and the variety acts may well compare favorably with similar network telecasts.

Beck Show

Homemakers receive help from Catherine Beck on *Magic Tele-Kitchen*, the first daily feature originated in WLWT's Mt. Olympus studios. Its selling power has been demonstrated often. For example, a one-minute spot announcement for a Juengling meat recipe book flooded the station with 320 calls within 30 minutes after the show signed off. Sponsor acknowledged receipt of 280 replies at his place of business.

Similarly, a local contractor found that showing prospective buyers the telecast in his office resulted in 95% specifying Kelvinator equipment (like that used on the *Kitchen Klub*, former title for the Beck show) in new homes.

These results appear typical of shows on WLWT's entire afternoon schedule started last September when daytime programs of the Crosley Cincinnati-Dayton-Columbus circuit were first offered for sponsorship on a participation basis only. This policy enables smaller business men to get "their feet wet" in video advertising at a price they can reasonably afford, station believes.

The policy is operated in conjunction with WLW's famous merchandising service, which is continually expanding to cover TV advertisers. It has paid off handsomely. The number of sponsors has jumped from 103 last January to 148 at present.

The sales force that makes WLWT's whirl go 'round, sponsorwise, is headed by William McCluskey, who was named the first fulltime salesman for the station last May. Today five men comprise the staff, which has evolved provisions for Class C time, as well as 20- and 40-minute time segments.

Rates have been increased since May 1948, three months after it began commercial operation, when WLWT already had set itself a profitable pattern with 36% of a 30-hour week sold.

Present rate card lists Class A time (6:30-11 p.m. and all day Sunday) at $350 per hour, $280 for 40 minutes, $210 for 30 minutes, $175 for 20 minutes, $140 for 15 minutes, $125 for 10 minutes, $90 for five minutes, and $35 for one minute. Class B time ranges from $210 per hour and $130 per half-hour to $70 for 15 minutes and $20 per minute spot. Class C time: One hour, $175; 40 minutes, $140; 30 minutes, $105; 20 minutes, $87.50; 15 minutes, $70; 10 minutes, $62.50; 5 minutes, $45; 1 minute (or less), $20.

* * *

VISITORS who converged on studios of the Queen City's first commercial television station two years ago glimpsed the finest of Crosley facilities including: two studios, measuring 50 ft. x 75 ft. x 35 ft. and 30 ft. x 60 ft. x 15 ft. and located on the first floor of the four-story building; two RCA studio cameras; three field cameras for the mobile unit (two of which now supplement the studio equipment); such film facilities as two 16mm, two 35mm projectors, two slide projectors, two film cameras, one Houston film processor and one auricon film camera.

The mobile unit is a converted, air-conditioned 32-passenger ACF-Brill Motors bus, carrying 1,500 feet of cable, two sets of portable microwave equipment, sound equipment, monitoring and shading devices, controls and power supply—a veritable studio on wheels.

Delivered in the fall of 1947, the formidable unit filled early programming needs of WLWT and figured prominently in several TV "firsts," including the telecast of a Cincinnati Symphony Orchestra concert with Jose Iturbi in April 1948—two months after the station

aired its first commercial program.

Other notable firsts include the TV debut of *Boston Blackie* in August 1948; one of the first paid political telecasts, with Alben Barkley and local Democratic leaders in November 1948; and a pick-up from under the Big Top of the Cole Bros. circus, among others.

Commercially, WLWT premiered the Flash-O-Graph, now widely used for newscasts, in connection with a commercial for Dodge Dealers of Greater Cincinnati. Station also pioneered in the method of presenting a sponsor's message during a football or other sports program without interfering with the progress of the event.

Stress Sports

Cincinnatians like their sports about as well as 3.2, and the Crosley outlet probably has placed as much emphasis on sports as any other of the 103 TV stations on the air today. And sports figured in another first for the station when WLWT's telecast of the Carthage Fair Harness races played a part in a successful Stratovision transmission of a program to the East Coast.

Other sports telecast by WLWT have included horse racing, bowling, billiards, boxing, wrestling, basketball, baseball, table tennis, an ice show and midget auto racing. Under Vernon (Red) Thornburgh, who was named sports director by Mr. Shouse in September 1947, W8XCT telecast the first major league baseball game in Ohio involving the Cincinnati Reds. Station telecast Reds games during the 1948 season.

A telecast of the Golden Gloves boxing tournament in February 1948 seems to have indicated even at that early date, that box office proceeds do not necessarily suffer adversely from coverage by television. Attendance totaled twice as many as the previous year when the matches were available only to sports fans at the actual scene of the event.

Today WLWT carries such sports events as wrestling from Dayton (through WLWD) and boxing from New York's Madison Square Garden (NBC-TV).

* * *



TYPICAL of WLWT production numbers winning widespread acclaim is this setup of lights, cameras and settings for station's weekly *Melody Showcase* featuring variety acts. Sponsored by Crosley distributors, the program is a relative newcomer on WLWT's schedule and illustrates use of stage effects in its local studio programming.

* * *

WHILE its application was pending before FCC in April 1939, Crosley Broadcasting Corp. leased the 48th floor of Carew Tower, Cincinnati's claim to skyscraper fame, and gave the first Ohio demonstration of television over a closed circuit—with equipment designed and constructed in Crosley's Broadcast Engineering Labs. Observers didn't think it too successful.

But two years later in April, after continued improvement of equipment was interrupted by the war, another demonstration provided good air transmission and reception. Then Crosley engineers were transferred to the company's manufacturing plant to work on war projects.

The government authorized test transmissions in May 1946 and 14 months later W8XCT embarked on a regular one hour weekly program schedule. Its officials, with eyes on future acceptance of video, set forth to awaken public interest without overrating "things to come."

Public Service

Enthusiastically they focused cameras on every phase of public life — religious services, bridge games, swimming exhibitions, baseball, football and even programs based on popular parlor games. Fewer than 100 screens in the Cincinnati area received the fare—but programming jumped from 5½ hours in August to a 20-hour week by the end of 1947.

The Crosley outlet was granted its commercial license in January 1948, but the first sponsored program was not telecast until February. Wiedemann Brewing Co., always a leading advertiser, picked up the tab for the Golden Gloves boxing tournament and a department store followed suit with *Luncheon at the Sinton.* The advertiser, H. & S. Pogue, is still buying time with the station.

* * *

IN March, its new type high-gain antenna completed, WLWT became the most powerful in the world, operating on a power equivalent to 50 kw and reaching an area within a 50-mile radius of Cincinnati. The five-bay turnstile antenna weighs three tons, measures 85 feet and its top towers 571 feet above the ground. Completion of the antenna climaxed another phase of WLWT operations.

Programs 40 Hours Live

WLWT studios and tower are set high above Cincinnati's business district and belies the busy activity which provides approximately 40 hours of "live" programming weekly for Queen City viewers, in addition to network service. Site has become known as Mt. Olympus.

Although company engineers hasten to describe it as "freak reception," WLWT's signal since the early days of programming has been received repeatedly in distant spots normally beyond the station's coverage area. Reports of reception have flowed in from such states as Iowa, Minnesota, Florida, Texas and Tennessee, as well as from points within Ohio—ranging from 100 to 200 miles from Cincinnati.

Crosley engineers have offered their own pet theory for such a phenomenon—ionized air layers and wave guide effects, with stratified air guiding the WLWT signal to such faraway places. In any event, they caution letter-writers in far away places not to expect "regular, dependable service from WLWT."

* * *

WLWT's role as affiliate of the NBC-TV Network and as the key outlet of the all-Crosley, three-station Ohio link, comprising outlets in Cincinnati, Columbus and Dayton, was planned by two Crosley Broadcasting Corp. officials—James D. Shouse (seated), chairman of the board, and President Robert E. Dunville. WLWC Columbus and WLWD Dayton also are owned by the company, and participate regularly in exchange of programs among the three outlets.



* * *

SOLVING the daily problems involved in operation of WLWT as the key outlet in Crosley Broadcasting Corp.'s three-station TV network is a fulltime job requiring the combined efforts of these station officers. (L to r) Lin Mason, WLWT program director; William McCluskey, sales manager, and Bernard Barth, program coordinator for three Crosley outlets (WLWT WLWC WLWD) confer with John T. Murphy (seated), director of overall television operations.



MUTUAL ENTERS TV NETWORKING

Plans Along AM Line

SIGNALLING Mutual's entry into the television network field, MBS President Frank White announced last week that Mutual will make its key TV stations available for network advertisers who wish to telecast their programs.

The announcement followed the annual meeting of Mutual stockholders, held April 15 amid growing reports that MBS authorities are looking to ultimate TV network operations along the lines of the Mutual AM network, when more TV stations become available.

Detailed plans for overall TV service will be announced shortly, the network said.

Mutual network advertisers, it was announced, will be able to telecast their programs over Mutual stockholders' key TV stations—WOR-TV New York, WGN-TV Chicago, WNAC-TV Boston, WOIC (TV) Washington and KTSL Los Angeles. More than half of all television sets now in use are concentrated in these market areas, it was pointed out.

Authorities said it was anticipated that the same telecasting service eventually will be extended to Mutual affiliates which operate television stations.

The network's stockholders meanwhile re-elected all officers and directors, and the directors in a subsequent session approved an increased budget to expand Mutual's programming and promotional activities. The network currently numbers 540 stations.

President White also announced that the directors "have authorized me to say that no offers for the purchase of the Mutual network are being either entertained or sought." There have been recurrent reports that Mutual might be sold.

Mutual would be the fifth television network, joining the ranks of NBC, CBS, ABC and DuMont.

A clue to Mutual's possible tack on television had been reported indirectly a week earlier in an FCC hearing on intercity television facilities (see story below).

William H. Watts, New York metropolitan division sales manager of Western Union, testifying on interviews with networks on their possible use of Western Union facilities, asked J. R. Poppele, Mutual board member and WOR vice president and chief engineer, about the TV network plans of "WOR or Mutual."

"Mr. Poppele stated that . . . they plan to eventually expand on a national basis when the FCC authorizes additional stations, and it is expected those stations will largely parallel the present Mutual network," Mr. Watts testified.

He said Mr. Poppele thought improved service and more economical rates would result if Western Union entered the network facilities field as a competitor of AT&T. Western Union currently has a reversible channel between New York and Philadelphia but its use has been limited by AT&T's refusal to interconnect telephone company facilities with it. The FCC hearing is to determine whether AT&T should be required to interconnect with Western Union links, as it has been required to do in the case of privately owned facilities.

Western Union Order

Mr. Watts quoted the WOR executive as saying that if Western Union should overcome AT&T's interconnection ban and should offer "microwave service on the basis of quality of service and price advantage," then Western Union "could be reasonably assured of an order from WOR for facilities, at least in the beginning, to such key television points as Washington, Boston, Pittsburgh and Chicago."

In the stockholders' voting, President White was re-elected along with T. C. Streibert of WOR as board chairman and Thomas F. O'Neil of Yankee Network as vice chairman.

Other Mutual officers re-elected were:

A. N. Hult, vice president in charge of sales; William H. Fineshriber Jr., vice president in charge of programs; A. A. Schechter, vice president in charge of news, special events and publicity; Robert Schmid, vice president in charge of advertising, research and promotion; E. M. Johnson, vice president in charge of station relations and engineering; James E. Wallen, treasurer, controller and assistant secretary, and Elbert M. Antrim, secretary.

Other Mutual directors re-elected, in addition to Messrs. Streibert, O'Neil, White and Antrim, were: Mr. Poppele; Linus Travers, Yankee Network, Boston; Benedict Gimbel Jr., WIP Philadelphia; Frank Schrieber, WGN Chicago; Lewis Allen Weiss and Willet H. Brown of Don Lee, Hollywood; J. E. Campeau, CKLW Detroit, and H. K. Carpenter, WHK Cleveland.

WJIM-TV DEBUT

Gross Sets Date For May 1

OPENING date of regular programming by WJIM-TV Lansing, Mich., is set for May 1, according to Harold F. Gross, president and general manager [TELECASTING, April 10]. WJIM-TV is owned and operated by WJIM Inc.

Station has been on test pattern since March 17. Plans are to house the station in a modern $500,000 plant and when possible WJIM-TV will add various local shows to its daily schedule of network and film programs. Network broadcasts are to be beamed by microwave from Detroit to transmitting equipment at Milford, Mich.

WJIM-TV also becomes the 30th interconnected affiliate of NBC-TV. Contract for the network affiliation was arranged by Sheldon B. Hickox of NBC station relations, and Mr. Gross. Station also is affiliated with CBS-TV and ABC-TV.

* * *



Contract for WJIM-TV affiliation with NBC-TV is set by (l to r) Mr. Gross and Mr. Hickox.

COAST-TO-COAST VIDEO

Cowan Sees by '51

INTERCITY network television facilities may interlock from coast-to-coast as soon as 1951. This report confirms earlier informal estimates of a probable completion date [TELECASTING, March 27].

The hopeful but tentative timetable was charted last week by Frank A. Cowan, engineering chief of the Long Lines Dept. of American Telephone & Telegraph Co., in his detailed testimony etched before the FCC during hearings held in Washington on April 14. They resume on May 1.

During the sessions which probed the question of interconnecting the facilities of the Bell System and Western Union Telegraph Co., Mr. Cowan filled in spaces as to possible additions to the Bell System intercity TV network to be made in 1951. He also presented important tie-ins in the planning, provision and operation of such networks.

Outlines Plan

In the 1951 network program now under consideration, Mr. Cowan said, Bell System intercity network facilities would total about 23,000 miles of channels by the end of next year. At that time, Mr. Cowan roughly estimated that the network would comprise about 13,000 miles of radio relay and about 10,000 miles of coaxial cable. This would enlarge the network (which is expected to provide about 15,000 miles of facilities at the end of this year) by some 8,000 miles in 1951, about 5,500 miles of the additional channels being in radio relay and about 2,500 miles in coaxial cable.

The linking of the East and West Coasts by these network facilities may be included in the 1951 program, Mr. Cowan testified. He remarked that it is difficult to be absolutely precise this far in advance of a construction plan of such magnitude, and that work might not be completed until 1952. However, even if the project were delayed, he conjectured that possibly the coast-to-coast link would be finished by the spring of that year.

Mr. Cowan said that Bell System plans contemplate extending the network by the construction of two radio relay channels between Omaha and San Francisco, one in each direction. At first these facilities would be equipped for telephone purposes, he said, but television channels would be made available if there were commercial demand for them.

The tentative 1951 Bell System television network program also includes an extension to Miami and the linking of Binghamton, N. Y. The rest of the plans now being formulated relate to the addition of channels on various portions of the network as it will stand at the end of this year.

In addition to the link to the west coast, other possible extensions by means of radio relay in 1951 would be: One new channel from New York to Chicago; one additional channel southbound from Detroit to Toledo; one eastbound channel from Omaha to Chicago and one westbound between Des Moines and Omaha. The connection with Binghamton, N. Y., would be made by an extension from the present network either from Syracuse or New York City.

Southern Link

Extensions by means of coaxial cable to the Bell System television network would include the equipping for television purposes of a channel extending from Memphis to Birmingham, and eastward on to Atlanta. A second channel—in addition to the one to be equipped for television from Charlotte, N. C., to Jacksonville—would be similarly equipped in 1951. A single coaxial cable also would be equipped for television between Jacksonville and Miami, so that the latter city can be added to the network. An additional southbound coaxial channel would be equipped for television from Toledo to Dayton.

Earlier in the proceedings on the interconnection issue, which continued all week after sessions resumed before the FCC on April 10, M. G. Wallace, eastern area commercial manager of the Long Lines Dept., testified on the comments of customers using Bell System inter-

(Continued on Telecasting 16)

COLOR HEARING SPEEDUP

Lag Feared

REHASHING of old familiar controversies — plus introduction of some new conflicts between principal color TV proponents, RCA and CBS—marked the third week of cross-examination in FCC's color hearing last week.

Concern that the now over-drawn proceeding could lapse into a mere battle of words was evidenced by the Commission on Monday when it delayed start of the week's hearings while it met in special session to consider the color TV situation. Although no report was made concerning the brief meeting, it was understood hearing procedure and scheduling of witnesses topped the agenda in an effort to wind up the color phase as soon as possible without trimming off vital evidence.

FCC Chairman Wayne Coy delayed his departure to the NAB convention until Sunday to arrange the meeting and it was understood Comr. George E. Sterling cancelled entirely his plans to attend the convention because of the hearing situation.

Highlights of last week's hearing through Wednesday included:

● Efforts by RCA counsel in cross-examination of CBS witnesses to prove that the color policy of CBS has been inconsistent and that its management policy has conflicted with the firm's own engineering advice and representations.

● Observation by CBS President Frank Stanton that his stand for non-compulsion in color set making and telecasting has been "somewhat shaken" by earlier testimony of certain manufacturing witnesses. But he indicated he believed competition would force reluctant firms to cooperate in set production if the CBS system were adopted.

● Testimony by Dr. Stanton that if manufacturers, however, did refuse to make sets capable of receiving CBS color, the network might interest a group of businessmen to form a new firm for that purpose. CBS would not put money into it, he indicated.

● Re-affirmation by Dr. Peter C. Goldmark, inventor of the CBS color system, that he didn't believe RCA's color system could be further improved and hence should not be field tested. He believed RCA's picture quality had about reached its ultimate and was just "tolerable."

CBS Witnesses

Earlier it had been presumed that Brig. Gen. David Sarnoff, RCA board chairman, or RCA President Frank Folsom would appear last week to testify on RCA's plans to make CBS-type sets if that system were approved. But since Gen. Sarnoff was unable to attend because of other commitments, CBS and other witnesses were called for cross-examination. Gen. Sarnoff now is slated to appear May 3.

His testimony was requested by FCC counsel, Harry Plotkin, when Dr. Elmer W. Engstrom, RCA Labs vice president, told FCC his firm hadn't decided whether or not it would make sets capable of receiving CBS signals [TELECASTING, April 17].

FCC has indicated it is very concerned over the issue of set makers' cooperation and possible need for compulsion should any non-compatible system such as CBS be adopted. The Commission has said it will "go down the line" of witnesses and question them on all aspects of this matter. FCC also is expected to continue pursuit of its inquiry into patent matters with those witnesses where the patent issue is pertinent.

The color hearing continues Tuesday (April 25) in Washington and on Wednesday will move to New York for the record demonstration of CBS' new technique of dot interlacing. Further sessions then are scheduled May 1-5, when it's now hoped nearly all examination will be concluded except for the Color Television Inc. demonstration of its system on the West Coast.

Cross-examination of Dr. Stanton was begun Monday morning by John T. Cahill, RCA counsel and board member, who is senior partner in the New York law firm of Cahill, Gordon, Zachry & Reindel.

Mr. Cahill observed Dr. Goldmark earlier had testified he felt the RCA system could not be improved and asked the witness if he agreed with this statement. Dr. Stanton replied Dr. Goldmark's statement was engineering testimony and that as a layman he couldn't disagree with it. Asked if he had noted improvement in RCA's picture at the Laurel demonstration in February, Dr. Stanton replied affirmatively but added the first RCA color pictures last fall "didn't qualify as pictures."

Mr. Cahill reviewed CBS management policy during the past 10 years. Dr. Stanton, who took active management in 1946, affirmed the company policy always had been based on engineering facts and advice and that the latter has never been made to accommodate policy. Mr. Cahill indicated this view was presented originally to FCC as CBS policy in 1944 by Paul Kesten, at that time executive vice president of CBS and now retained as a consultant at an annual retainer of $25,000.

Stanton Recommendation

Dr. Stanton told Mr. Cahill he was aware when he recommended the CBS system for adoption that it had 45% less horizontal and 23% less vertical resolution than existing monochrome, as admitted by Dr. Goldmark during the hearing. He indicated the public doesn't see just resolution when it looks at a picture, however.

The RCA counsel proceeded to observe Mr. Kesten in 1941 told FCC the 441 line, 60 field TV standards then proposed by the Radio Mfrs. Assn. were "twice as good as they seem to be" because of development potentials, and that Adrian Murphy, now CBS vice president and general executive, the same year told FCC 525-line pictures were "very satisfactory." He contrasted this with a statement in 1944 by Joseph Ream, CBS executive vice president, that 525-line standards were not good enough for postwar TV.

Mr. Cahill also noted that while Robert Sorrell, then a CBS engineer, in early 1944 as a member of a Radio Technical Planning Board committee voted in favor of 525-line, 6-mc standards, Mr. Ream in October of that year urged some 30 channels, each 16-mc wide, be provided in the UHF and that all VHF channels be withdrawn as soon as UHF service was sufficient. Mr. Cahill stated the Ream proposal came even after another RTPB group had declared the UHF unusable in the foreseeable future due to lack of laboratory and field experience.

About this same time, Mr. Cahill recalled to Dr. Stanton, Dr. Goldmark had gone on record as saying CBS would propose no change in TV standards after the war.

The RCA counsel reminded Dr. Stanton that in April 1944 CBS had issued a booklet to "policy" people in several fields which asked if prewar TV would be good enough after the war and then proceeded to note technical advances which would promise twice the detail in postwar TV pictures, plus color. He indicated the booklet emphasized need for bigger pictures and greater detail—practical since twice the bandwidth would be possible—and pointed out limitations of prewar TV "squeezed" into 6 mc.

Mr. Cahill contended the present CBS picture is not as good as the prewar CBS color picture cited in the booklet as an example of coarse detail TV to be left behind in favor of new developments.

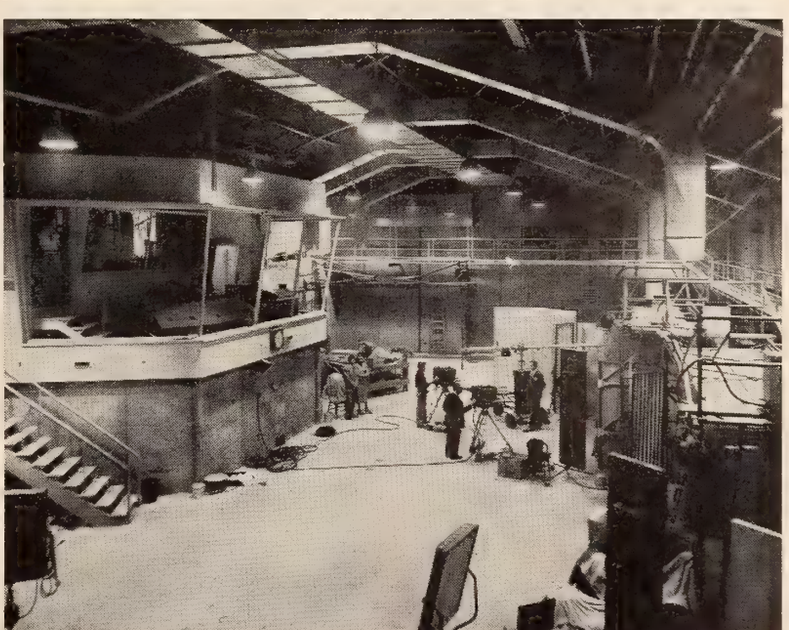
Upon questioning, Dr. Stanton testified CBS' interest in color TV was as a broadcaster and not as a color system proponent. He said the CBS position was not affected by its investment to date of more than $4,000,000 in the field sequential system. He termed this "a drop in the bucket" to what could be earned by the network in the long run with color TV.

Dr. Stanton agreed the CBS system at first would have practically no circulation and this in part was why CBS planned mostly off-hour color programming at first. He indicated other factors also were involved, though. He acknowledged there would be no programming restrictions in adoption of a compatible system.

Asked if a compatible system would speed up public acceptance of color, Dr. Stanton replied, "That depends on what the manufacturer does." He indicated convertibility of a system also has importance comparable to compatibility and expressed doubt that the RCA or CTI systems have convertibility.

Dr. Stanton introduced an exhibit estimating the effect of obsolescence, conversion and adaptation of TV sets following FCC approval of the CBS system. The report estimated that by June 1, 1954, with a total of 25,000,000 sets, only 3.1% (786,000) would be 525-line monochrome-only sets while 31.3% (7,828,500) would be dual standard 405 or 525-line monochrome sets plus receivers adapted to receive black-and-white from CBS color signals. An estimated 57.2% (14,285,500) would be

(Continued on Telecasting 8)



THIS is the principal TV studio of WDSU-AM-FM-TV New Orleans which has just been completed. Dimensions of the studio are 100 x 55 ft., and it is one of four (two AM and one other to be used for AM and TV interchangeably) which are included in the new studio building located directly behind Brulatour Court. Of the approximate $1,200,000 investment by WDSU in radio and TV services, well over one-half million is directly allocated to video, according to the station.

Color Hearing

(Continued from Telecasting 7)

combination new color or monochrome sets, plus sets converted. Some 8.4% (2,100,000) would represent sets existing now which had become obsolescent or were traded in.

Asked by Mr. Cahill what CBS' position was on making color sets itself, Dr. Stanton indicated he was glad of the chance to "clear up any misunderstanding" about CBS plans. He said CBS might interest a group of businessmen to form a corporation to distribute and perhaps manufacture CBS color sets if FCC adopts the system, but emphasized this would be undertaken only if present set makers refused to produce TV sets capable of handling CBS color. The firm would be financed by outside capital, Dr. Stanton said.

Asked whether CBS now is buying interests in certain TV receiver manufacturing businesses, Dr. Stanton stated it is not now negotiating for such purchases although the network has given the matter serious consideration during the past year.

If both RCA and CBS systems were adopted, Dr. Stanton indicated CBS would be inclined to see that receivers of both types were made available. CBS in addition to broadcasting its color system would experiment on RCA "to make sure the public could compare both systems," he asserted.

Explains Announcement

Considerable time was spent by Dr. Stanton in explaining announcements aired by CBS in New York at the beginning of experimental TV transmissions from 1941 to 1946. During lengthy inquiry by Mr. Cahill on the purpose of the announcements, and an associated booklet offered at the time, Comr. Frieda B. Hennock expressed "concern" over the material involved.

Dr. Stanton said the announcements and booklet advised the public CBS was not in the set making business, its transmissions were temporary and experimental, ultimate disposition of the TV situation was beyond CBS' control and hence certain risks were involved in buying sets.

The CBS president asserted the statements were full disclosures of the situation. He told Comr. Hennock they were made because of possible changes in standards in view of CBS' "appearance before FCC for a change of color frequencies into the UHF."

A vigorous exchange ensued with Mr. Cahill over the booklet's statement in "bold face type" that "color television may replace black and white." Dr. Stanton asserted it's reasonable to believe color ultimately will replace monochrome. If this were not so, he indicated, they would not be involved in the present proceeding.

While opposed to compulsion generally, Dr. Stanton testified he would not be opposed to some measures by FCC or other regulatory body to insure production of color sets if the CBS system were adopted. Such procedure, he said, would be necessary only if all other efforts were of no avail.

Indicating this view was conjecture because he firmly believed set makers would cooperate, Dr. Stanton said, "I can't see set manufacturers losing a competitive advantage to new manufacturing firms by refusing to build sets if CBS standards are adopted."

To a query by Mr. Plotkin, Dr. Stanton indicated FCC before considering compulsion of any kind should wait about 30 days after a decision favoring CBS in order to allow manufacturers to make up their minds.

Dr. Stanton told Mr. Plotkin that adoption of a compatible system would allow set makers a greater amount of time to switch from monochrome to color production since no need for hurry would be imposed. He did not see the same situation for CBS in view of the automatic adaptor since such sets would be convertible to color.

Questions Stanton

Comr. Robert F. Jones questioned Dr. Stanton extensively on comparision of FM's plight with that of color TV vs. monochrome. The witness didn't think the situations were comparable in most respects. Asked what he believed to be reasons for FM's situation, Dr. Stanton cited lack of promotion between broadcasters and manufacturers alike, too high FCC operating standards, FM's change in allocation, the former AFM ban on FM duplication unless double fees were paid, the average person's inability to properly tune FM sets, and television. He indicated the latter had the greatest effect.

Dr. Stanton said CBS research showed the public generally didn't like high fidelity and usually tuned it out even on sets that could take advantage of it. He suggested most FM sets now on the market do not take full advantage of high fidelity. The witness said Jack Benny and "Lux Radio Theatre" shows were interruped several times on the five CBS-owned FM outlets to test reaction and only three or four responses occurred except in New York where the number was a little higher. He indicated this was a sad thing for management to consider when it was spending $250,000 yearly to operate FM outlets.

The CBS president thought the static-free quality of FM was its preferred selling point and this generally had been overlooked. Asked by Comr. Jones if it takes 15,000 cycles to appreciate Jack Benny jokes, Dr. Stanton replied, "No. I think you could enjoy them on a Dictaphone."

Dr. Goldmark, under cross-examination by Mr. Cahill on Tuesday afternoon, reaffirmed his earlier statement he saw no reason why RCA should field test since there could be no improvement in the system fundamentally. He admitted there was "1000% improvement" in the RCA color picture at the Laurel demonstration but this picture was "nothing to brag about" and the sets were not unattended as supposed. He termed the pictures just "tolerable."

Dr. Goldmark saw no system improvement in the fact RCA achieved color stability after its initial showing. He said RCA originally had "heralded as perfect" its system, which may have been a premature announcement, but it was assumed from the first the system had color stability. He indicated the fact it was "re-established" was not improvement.

Indicating a picture can improve only up to the capability limitation of the system, Dr. Goldmark upon questioning thought the RCA picture now is "pretty darn close to the system's capability."

Asked by Mr. Cahill if the present CBS system doesn't have a greater overall loss in resolution than the 6-mc system proposed by CBS in 1941, Dr. Goldmark admitted this was true but explained other techniques have been added which more than make up for the loss. The RCA counsel noted CBS in 1946, when pressing for adoption of its high definition 16-mc color system in the UHF, had played-down any system of lower quality.

Dr. Goldmark stated only by very critical analysis is it possible to discern differences between CBS' present 6-mc color picture and the earlier 16-mc picture.

The RCA counsel also questioned Dr. Goldmark sharply on his changes in philosophy over the years regarding optimum viewing distance. The witness indicated this partly was due to improvements in viewing tube quality.

Dr. Goldmark explained his apparently conflicting positions on TV during 1944, when acting on RTPB committees, were due to restricted technical information he was familiar with but could not use to motivate his position until the latter part of that year. He indicated RTPB meetings then were generally considered a "darn nuisance" because of the war and everyone wanted the status quo for the time being.

Upon questioning, Dr. Goldmark said that although CBS experimented with dot, line and field sequential color in 1940, it did not know about dot interlacing, mixed highs and time multiplexing as now used in the RCA system.

"Did you mean to say that in 1940 you did not know how time multiplexing, mixed highs and horizontal dot interlacing could be employed to produce 525-line 6-mc color television?" Mr. Cahill asked Dr. Goldmark. He replied, "I did not think of it then and I do not think of it now," indicating he didn't consider RCA's system now capable of producing that definition.

Cross-examination Wednesday was led off by Charles H. Sparkman, engineering vice president, Birtman Electronic Co., Chicago, who said his firm has made 18 color converters for CBS. He said orders had been received recently from Philco Corp., Crosley Corp., Paramount Pictures Corp. and Teletone Radio Corp. for one converter each. He said his firm could produce a minimum of 7,500 units per month but would prefer a 75,000-plus rate to maintain large-scale production.

John Schubert, Birtman vice president in charge of plant operation, estimated redesigning of the converter could scale its price down from the $70 quoted last fall to about $55. Weight also would be reduced from 28 lb. to about 20 lb., he said.

David H. Cogan, president, Air King Products Co., Brooklyn, said his firm has manufactured only a few pilot models of disc-type color receivers. Although his firm does not now produce 10 in. sets (its smallest is 12½ in.), it could make them converted for color with the approximate additional cost of about $100-$105, he said.

Air King Plans

He revealed Air King is "status quo" in its plans for manufacturing color sets until FCC decides the color question. If RCA's color system is adopted, he said, all plans will be dropped, but if CBS' color is accepted by FCC, the firm will proceed. For sets internally adapted to receive CBS color transmission in black and white, he explained an interval of 4 to 6 months would occur before full-scale production could be reached. He said a multiple standards decision would complicate things for the manufacturer.

If multiple standards should be decided, he said, "we would build both types of sets, although we would not prefer to do so. Our ultimate objective would be the building of sets which would receive both types."

S. W. Gross, president of Teletone Radio Corp., New York, said his firm was ready to produce a 10 in. CBS color-type converted set to retail for $200, a reduction of $20 from the price quoted last fall. Reduction was due to lower monochrome set costs, he indicated.

Mr. Gross said his firm would not manufacture the conventional set if FCC decided on CBS color. The period of changeover he calculated at eight to 12 weeks.

C. P. Cushaway, executive vice president of Webster-Chicago, said his firm has manufactured 20 CBS disc type color converters and "one or two" external type converters. He said his firm was prepared to solve the problem of whatever converters or adaptors are necessary

(Continued on Telecasting 13)

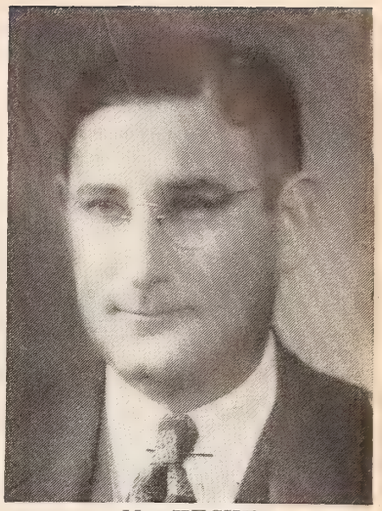
Te-Ve



Drawn for TELECASTING by John Zeigler

THE TV IMPACT

Hecht Head Reviews Retail Role



Mr. HECHT

* * *

By SAMUEL M. HECHT
President, The Hecht Corp.

THIRTY YEARS ago when KDKA Pittsburgh began its experimental work in broadcasting and made radio time available to American advertisers, the nation's foremost business men sat up, took notice, and wrote the following memo on the calendar:

"Someday this little giant in communication will grow up, and someday somebody will find out how to use it."

It did not take the retailer very long to realize that "something new had been added" to the publicity and promotional picture, and we all stood by and watched the national advertisers step into the picture and take over, all the time wondering "what in the world are we going to do to handle, control and develop this lusty new infant."

From time to time we all dabbled timidly and cautiously with this intriguing new medium without knowing exactly what we were attempting or how much it would cost to make it practical or profitable, even if we were lucky enough to discover a technique.

Of course, a technique never was developed completely for the retailer as a merchandising and promotional medium. Most of the money we spent—and it ran into the millions—was spent on blind faith with the hope that somehow, someway, and under some circumstances, somebody might stumble upon the practical utility of radio advertising.

Cites 'Score'

The score-board shows that during all of these years, nobody got very far beyond first base, and while we couldn't exactly measure the effectiveness of what we were doing, we were still reluctant to give it up, principally because there was a general conviction of the hidden power in this vast and important transmission of ideas from one human mind to another.

All of this, of course, may seem a little bit pseudo-scientific, but I think the big point is that millions of dollars were spent by retailing in an honest and sincere effort to establish some form or format whereby radio could be made profitable and productive on a promotional merchandising basis.

And then, of course, after 25 years of experimentation, the inevitable came to pass:

TELEVISION!

Here, in the flash of an eye, we realized that the missing ingredient had been found.

But the other problem still remained: What are we going to do with it? How are we going to use it? How are we going to make it sell merchandise over the retail counter, in commercial quantities, and at a reasonable profit?

Neither an industry nor a nation can live unto itself alone. We found that out the hard way. And, therefore, the retail industry as a group began to recognize its responsibility in helping to develop this new technique in human expression.

We were almost in the same position as those who resisted the early inroads of air transportation on the railways and shipping lines. But during the war many of us learned that even a retailer could learn to fly a four-motored ship over the Burma hump, and do it with accuracy, consistency and dispatch.

The analogy may seem somewhat far-fetched to the casual reader, but there is little basic difference between our transition from ground to air travel than our transition from radio to television.

Many able advertising men have expressed themselves to me in this vein and as one who has lived through both the transitions, I can not escape the feeling that *television is here*, not on a lend-lease basis, not temporarily, but as an integral part of the science of business communication.

Technical Future

I would certainly not attempt, at this early date, to forecast the many and varied techniques which may be developed by wise, intelligent and imaginative merchants because I believe that we should leave the technical aspects of television to those who have studied advertising, publicity and dramatics, and the relationship between good merchandising and good publicity.

I would only like to make the essential point, and that is: Television is essentially a medium of showmanship and our experiments to date in our own stores in various cities have given us conclusive evidence that we have a powerful implement for good within our grasp and if we fail to make full use of it for the benefit of our customers, it will be from lack of imagination and lack of vision.

Obviously, television is a new science, and as Charles Kettering (former vice president and director of General Motors Corp.) tells us, whatever is scientific is something we do not understand, because when we begin to understand it, it is no longer scientific. And I believe that Mr. Kettering made the point perfectly because day by day we are beginning to understand more about this new science and day by day it is becoming more understandable to us and day by day it is becoming less scientific and more understandable and its utility and practicality are growing by the hour.

However, I believe there is quite another aspect to television development, aside from all its technical phases, which must be of vital concern to the field of distribution.

I am referring to the *impact* of television upon the selling, promotion and distribution of *other* types of merchandise, beyond television receivers themselves and the *influence on the switch of buying habits which will take place as a result.*

It is no secret at all that the manufacturing side of the television industry has had its hands full trying to keep up with the demand. At the same time, television networks have had their hands full in projecting their communication lines to meet the public eagerness for television reception.

The retailer, as one of the parties to the distribution system, has had his own hands full and his electrical appliance business has shown a marked change in the nature of merchandise, along with a tremendous growth in dollar volume.

But large retail stores are not primarily and simply distributors of television receivers. That is only one small part of the retailer's distribution job. His essential work must remain the over-all responsibility to provide all of the goods for all of the people for daily living. Television satisfies only one small portion of this great demand and this great responsibility.

We must be concerned, therefore, with the natural shift in human wants and needs, as a result of television as a medium of education and expression, and this has already forced itself emphatically into our business consciousness so that we cannot escape the fact that there has been, and will continue to be, less demand for certain types of goods and greater demand for other types of goods.

This has already been made evident in the growing demand for home decoration, and merchandise for the home, and especially in the need and demand for living room furniture and furnishings.

Effect on Home

More television at home, of course, will mean more family home-life. This, of course, will mean more people in the living room, more children, more relatives, more friends and neighbors.

The impact will extend far beyond an ordinary sale of an electric appliance, because, by its very nature, television will keep more people at home, and together, and if family life is an important part of our democratic system of living, then, I believe, we must confess that television will be a tremendous influence for good, in its relationship to family life.

Retail advertising has developed in the past few years from a combination of newsprint-paper and printer's-ink into a fantastic combination of motion, color, sight and sound. Newspapers and periodical publications gave us advertising by sight. Radio gave us sound.

Television gave us *both* of these and added a third ingredient: MOTION. So now in one medium we have at our disposal three of the important factors in modern publicity: *Motion, sight* and *sound.* All that remains is COLOR, and we are assured by the best research minds that we will have the color within the next few years.

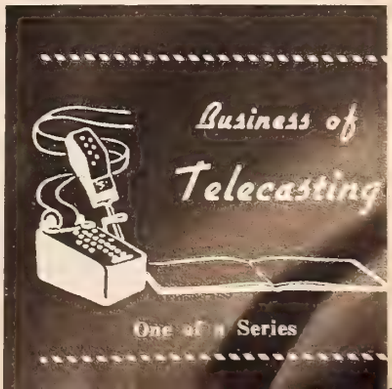
Leaving the latest element (color) out of the picture for the moment, we still have, in one medium, a combination of the other three which has already adapted itself to the merchandising of many types of goods.

Certainly color will be an important future factor in the presentation of fashion merchandise, but in the meantime the fashion story has been told on television with great credibility, by virtue of presenting merchandise on living people, in authentic surroundings and in relationship to the customer's actual needs, wants and desires.

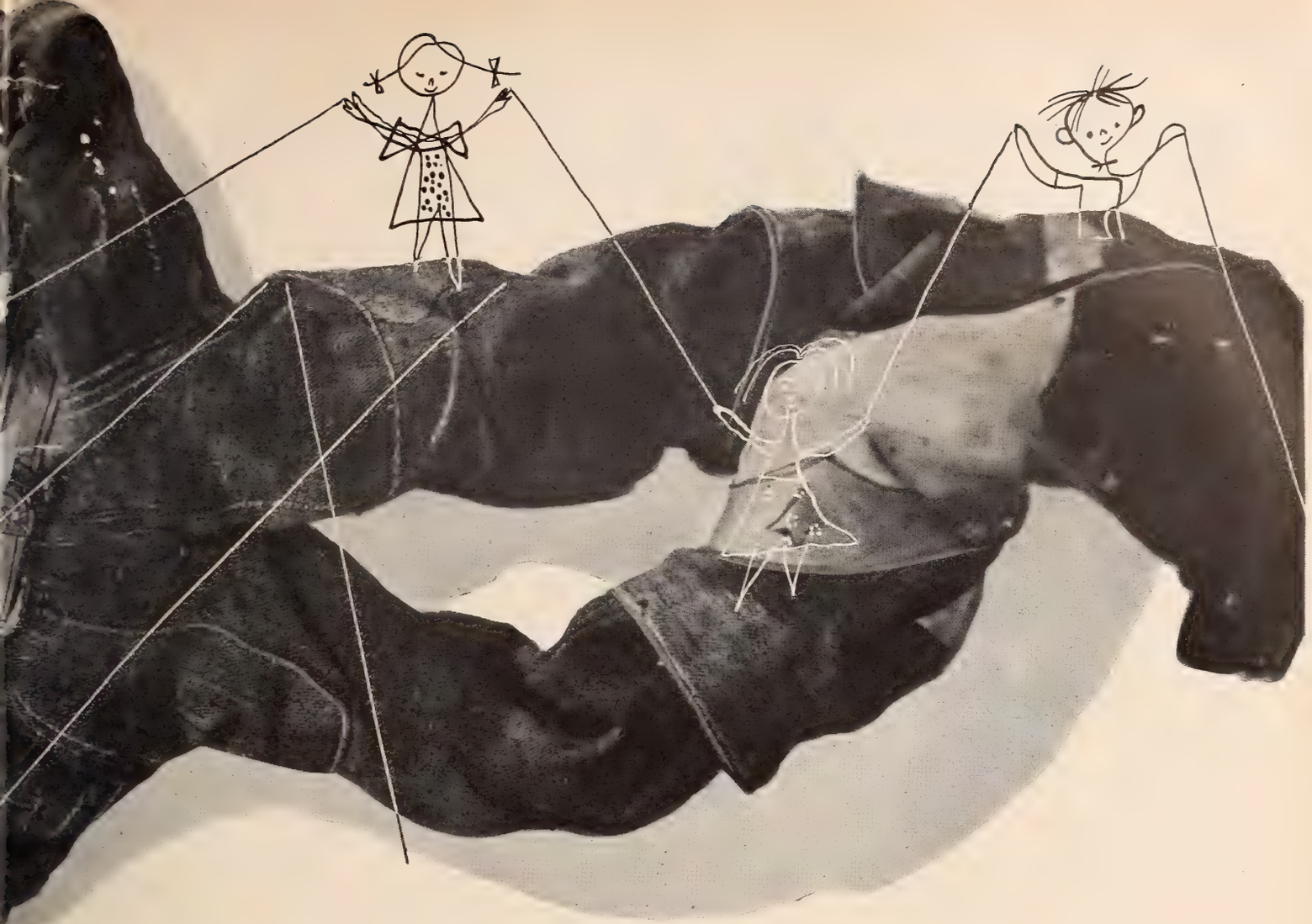
The analogy here, of course, is very general because the term "fashion" encompasses not only dresses, coats, suits and accessories, but even such things as bathing suits. And here again the motion or action would be most important because a bathing suit shown on a hanger is just another bathing suit, but on the proper model flying from a springboard, the picture becomes almost sufficiently complete for the customer to visualize herself in the identical environment and in the identical fashion and if the price-tag makes sense, then the whole story is wrapped-up.

Neither can we ignore the profound influence of television on child education, even in these early days of television development. It seems clear that retailers and other sponsors of television programs

(Continued on Telecasting 16)




KINGPIN IN



LILLIPUT

Howdy Doody's three-way network lead . . . top-rated of all children's shows, all daytime shows, and all multi-weekly shows in television

The little guy means business.
Who else could make 240,000 sales with only 2 announcements?

And who else but this incredible "Milton Berle of the Lollypop Set" (Winchell) could get *a quarter of a million* urchins to part with a dime each, plus a Three Musketeers candy wrapper . . . for a cardboard cutout of himself?

For the record, that's $36,000 in returns from two brief demonstrations on NBC Television.

Idolized by an audience of nearly 6,000,000 a week in 24 important NBC Television markets, HOWDY DOODY means business, fantastically good business for his sponsors.

That's why he's No. 1 Sales Representative in Lilliput for advertisers like Colgate, Mars Candy, Ovaltine and Poll Parrot Shoes . . . on America's No. 1 Television Network.

A few quarter-hour segments are immediately available.

NBC TELEVISION *America's No. 1 Network*

A TOTAL of 2,842 advertisers used television as a medium during the first week of March, a gain of 444 or 18.5% over the February total of 2,398, according to the March *Rorabaugh Report on Television Advertising.*

Network TV advertisers in March numbered 80 companies sponsoring 98 programs, up from 70 companies with 90 TV network shows in February. March TV spot advertisers totaled 527, compared with 438 in February, while the number of local video clients rose from 1,890 in February to 2,235 in March. Figures are based on reports from all four TV networks covering the entire month and from 93 of the 98 commercial stations on the air the first week in March.

New Third Dimension TV Technique Developed by RCA

THIRD dimension effect can be given television images created by the industrial TV system developed by RCA, according to techniques outlined in Boston a fortnight ago by Dr. V. K. Zworykin, vice president and consultant of RCA Labs.

Speaking before the Boston section of the Institute of Radio Engineers, Dr. Zworykin said that this extension of the system's usefulness would be valuable in specialized applications, and could be accomplished with a minimum of additional equipment.

Dr. Zworykin said the stereoscopic effect could be produced by mounting two cameras side-by-side to view the object from slightly different angles, in the same way that the spacing of human eyes produces the effect of depth. The TV signals, corresponding to the two offset scenes, would then be transmitted to two kinescopes, either through the air or by suitable cables. The separate images would be combined and viewed through special filters to give the three - dimensional effect, Dr. Zworykin explained. Development of the industrial television system was first disclosed by RCA research scientists and engineers on March 7 at the IRE convention in New York.

* * *

Federal Reserve Surveys Set Buying Plans

"CONSIDERABLY MORE" than twice as many consumers intend buying television sets this year than planned such purchases last year, according to preliminary findings of a survey sponsored by the board of governors of the Federal Reserve System.

Tabulations were computed from about 3,000 interviews made during January and February in 66 sampling areas throughout the country. They were compiled by the U. of Michigan's Survey Research Center. An additional 500 interviews will be available in June, the governors said.

Consumers were queried on their own financial positions and economic conditions in general at the beginning of 1950. Especially notable is the fact that, while over twice as many consumers have TV-buying plans this year, personal income expectations for 1950 remained almost static.

By contrast, house-buying plans were only slightly larger, while automobiles and selected durable goods (furniture, refrigerators and other appliances) remained about the same in point of intended buying.

There also was sharp divergence between consumer expectations for prices in general and for prices durable goods. Although only third of the spending units look for a price decline, more than h thought reductions would take pla in the TV and other hard goo lines.

Gross TV Time Sales on ABC, CBS and NBC Video Networks in January and February 1950.

	Jan.	Feb.	Tota
Agriculture & Farming	.....	.....	.....
Apparel, Footwear & Access.	20,570	23,090	43,6
Automotive, Automotive Access. & Equip.	307,663	273,146	580,8
Aviation, Aviation Access. & Equip.	.....	.....	.....
Beer, Wine & Liquor	116,179	110,074	226,2
Bldg. Materials, Access. & Supplies	.....	.....	.....
Confectionary & Soft Drinks	29 355	25,188	54,5
Consumer Service	13,500	13,500	27,0
Drugs & Remedies	16,920	16,920	33,8
Entertainment & Amusements	.....	.....	.....
Food & Food Products	244 635	223 455	473,0
Gas, Oil & Other Lubricants	90,950	72,820	163,7
Household Equip. & Supplies	141 405	122 920	264,3
Household Furnishings	117,129	121,958	239,0
Industrial Materials	.....	.....	.....
Insurance	.....	.....	.....
Jewelry, Optical Goods & Cameras	2,696	.....	2,6
Office Equip., Stationery & Writing Supplies	29 355	25 198	54,5
Publishing & Media	16,040	16,930	32,9
Radios, TV Sets, Phonographs, Musical Instruments & Access.	223,551	197,673	421,2
Retail Stores & Shops	1,631	.....	1,6
Smoking Materials	360,638	323,576	684,2
Soaps, Polishes & Cleansers	25,185	21,720	46,9
Sporting Goods & Toys	.....	.....	.....
Toiletries & Toilet Goods	145,173	148,139	29[illegible]
Transportation, Travel & Resorts	.....	.....	.....
Miscellaneous	17,419	14,151	31,5
Totals	1,890,639	1,730,259	3,620,8

* Source: Publishers Information Bureau.
**DuMont Television Network did not report its time sales, which are not included in th totals.

ART AWARDS

Cite Agency TV Commerci

THE Art Directors Club of N York on April 18 presented for t first time three special dist guished awards for television co mercials to agency art direct at a luncheon at the Waldo Astoria Hotel in New York.

Ray Mauer, art director, Can bell-Ewald, New York, received certificate for the "Mr. Guber" commercial for the Chevrolet De ers Assn. John Cook, art direc with J. Walter Thompson Co., N York, was awarded a certific for the P. Ballantine & Sons commercials. Richard Lundy, director with Geyer, Newell Ganger, was presented a certific for the Kelvinator Corp. video co mercials.

Hope Hooper 49.4

THE SPECIAL Bob Hope television show sponsored by Frigidaire on NBC-TV Easter Sunday got a Hooperating of 49.4 in a special Hooper survey of four cities, the network announced last week. Mr. Hope's rating in New York, Chicago, Cleveland and Washington was second only to the marks set by the *Texaco Star Theatre,* according to NBC.

Weekly Television Summary—April 24, 1950 TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	2,828
Ames	WOI-TV	8,860
Atlanta	WAGA-TV, WSB-TV	32,350
Baltimore	WAAM, WBAL-TV, WMAR-TV	158,089
Binghamton	WNBF-TV	11,220
Birmingham	WAFM-TV, WBRC-TV	12,100
Bloomington	WTTV	5,750
Boston	WBZ-TV, WNAC-TV	339,234
Buffalo	WBEN-TV	84,849
Charlotte	WBTV	13,169
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	418,366
Cincinnati	WCPO-TV, WKRC-TV, WLWT	106,900
Cleveland	WEWS, WNBK, WXEL	200,269
Columbus	WBNS-TV, WLWC, WTVN	63,800
Dallas, Ft. Worth	KBTV, KRLD-TV, WBAP-TV	49,125
Davenport	WOC-TV	9,375
Quad Cities	Includes Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	48,100
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	216,000
Erie	WICU	33,459
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	49,125
Grand Rapids	WLAV-TV	23,200
Greensboro	WFMY-TV	10,400
Houston	KLEE-TV	18,500
Huntington-Charleston	WSAZ-TV	7,200
Indianapolis	WFBM-TV	36.500
Jacksonville	WMBR-TV	9,000
Johnstown	WJAC-TV	18,822
Kalamazoo-Battle Creek	.....	10,986
Kansas City	WDAF-TV	32.347
Lancaster*	WGAL-TV	40.720
Lansing	.....	12,000
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	496,453
Louisville	WAVE-TV, WHAS-TV	25,901
Memphis	WMCT	29,775
Miami	WTVJ	22,000
Milwaukee	WTMJ-TV	101,016
Minn.-St. Paul	KSTP-TV, WTCN-TV	81,600
Nashville	.....	100
New Haven	WNHC-TV	72,700
New Orleans	WDSU-TV	19,897
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,145,000
Newark	WATV	Incl. in N. Y. Estimate
Norfolk	WTAR-TV	10,008
Oklahoma City	WKY-TV	24,755
Omaha	WOW-TV, KMTV	22,122
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	435,000
Phoenix	KPHO-TV	6,500
Pittsburgh	WDTV	91,000
Portland, Ore.	.....	887
Providence	WJAR-TV	49,140
Richmond	WTVR	26,213
Rochester	WHAM-TV	35,436
Salt Lake City	KDYL-TV, KSL-TV	14,200
San Antonio	KEYL, WOAI-TV	14,272
San Diego	KFMB-TV	35,600
San Francisco	KGO-TV, KPIX, KRON-TV	49,242
Schenectady	WRGB	70,000
Seattle	KING-TV	26,700
St. Louis	KSD-TV	115,000
Syracuse	WHEN, WSYR-TV	38,913
Toledo	WSPD-TV	39,000
Tulsa	KOTV	20,800
Utica-Rome	WKTV	11,500
Washington	WMAL-TV, WNBW, WOIC, WTTG	118,250
Wilmington	WDEL-TV	32,669

* Lancaster and contiguous areas.

Total Markets on Air 60 Stations on Air 103 Sets in Use 5,315,167

Editor's Note: Sources of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

Color Hearing

(Continued from Telecasting 8)

various type of sets and said oster was prepared to go into production of color camera ns for the CBS system.

Kelvin Kohner, electrical engi- directing color work for Web- -Chicago, recommended use of edestal-type color converter for ge TV sets. He revealed the n has received orders for color verters from Westinghouse, lco, RCA and Crosley.

IFAM RENEWAL

rotects WFBM-TV Channel

NTINUED operation of HIFAM method of high frequency AM adcasting—is assured at least a time as a result of FCC ap- val of an application by Sarkes rzian for license renewal of his perimental station KS2XAP in omington, Ind.

FCC's decision, rendered April approved further renewal of license until June 1, subject to dition the station not operate its frequency of 87.75 mc during time WFBM-TV Indianapolis in operation. WFBM-TV, as- ned Channel 6 (82-88 mc), is 46 les from Bloomington.

While ordinarily such probable erference with an assigned fre- ency would be cause to bar a ant, FCC said, the rules were ived because: ". . . The program research, which the applicant oposes, is intended to develop a vice to be operated on frequen- s other than those allocated such vice in the Table of Allocations."

HIFAM is projected by Mr. Tar- n, a consulting engineer and dio manufacturer, as an econom- al and frequency-saving system BROADCASTING, May 3, 1948]. Mr. rzian has been experimenting th his method of broadcasting nearly four years since his sta- n first went into operation in ay 1946. In June 1949, Examiner Fred Johnson Jr. recommended an initial decision a grant of Mr. rzian's application for renewal BROADCASTING, June 27, 1949]. His ense had been renewed or tem- rarily extended since 1945. Mr. rzian and his wife own and op- ate WTTS and WTTV (TV), th in Bloomington.

McCOLLISTER WILL

Estate Is $237,000

OWARD J. McCollister, Los An- les TV-radio representative, and s wife Helen, killed with their o children in a plane crash on pril 8 [BROADCASTING, April 17], ft an estate estimated at $237,- 00 according to statement filed in os Angeles probate court last eek.

Regional station representative usiness which Mr. McCollister perated with his brother Paul W. cCollister, will continue under irection of latter.

TV WESTERNS

Autry Forms Film Firm

GENE AUTRY, film and radio singing cowboy star, with Armand Schaefer, president-producer of Gene Autry Productions, and Mitchell J. Hamilburg, head of his own Hollywood talent agency, have organized Flying-A Pictures to produce a series of TV western films. Mr. Autry will be starred in the series.

Production is scheduled to start about May 10 on the first six of the half-hour films. Wm. Wrigley Jr. Co., Chicago, sponsor of the CBS *Gene Autry Show*, will also sponsor the video series on TV stations of that network starting in July.

Mr. Schaefer will act as executive producer with Lou Gray, associate producer, on the series. Films will be made simultaneously on location, with full cast and production crew, according to Mr. Schaefer. New company is entirely separate from Gene Autry Productions, which makes pictures for theatrical release.

To clarify its position, Columbia Pictures Corp. announced that it was in no way associated with Mr. Autry in production of the television series. Its policy on television remains the same and the film company is not entering the TV field in any way. Studio officials stated that Columbia Pictures was not in partnership with Mr. Autry for the production of television films, and the proposed series will not be made on its Gower St. lot.

Mr. Autry also is principal owner of KOPO Tucson and KOOL Phoenix, and recently sold his stockholding in KOWL Santa Monica, Calif., to Arthur H. Croghan, thus making the latter sole owner.

SELLING POWER

TV Moves Crosley Products

CONVINCED of TV's selling power are executives of J. N. Ceazan Co., Los Angeles distributor of Crosley refrigerators and Crosley custom home freezers, and Electra City, cooperating Hollywood dealer, who sponsor weekly *Music in the Morgan Manner* on KECA-TV Los Angeles.

Within a few hours after program went off the air on March 29, Electra City sold 22 freezers at an average price of $250 each, and nine refrigerators at an average of $300 each, according to Jimmy Fritz, vice president of Ted H. Factor Agency, Los Angeles, servicing the distributor account. Buyers said purchases were made after seeing the merchandise on TV.

As a result of that telecast, 25 prospective customers also came to Electra City to inquire about further details of both units. More than 300 phone calls were also received at the store for additional information, thus giving the firm new leads.



On March 1st of this year, WMCT joined the Cable . . . the first television station in the South to bring top shows direct and live from New York and Chicago to the Memphis market area.

There is a tremendous television interest in Memphis today, as reflected by the more than 25,000 sets now in use.

As the only television station in Memphis, WMCT has an audience in the Nation's twentieth largest wholesale market — an audience that represents the cream of this two billion market.

For program and spot availabilities, we suggest you contact your nearest Branham office, now.

25,000 SETS IN USE NOW
According to latest available distributor's sales figures.

WMCT programs afternoon and night, daily. Complete facilities available for both program and spot sound-on-film production, live shows and kinescopes.

WMCTelevision
WMC • WMCF • WMCT

National Representatives
The Branham Company

Owned and operated by the Commercial Appeal

CHANNEL 4 • MEMPHIS
AFFILIATED WITH NBC
Also affiliated with CBS, ABC, and Dumont

KPIX TELEVISION

SAN FRANCISCO

announces the
appointment of

THE KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA
KANSAS CITY DALLAS SAN FRANCISCO LOS ANGELES

as its
national
advertising
representative,

EFFECTIVE APRIL 1, 1950



TO SAN FRANCISCO'S
PIONEER STATION

KPIX

GOES SAN FRANCISCO'S

Top Award for Achievement in Television

the 1949 "Emmy" of the

Academy of Television Arts and Sciences

KPIX gratefully acknowledges its indebtedness to its contemporary stations and associates for the high honor bestowed upon it... and for five additional awards in as many program classifications.

Carrying on the traditional leadership of **KSFO,** *one of San Francisco's outstanding radio stations.*

KPIX
CHANNEL FIVE
SAN FRANCISCO
CBS and Dumont Television Networks

Wesley I. Dumm, President
Philip G. Lasky, Vice-President and General Manager
REPRESENTED NATIONALLY BY THE KATZ AGENCY

Just Published

SCIENCE VIA TELEVISION

by Lynn Poole

"Every television station, advertising agency and film studio should have a copy of SCIENCE VIA TELEVISION"

Gordon A. Hellmann
Manager, Television Sales Presentations, Columbia B'casting System.

THIS BOOK

—For the how's (and the why's) of Informational Television Programs.

—For the production of top-flight educational telecasts aimed at the ever growing public which is demanding such entertainment.

IN YOUR HANDS

The Johns Hopkins Press
Baltimore 18, Maryland

Gentlemen:

Please send me

—— copies paper bound edition ($2.00)

—— copies cloth bound edition ($3.00)

of Lynn Poole's
SCIENCE VIA TELEVISION

☐ Bill Me ☐ Check Enc.

Name_____

Address_____

Coast-To-Coast Video

(Continued from Telecasting 6)

city television facilities on the proposal that these network channels be interconnected with those of Western Union Telegraph. From recent interviews with executives at the New York headquarters of ABC, CBS and NBC, Mr. Wallace summarized the following opinions as given to Long Lines Dept. officials by these users of Bell System TV network services:

1. They expressed no special interest in the proposed interconnection of Bell System channels with those of Western Union.

2. They said that this would be their position as long as they receive adequate facilities from Bell System to meet their service requirements, and such facilities compare favorably with those of Western Union from the standpoint of over-all quality of transmission, continuity of service, and cost.

W.U.'s Position

Western Union further developed its position in the interconnection case through the testimony of its executives involved in the fields of research, sales, and plant and engineering. After reaffirming the claim that Western Union is not in a position to lease its present video facilities or to proceed with its plans for expansion unless interconnection is permitted, witnesses enumerated certain features of their service including the possibility of reversing direction of transmission in a brief time and the termination of the channels on the customer's premises. They also reported favorable opinions of Western Union proposals had been voiced in talks with representatives of broadcasting organizations.

Both Bell and FCC questioning of Western Union witnesses was directed toward assessing how firmly Western Union stood behind the completion of the various tentative network plans it had previously offered.

In his testimony, Mr. Cowan gave a detailed account of such factors in network operation as planning, design features, and day-by-day operation, by describing the layout and activities of the Bell System television operating center at Philadelphia, a focal station on the network.

Mr. Cowan stated that a well planned and smooth running network should permit ready rearrangement of all sections and satisfactory coordination of both the video and audio portions of the service. He said that each part of the network must be arranged to fit into the whole service operation and that good transmission quality results from both basic characteristics of the equipment and the ability to readjust it daily. He added that precise adjustments required were more demanding as the network expanded.

TEST pattern schedule of WKY-TV Oklahoma City expanded to include 11 additional hours per week.

CBS-TV SPORTS

Buys Garden Series Rights

CBS has acquired exclusive television rights to a schedule of Saturday evening sports events at Madison Square Garden, beginning Oct. 7 for a 26-week period.

Some of the events to be telecast by CBS-TV will be the rodeo, professional and college basketball, National Horse Show and five top track meets. Boxing bouts and hockey games, however, are excluded from coverage.

The TV Impact

(Continued from Telecasting 9)

have a magnificent opportunity to help mold the juvenile mind into proper channels for good citizenship and even though the emphasis has been placed on melodramatic material, I believe that more and more responsible advertisers, retail and otherwise, will devote serious thought and effort to the problems of overcoming juvenile delinquency and setting up the type of entertainment which will not only attract and interest the rising generation but help to pipe-line the potential power of our youth into sound, constructive, educational areas.

This point must be considered in its broadest aspects, not merely for the immediate selling of children's goods but for the eventual consumer goodwill which must accrue to the good advertiser of good things for good citizenship.

This is no less true in the presentation of household merchandise, and we already have seen evidence of television's ability to show and demonstrate kitchen gadgets and other household equipment before the camera with terrific force and vitality, and with selling appeal which could not possibly be accomplished in a piece of static art work, regardless of its beauty or merit.

Effects on Cooking

We have all noted the interest in home activities (and more especially in actual cooking classes) and the effect that this continued type of program will have on the nutritional and eating-habits of the nation. New scientific devices for cooking and meal preparation are constantly being forced into the public consciousness and I believe it must be agreed that the majority of this programming is helpful and beneficial to the development and well-being of the average American family. Television provides the medium and the implementation for a great advance in the national health program, and many of our great food distributors have already found this to be true. It is a safe prediction that other new and attractive means of developing this important side of television will be constantly sought and found.

I have cited only a few possibilities, which would occur to the average mind, but the implications are infinite.

"Merchandise in Action" will be the keystone of our new advertising and merchandising philosophy, and the advertising man of the future must be well grounded in the basic knowledge of showmanship as well as in the knowledge of merchandising and selling.

On the practical side, we must also note with some satisfaction that millions and millions of our families will feel the need for improvement of their living room quarters. This has already evidenced itself in the selling of furniture, studio couches, chairs, occasional furniture, carpeting, draperies and scores of other necessary items.

Another thought which may seem to be a projection too far into the future, but by no means beyond the realm of reason: That many homes will have *more than one television set*, just as many homes have two and three and four radio receivers, besides the one in the automobile down in the garage.

This very obvious trend should be carefully noted and carefully watched so that we will be in position to assure ourselves that the demand will not run away with the supply.

Rapid Charges

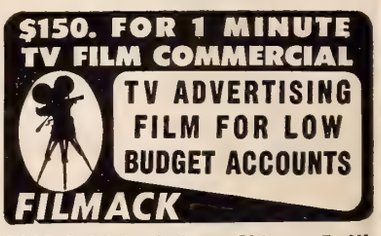
We should all realize that we're not living in the same world we lived in 20 years ago, or 10, or five, and it certainly won't be the same world tomorrow. Changes in living habits and human conduct inevitably change the flow and nature of merchandise, and the retail distributor must shoulder the responsibility of making available the needed merchandise, in ample quantity, at the right time, at the right place and at the right price.

He must do this, also, with a view to intelligent, businesslike and profitable operation. We may reasonably pride ourselves upon being a little bit altruistic in helping to develop a new medium, but it is only common sense to keep a weather-eye on the eternal question: "Who is going to be willing and glad to contribute that profitable dollar?"

I sincerely believe the world in general, and retailing in particular, will benefit in the further development and expansion of television and in helping to project a public service that will mean more and more to more people everywhere.

KDYL-TV Studio

KDYL-TV Salt Lake City has announced the completion of its new studio comprising 1,800 square feet of floor space in the station's Television Playhouse. Studio makes possible the use of 10 different stage sets.



1331 S. Wabash Ave., Chicago 5, Ill.

Grid Telecasts

(Continued from Telecasting 3)

man of the Big Ten directors, estimated the Conference may lose $500,000 in revenue as a result of its ban. He reported that a survey by Ted Payseur of N.U. showed that video did not affect attendance last year, when all Big Ten schools except Michigan State, Iowa, Indiana and Purdue telecast games.

He added, however, that directors agreed unanimously that TV would have a deleterious effect on gate receipts this year. He referred to all college athletics, but gave special mention to football, which he termed "our family jewels" because it has to "carry all our athletic loads."

Cites Attendance Lag

Mr. Crisler, noting that attendance dropped an estimated 20% on the West Coast, asserted this was true also in the East. He pointed out that Mr. Payseur's study, though showing no adverse effect on Big Ten games, found that smaller schools "suffered." He said that football crowds at Otterbein, in Ohio, once averaged 2,500, and that this figure dropped drastically, one time to 172, after Ohio State sold telecast rights.

"We're trying to avoid killing the goose that lays the golden eggs. All our athletic departments have to be self-sustaining, and football must carry the load for all sports. If our crowds decline, we might have to cut down our athletic programs."

Because directors realize TV is "a new, complex and puzzling medium," they know also that its effect today may change, Mr. Crisler said. "Possibly the 10 members are unduly alarmed, but we feel we have a definite obligation to maintain our existing programs, which at the present time provide for more than 45,000 students at our 10 schools."

An official statement issued after the two-day session conceded that the "conference has an obligation to the public and alumni to make available via TV athletic contests, of which apparently football is the most interesting to the most people."

Action was taken against live showings only because "conclusive evidence" shows that video "has an adverse effect on attendance at football games and that telecasting of major football games will have a drastically adverse effect on attendance at small college and high school football games."

PCC to Analyze

The West Coast situation will be gone into very thoroughly prior to and at the PCC annual meeting in Vancouver, B. C., June 12, according to Commissioner Victor O. Schmidt. He refused to say or predict what stand PCC would take. Athletic officials of member schools either oppose strongly or are lukewarm toward continuing telecasting.

Wilbur Johns, UCLA director of athletics and chairman of the PCC television committee, believes it a question for each school to decide. He reminded that the TV committee has already held one meeting on the subject without coming to a definite conclusion and said that another is scheduled for just prior to the Vancouver conference. Material gathered by the Big Ten, and several other surveys, including one currently being made by the Los Angeles Chamber of Commerce, will be utilized by the TV committee in helping to make final decisions, he revealed.

Football's Support

"We want and need spectators at our football games," Mr. Johns said. "Under the present TV setup, we aren't getting them. While we would like to see the television program worked out to everybody's satisfaction, it must be remembered that football supports our entire athletic program. We can't afford to jeopardize it."

It was pointed out that gate receipts at UCLA and USC games fell off markedly last year and the $77,000 reportedly received from ABC for TV rights was far less than revenue lost in ticket sales.

Al Masters, athletic director of Stanford U. at Palo Alto, Calif. let it be known that his college would oppose continued telecasting of its games. He declared that television kills gate receipts unless the game is a sellout.

Brutus Hamilton, U. of California athletic director, has no firm opinion about advisability of allowing telecasting of UC games. He expressed belief that there has been no real test of the effects of TV on gate receipts at his college. He pointed out that when two UC games were telecast last year there were only an estimated 12,000 receivers in the San Francisco bay area.

Besides Mr. Johns and Mr. Masters, on the TV committee are Harvey Cassill of Washington.

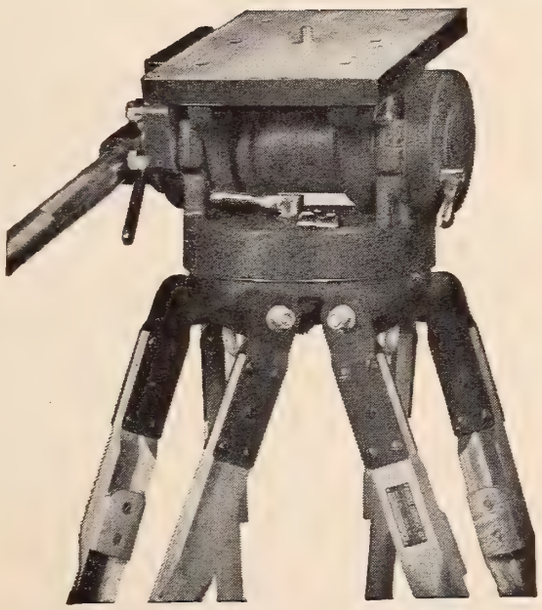
Why Hair Turns Gray

CLIFTON UTLEY inadvertently has shown on TV why agency men grow harried in a hurry. Mr. Utley, who presents the news graphically nightly from 10:15 to 10:30 on WNBQ Chicago, was commenting on the Federal Trade Commission complaint against cigarette advertising [BROADCASTING, April 10]. At the close of the show, he picked up cigarette packages from a desk. Displaying Lucky Strikes, Camels and Pall Malls, he pointed out the "no throat scratch" advertising which FTC criticized. After a brief station identification, a film commercial popped up showing an enthusiastic smoker puffing away on a Pall Mall. Ad pointed up the non-scratch features

Floating Action! **for all TV Cameras**

"BALANCED" TV TRIPOD

(Pat. Pending)



This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.



Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

TV Must Sell

(Continued from Telecasting 3)

toward "nothing but entertainment" already is "beginning to pall."

"It is high time we gave some serious thought to the development of other kinds of programs, not mere entertainment, although educational programs can be entertaining, too," he declared.

Mentioning recent critical comments on surveys showing that school work suffers from television viewing, Mr. Tait observed that "this is not a broad sociological problem, but a parental problem."

One of the largest turnouts of the convention was on hand for the Television Session Wednesday morning, which opened with a closed circuit showing of the *Garroway At Large* program, originated at WNBQ Chicago, and an on-stage performance by "Kukla" and "Ollie" of *Kukla, Fran and Ollie*. Dave Garroway presided over the sessions.

Appearing as a late addition to the program, Motion Picture Producer Hal Roach speculated that motion picture producers in general will offer little aid to television "for some time to come." But, he said, special movies for television can be had "at prices advertisers can afford to pay," and "they can to be made now."

Mr. Roach urged telecasters to develop local talent, use imagination in building local shows, and profit from the early experiences of the motion-picture industry. He specifically cautioned TV stations to "keep it clean" in their programming, warning that censorship could be rigorous.

Burr Tillstrom, creator of *Kukla, Fran and Ollie* outlined his staff's approach to the problem of "a show a day." He said that "in a sense I almost wish network service had held off a little longer," pointing out that thus there would have been greater opportunity for the development of individualized programming.

Eugene Thomas, manager of WOIC(TV) Washington and an NAB director-at-large for television, reviewed the television services being offered by NAB, including reports, analyses, sales aids and a forthcoming part of a BAB handbook on television advertising.

Mr. Thomas urged his listeners to give NAB the benefit of their views on television and to call upon the association for help with their problems.

Speaking as a local TV station operator on a panel on "The Show's The Thing," Robert D. Swezey, general manager of WDSU New Orleans and also an NAB TV director-at-large, stressed "the essential importance of doing a sound and fairly extensive live local programming job."

"Local live programs designed specifically to meet the particular needs and interests of the community are musts, in any TV operation worthy of the name," he declared.

He felt that talent and material for good local programming can be found in any present TV market and in "almost any community in the U. S." Local programming, he asserted, should be done with "elbow grease and imagination."

Local Clients

Mr. Swezey told his listeners that "local advertisers will support good local programs," pointing out that in a year WDSU-TV has sold "some 40 different local program formats covering a wide range of subject matter" in addition to building some 30 other formats, some of which are potential commercial material.

He cautioned TV station operators that they "must resist the natural inclination to restrict their thinking and their efforts to this month's profit-and-loss statement." Though TV fare heretofore has emphasized entertainment and amusement, he said, "it will be no time at all before increasing demands will be made upon the new industry to bring to its audience constructive programming."

The importance of good taste and constructive programming also was stressed by Jack Mabley, radio and television editor of *The Chicago Daily News*. Television, he said, is a "tremendous" influence which should "do something to save the minds and the morals" of the nation.

He advised telecasters to approach their program questions by considering TV's influence and asking themselves—"would you like your child to grow up like Milton Berle?"

Network Standpoint

Approaching the program question from the standpoint of a network producer, NBC Producer Ernest Walling characterized television as "a cooperative form of expression." Production, he said, requires advance planning and "split-second teamwork."

Mr. Walling reviewed the steps taken by NBC in production of the *Lights Out* drama series, pointing out that in one week the staff has seven shows in various stages of production. Camera rehearsal, he said, generally consumes eight to 10 hours for each half hour *Lights Out* broadcast.

3 x T, D & C = 10,837 requests for



Yes, the loyalty and enthusiasm of Kenny's Young Fans is amazing and delightful, especially to sponsors participating in his daily program — 4:45 to 5:15 PM, Monday thru Friday on WLW-Television.

Kenny offered these Free Buttons just three times on his "TV Ranger" show, and 10,837 requests came in— 15,000 buttons are going out and more are on order.

Any product for small fry (or their parents) could benefit sales-wise on this action producing program on —

WLW-T CHANNEL 4 CINCINNATI
WLW-D CHANNEL 5 DAYTON
WLW-C CHANNEL 3 COLUMBUS

Crosley Broadcasting Corporation

CBS CONTRACT

Buys GTE Film Series

CBS in contracts signed last week with Gordon Levoy, head of General Television Enterprises, Los Angeles, purchased exclusive United States rights to telecast GTE's 52 quarter-hour *Strange Adventure* film series. Network paid $225,000 in cash for rights.

After CBS has earned back this sum from telecasting series, both parties will share future revenue from it. Contract covers four year period with 10 year options following. GTE anticipates films will gross $600,000 for first two years; $400,000 for next two; and minimum of $100,000 a year for next 10 years. Contract carries provision that if GTE fails to make $50,000 per year on deal, they may cancel out.

Series was originally made by GTE for Procter & Gamble last year, running as *Fireside Theatre* on 24 NBC-TV stations. Since then GTE has sold series on city to city basis for both first and second runs. It is currently on 29 TV stations throughout the country. With this new deal Mr. Levoy, who originally put out approximately $200,000 for producing the series, has recovered his total production cost within a year.

NABET SLOWDOWN

Montgomery Show Cancelled

A SLOWDOWN by NABET technicians arising from a dispute over who should take orders from whom in a television production April 10 forced the cancellation of the Robert Montgomery dramatic show for American Tobacco Co. on NBC-TV.

The dispute was resolved late the same day, but only after cancellation of the program. Basic cause of the incident was an unsettled question of procedure in which NABET technicians had insisted on following orders issued by the technical director on the show, also a NABET member, it was reported.

LANDSBERG NAMED

Is Paramount TV V. P.

KLAUS LANDSBERG, West Coast director of Paramount Television Productions and general manager of KTLA (TV) Hollywood, has been named vice president of Paramount Television Productions, Paul Raibourn, president, announced last week.



Mr. Landsberg

Mr. Landsberg has been active in radio since 1926 and has been in television since 1935, having started in Europe. In this country he has been associated with Farsworth Television in Philadelphia, NBC television in New York, and DuMont, also New York.

Since 1941 Mr. Landsberg has served as managing director of Paramount Television on the West Coast, first putting KTLA (TV), then known as W6XYZ, on the air in September 1942. In 1944, the Television Broadcasters Assn. award went to Mr. Landsberg, for adaption of motion picture technique to television. Among his other awards have been the 1945 American Television Society citation for "continued excellence in television production" and the 1946 Television Broadcasters Assn. award for public service.

Fox Takes Baseball

PETER FOX BREWING Co., Chicago, for Fox De Luxe beer, is sponsoring 58 daytime home games of the Chicago White Sox (American League) baseball team on WGN-TV Chicago through Schwimmer & Scott, same city. WGN-TV, which started telecasting Sox games April 18 for the third year on an exclusive basis, also is handling the 77 home-game schedule of the Chicago Cubs in the National League. Jack Brickhouse handles commentary on both.

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Profits Depend on
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Our Graduates are
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Film Report

HARRY LEHMAN for **Cine-Tel**, Los Angeles, producing series of three 7½-minute semi-animation TV films, *Pete the Pooch*. **Milt Gross** is associate producer on series. . . . **John A. Norling** and **Wil Marcus** elected president and vice president, respectively, of **Loucks & Norling Studios Inc.**, New York, picture production firm. Mr. Marcus formerly was advertising manager of Polaroid Corp., Cambridge, Mass. He will replace Mr. Loucks, who remains with the firm as consultant.

Series of 26 open-end one-minute TV films, titled *MiniTrix*, scheduled on WTVJ(TV) Miami for **Florida Power & Light Co.** Agency: **Bevis & Tyler Inc.** **Gerald A. Bartell Assoc.**, Empire Bldg., Milwaukee, are film distributors. Agency negotiated for use of film for one year period. Spots are in two sequences, first showing magician performing baffling dinner-table trick; second sequence puts camera behind trick revealing how it is done.

* * *

Sarra Inc., Chicago, has released series of eight 20-second and one-minute spots for **Toastmaster Products Div.**, McGraw Electric Co., showing new Toastmaster Hospitality Set and Toastmaster Toaster. Agency: **Erwin, Wasey Co.** Same firm recently produced two one-minute spots for **Swift & Co.**, through **J. Walter Thompson.** Spots feature comedian Billy Gilbert as "sausage taste tester."

Caston Productions, Los Angeles, has completed eight one-minute TV film commercials for **Payne Furnace Co.**, Monrovia, Calif. Agency: **Hixson & Jorgensen Inc.**, Los Angeles. Same firm producing spots for **Windmaster**, Los Angeles (plexiglass for cars), through **Ad Engineers**, that city.

One-minute commercial for **Diamond T Truck Co.** produced by **Atlas Film Corp.**, Oak Park, Ill. Business placed through **Roche, Williams & Cleary.** Other TV business—six one-minute spots for **Edelweiss** beer through **Olian Advertising**; four one-minute spots for **Stopette** deodorant through **Earle Ludgin** agency; three 20-second commercials for **Webster-Chicago**, showing new three-speed phonograph, **Fuller, Smith & Ross**, agency.

NEW RCA TUNER
'Printed-Circuit' Developed

DEVELOPMENT of the television industry's first "printed-circuit" tuner, designed for home-receivers, has been announced by the RCA Tube Department.

RCA said the tuner provides greatly improved performance, including superior reception in fringe areas as well as in receivers operated with built-in antennas. As a departure from conventional wound-coil units, the tuner utilizes a photo-etch process to reproduce the critical circuits, it was explained.

The process, RCA pointed out, eliminates the complicated method of mechanically winding coils, and at the same time produces precision circuits of superior performance. The new tuner, already subjected to extensive field tests, is now available to manufacturers of TV receivers and will be available for replacement purposes through RCA parts distributors, RCA said.

TV INSTRUCTION
Stephens College Pioneers

PIONEER TV instructional program is slated for inauguration in September at Stephens College in Columbia, Mo. It will be supported by a two-camera chain and other necessary equipment for class instruction on all phases of practical telecasting, the college has announced.

The project will be directed by Dr. Hale Aarnes, chairman of the Radio Education Dept., who earlier this year made an extensive study of video and recommended the training program to President Homer T. Rainey. Plans call for a closed circuit system on the central campus with studio-classes located in an auditorium where 64 x 38 ft. stage area is available. Facilities will include adjoining announcers booth, control room, film projection room and other work space. Kinescope recordings will be made. Students will be able to view programs during the presentation.

WPTZ(TV) Buys Films

WPTZ(TV) Philadelphia has announced the purchase of over 200 feature films from Associated Artists Productions. The movies purchased are largely Monogram and Eagle-Lion productions made between 1938 and 1946. They were contracted to insure an uninterrupted film flow for WPTZ's *Hollywood Playhouse*, seen Monday through Friday from 2-3 p.m. Program went on the air March 20 and since then has been 55% sold after having been offered to advertising agencies for only three weeks, Rolland V. Tooke, assistant general manager, said.

PROGRAMS of KTTV (TV) Hollywood are listed in *Fresno* (Calif.) *Bee*. Fresno is approximately 233 miles north of Los Angeles.

TV FILM & PRODUCTION SERVICES

ALEXANDER FILM CO.
5000 Top Quality Commercials
FOR 50 LINES OF BUSINESS
A Low-Cost Rental Service
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COLORADO SPRINGS

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EXTENSIVE LIBRARY OF
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GRAY — O'REILLY
COMMERCIAL SPOTS
FOR TELEVISION
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OFFICIAL TELEVISION, INC.
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LU 2-1700

RKO PATHE, INC.
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PLAZA 9-3600

SARRA, INC.
TELEVISION COMMERCIALS
MOTION PICTURES
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NEW YORK - CHICAGO
HOLLYWOOD

TELEFILM, INC.
COMPLETE FILM PRODUCTION
FOR
TV SPOTS-PROGRAMS
All Production Steps
In One Organization
6039 HOLLYWOOD BLVD.
HOLLYWOOD 28, CALIF.
HOLLYWOOD 9-7205

TELESCRIPTIONS
ANIMATED AND LIVE ACTION
FILM SPOTS
20-SECOND AND 1 MINUTE
823 VICTOR BUILDING
WASHINGTON, D. C.
STERLING 4650

VIDEO VARIETIES CORP.
TELEVISION PROGRAM FILMS
TELEVISION COMMERCIALS
BUSINESS MOVIES
SLIDE FILMS
—FROM SCRIPT TO
FINISHED PRINT
OWNERS AND OPERATORS OF
WEST COAST SOUND STUDIOS
510 W. 57TH STREET, N. Y. C.
WITH EXPERIENCED MANPOWER
AND COMPLETE FACILITIES
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MURRAY HILL 8-1162

BROADCASTING - TELECASTING
FILM & PRODUCTION
DIRECTORY
IS PRINTED THE
LAST ISSUE OF
EACH MONTH
GUARANTEED PAID CIRCULATION
EXCEEDS 15,000



NEW STABILIZING AMPLIFIER FOR TV STATIONS TYPE TA-5C

. . . best in the business!

HERE'S WHY. Type TA-5C removes 60-cycle hum and other low-frequency disturbances from the video signal —and suppresses switching transients. It reduces high-frequency noise components *substantially*—and cleans up the blanking pulses. It will restore the sync—or reduce it as required. It will maintain constant sync level—or amplify this level to any value up to 50 per cent. It makes it easy to extract a pure video signal from the composite signal—and provides video gains as high as 25 db.

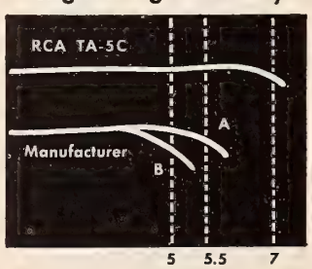
With this stabilizing amplifier you can switch between remote (composite) signal and local video signals. You can adjust video gain control without disturbing the sync. You can control gain, sync level, and sync clipping *remotely*—by means of external controls provided for the purpose. And with the TA-5C, *separate* output monitoring is independent of line characteristics.

For highest fidelity of video signal, cleanest output, and highest sync gain, nothing beats the TA-5C. Call your RCA Broadcast Sales Engineer for details. Or write Dept. 19-ED, RCA Engineering Products, Camden, N. J.

Check the performance of the TA-5C . . . and compare!

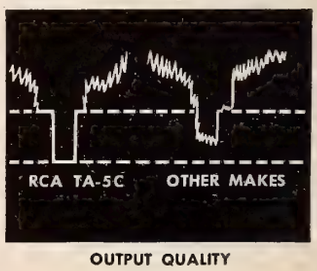
Characteristic	RCA, TA-5C	STAB AMP "A"	STAB AMP "B"
Fidelity Response	Uniform to 7 Mc	Uniform to 5 Mc	Uniform to 5.5 Mc
Signal Gain	25 db; works down to 0.15v input	20 db; works down to 0.2v input	20 db; works down to 0.2v input
Sync Gain	Up to 50%	Up to 40%	Up to 40%
Voltage Output	3v across 37.5 ohms	2.5v across 37.5 ohms	3v across 75 ohms
Separate Sync Output	Yes	No	No
Complete Sync Stripping	Yes	No	No
Clean Output Signal	Yes	No	No
No. of Tubes	19	24	27
No. of Controls	4	7	4

Highest signal fidelity



FREQUENCY RESPONSE (Mc.)

Cleanest output signal



OUTPUT QUALITY AND SYNC GAIN

RCA

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Programs



SCRIPT CONTEST

AER Lists 403 Final Entries

FINAL entries totaling 403 have been received for judging in the spring 1950 annual radio script contest of the Assn. for Education by Radio, it was announced last week. The final entries were selected from more than 1,000 original scripts by students from colleges in 26 states, officials said. Winners, who will be announced in May, will receive cash prizes.

Sponsors of the contest, who have contributed toward expenses and who have supplied awards for the winners, are: Audio Devices Inc., Protestant Radio Commission, School Broadcast Conference, Webster Electric Co., World Book Encyclopedia, WJD Chicago, and Freed-Eisemann Radio Corp. The 1950 spring contest has been under the direction of Sherman P. Lawton, U. of Oklahoma, who also supervised the contest for the Assn. for Education by Radio in the two previous years.

SCBA Home Survey

TWENTY per cent increase of radio homes in Los Angeles County and 18% in 11 Southern California counties has been shown since the war, according to recent estimates of Southern California Broadcasters Assn. Percentages are based on BMB 1949 percentages and 1950 statistics of Regional Planning Commission on number of occupied dwelling units. Number of county radio homes is 1,320,060 or 98.7% of total. Figure for Southern California is 1,799,266 or 98.4% of total. Total estimated sets in Los Angeles County, including extra radios in homes, auto sets, portables, and receivers in offices, is 3,292,873. These figures are based on BMB percentages and recent Pulse car-listening survey.

ELEVEN hours and 45-minutes of material were tape recorded by WRAL Raleigh, N. C., at five-day trial of Raymond D. Hair, charged with first degree murder. Station received permission to broadcast trial and used concealed microphones throughout. Most broadcast of trial records were made in late evening hours, station reports, with some excerpts aired on regular newscasts. Jury's verdict was heard by WRAL audience 17 minutes after it was returned.

Daily 'Teleheadlines'

EFFECTIVE combining of television and journalism seen in *Teleheadlines* show aired by WOI-TV Iowa State College, Ames, five nights weekly. Headlines and datelines of copy used in news show are typed on strip of paper which feeds through Balopticon. One voice reads datelines and head; second voice reads news items. Sound effects are provided by recording of teletype machine coming up and fading between each item. Once weekly, *Teleheadlines* is followed by picture review of campus events and personalities.

Tornado Warnings

SYSTEM of warning listeners of approaching tornadoes set up by WKY Oklahoma City in cooperation with U. S. Weather Bureau. Direct telephone circuit to weather bureau at city's municipal airport from WKY control room in downtown section has been set up. System of warning bells can be utilized to put weather bureau forecaster on the air in matter of seconds, in case of emergency.

Band Talent Search

QUEST for talented young musicians for *Band of Tomorrow* will be launched via television on KTTV (TV) Hollywood late this month or early in May by Freddie Martin, orchestra leader. Competition open to non-professional musicians and soloists who possess not only musical ability but versatility. Auditions now being conducted at schools and colleges in Los Angeles area by Martin talent scouts. Those selected will compete for seats on the *Band of Tomorrow* program which will run for 13 weeks on KTTV. Selected *Band* at end of that time would continue playing in area, with Mr. Martin then going to other areas of country to select other orchestral groups for final competition for national *Band of Tomorrow* to be telecast from as yet undetermined city and station. Mr. Martin is now making arrangements for other TV stations to engage in program. Future plans also include possibility of kinescoping KTTV program to be run as trailer in other areas so as to spread interest in venture.

Historic Dedication

REBUILT and restored McLean House at Old Appomattox Courthouse was dedicated amid great fanfare April 16. Highlight of event was presence of Gen. Ulysses S. Grant III and Robert E. Lee IV in reenactment of Civil War surrender. Event was carried by WWOD and WLVA Lynchburg, WRNL Richmond, WTON Staunton, WHLF South Boston, WSVS Crewe and WFLO Farmville, Va.

Double Deal

"ECHO CHAMBER" effect being used by Fred Haseltine, m.c., of *The Alarm Clock Club* on WRNL Richmond, Va., with great effectiveness, station reports. Two copies of same record are played not quite simultaneously, giving tune hollow, echo-like effect. Slow ballads are best adapted to this new twist for disc show, Mr. Haseltine reports.

Sponsor Tie-In

NEW show on WBAL-TV Baltimore has both audience participation appeal and sponsor tie-in. Weekly program, *Prosperity Parade*, is sponsored by Ed die's Super Markets, food chain in Baltimore area. Questions in Quiz format are connected with food. Show is set against back-ground of super market stage settings. M. C. Jay Grayson is attired in garb of salesman, and winners collect their prizes in basket pushcarts. Prizes are food products. Highlight of show is "Mystery Pantry." Cupboard stacked with brand name food products is shown on screen for few seconds. First 18 home-viewers writing in on blanks obtained at Eddie's stores identifying products, receive food baskets. Idea is copyrighted by George Roman of Roman Advertising Agency, Baltimore.

Two In One

LISTENERS to WLIZ Bridgeport, Conn., will receive both music and late baseball developments during coming baseball season, station reports. Station is carrying no direct broadcasts or re-creations, but will build its usual musical format around "baseball scoreboard." Scoreboard will take the air at 1:45 p.m. and continue until 5:30. When news of scores, pitcher changes or home runs are received via Western Union ticker at WLIZ, they will be flashed on air without interrupting music.

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April 11 Applications (cont'd.) . . .

WBCA (FM) Schenectady, N. Y.—Mod. CP authorizing changes to change ERP to 1.56 kw, ant. to 850 ft., change studio site.

WJPB (FM) Fairmont, W. Va.—Mod. CP change ERP to 4.77 kw.

License for CP

KXOA-FM Sacramento, Calif.—License to cover CP reinstate new FM station.

Exp. TV Relay

Leonard A. Versluis, Near Porter, Ind.—CP new exp. TV relay on Group C bands with 10 w vis. and F-5 emission for use with intercity relay of WLAV-TV Grand Rapids, Mich.

April 12 Decisions . . .

ACTIONS ON MOTIONS

By Examiner H. B. Hutchison

WKAP Allentown Pa. and WSCR Scranton, Pa.—Granted joint petition in part; Ordered record in proceeding Dockets 9132 and 9133, reopened for further hearing, at date to be determined, for purpose of affording petitioners opportunity to present evidence proffered with said petition, but subject to condition that said petitioners will also present additional engineering studies, based upon measurements taken in accordance with Commission's Standards of Good Engineering Practice, showing estimated daytime and nighttime coverage of WKAP and WSCR, operating as proposed herein, and also for purpose of affording Commission's counsel full opportunity to cross-examine engineering witnesses for petitioners on such evidence and to present independent evidence on behalf of Commission under any or all of engineering issues involved in this hearing.

Saratoga Bcstg. Co. and Spa Bcstrs. Inc., Saratoga Springs, N. Y.—Granted petition requesting Commission accept their late appearance in proceeding re application Docket 9575, and that of Spa Bcstrs. Inc.

April 12 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WMBD Peoria, Ill.—Mod. CP AM station to increase power. install DA-DN etc. for extension of completion date.

WGTR Paxton, Mass.—Mod. CP to make changes in FM station for extension of completion date.

WBT-FM Charlotte, N. C.—Mod. CP new FM station for extension of completion date.

License for CP

License for CP new FM station: KDTH-FM Dubuque, Ia.; WNOW-FM York, Pa.

License Renewal

WAJR Morgantown, W. Va.—Request for license renewal FM station.

Modification of CP

KLAC-TV Los Angeles—Mod. CP new commercial TV station for extension of completion date.

April 13 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

KSET El Paso, Tex.—Designated for consolidated hearing at El Paso on May 17 applications for renewal of license and consent to assignment of license to Rio Grande Bcstg. Co.; dismissed application KELP presently operating at El Paso on 920 kc, 1 kw, D, to operate on 1340 kc, 250 w unl. and two related petitions.

Action Vacated

KWRZ Flagstaff Bcstg. Co., Flagstaff, Ariz.—By order Commission vacated action of Dec. 8, 1949 in declaring license of KWRZ forfeited, and designated KWRZ's application for renewal for hearing in a consolidated proceeding with application of The Flagstaff Bcstg. Co., for new station for same facilities (1340 kc, 250 w unl.), hearing to be held in Washington on date to be determined.

Hearing Designated

Jennings Bcstg. Co. Inc., Jennings, La.—Designated for hearing in Washington on July 12, application for new station on 1290 kc 500 w.

WISE Asheville, N. C.—Designated for hearing in Washington on July 14 application to change from 1230 kc to 680 kc, increase power from 250 w to 1 kw, to use different DA patterns day and night and change trans. location of WISE; made WCYB Bristol, Va. party to proceeding.

Hearing Designated

WABW Lawrence, Mass.—Designated for hearing application to change trans. and studio location from Lawrence to Lowell, Mass., and make changes in ant. system: hearing to be held July 19 in Washington.

KUNO Corpus Christi, Tex.—Designated for hearing in Washington June 5 in consolidated proceeding with application of Henry Lee Taylor, et al, application of KUNO to change from 100 w unl. time to 250 w unl. on 1400 kc.

KRMG Tulsa, Okla.—Designated for hearing in Washington July 21 application to install new trans., increase nighttime power from 10 to 25 kw and make changes in nighttime radiation pattern of KRMG; made KACE Dallas party to proceeding.

KSOK Arkansas City, Kan.—Designated for hearing in Washington on July 24 application to change power and hours of operation from 1 kw D to 100 w-N, 1 kw-D unl.

WSGW Saginaw, Mich.—Designated for hearing in Washington on July 26 application to change type of trans. and make changes in electrical height of ant. by top loading and to specify studio location of WSGW; made WTAR Norfolk, Va. and WBBM Chicago, parties to proceeding.

Extension Granted

KMPC Los Angeles—Granted 6 mos. extension of completion date for mod. CP.

Petition Granted

WHOM Jersey City, N. J.—Granted petition to accept for filing application for mod. of license to change location of main Studio from Jersey City to New York City.

Extension Denied

KRKO Everett, Wash.—Denied extension of completion date for CP to change facilities from 1400 kc, 250 w to 1380 kc, 1 kw unl. DA-N for unspecified time: advised applicant that if hearing is desired request therefor should be made within 20 days.

Action Set Aside

WOPT Scriba, N. Y.—Set aside action of Feb. 15 denying extension of time for CP and granted extension of completion date to June 2; dismissed as moot request of WOPT for hearing.

Modification of License

WMCA New York—Granted mod. of license to eliminate use of remote reading field intensity receiver.

Hearing Designated

WAMS Wilmington, Del., and WAWZ Zarephath, N. J.—Designated for hearing on July 28 at Washington, applications of WAMS for mod. license to specify unl. operation and of WAWZ for CP to change power from 1 kw-N, 5 kw-D DA-2, to 5 kw unl., DA-2.

Petition Denied

Orville L. Jenkins, Quanah, Tex.—Denied petition to reconsider and grant without hearing application for new station on 1150 kc, 250 w D; amended order of hearing to delete Issues 1, 3 and 7; hearing to be held July 31.

Request Denied

WSIV Pekin, Ill.—Denied request for SSA on 1150 kc, 100 w N, in addition to its presently licensed daytime facilities of 1140 kc, 1 kw.

Extension Granted

WLAQ Rome, Ga.—Granted extension of 30 days from April 14 to operate on 670 kc with power reduced to 250 w pending operation at new location.

Hearing Designated

Chesapeake Bcstg. Co. Inc., Bradbury Heights, Md.—Designated for hearing on July 27 at Washington, application for new station on 1540 kc, 1 kw D.

Renewal Granted

KGEM Boise, Ida.—Granted renewal of license for regular period.

Resumption of Hearing

Hearing examiner J. Fred Johnson on April 12 ordered date for resumption of hearings re applications of KMPC Los Angeles, WJR Detroit and WGAR Cleveland be advanced from Sept. 6 to May 15 at Los Angeles.

WEPG-FM Atlantic City, N. J.—Dismissed request to change frequency from Ch. 253 to 293 on grounds that latter is not available for assignment to Atlantic City under Tentative Allocation Plan for Class B FM stations, and applicant does not allege sufficient reasons for instituting rule-making proceedings to change allocation plan.

WPTF Raleigh, N. C.—Amended Allocation Plan for Class B FM stations to substitute Ch. 234 for 233 at Raleigh, and granted application of WPTF to shift from Ch. 233 (94.5 mc) to Ch. 234 (94.7 mc).

WGAR Cleveland, Ohio—Denied request for STA to operate Class B FM station for which it does not presently hold CP; is proposed grantee in part, in docket, on which decision awaits outcome of proceedings in G. A. Richards cases.

WILA Woodstock, Ill.—Granted request to remain silent for period of 90 days in order to effect reorganization.

WTFN Tiffin, Ohio—Granted request to remain silent for period of 30 days in order to effect reorganization.

Following granted CP's covering changes in presently authorized facilities as indicated:

WCNT-FM Centralia, Ill. — Change power from 67 kw to 2.45 kw, and ant from 450 ft. to 200 ft.

KVLC-FM Little Rock, Ark.—Chang from Class B to Class A station; Ch 231 (94.1 mc) to Ch. 240 (95.9 mc) power from 9 kw to 390 w; ant. fro 240 ft. to 120 ft.

WJMC-FM Rice Lake, Wis.—Chang power from 4.4 kw to 7.4 kw.

KGDM-FM Stockton, Calif.—Chang power from 39 kw to 1.4 kw; ant. fro 310 ft. to 300 ft.

WNAE-FM Warren, Pa. — Chang power from 350 w to 550 w; ant. fro minus 100 ft. to minus 140 feet condi tions.

WHO-FM Des Moines, Ia.—Chang power from 410 kw to 400 kw; ant from 800 ft. to 690 ft.

WBCC-FM Bethesda, Md. — Chang frequency from Ch. 276 (103.1 mc) t Ch. 292 (106 3 mc) condition.

National Mobile Radio System—B order granted leave to file comment and participate in television proceed ings now pending before Commissio in Dockets 8736 et al, and accepte said petition for filing as comments o petitioner with respect to issue 5 i Docket 8976 (utilization of frequencie in the band 470 to 890 mc for TV).

ACTIONS OF THE FCC

APRIL 11 to APRIL 18

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**

STA-special temporary authorization **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

April 13 Applications . . .

ACCEPTED FOR FILING

AM—1340 kc

Mendocino Bcstg. Co., Ukiah, Calif—CP new AM station on 1340 kc, 25 w unl. AMENDED to change name o applicant from Lloyd Bittenbender, F Walter Sandelin, Edgar W. Dutton Guido Benassini and T. R. Aramante partnership d/b as Mendocino Bcstg Co., to partnership of same name an same partners with exception of T. F Aramante.

AM—980 kc

KSGM Ste. Genevieve, Mo.—CP t change from 1450 kc 250 w unl. to 98 kc 1 kw-D 500 w-N DA-2 AMENDE to request 980 kc 500 w unl. DA-1.

AM—1460 kc

Brazoria County Bcstg. Co., Free port, Tex.—CP new AM station on 146 kc 250 w D. AMENDED to chang name from W. David Evans, Richard J Higgins, A. T. Deere, John S. Hair George D. Reeves, Ross K. Prescot and H. J. Griffith, partnership d/b a Brazoria County Bcstg. Co., to ne partnership of same name and part ners with exception of Mr. Prescot and Mr. Griffith.

Modification of CP

WLIL Lenoir City, Tenn.—Mod. C AM station to change from 730 kc 50 w D to 1490 kc 250 w unl

WAAF Chicago, Ill.—Mod. CP AM station to change hours of operation power, install DA-DN for extension o completion date.

Mod. CP new FM station for exten sion of completion date: KGAR-FM Garden City, Kan.; WSFL-FM Springfield, Mass.

License for CP

KMFM Monroe, La.—License for C new FM station.

TENDERED FOR FILING

AM—1240 kc

KVAS Astoria, Ore.—Mod. CP ne AM station to change from 1050 kc t 1240 kc and change hours of operatio from daytime to unlimited.

AM—1300 kc

WGKV Charleston, W. Va.—CP AM station to change from 1490 kc to 25 w unl. to 1300 kc 1 kw unl. DA-1.

(Continued on page 91)

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Mr. Al Schmale
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New York City
Dear Al:

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ALL-AMERICAN RETAIL ROUNDUP

Sattler's of Buffalo Plans All-Out Drive

SATTLER'S Inc., Buffalo, N. Y., dry goods store which last year won the National Retail Dry Goods Assn.'s Award of Merit for the best coordinated retail promotion of the year, has come up with a 1950 promotion predicted by the firm to top anything it has done previously.

It's called Sattler's All-American Retail Roundup, planned for a two-week period in May. The roundup is designed to follow the Sattler custom of sharing the impact of its promotional effort with a public service cause. Devoted to the country-wide promotion will be radio and television time, newspaper advertisements, window and interior displays and the store's public address system.

The hundreds of radio spots planned will feature congratulatory messages from governors and state and civic leaders. Sattler's also has arranged special radio and video programs during which celebrities and public figures will be interviewed. During the entire nine days of the All-America Roundup, the firm will keep up a continuous barrage of promotional advertising in all three Buffalo daily papers.

In addition, the story will be told by 24-sheet billboards and each of Sattler's 25 show windows will carry a state theme behind featured merchandise. Maps of the United States, picturing the products of different sections, will be shown in the interior store displays together with regional exhibits and travel posters depicting famous American resorts and natural beauties.

Sattler's has reported that governors and state and civic leaders throughout the country have pledged their support and many states are planning to send exhibits and personnel.

Last year's promotion for May was the Bargain Air-Lift which won for Sattler's the NRDGA Award of Merit. This event drew the support of six major air lines, Army and Navy Air Forces, the Royal Canadian Air Force, New York State Dept. of Commerce, city officials and air-minded organizations.

This promotion, Sattler's stated, resulted in not only the biggest air show ever seen by Buffalo, but a 23% increase in sales for the store.

Commenting on this year's promotion, Robert Cornelius, vice president of Sattler's, said: ". . . the commodity which will co-star with Sattler's famous bargains is far greater than transportation. It is the United States of America itself—a reassuring chunk of substance in today's shaky world of hydrogen bombs and flying saucers."

DENVER U. CLINIC

5 Summer Workshops Set

FIVE special radio workshops and clinics will occupy the faculty of the U. of Denver department of radio management this summer, it was announced at the school last week. From June 21 to July 22, workshops will be conducted in the fields of TV, radio arts and radio education, and from July 24 to Aug. 23, the annual professional radio clinic will consider commercial broadcasting.

In addition, groups of high school pupils from all parts of the country will take part in the high school radio clinic in the studios and on the sound stages at Denver U. Faculty for the workshops and clinics will include Albert N. Williams, former network producer and radio editor for the *Saturday Review of Literature;* Miss Betty Girling, director of Minnesota U.'s School of the Air; Noel Jordan, former director of mobile services for NBC television.

CANADA RATINGS

American Programs Lead

AMERICAN network programs led in the national Canadian ratings for March issued by Elliott-Haynes Ltd., Toronto. Of 40 evening network programs, first 10 were: *Charlie McCarthy* with 35.1, *Radio Theatre* 33.5, *Fibber McGee & Molly* 33.1, *Amos 'n' Andy* 32, *Our Miss Brooks* 29.2, *Bob Hope* 26.1, *Twenty Questions* 25.8, *My Friend Irma* 25.2, *Aldrich Family* 22.6, and *Mystery Theatre* 21.3.

Daytime programs were led by *Big Sister* 17, *Road of Life* 15.1, *Happy Gang* (Canadian program) 15, *Ma Perkins* 14.4, and *Pepper Young's Family* 14.2. French-language programs, all of Canadian origination, were led evenings by *Un Homme et Son Peche* 40, *Radio Carabin* 35.2, *Metropole* 31.1, *Raillement du Rire* 28.3, and *Ceux qu'on Aime* 26.4. Daytime programs were led by *Jeunesse Doree* 28.9, *Rue Principale* 28.9, *Maman Jeanne* 23.5, *Grande Soeur* 23.3, and *Tante Lucie* 23.1.

WBUD SPONSORSHIP

School Board Approves

PERMISSION for WBUD Trenton, N. J., to broadcast commercially sponsored sporting events from the Trenton public schools has been granted by the Trenton board of education, according to officials of WBUD.

This action, it was stated, reversed the board of education's previous decision that commercially sponsored programs should not be permitted to originate in the schools. In making the request WBUD reported, it took the initiative for all the radio stations in the Trenton area. Dr. Paul Loser, superintendent of schools, was asked to contact other boards of education and WBUD contacted other radio stations. At the April meeting, Dr. Loser made his report regarding other school boards all of which were favorable, WBUD stated.

Radio at Sea

PASSENGERS on new luxury liners of two U. S. lines now will be able to plug portable radios into built-in antenna outlets and obtain clear AM and shortwave radio reception for the first time in cabins and staterooms at sea, RCA has announced. The two ship lines are American President Lines and the American Export Lines. To by-pass signal-shielding effects of steel hulls and bulkheads, new marine RCA antenaplex system will be installed, feeding more than 200 individual outlets from a single whip antenna mounted above-decks.

FCC Rules Change

AMENDMENT to Sec. 1.854 of FCC's rules has been announced by the Commission to specify procedure for correcting transcripts of oral arguments. No such rule existed before. The new rule allows 1 days after transcript filing for the entering of motions for correctio and an additional five days for an reply.



prospectin'?

Prospectin' for sales? Montana's got 'er Wealth from copper, dairy cows, lumberin farming, hydro-electric power, sugar beets, me packing. Seven major industries in all add u to better than $100 million in retail sales (1948 Pan for wealth if you like. But for sales in hurry, use the Mosby stations.



The Art Mosby Stations
CBS **KGVO · KANA**
5 KW DAY—1 KW NITE MISSOULA
ANACONDA BUTTE 250 KW
Know **MONTANA** ★
★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

ASSN.'S VIGILANCE
Aids Radio's Pocketbook

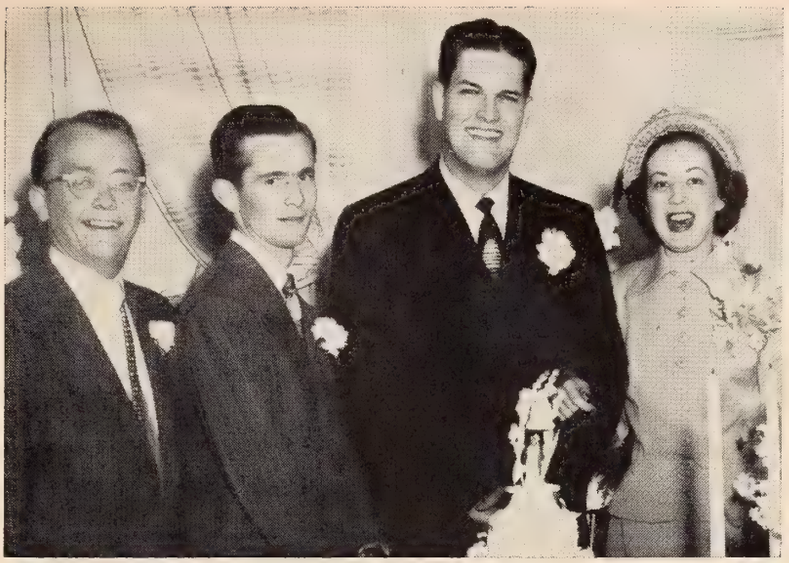
VIGILANT eye of the Washington State Assn. of Broadcasters has paid off to a total of $2,000 annual saving in industrial insurance fees for the industry, according to the WSAB.

After receiving word from the Dept. of Labor and Industries that the industry would pay a 2¢ base rate during 1950 instead of the 1 2/10¢ base rate paid last year, R. O. Dunning, association's president, and other officers asked the agency to restudy radio's experience in the past nine years.

When the study was completed, the agency found that radio not only deserved a much lower rate, but also an entirely new classification (from 13-3 where it shared category with phone companies to 15-1 also occupied by the theatrical industry). This transfer automatically lowered radio's base rate from 2¢ to 4 mills, retroactive to January 1950. The agency's director has reported most stations which had no accidents in recent years in the state automatically received an earned rate, that is 40% of the base rate—substantial savings to stations.

KSLH (FM) On Air

FORMAL opening of a $98,000 St. Louis Board of Education station, KSLH (FM), was marked April 11 by tribute of civic and school leaders. The outlet will supplement classroom activities in St. Louis public schools. Studios include a main broadcast, observation, three smaller broadcast rooms, a library, office and repair, and reception rooms. A 350 ft. antenna-transmitter sends a 3 kw signal (12.5 kw effective radiated power) on 91.5 mc. Marguerite Fleming is in charge of the station; Catherine Dillon, adviser for elementary programs; Mrs. Gertrude Hoffsten, adviser for high school programs; Ernest Vogel, engineer.



NOW Mr. and Mrs. are Walton Foster (3d l), news editor and disc jockey, KTXL San Angelo, Tex., and Arla Bishop, Sturgess department store (San Angelo) executive. Best man at the double ring ceremony on Feb. 17 was Bob McClellan (2d l), KTXL manager. Joe Yowell (l), KTXL salesman, was an usher. Bride's father, Baird Bishop, owns and operates KXIT Dalhart, Tex. Her brother, Ken Bishop, is KXIT manager. Rev. Ray Johnson, who married them, is brother of Len Johnson, KWKC Abilene, Tex., program manager.

REPRODUCTION
NAB Group Approves Two Sets of Standards

NEW STANDARDS covering magnetic tape reels, designed to permit operation of any reel on any magnetic recorder, were approved April 15 by the NAB Recording & Reproducing Standards Committee, meeting at the Stevens Hotel, Chicago. The standards require ratification by the NAB board, normally a routine procedure.

Neal McNaughten, NAB engineering director, presided at the committee's meeting with discussion led by Robert M. Morris, of ABC, committee chairman. The standards become a part of previous standards adopted at the 1949 convention. They represent the work of subcommittees over a long period.

In addition, the committee approved mechanical standards covering wow factor (reproducing), turntable platen (reproducing) and concentricity of center hole. Text of the standards follows:

MAGNETIC

Magnetic Tape Reel

2.45 It shall be standard that the hub carrying magnetic tape shall be in accordance with Figure 4.

2.50 *Primary Standard:* It shall be standard where flanges are used that the primary standard flange shall be in accordance with Figure 5.

2.50.01 The primary standard flange provides for the accommodation of sufficient magnetic tape of standard thickness for a nominal 30 minutes of recording.

MECHANICAL

WOW Factor (Reproducing)

1.11 It shall be standard that the instantaneous peak deviation from the mean speed of the reproducing turntable when reproducing shall not exceed ±0.2% of the mean speed.

Turntable Platen (Reproducing)

1.21 It shall be good engineering practice that the diameter of the transcription reproducing turntable platen be substantially the same as that of the largest diameter records for which the turntable is intended.

Concentricity of Center Hole

1.36 It shall be good engineering practice that the record center hole be concentric with the recorded groove spiral within 0.002 inches.

Nebraska Meeting

EIGHTEENTH annual meeting of the Nebraska Broadcasters Assn. will be held May 5 at McCook, Neb., according to John Alexander, general manager of KODY North Platte and president of the association. Representatives from the state's 21 AM and TV stations are expected to attend the meeting, Mr. Alexander said. Host station for the meeting is KBRL McCook.

PORCELAIN white clock-radio, designed especially for kitchen, added to General Electric line of receivers.

REACH MAIN STREET BUYERS Where TV does not Compete for YOUR AUDIENCE!

KBS

Keystone Broadcasting System Gives It to You in One Low-Cost Package.

The 385 KBS outlets reach 40,000,000 radio listeners in small-town America where TV does NOT compete. According to latest Nielsen report, radio listening in Keystone areas has NOT decreased due to the audience competition of TV. KBS offers you radio advertising "At The Local Level" at an economical NETWORK package rate. Let us give you the complete KBS story.

KEYSTONE BROADCASTING SYSTEM

NEW YORK 580 FIFTH AVE.
CHICAGO 134 NO. LA SALLE ST.

Available!
Play-by-Play MAJOR LEAGUE BASEBALL

KFRM has just signed with Liberty Broadcasting System for play-by-play Major League baseball. Participating announcements now available!

Here's a "red-hot" natural that will "hypo" your sales in an area with more than a million potential listeners.

For full details, wire The KMBC-KFRM Team, Kansas City, Mo., or phone any Free & Peters "Colonel."

KFRM for Rural Kansas
Programmed by KMBC From Kansas City

SEE THE BMB STORY ON THE SOUTH

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager—250 w station one year old. Thriving community. Adequately financed local business men. City of 9000. Excellent opportunity. T. C. Gregory, Box 1068, Alliance, Nebraska.

Salesmen

Salesmen wanted. Up and coming daytime regional in metropolitan market contemplating fulltime will need by August two high-producing salesmen who can create punchy presentations and research. One will be promoted to sales manager. Must have proven sales record, must have worked with smallest and largest advertisers, know how to deal with agencies, large or small; no price-cutters wanted, just solid, honest salesmen who know how to merchandise. State salary, commission required; send references, complete resume and picture; new management guarantees square deal, aggressive, on-the-ball sales operation. Address Box 806E, BROADCASTING.

Network station with both AM and TV operation has opening for staff salesman. Must have radio sales experience. Attractive salary and commission plan. Send complete particulars, including photo, references, experience, to Box 831E, BROADCASTING.

Salesman for transit radio and functional music station in Pennsylvania. Guarantee plus commissions. All information plus salary requirements first letter. Box 840E, BROADCASTING.

Wanted—yes, alive!—a man who knows he can sell result-producing radio schedules on a most successful 1000 watt daytime independent in a southwestern market of 250,000 that has doubled the average independent's Hooper rating and keeps its one-sixth audience in the 6-station market. Want a man who is alert enough to know that a salesman's job is the best job in radio today—no management headaches, no conferences, no public relations. All he wants to do is go out and sell, keep sold and collect from his accounts so they'll stay on the air and increase his billing to increase his earnings. We offer $400 flat per month salary for 3 months, then $400 per month draw against 15% commission for 3 months and after that it's straight 15%. We won't fuss with you if your billing after 6 months stays about $2000, although we'd be disappointed as that only makes you $300. We want a man who will hit at least $4000 after 6 months and can hold it. Station owned by one of American's most successful retailers who lets staff operate properly. Fine conditions. Sell yourself in letter to Box 858E, BROADCASTING. Must be ready to go to work no later than May 15.

Wanted: Salesman for Texas 500 watt independent. Guaranteed $60.00 weekly for first three months. 15 per cent commission thereafter. Will not be changed. Housing available. Box 904E, BROADCASTING.

Salesman—Opportunity for steady hard working local salesman on dominant network regional station. Complete details and references with application. WFDF, Flint, Michigan.

WSKB, McComb, Mississippi, 5000 watts. Open for two top salesmen—write, wire, phone—confidential.

Announcers

Announcer-sportscaster, excellent opportunity open for experienced young announcer-sportscaster who wants to step up to 1,000 watt, network affiliate operation. Graduated wage scale, talent. Michigan location. Send audition disc, photo and letter of qualifications to Box 807E, BROADCASTING.

Help Wanted (Cont'd)

Announcers wanted. Up and coming daytime regional in metropolitan market needs three experienced, mature announcers. Disc jockey, news-writer-announcer, all-round staff man. Men who see announcing as serious business, used to writing, planning and producing shows on short notice if necessary; willing to work with superiors. No know-it-all hotshots need apply. Writing desirable but not absolutely necessary; send sample continuity and commercial copy. Give starting salary requirements, references, complete resume. Send picture and audition disc on 78 rpm. Sorry, no discs or pictures returned. Address Box 805E, BROADCASTING.

Midwest network station has opening for experienced sports announcer who can combine with regular staff duties. Attractive salary. Send particulars including photo. Box 830E, BROADCASTING.

1000 watt independent near Chicago has opening for versatile staff announcer. Personal interview required. Box 856E, BROADCASTING.

Announcer, commercial, special events, sports, etc. Write good copy. 1st class license. Send background, audition, salary requirement, references. Write Box 896E, BROADCASTING.

Announcer with first class license. Send disc, photo and salary requirements. Car necessary. Box 905E, BROADCASTING.

Middlewest network local wants young, experienced announcer-control operator. Must be educated, clean cut, aggressive but sincere, good natural voice and diction, news ability, congenial, willing to learn. Cooperation and loyalty a must. No hotshots, disc jockeys or sophisticates. Tell all first letter with photo and disc. KSWM, Joplin, Mo.

Experienced combination man for WLEW, Bad Axe, Michigan. Send disc, photograph and full qualifications to WSAM, Saginaw, Michigan.

Technical

Opening available in middlewest station for engineer with license and control room experience. Must be good audio production man. Exceptional opportunity for right man to grow into combination AM-TV operation. State salary, experience, send photo first letter. Reply Box 787E, BROADCASTING.

Production-Programming, others

Program director, Michigan kw planning expansion. Interview essential before final employment. Also need announcer with ticket. Apply Manager, WTVB, Coldwater, Mich.

Situations Wanted

Managerial

General manager with $5000.00 to invest desires change because of station sale. Twenty years radio, ten in management and sales. Strong on sales. Can operate at minimum. Box 812E, BROADCASTING.

Manager, accent on sales. Young, aggressive. 12 years grass-root experience in all phases of radio. Record of successful operation. College graduate. Box 814E, BROADCASTING.

Manager, commercial manager, salesman. Complete knowledge of station operation. Strong on sales. Hard worker. Have proven record. Anxious for better opportunity. Excellent references. Married, 28, car, free to travel. Can arrange for personal interview. Box 848E, BROADCASTING.

Manager or sales woman, yes woman with national contacts. Proven record in sales and successful manager of independent small market station. West coast or southwest. Box 857E, BROADCASTING.

Situations Wanted (Cont'd)

Salesman with 20 years background in national, regional and local advertising wishes commercial manager's job in progressive station. Annual billing record last year in market of half million exceeded $100,000.00 on regional independent. Married. Salary important but secondary to opportunity to become permanent in community. References. Box 866E, BROADCASTING.

Successful manager, commercial manager. 12 years experience, young, married. Excellent references. Details? Box 894E, BROADCASTING.

Salesmen

Salesman, married, excellent references, midwest preferred. Announcing, writing experience. Box 810E, BROADCASTING.

Announcers

Excellent staff announcer. Present 50 kw. Desire change. Experience commercials, news, popular and classical music, special events, sports play-by-play and color. NBC trained. 28. College. Married. Start $65 week. Box 736E, BROADCASTING.

Experienced announcer (3 years). Age 23. Single. 2 years college. Presently employed. Available within two weeks. Preferable west coast. Box 808E, BROADCASTING.

Topflight sportscaster. Present 50 kw sports and staff. Experience baseball, basketball, football, boxing, hockey. Also sportswriting and features. 28. College. Married. Want permanent position reliable operation. Start $65 week. Box 735E, BROADCASTING.

Announcer—five years experience, versatile, best references, sponsors and station. Prefer southwest. Consider all offers if permanent. Car, married. Employed. Box 811E, BROADCASTING.

Announcer—Radio 4 years. Know programming. Want position with future. 27, married. Desire western states, will consider all. Presently employed midwest independent. Box 813E, BROADCASTING.

Experienced NYC announcer. Staff. Sports. Jockey. Progressive eastern station. Permanent. You say you want to sell your market. Hire me! Box 823E, BROADCASTING.

On deadend street for two years. Desire opportunity. Emcee, jockey, strong on news, commercial. Program ideas, some writing. Five years experience, family man. Right man for right station. Box 845E, BROADCASTING.

Newsman-announcer. Experienced. Just graduated Northwestern University. Trained in all phases of broadcasting. Looking for radio or TV job with a future. Will travel anywhere. Disc, picture, full details upon request. Box 846E, BROADCASTING.

Announcer-disc jockey. Ambitious, dependable. Had schooling, need experience. Travel anywhere. Salary secondary. Single, sober, full-part-time. Own collection of records. Best references. Disc, photo on request. Box 847E, BROADCASTING.

Announcer. Young, experienced, single. Versatile, conscientious worker; willing to travel. College background. Box 849E, BROADCASTING.

Chief announcer - program director. Stable, reliable, family man, 10 years experience—programming, announcing, handling staff. Box 851E, BROADCASTING.

Available as summer replacement announcer while I look for a permanent place. Four years announcing experience. Age 25. Box 853E, BROADCASTING.

Summer relief. All-round announcer. Experience all phases broadcasting. Available June 20 to Labor Day. East preferred. Box 854E, BROADCASTING.

Professionally trained announcer, some experience, age 22, will travel. Disc and photo available. Box 855E, BROADCASTING.

Five years experience in larger midwest markets. Strong commercial. Light-heavy news and sportscasting (no play-by-play). First love—disc show. Age 30, married, one child. Box 858E, BROADCASTING.

Situations Wanted (Cont'd)

Experienced announcer, news man sports (color), music librarian desires to settle in the southwest. Box 859E BROADCASTING.

Experienced announcer, disc jockey familiar with all phases of radio and television. Single, automobile, free to travel. Will prove to be an asset to your station. Available immediately. Write Box 861E, BROADCASTING.

Listen . . . young, ambitious announcer with great ability. Operate console, play-by-play. How about all night show? Repeat, young, ambitious. Box 862E, BROADCASTING.

Experienced announcer-MC for twelve years, all phases of radio and programming. South preferred. Box 863E, BROADCASTING.

Announcer with first phone; two years combo, staff, news, DJ, hillbilly; AM-FM transmitter; prefer program work; now employed; car; married; desire permanent position in southeast. Box 867E, BROADCASTING.

Experienced combination man wants position with progressive station. Box 869E, BROADCASTING.

Announcer, newscaster. Available now. BA Degree, single, have car. Will travel. Disc, photo on request. Box 895E, BROADCASTING.

Staff announcer, veteran, presently employed in the east, wishes to return to the far west, California preferred. 2 years experience including audience participation and play-by-play. 1½ years with CBS affiliate. Best references. Will be going west about May 25th—may I stop and talk with you? Box 897E, BROADCASTING.

Sportscaster-announcer. Desires permanency. Six years experience, play-by-play, newscasting, commercial. Married, 29. South or west coast—will consider all. Box 900E, BROADCASTING.

Quality voice demands salary and talent. Completely experienced all type shows. No small stations considered. Will sell and please. Available in May. Prefer live interview. Box 901E, BROADCASTING.

Staff announcer with play-by-play ability available. Four years experience, network and independent. Operate console. Married. Dependable. Iowa and midwest preferred. Box 903E BROADCASTING.

Announcer, versatile, college. Acting experience only. Joseph Carbone, 440 Schiller, Chicago.

Newscaster. Successfully sponsored on 5 and 50 kw stations. Experienced in all phases of radio programming. Write Frank LaRue, 907 Olympia Bldg. Miami, Florida.

Announcer—Topnotch commercial man. DJ, news. Good selling voice, thorough knowledge all phases radio. Married. Age 35. Photo. Disc on request. O. J. Lehto, 742 Aldine Ave., Chicago 13, Illinois.

Versatile announcer, 1½ years experience, desires summer work. Gordon McIntyre, 7320 Castor Avenue, Philadelphia 15, Pa.

Experienced announcer—overall announcing including news, DJ, commercials, etc. Operate console, write copy. Young, single. Available immediately. Dean Murray, 608 South Main, Milbank, S. Dak.

Top announcers; top newscasters; top writers; available now. Write, phone or wire Pathfinder School of Radio 1222-A Oak St., Kansas City, Mo. HArrison 0473.

A character with character! I love work, I hate money! Versatile, flexible superstrong DJ. College grad (U. of Md.), vet, married. Prefer east, but will travel. Danny Sheelds, 3312 Clark Lane, Apt. E, Baltimore, Md. Forest 0210.

Technical

Engineer, experienced 5 kw AM, 3 kw FM transmitters control board, remotes. Good background. Single, car will travel. Box 690E, BROADCASTING.

Young, single man desires engineering position. Two months experience, very reliable, able to go anywhere. Box 788E, BROADCASTING.

Engineer, age 24. Transmitter and studio experience in 250 watt and 1 kw stations. Construction experience of 1 kw directional. Training includes Advance Radio Engineering from CREI. Box 844E, BROADCASTING.

Situations Wanted (Cont'd)

hief engineer with extensive and bove average experience in AM and M transmitter, directional antenna nd studio construction, maintenance nd operation seeks position with pro- ressive established employer. Excel- nt record with personnel. Recom- ended by leading consultants in addi- on to past and present employers. ox 850E. BROADCASTING.

st phone, experienced transmitters, emotes, maintenance, 5 kw directional M, 38 kw FM. Young, married, car. ast coast. Available immediately. Box 55E, BROADCASTING.

ngineer—1 year broadcast with 1 kw, ir. and 3 kw FM. 3 years radio service. ingle, 21, have car. Will go anywhere. ox 893E, BROADCASTING.

ngineer, permanent position in metro- olitan area, northeast preferred. Three ears experience all phases. Now chief ilowatt directional. Box 899E, BROAD- ASTING.

ngineer, 1st phone, veteran, 27; 18 onths transmitter, remote experience. echnical school graduate, AM, FM, V. Interested AM station. Travel. Box 06E, BROADCASTING.

ngineer, 29, first phone license, 6 onths experience; graduate leading dio school; prefer southwest; avail- ble immediately: best references. Box 07E, BROADCASTING.

ngineer, first—experienced, married, ar, available immediately. Earl Davis, 06 E. York, Olney, Illinois.

ngineer—First class license, 13 mo. esidence school. 1 year college level rrespondence course, 10 mo. experi- nce 250 w AM, 1000 w FM. Veteran, 3, married. Desire permanent position. an furnish best technical and char- ter references. Appreciate any offer. harles Donaldson, 114 Dewey, Wash- gton, Indiana.

arried veteran, 25 years old with first hone wants position as transmitter ngineer, preferably in Minnesota. ave previous experience. Kenneth lson 510 2nd Ave., S., Moorhead, innesota.

ngineer, first phone, class A ham, do ot drive. Single. Richard Roeder, 424 aritan Avenue, Highland Park, N. J.

ngineer, 1st phone, single. RCA grad- ate. 1 year college, 2 years Navy. Some xperience on remotes. Can do some nnouncing. Tom Sparkman, R.F.D., arter's Creek, Tennessee.

xperienced engineer, studio and trans- itter, electrical background, age 40 ears, single, sober. Claude Thomas, andalia, Missouri.

even years training in radio and elec- onics. BS in EE, graduate of Navy lectronics school and National Radio nstitute. First phone. Seek engineer- ng position in south or southwest. obert B. Wilson, Lake Cormorant, liss.

CA graduate, 1st class phone, now mployed as radio technician in no perating capacity, wishes permanent dio operator position. No announc- ng. Will travel. John Witkowski, 444 yona Street, Brooklyn 7, N. Y.

Production-Programming, others

oman commentator. Director. Ver- atile. Experienced all phases radio. eeks connection offering bona fide op- ortunity for growth. Advancement. ersonality, record, background just ght for aggressive operation following rong public service line. Box 717E, ROADCASTING.

xperienced program director, an- ouncer—experience and knowledge all nases of station operation, 250 w to kw, air work a must, MC and special vents specialty — progressive man ooking for progressive station, married, resently employed. Box 841E, BROAD- ASTING.

ale copywriter, fast producer of risp clear copy and now handling fty accounts wants new position with alary starting at 55 dollars. Box 2E, BROADCASTING.

V and radio news personality wants reater opportunity and advancement. xperienced in all phases of television. ewsreel production, live TV news, adio news. Three years radio news, cluding CBS Chicago, 20 months levision newsreel work. Journalism rad, 28, married. Want another step o the ladder, not just a change. Box 1E, BROADCASTING.

Situations Wanted (Cont'd)

Program director or announcer. Three years experience commercial broadcasting for net and independent. Personal interview, audition in eastern and northwestern areas. Box 898E, BROADCASTING.

Copy assistant, experience, knows radio. 19. Clayton Robinson, Route 2, Lewiston, New York.

Television

Salesman

AM—ten years, definitely started on bottom rung. Up the hard way. Available now for TV. Age 34. Interested sales only. Presently employed 3,000,000 market. Box 860E, BROADCASTING • *TELECASTING.*

Technical

Attention television stations. Experienced AM, FM. Graduate television workshop. Trained in studio, film and remote television. 1st phone, married, car. Box 864E, BROADCASTING • *TELECASTING.*

Production-Programming, others

Assistant TV director. Experienced remote and studio programming and station operation. TV and radio writing background. Box 715E, BROADCASTING • *TELECASTING.*

For Sale

Stations

Stock available, possibilities to 30% independent AM northwest major market. Prefer participating investor commercial experience. Box 902E, BROADCASTING.

Equipment, etc.

Complete setup for FM station, including 1 kw Western Electric transmitter. Box 792E, BROADCASTING.

For sale, Magnecord tape recording equipment. Complete set, two recorders, one rack amplifier, one portable amplifier. Includes two PT6A, one PT6P, one PT6R. Like new condition. Cost over $1400, first $1.000 takes it. Write A. D. Gillette, WCKY, Cincinnati, Ohio.

General Electric BC 1A two channel consolette. Never used. Cost $1595. Will take $1250 cash. Wire or write WELI, New Haven, Conn.

Disc recording equipment for sale, all Presto. Two 8N recorders, $715.00 each; one 8A amplifier, $145.00; one 125A microscope, $65.00; one 160B equalizer, $170.00. If bought in one lot, total price $1500.00. All equipment in first class mechanical and electrical condition. Used very little. Write or wire Chief Engineer, WFMY, Greensboro, N. C.

$11,000 FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

For sale: 646B REL FM receiver, perfect for FM relay pickup. Originally $350.00. Available at much less, immediately. Write Chief Engineer, WNAM-FM, Neenah, Wisconsin.

RCA 308-A field intensity meter, loop for broadcast band and power supply. Recently re-calibrated. Compares with new meter listing at $2700. Will sell for $1000. Albert Johnson, P.O. Box 2671, Phoenix.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

Am not disappointed in FM and am in the market for a 10 kw amplifier for my Gates 3 kw transmitter. Must be in top condition and reasonably priced. Box 852E, BROADCASTING.

One kilowatt FM transmitter, prefer Western Electric. Reply Box 908E, BROADCASTING.

Wanted to buy. Good used studio equipment including console, turntables and microphones, also a transmitter frequency and modulation monitors. Frank C. Carman, KUTA, Salt Lake City, Utah.

Help Wanted

GAG WRITER WANTED

Prominent Greeting Card Company, in Midwest, needs versatile humor specialist to assist Humor Editor. Must have legit professional technique and keen commercial perspective. Some Greeting Card experience helpful, but not essential. Trial-period arrangement for working at home on definite assignments, before accepting resident position. Good spot for hep writer with ideas. Address reply to Box 892E, BROADCASTING, giving personal data, and enclosing samples of material. Salary discussed after material is submitted.

Schools

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N. W.
Washington 10, D. C.

NEW TERM OPENS JUNE 5

NATIONAL ACADEMY OF BROADCASTING. Dept. 111
3338—16th St., N.W.
Washington 10, D. C.

Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name.....

Address.....

City.....State.....

CROSLEY BUSINESS

Prospects Favorable—Emanuel

CROSLEY Broadcasting Corp.'s WLW Cincinnati is maintaining a high level of business while operations of Crosley's WINS New York are improved over last year, according to Victor Emanuel, president and chairman of Avco Mfg. Corp., parent company of Crosley.

Mr. Emanuel, in his report to the annual stockholders' meeting, said Crosley's three Midwest television stations currently are operating at a loss, but pointed out that long-range prospects are quite favorable. He told the stockholders that Avco's business will be improved in the company's general economic picture and volume for the balance of the year ending Nov. 30 should also continue at satisfactory levels.

'HOT SEAT'

WANN Broadcasts From Jail

LOCAL Democrats in Annapolis, Md., may have missed a bet to throw the switch on Tom Carr, vice president and manager of WANN, and GOP candidate for state senator, when he broadcast from an electric chair.

Mr. Carr claims he made the first broadcast in radio history from a "hot seat" when Sheriff J. Edward Slavin's "jail-on-wheels" visited Annapolis from New Haven, Conn., in the interest of preventing juvenile delinquency. Mr. Carr's broadcast was aired as a public service feature in line with WANN's own crime prevention campaign.

Admiral Earnings

ADMIRAL CORP., television and appliance manufacturer, had net earnings of $4,158,449 on sales of $46,291,409 for the first quarter of 1950, according to Ross D. Siragusa, president. He said earnings are the equivalent of $2.08 a share on the present common stock outstanding as a result of a two for one split last December. The figures, Mr. Siragusa reported, compare with a net profit of $1,536,217 on sales of $23,513,097 in the first quarter of 1949, the equivalent of 77 cents a share on the then current stock.

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PROFESSIONAL RADIO AND TELEVISION

SUMMER INSTITUTE—July 5 to August 11
SIX WEEKS OF NEW YORK'S
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WORKSHOP EXPERIENCE IN THE
STUDIOS OF WFUV-FM

Write for: Folder "B", Radio-TV Dir., Fordham U., N. Y. 58, NYC

RADIO EDUCATION

Teachers Hold Meeting

DONLEY FEDDERSON, director of radio and television at Northwestern U. and co-director of the NBC-N.U. Summer Radio Institute, was elected president of the U. Assn. for Professional Radio Education at the group's second annual meeting last week.

The association, comprised of 15 university radio and/or television directors, met April 15 and 16 at Chicago's Stevens Hotel in conjunction with the NAB convention. Other officers who will serve with Mr. Fedderson during the next year are Thomas Rishworth, Texas U., vice president; Leo Martin, Alabama U., secretary, and S. B. Gould, Boston U.

Ralph Hardy, government relations director for the NAB, gave the opening luncheon address, discussing general directions in the radio industry in terms of professional education.

Techniques of graduate study were stressed at a panel session featuring Messrs. Martin, Gould and Chapman. Projected studies concerned audience and impact research and pilot and national surveys which could be conducted in colleges. The closing session was conducted by G. Emerson Markham, TV director for the NAB, who outlined the pattern for professional TV training. Appearing with him were Kenneth Bartlett, Syracuse U.; Mr. Rishworth, Mr. Fedderson and Sidney Head, Miami U. Each of the speakers has worked in television at his school.

KPOA, KOLU Join MBS

KPOA Honolulu and KOLU Hilo, now under construction and both owned and operated by Island Broadcasting Co., effective July 4 become affiliates of MBS-Don Lee Broadcasting System, according to Patrick W. Campbell, vice president of station relations for the latter network. Simultaneously Mr. Campbell revealed severance of affiliation between MBS-Don Lee and the Aloha Network (KHON Honolulu, KIPA Hilo, KTOH Lihue, KMVI Wailuku) as of July 3.

Pacific Nielsen Ratings*

(TOTAL PACIFIC AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
FEBRUARY 1950

Current Rank	Program	Current Rating Homes %
EVENING, ONCE-A-WEEK		
1	Red Skelton (CBS)	27.7
2	Charlie McCarthy (8:30-9 p.m.) (CBS)	24.5
3	Lux Radio Theatre (CBS)	23.7
4	People Are Funny (NBC)	23.1
5	Fibber McGee & Molly (NBC)	22.0
6	Jack Benny (9:30-10:00 p.m.) (CBS)	21.9
7	Let George Do It (Don Lee)	18.7
8	Horace Heidt (CBS)	18.1
9	Bing Crosby (CBS)	18.0
10	Judy Canova (NBC)	17.7
11	Bob Hope (NBC)	17.7
12	Our Miss Brooks (CBS)	17.3
13	Walter Winchell (6-6:15 p.m.) (ABC)	17.3
14	Grand Ole Opry (NBC)	17.2
15	The Whistler (CBS)	17.1
16	This Is Your F. B. I. (ABC)	17.1
17	Fat Man (ABC)	17.1
18	Great Gildersleeve (NBC)	16.7
19	Inner Sanctum (CBS)	16.3
20	You Bet Your Life (CBS)	16.1
EVENING, MULTI-WEEKLY		
1	Counter-Spy (ABC)	11.2
2	Beulah (CBS)	9.8
3	Lone Ranger (ABC)	8.8
WEEKDAY		
1	Jack Armstrong (Feb. 6, 8, 10 & 21, 23) (ABC)	11.4
2	Romance of Helen Trent (CBS)	10.5
3	Our Gal, Sunday (CBS)	10.5
4	Young Widder Brown (NBC)	10.0
5	When A Girl Marries (NBC)	9.8
6	Straight Arrow (MBS)	9.8
7	Young Dr. Malone (CBS)	9.7
8	Guiding Light (CBS)	9.6
9	Pepper Young's Family (NBC)	9.6
10	Big Sister (CBS)	9.5
11	Ma Perkins (CBS)	9.5
12	Challenge of the Yukon (ABC)	9.4
13	Aunt Jenny (CBS)	9.3
14	Lorenzo Jones (NBC)	9.2
15	Road of Life (NBC)	9.2
DAY, SATURDAY		
1	Armstrong Theatre (CBS)	12.1
2	Stars Over Hollywood (CBS)	11.0
3	County Fair (CBS)	10.2
DAY, SUNDAY		
1	Phil Harris-Alice Faye Show (NBC)	14.4
2	True Detective Mysteries (MBS)	14.1
3	Jack Benny (4-4:30 p.m.) (CBS)	13.9

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NOTE: Number of homes is obtained by applying the "NIELSEN RATING" (%) to 4,457,000—the 1949 estimate of total radio homes in the Pacific Time Zone.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

NCCM SESSION

Pass Radio-TV Resolutions

RESOLUTION calling on the FCC not to use, as its basis for determination, the first clause of the first Amendment to the Constitution in considering pending applications for the assignment of a part of the FM spectrum for the use of religious and other non-profit organizations, has been passed by the National Council of Catholic Men.

This and several other resolutions relating to the radio-television industry were passed at the final session of the 30th annual NCCM meeting in Washington April 16.

The council also called on the television industry to form and adopt a set of standards and practices which will bind the entire industry to produce no programs which will be detrimental to the best moral interests of viewers, especially the family group and children of the family. The council urged the adoption of a code of standards and practice by the industry itself before such a code is imposed from without. NCCM also thanked NBC, ABC, MBS and their affiliated stations for granting free time for the presentation of the *Catholic Hour, The Hour Of Faith* and *Faith In Our Time.*

COST ANALYSIS

NAB Group Plans 2d Study

PLANS to obtain complete station returns for the second annual NAB cost analysis study of U. S. stations were discussed at an April 16 meeting of NAB district employe-employer relations chairmen. The session was held at the Stevens Hotel, Chicago.

Richard P. Doherty, NAB employe-employer relations director, explained that stations are given absolute secrecy in filling out questionnaires covering details of operating costs. District chairmen agreed to contact personally the managers of station failing to send in questionnaires.

World Library to 27

WORLD Broadcasting System has announced renewals and extensions of contracts with 27 stations for continued use of World's transcribed library service. Stations are: WBEX Chillicothe, WKRC Cincinnati, both Ohio; WASA Havre de Grace, Md.; KIOA Des Moines, KICM Mason City, both Iowa; KWIL Albany, Ore.; WMCA New York, WWSC Glens Falls, WCSS Amsterdam, WKOP Binghamton, WHLI Hempstead, L. I., WDOS Oneonta, all New York; WKOZ Kosciusko, WCJU Columbia, WQBC Vicksburg, all Mississippi; WMNB North Adams, Mass.; KNEW Spokane; KIEM Eureka, Calif.; WBDO Orlando, Fla., WTWA Thomson, Ga.; WABJ Adrian, Mich.; KMBC Kansas City, Mo.; WLTR Bloomsburg, Pa.; WSVS Crewe, VRVA Richmond, both Virginia; KODI Cody, Wyo.; CJNB North Battleford, Sask.

McCONNELL TALK

Will Keynote NNPA Meet

JOSEPH H. McCONNELL, president of NBC, will give an analytical talk on "Television Today —Its Past, Present and Future." to open the 20th annual convention of the National Newspaper Promotion Assn. to be held May 14-17 at the Schroeder Hotel, Milwaukee.

Mr. McConnell's address will highlight the opening morning session which will be devoted to a discussion of newspapers' relation to television activities "because of the growing number of newspapers identified with television activities."

A two-year study of television's effect on sports attendance, said to be the first released publicly, will be given by Jerry N. Jordan of the U. of Pennsylvania. Other discussions will include an analysis of TV's effect on newspaper circulation by Belden Morgan, promotion manager of the *Hartford Courant*; effect of TV on newspaper advertising by Jerome Stolzoff, vice president and director of TV operations for the Cramer-Krassel Agency, Milwaukee; methods of launching and promoting a new TV station by Fred Lowe, promotion director of the Norfolk (Va.) Newspapers and NNPA president; and using TV to promote newspaper circulation by George Morris, promotion director of the *New York Daily News.*

Ray Reeve Located

RAY REEVE, sports director of the Tobacco Network who had been reported missing [BROADCASTING April 3], has been located in Florida. He is expected back at work within a few weeks, according to a spokesman for the network, which serves 50 stations in the Carolina, Georgia and Virginia. Mr. Reeve reported missing since March 1 is now under the care of a physician, network officials said.

One Station Market

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SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

FCC Actions

(Continued from page 84)

April 14 Applications . . .

ACCEPTED FOR FILING

SSA—1400 kc

KUNO Corpus Christi, Tex.—SSA on 1400 kc 250 w unl. for period of 120 days beginning April 20.

AM—1540 kc

Kettle-Moraine Bcstg. Co., Hartford, Wis.—CP new AM station 1550 kc 500 w day AMENDED to request 1540 kc.

CP to Reinstate CP

KNEX-FM McPherson, Kan.—CP to reinstate CP for new FM station.

License for CP

License to cover CP new FM station: WSDX Louisville, Ky.; WGPS Greensboro, N. C.

Modification of CP

KOB-TV Albuquerque, N. M.—Mod. CP new commercial TV station for extension of completion date.

April 17 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner E. M. Webster

David M. Segal, Idabel, Okla.—Petition for dismissal without prejudice of application denied without prejudice to petitioner's filing within 30 days from date hereof petition requesting dismissal of application with prejudice.

WWRL Long Island, N. Y.—Granted extension to April 17 to file petition for reconsideration under section 0.102 of rules.

WQXR New York—Granted extension of time to April 24 to file exceptions to initial decision issued in proceeding upon applications of Mid-Island Radio Inc. and Patchogue Bcstg. Co. Patchogue, N. Y.

KPPC Pasadena, Calif. and KGFJ Los Angeles — Granted petitions of KPPC and KGFJ for extension of time to April 27 to file replies to exceptions to initial decision issued in proceeding re application of Pasadena Presbyterian Church.

By Examiner J. D. Bond

KWOC Poplar Bluff, Mo.—Granted continuance of hearing re application from April 24 to June 14 and granted petition to accept late appearance in proceeding re application. Statement of appearance of applicant is accepted.

By Examiner B. P. Cooper

FCC General Counsel—Granted extension of time to file proposed findings of fact in proceeding re application Lubbock County Bcstg. Co., KFYO and KVLU Lubbock Texas; time extended from April 14 to May 5.

By Examiner J. D. Cunningham

FCC General Counsel—Granted petition requesting final date for filing proposed findings in proceeding re transfer of control and for renewal of license of WSNY Schenectady, N. Y. be extended to May 1.

By Examiner Fanney N. Litvin

RCA Communications Inc.—Granted continuance of further hearing from April 18 to June 6 in Washington, D. C.

WHDH Boston, Mass. and KOA Denver, Col.—Granted additional time to file memoranda in support of joint petition filed for review of examiner's order of March 28 granting petition of WXKW Albany, N. Y.; petitioners granted until close of business April 13 to file such memoranda; no action is taken on joint petition for review, which is addressed to the Commission en banc.

By Examiner Elizabeth C. Smith

KMMO Marshall, Mo.—Granted continuance of hearing re application from April 21 to June 26 in Washington, D. C.

John H. Poole, Pasadena, Calif.—Granted request that official notice be taken of change in license and call letters of intervenor Poole in proceeding re Dockets 8062 et al—from KWKW (Southern California Bcstg. Co.) to KALI (John H. Poole).

By Examiner J. P. Blume

Brazoria County Bcstg. Co., Freeport, Tex. — Granted continuance of hearing re application from April 14 to May 11.

By Examiner Elizabeth C. Smith

KJAN Bcstg. Co., Baton Rouge La.—Granted leave to amend application to make changes in engineering data; amendment accepted.

WLCS Baton Rouge, La.—Granted leave to amend application to make changes in engineering data; amendment accepted.

April 17 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WKNA-FM Charleston, W. Va.—Mod. CP new FM station for extension of completion date.

KSDS San Diego—Mod. CP new noncommercial educational FM station for extension of completion date.

License Renewal

KCRW Santa Monica, Calif.—Request for license renewal new FM station.

April 18 Decisions . . .

BY THE SECRETARY

The Star Bcstg. Co. Inc., Pueblo, Col.—Granted license new remote pickup KA-3887.

Marti, Inc., Cleburne, Texas—Granted licenses for new remote pickups KA-3797, KA-2654.

F. C. Todd, Gastonia, N. C.—Granted licenses new remote pickups KA-3844, KA-2661.

Baptist General Convention of Texas, Dallas, Tex.—Granted licenses for new remote pickups KKC-464-5.

Rio Grande Bcstg. Co., Albuquerque, N. M.—Granted license new remote pickup KKB-824.

Herman Anderson, Tulare, Calif.—Granted license new remote pickup KA-5374.

Shamrock Bcstg. Co., Houston, Tex.—Granted licenses new remote pickup KKB-613 KA-4922.

WRON Ronceverte, W. Va.—Granted request for voluntary assignment of license from William E. Blake to Blake Bcstg. Co.

United Bcstg. Co., Cleveland—Granted CP and license new remote pickup KA-3489.

WHEB Inc., Portsmouth, N. H.—Granted mod. license to change frequencies from 30.82, 33.74, 35.82, 37.98 mcs. to 26.15, 26.25, 26.35 mcs. KA-4739.

KFAB Bcstg. Co., Omaha, Neb.—Granted mod. license to change frequencies from 156.75, 158.40 to 152.93, 153.29 mcs KA-5512.

National Bcstg. Co. Inc., Chicago—Granted mod. licenses to change frequencies from 31.22, 35.62, 37.02, 39.26 mcs. to 26.11, 26.15, 26.25, 26.35, 26.45 mcs KSA-720, KA-4676, KA-4680.

The Travelers Bcstg. Service Corp., Hartford, Conn.—Granted mod. of licenses to change frequencies from 31.22, 35.62, 37.02, 39.26 to 26.23, 26.33, KA-5583-4.

KTAR Bcstg. Co., Phoenix, Ariz.—Granted mod. license to change frequencies from 31.22, 35.62, 37.02, 39.26 mcs. to 26.15, 26.25, 26.35 mcs, to be used with KTAR, Phoenix, KA-3040.

Thomas Patrick, Inc., St. Louis, Mo.—Granted mod. license KA-3765 to change corporate name to KWK Inc.

United Bcstg. Co., Cleveland—Granted mod. license to change frequencies KQB-216 from 31.62, 35.26, 37.34, 39.62 mcs. to 26.29 mc.

Frontier Bcstg. Co., Cheyenne, Wyo.—Granted CP to make changes in frequencies from 30.82, 33.74, 35.82, 37.98 mcs. to 26.21, 26.31, 26.41 mcs.; power from 15 w to 40 w; emission from A3 to F3 and trans. to WE, BC-604 mod., 40 w. KA-3746.

WKMH Dearborn, Mich.—Granted mod. CP to change type of trans.

WGTR Paxton, Mass.—Granted mod. CP for extension of completion date to 8-1-50.

WBT-FM Charlotte, N. C.—Granted mod. CP for extension of completion date to 11-4-50

KSL-FM Salt Lake City, Utah—Same to 11-15-50.

KXYZ Houston, Tex.—Granted license install new aux. trans.

WGVM Greenville, Miss.—Granted license install new trans.

WTTN Watertown, Wis.—Granted license new AM station; 1580 kc, 250 w D.

WJBF Augusta, Ga.—Granted license change trans.

WHAT Philadelphia, Pa.—Granted license to use old main trans. at present site of main trans. to be operated on 1340 kc 100 w for aux. purposes.

KELD El Dorado, Ark.—Granted request to cancel CP for change in frequency, increase power, install new trans. and DA-N and change trans. and studio locations.

KFEL Denver, Col.—Granted CP to install aux. trans. at present site of main trans. to be operated on 950 kc 250 w employing vertical ant.

KGOS Torrington, Wyo. — Granted mod. CP to change type trans.

WFTL Fort Lauderdale, Fla.—Granted mod. CP to change type trans.

WGET Gettysburg, Pa. — Granted mod. CP for approval of ant., trans. and studio locations and change type trans.

WREB Chicopee, Mass. — Granted mod. CP for approval of ant. and trans. location and change type trans.

KGLN Glenwood Springs, Col.—Granted mod. CP to change trans. location and specify studio location.

Following granted mod. CP for extension of completion date as shown: WRHC Jacksonville, Fla., to 7-18-50; WOKO Albany, N. Y. to 10-24-50; WPTF Raleigh, N. C. to 11-1-50; KSOX Harlingen, Tex. to 11-1-50; KLAC-TV Los Angeles to 11-1-50; KM2XCV Hollywood, to 11-4-50; KRFM Fresno, Calif. to 10-27-50; WISC-FM Madison, Wis. to 11-8-50; WROV-FM Roanoke, Va., to 11-5-50.

Alabama - Georgia Bcstrs, Inc., Eufaula, Alabama—Granted license for new remote pickup KA-4029.

The WFMJ Bcstg. Co., Youngstown, Ohio—Granted license for new remote pickup KA-5184.

Northern Allegheny Bcstg. Co., Warren, Pa.—Granted license new remote pickup KA-4138.

Air Waves Inc., Baton Rouge, La.—Granted CP and license new remote pickup KA-2115.

WUOT, U. of Tenn., Knoxville, Tenn.—Granted license for new noncommercial education FM station Ch. 220 (91.9 mc) 3.5 kw; 125 ft.

Twin States Bcstg. Co. Augusta, Ga.—Granted CP new remote pickup KA-6337.

Texas Trade School, Dallas, Tex.—Granted CP new remote pickup KA-6336.

KFMA Davenport, Iowa—Granted mod. CP to change tower location and ground system.

Fairmont Bcstg. Co., Fairmont, Minn.—Granted mod. CP KA-3684 to change power from 35 w to 25 w and trans. to Crosley.

WMBL Morehead City, N. C.—Granted request for cancellation of CP which authorized change in frequency.

KBTA Batesville, Ark. — Granted mod. CP for approval ant., trans. and studio locations and change type trans.

WSIP Paintsville, Ky—Granted license for new AM station; 1490 kc,, 250 w, unl.

KCIJ Shreveport, La.—Granted mod.

(Continued on page 92)

'FLEA CIRCUS'

Holds Meeting in Chicago

THE SECOND annual meeting of the NAB "Flea Circus" was held April 18 in Chicago with Neville Miller, former NAB president, presiding. The "Flea Circus" consists of industry executives who annually attend NAB regional meetings.

A panel including Sydney M. Kaye, vice president and general counsel of BMI; Milton Blink, vice president of Standard Radio, Chicago, and Hugh Higgins, manager, WMOA Marietta, Ohio, recounted problems confronting the traveling entourage. A lively discussion centered on religious broadcasts, premium offers and card giveaways.

Others attending were Linnea Nelson, J. Walter Thompson, New York; Dorothy Lewis, United Nations, New York; Carl Haverlin, Glenn Dolberton, Burt Squire, Ray Howland and Ralph Wentworth, all BMI; Jerry King, Standard Radio, Hollywood; Frank Pellegrin, Transit Radio, New York; Ray Hamilton, Blackburn-Hamilton, Hollywood; Maury Long, BROADCASTING, Washington; C. E. Langlois and Pierre Weiss, Lang-Worth, New York; C. E. Arney, NAB, Washington, and Robert Keller, New York.

FLQN's Audience

THE Foreign Language Quality Network last week claimed a potential audience of 4,051,700 Italian and 2,304,655 Polish based on a special Pulse Inc. survey. Claude Barrere, general manager of FLQN, said the figures represented potential in the markets where FLQN stations broadcast.

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Docket Actions . . .

FINAL DECISIONS

KTHS and Hot Springs Bcstg. Co., Hot Springs Ark.—Announced decision to deny application of KTHS to move to West Memphis, Ark., and increase power to 50 kw day, 25 kw night on 1090 kc. Denied application for new station at Hot Springs on 550 kc, 5 kw day, 1 kw night to replace KTHS. Denied application of Hot Springs Bcstg. Co., for new station on 1090 kc, 50 kw fulltime. Decision April 12.

KLX Oakland, Calif.—Announced decision to grant application of KLX to increase power from 1 kw to 5 kw unlimited on 910 kc, directional. Install new transmitter and move studio and transmitter locations. Decision April 14.

Center, Tex.—Announced decision to deny application of Shelby Bcstg. Co. for new station on 1490 kc, 250 w unlimited. Decision April 14.

Sarkes Tarzian, Bloomington, Ind.—Announced decision to grant application of Sarkes Tarzian for renewal license of KS2XAP developmental broadcast station. Subject to condition that license herein renewed is subject to cancellation as provided by Commission's rules. KS2XAP shall not operate during period that WFBM-TV Indianapolis, Ind., is on the air and that license herein granted shall expire June 1. See story this issue. Decision April 14.

Worcester Mass. — Announced decision to deny application of Worcester Bcstg. Co., new station on 970 kc, 1 kw fulltime, directional. Decision April 17.

KPBS Portland, Ore. — Announced decision to grant application of Benson Polytechnic School to increase hours of operation from between 10:30 a.m. and 6:30 p.m. to between 10:00 a.m. and 10:00 p.m. daily PST, Mon. thru Fri. and increase power from 100 w to 250 w on 1450 kc. Denied application of Hugh Francis McKee for new station on 1450 kc, 250 w sharing time with KBPS and hours formerly allotted to KXL on that frequency. Decision April 17.

INITIAL DECISIONS

Belvedere Bcstg. Corp., Baltimore, Md.—Examiner Jack P. Blume issued initial decision to deny application of Belvedere Bcstg. Corp., for new station at Baltimore on 1400 kc, 250 w unlimited [BROADCASTING, April 17]. Decision April 11.

George E. Cameron and Kenyon Brown, Tulsa, Okla.—Examiner J. D. Bond issued initial decision to grant application of George E. Cameron for new station on 1340 kc, 250 w unlimited and to deny application of Kenyon Brown for same facilities at Tulsa [BROADCASTING, April 17]. Decision April 10.

OPINIONS AND ORDERS

WHIO Dayton, Ohio—By memorandum opinion and order denied petition of WHIO to reconsider action of Sept. 15, 1949, which granted application of Logan Bcstg. Corp., a new station at Logan, W. Va., on 1290 kc, 5 kw day, 1 kw night DA-1. Petitioner is unable to show nature and extent of any interference that may be caused inasmuch as such interference is merely asserted as a possibility. Order April 13.

WBUT Butler, Pa.—By memorandum opinion and order granted WBUT license for new station and denied petition of Butler Bcstg. Co. (WISR) which requested that license not be granted except on condition that WBUT satisfactorily adjust all legimitate complaints of image interference to reception at WISR. In view of fact that image interference does not come under Commission's Standards of Good Engineering Practice. The Commission is of the opinion that entire burden of satisfying image interference complaints should not be laid upon WBUT and should not be made a condition of the grant. Order April 13.

WKLO and WINN Louisville, Ky.—By memorandum opinion and order (1) granted petition of WKLO for additional time to reply to WINN petition asking FCC to reopen record in proceeding which resulted in grant for WKLO and requesting that WKLO be required to file license renewal application; (2) dismissed WINN petition insofar as it asks reopening of record or further hearing and denied petition insofar as it asks that WKLO file renewal bid. WINN contended WKLO's affiliation with ABC precluded it from rendering its proposed non-network local service and for which it received grant in competitive case with WINN. FCC said the possible network affiliation question had been considered fully in making its decision. Order April 13.

FCC Actions

(Continued from page 91)

Decisions Cont.:

CP for extension of completion date to 6-7-50 (cond.).

April 18 Applications . . .

ACCEPTED FOR FILING

License for CP

KFRD Rosenberg, Tex.—License for CP AM station to increase power.

KREW Sunnyside, Wash.—License for CP new AM station.

AM—1300 kc

WGKV Charleston, W. Va.—CP AM station to change from 1490 kc 250 w unl. to 1300 kc 1 kw unl. DA-DN.

Modification of CP

WJFR Caguas, P. R.—Mod. CP new AM station for extension of completion date.

KVAS Astoria, Ore.—Mod. CP new AM station to change from 1050 kc to 1240 kc and change hours of operation from daytime to unl.

Mod. CP new FM station for extension of completion date: KTRH-FM Houston; WWVA-FM Wheeling, W. Va.

KTRH-FM Houston—Mod. CP new FM station to change ERP to 32.3 kw, ant. to 470 ft.

WLBR-FM Lebanon, Pa.—CP FM station to change ERP to 720 w.

TENDERED FOR FILING

AM—680 kc

WINR Binghamton, N. Y.—CP to change from 1490 kc 250 w unl. to 680 kc 1 kw-D 500 w-N DA-DN.

APPLICATION DISMISSED

Essie Binkley West, Burbank, Calif.—DISMISSED April 18 application for new AM station 1490 kc 250 w unl.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO APRIL 18

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,119	2,089	185		304	268
FM Stations	710	493	275	3	22	13
TV Stations	103	36	73		350	182

* Two on the air.

* * *

CALL ASSIGNMENTS: KIHR Hood River, Ore. (Oregon-Washington Broadcasters, 1340 kc, 250 w unlimited); KJBC Midland, Tex. (Jack Cecil, 1150 kc 1 kw day); KZIP Alamo Heights, Tex. (Metropolitan Broadcasting Co., 1240 kc, 250 w unlimited); WARA Attleboro, Mass. changed from WIRD (Jackson Associates Inc.); WHOU Houlton, Me. (Northland Broadcasting Co., 1400 kc, 250 w unlimited); WLIL Lenoir City, Tenn. (Arthur Wilkerson Lumber Co., 730 kc 500 w day); WMAI Houlton, Me. (Aroostook Broadcasting Corp., 1340 kc, 250 w unlimited); WTIL Mayaguez, P. R. (Mayaguez Radio Corp., 1300 kc, 1 kw unlimited).

* * *

Non-Docket Actions . . .

AM GRANTS

Reno Nev.—Chet L. Gonce granted new AM station 1230 kc, 250 w fulltime; estimated construction cost: $4,500. Mr. Gonce originally owned KXXL Reno which he sold in 1947 to Byron J. Samuel and associates. Facilities granted are same as those vacated by KXXL and low construction cost is based on fact that equipment from KXXL will be used. Granted April 13.

Boone, N. C.—Wilkes Bcstg. Co., granted new AM station 1450 kc, 250 w fulltime. Estimated construction cost: $9,532. Wilkes Bcstg. Co., is licensee of WKBC North Wilkesboro, N. C. Doris B. Brown, president of company is also ⅓ owner WASL Annapolis, Md. Granted April 13.

Fort Stockton, Tex.—Fort Stockton Bcstg. Co., granted new AM station 860 kc, 250 w daytime. Estimated construction cost: $10,175. Co-partnership includes: V. T. and R. W. Anderson, owners Anderson Music Co., Big Spring, Tex., and each 25 5/6% owner of Big State Bcstg. Co., proposed purchaser of KTXC Big Spring; Leonard R. Lyon 100% owner KTXC and 33⅓% owner Big State Bcstg.; George T. and Clyde E. Thomas, attorneys and each 7.5% owner Big Spring Bcstg. Granted April 13.

Uniontown, Pa.—Uniontown Newspapers Inc., granted new AM station on 1300 kc, 1 kw day. Estimated construction cost: $15,850. Uniontown Newspapers Inc., is licensee WNIQ (FM) in that city. Granted April 13.

Raymond, Wash. — Pacific Bcstg. Corp., granted new AM station on 1340 kc, 250 w unlimited; estimated construction cost $7,300. Principals include: Joe Chytil, manager KELA Centralia, Wash., president 35%; Mabel A. Gwinn, secty-treas. and 50% owner KELA, vice president 25%; Marion Oliver McCaw, wife of J. Elroy McCaw who has 50% interest in KELA, 25%; Schuyler C. Hill, KELA traffic manager, secretary 15%; William Tilton, radio accountant, treasurer. Granted April 13.

Summerville, Ga.—Tri-State Bcstg. Co., granted new AM station on 950 kc, 1 kw daytime. Principals include: E. C. Pesterfield, retail clothier, president 50% and William B. Farrar, manager of remote studios at Summerville of WLAQ Rome, Ga., and insurance and real estate business, secretary-treasurer 50%. Granted April 13.

Blackfoot, Ida. — Blackfoot Bcst Co., granted new AM station on 1 kc, 250 w unlimited. William I. Palm sole owner has been with the Bure of Reclamation since 1934. Grant April 13.

KREM Spokane, Wash. — Cole Wylie granted switch in facilities fr 1340 kc 250 w to 970 kc 1 kw, e cond. Granted April 13.

KIEM Eureka, Calif. — Redwo Bcstg. Co., granted increase in pow from 1 kw to 5 kw directional night 1480 kc. Granted April 13.

FM GRANTS

Palatka, Fla.—Palatka Bcstg. C granted new Class A FM station, C 252 (98.3 mc), ERP 420 w, ant. 250 Palatka Bcstg. Co., is licensee AM o let WWPF that city. Granted April

Richland, Wash. — Yakima Bcs Corp., granted new Class A FM statio Ch. 280 (103.9 mc), ERP 580 w, ant. 1 ft. Corporation is licensee AM stati KALE Yakima. Granted April 13.

Laurinburg, N. C.—Scotland Bcs Co., granted new Class B FM statio Ch. 243 (96.5 mc), ERP 8.8 kw, ant. ft. Scotland Bcstg. is licensee A outlet WEWO Laurinburg. Grant April 13.

Baltimore, Md.—Hearst Radio In granted new Class B FM station C 238 (95.5 mc) ERP 20 kw, ant. 500 Hearst Radio Inc., is licensee of A outlet WBAL there. Granted April

Baltimore, Md.—Tower Realty C granted new Class B FM station C 294 (106.7 mc), 20 kw, ant. 390 Granted April 13.

Baltimore, Md.—Radio-Television Baltimore Inc. granted new Class FM station on Ch. 222 (92.3 mc), kw, ant. 500 ft.

Following were granted new Class FM stations in the Los Angeles are

Beverly Hills—Don C. Martin tr/ School of Radio Arts. Ch. 292 (10 mc), 1 kw, ant. —105 ft. Granted Ap 13.

Inglewood—William H. Haupt, C 288 (105.5 mc), 750 w, ant. 280 Granted April 13.

Inglewood—Centinela Valley Bcst Ch. 224 (92.7 mc), 380 w, ant. 380 eng. cond. Granted April 13.

Santa Monica—KOWL Inc., Ch. (94.3 mc), 1 kw, ant. —34 ft. KO Inc. is licensee KOWL AM outlet Sa Monica. Granted April 13.

Long Beach—Nichols & Warin Inc., Ch. 272 (102.3 mc), 1 kw, a 1,020 ft., eng. cond. Nichols & Wari ner is licensee KFOX AM outlet the Granted April 13.

Alhambra—Alhambra Bcstrs. In Ch. 296 (107.1 mc) 370 w, ant. —70 Granted April 13.

Temple City—Angelus Bcstg. C Ch. 280 (103.9 mc), 340 w, ant. —50 Granted April 13.

Whittier — Whittier Bcstg. Co. C 240 (95.9 mc), 100 w, ant. 580 Granted April 13.

Los Angeles—Maranatha Bcstg. C granted new Class B FM station, C 262 (100.3 mc), 72 kw. ant. 1,180 Previously held conditional gra Granted April 13.

Glendale, Calif.—Robert P. Adar granted new Class B FM station, C 270 (101.9 mc), 9.9 kw, ant. 630 Granted April 13.

TRANSFER GRANTS

WPAM Pottsville, Pa.—Granted quisition of control in Miners Bcs Service Inc., licensee, by Joseph L. a John T. Maguire through purchase stock owned by P. J. McCall, Ev Evans and James J. Curran. Cons eration is $54,000 for 428 3/7 sh. T Maguires are original officers a stockholders in WPAM. WPAM is signed 250 w on 1450 kc. Gran April 18.

KSTA Coleman, Tex.—Granted signment of license of Coleman Cou Bcstg. Co., licensee, from Charles South, H. H. Jackson, Alton Stew and Ross Bohannon a partnership new corporation of same name a ownership with addition of Billy Beach, oil dealer, who buys half Mr. South's 40% interest for $9,0 KSTA is assigned 250 w day on 1

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On Transcription: Bob Crosby—Standard.

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1950 **April 24** 1950

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Bond Bldg., Wash. 5 National 217
Television & Radio Management Consultant

c. Granted April 13.

KSUM Fairmont, Minn.—Granted acquisition of control in Fairmont Bcstg. Co., permittee, by Leo J. Seifert through purchase of 20 sh. of stock from each Charles Potter, George Wilson, Harold Westby and L. C. Meyer. Mr. Seifert pays a total of $8,000 for shares which bring his total interest in corporation to 56.7%. KSUM is assigned 1 kw fulltime on 1370 kc. Granted April 13.

KRKL Kirkland, Wash.—Granted assignment of license from F. L. Thornhill tr/as East Side Bcstg. Co. to W. A. Channess and L. W. Ostrander a partnership db/as East Side Bcstg. Co. Consideration is $52,500. Mr. Channess is Signal Oil Co., distributor and Mr. Ostrander is an attorney. KRKL is assigned 250 w day on 1050 kc. Granted April 13.

KIWW San Antonio, Tex.—Granted assignment of license from Joe Oliveras, Manuel Leal, and L. E. Richards d/b as The Good Neighbor Bcstg. Co. to a corporation of same name and same interests as existing partnership. No monetary consideration. KIWW is assigned 1540 kc, 250 w day. Granted April 18.

WKNY Kingston, N. Y.—Granted assignment of license from Kingston Bcstg. Corp., licensee, to newly formed corporation Monadnock Radio Foundation Inc. Principals in Monadnock Radio own WKNE Keene, N. H., and wish to extend their radio interests. Purchase price of WKNY is $80,010. Joseph J. Close is president of Monadnock. WKNY is assigned 250 w fulltime on 1490 kc. Granted April 13.

WABG Greenwood, Miss.—Granted assignment of CP from Cy N. Bahakel and John C. Love d/b as Greenwood Bcstg. Co. to Cy N. Bahakel. Mr. Love wishes to dissolve partnership and sells his interest for $1,000. WABG is assigned 1 kw day on 960 kc. Granted April 13.

KAFP Petaluma, Calif.—Granted assignment of CP from Howard R. Elvey, Forrest W. Hughes, Raymond W. Mort, Harold A. Sparks and John E. Striker d/b as Petaluma Bcstrs. to Forrest Hughes, Harold A. Sparks and Vernon Sparks. No monetary consideration. Granted April 13.

WCAP-AM-FM Asbury Park, N. J.—Granted assignment of license from Radio Industries Bcstg. Co., licensee, to Asbury Park Press Inc., for $75,200. Asbury Park Press Inc., is licensee of WJLK (FM) Asbury Park. WJLK and WCAP will be combined under the WJLK call letters and WCAP-FM will be dropped. WCAP is assigned 1310 kc, 250 w unlimited. (See story Broadcasting Feb. 13, p. 24). Granted April 13.

KVON Napa, Calif.—Granted transfer of control in Napa Bcstg. Co., licensee from Elwyn F. and W. S. Quinn, Robert L. O'Brien, Grant Pollock, Lewis McCoy and John Chadwick to Luther E. Gibson for $15,000. Mr. Gibson's business interests include ownership of Gibson Publications, 50% owner Benicia Herald, ¼ owner Vallejo Steam Laundry. He is also owner of KHUB AM outlet Watsonville, Calif. KVON operates with 500 w fulltime on 1440 kc. Granted April 13.

WCPM Middlesboro, Ky.—Granted transfer of control in Tri-State Bcstg. Co., licensee, to A. G. Barton, J. H. Brooks, C. K. Brosheer, R. L. Kincaid and U. G. Brummett for $50,175. Transferees are owners of WMIK Middlesboro and surrender that license contingent on this grant. WCPM is assigned 560 kc, 500 w day. Granted April 13.

KWNO - AM - FM Winona, Minn. — Granted assignment of license of Winona Radio Service, licensee, from Maxwell White and Hermann R. Wiecking to Mr. White for $165,775. KWNO operates with 250 w fulltime on 1230 kc. Granted April 13.

KBYR Anchorage, Alaska—Granted assignment of license of Aleutian Bcstrs., licensee, from Keith Capper to Paul Allen Odlaug, receiver named by Third District Court at Mr. Capper's request. Station is part of Keith Capper Enterprises which was voluntarily placed in receivership July 11 to protect assets of organization, application stated, explaining that primarily action had been initiated against Mr. Capper's theatre-restaurant. KBYR is assigned 1240 kc, 250 w fulltime. Granted April 13.

KROX Crookston, Minn.—Granted relinquishment of control of licensee, Crookston Bcstg. Co., by D. A. McKenzie, whose 50.14% holdings are reduced to 38.89% through issuance of new stock to stockholders to increase total outstanding stock from 1,673 sh. to 4,500 sh. Original plan was that all would participate in station on same basis. KROX is assigned 1 kw day on 1050 kc. Granted April 13.

KYA San Francisco—Granted transfer of control of licensee, Palo Alto Radio Station Inc., from Dorothy Schiff to J. Elroy McCaw and John Keating. Mrs. Schiff sells total holdings of 10,403 sh. of stock for $155,000 plus. Mr. McCaw is 50% owner KPOA Honolulu, 21.5% owner KLZ Denver, 33⅓% interest in each KALE Richland and KYAK Yakima and 50⅓% interest in KELA Centralia, all Wash. Mr. Keating is 50% owner KPOA and both own 50% interest in recent grant for Hawaiian Islands. KYA operates with 5 kw day, 1 kw night on 1260 kc. Granted April 13.

WWNS Statesboro, Ga.—Granted assignment of license from Alfred Dorman, individual, to Statesboro Bcstg. Co. for $27,500. New partnership includes Robert H. Thompson Sr., owner T&S Pub. Co., Cordele, Ga. (advertising), 50%; Virginia Price Bowen, principal stockholder and president Telectronics Inc., Waycross, Ga. 50%. Mr. Dorman withdraws to devote time to other business interests. WWNS is assigned 250 w fulltime on 1490 kc. Granted April 13.

WDXB Chattanooga, Tenn.—Granted assignment of license from Joe V. Williams Jr. to WDXB Inc. Mr. Williams will devote his time to his law practice and sells for $50,000. Principals in WDXB Inc., include Joseph Bloom, who with his wife is owner of Forjoe & Co., president 50%; David Cohen, vice president and ⅓ owner Cohen Bros. real estate holdings, vice president 50% and Charles Gullickson, secretary. WDXB is assigned 250 w fulltime on 1490 kc. Granted April 13.

KOFO Ottawa, Kan.—Granted assignment of license from Robert S. Wheeler Jr., Betty Lou Wheeler, Donald H. Causey, James N. Jobes and Loren C. Watkins in Ottawa Bcstg. Co., licensee, to James N. Jobes, Herbert M. Jobes and Bernard R. Hawley for $2,073. James Jobes is program director and engineer at KHOZ Harrison, Ark., and will hold 41⅔% interest; Herbert M. Jobes, is engaged in farming and holds 41⅔%; Bernard Hawley, presently station manager of KOFO, holds 16⅔%. KOFO operates with 250 w day on 1220 kc. Granted April 13.

Deletions . . .

SIX FM authorizations and two AM were reported deleted during past two weeks by FCC. Deletions since Jan. 1 total: AM 17; FM 37; TV 2.

KGMI Denver, Col.—Gifford Phillips. CP Apr. 6. Request of applicant.

WKIN Kittanning, Pa.—WKIN Inc. License March 31. Request of licensee.

WEWS-FM Cleveland — Scripps-Howard Radio Inc. License March 25. Request of licensee.

WXKW-FM Albany, N. Y.—Champplain Valley Bcstg. Corp. CP March 10. Request of applicant.

WIKH Shaker Heights, Ohio—Science Education Foundation Inc. CP Apr. 11. Cannot meet conditions of extension.

WSAU-FM Wausau, Wis.—The Journal Co. License. See story BROADCASTING April 3.

WTMJ-FM Milwaukee, Wis. — The Milwaukee Journal. License. See story BROADCASTING April 3.

WXLW-FM Indianapolis, Ind.—Radio Indianapolis Inc. License April 14. Request of attorney.



HEAD TABLE at April 14 session of NAB Engineering Conference (l to r): Top photo— Cyril M. Braum, FCC; K. W. Pyle, KFBI Wichita; Edward W. Chapin, FCC; O. B. Hanson, NBC; Justin Miller, NAB; Neal McNaughten, NAB; A. James Ebel, WMBD Peoria.

Bottom photo—G. Emerson Markham, NAB; John V. L. Hogan, Hogan Labs.; John H. DeWitt Jr., WSM Nashville; Frank Marx, ABC; Edward W. Allen, FCC; Charles E. Schooley, AT&T; George Adair, Washington radio engineering consultant.



New Applications . . .

AM APPLICATIONS

North Bend, Ore.—Bartley T. Sims, 1340 kc, 250 w unlimited. Estimated construction cost: $17,760. Mr. Sims was owner KWJB Globe, Ariz., from 1938 to 1948. He is presently CP holder for KUKI Ukiah, Calif. Filed April 10.

West Frankfort, Ill.—Pyramid Radio Bcstg. & Television Co. Inc., 800 kc 1 kw day. Estimated construction cost: $38,730. Principals in corporation include: George R. Lockard, cashier and president Bank of W. Frankfort, 2%; Eddie Griffin, owner retail grocery business, 10%; G. W. Lambert, dentist, 10%; L. Goebel Patton, superintendent of schools W. Frankfort, 10% Leonard J. Dunn, general law practice, 3%; Sam Martin, general manager Lane Chevrolet Co., 10%; I. A. Palmer, 5%; William Glodick, 50% owner Glodick Motors & Sales, 10% J. R. Minton, real estate and appliance business, 20%; E. J. Paxton, manager WKYB and vice president Paducah Newspapers Inc., 20%. Paducah Newspapers Inc., is licensee of WKYB Paducah, Ky. Filed April 11.

Birmingham, Ala.—Harold Ritchie McBride, 1320 kc, 1 kw daytime. Estimated cost of construction: $19,500. Mr. McBride's business interests include partnership Johns & McBride Engineering Service, sole owner Rock Wool Insul. Co. and Aluminum Co. Filed April 13.

Georgetown, Del.—Rollins Bcstg. Co., 900 kc 1 kw daytime. Resubmitted April 17.

Sumter, S. C.—Radio Sumter, 1240 kc, 250 w unlimited. Estimated construction cost: $11,560.36. Principals in Radio Sumter include: J. A. Gallimore, 50% owner WSNW Seneca, S. C. 50% and Dr. Hugh H. Wells, owner ½ the stock in The Medical Clinic, Sumter, 50%. Filed April 17.

Sturgis, Mich.—Earle H. and Charlene Bronson Munn Jr., 1460 kc, 500 w daytime. Mr. Munn is chief engineer and station director WTVB Coldwater, Mich. Mrs. Munn is in charge of the office of Munn Art Studio, mfg. Estimated cost $12,000. Filed April 18.

Clifton Forge, Va.—Clifton Forge Bcstg. Corp., 1230 kc, 250 w unlimited. Estimated construction cost: $20,694. Principals include: G. R. Stevens, dentist, president 27.27%; J. C. Goodwin, lawyer, vice president 22.72%; E. A. Schellhous, professional singer and entertainer, secty.-treas. 19.09%; E. T. Nicely, Nicely Bros. Ford sales and service, 3.60%; James B. Racey, real estate and insurance business, director 1.80%. There are 24 minor stockholders. Filed April 18.

New Orleans, La.—Jules J. Paglin, 790 kc, 500 w daytime. Estimated cost of construction $27,000. Mr. Paglin, sole owner is a sales consultant and president and 50% owner Sam Bonart Uniforms Inc. Until recently he held 4% interest WJMR New Orleans. Filed April 12.

Memphis, Tex.—Dalrad Associates, 1260 kc, 500 w daytime. Estimated cost of construction: $18,305. Principals include Ed Bishop, sole owner Bishop Office Supply Co., and 50% owner KXIT Dalhart, Tex., 51%; Baird Bishop, owner Bishop Pharmacy, Floydada, Tex., 50% owner KXIT, 49%. Filed April 12.

TV APPLICATION

Augusta, Ga. — Georgia-Carolina Bcstg. Co., Ch. 6 (82-88 mc) ERP 1.8 kw vis., .9 kw aur. ant. height above terrain 459 ft. Estimated construction cost: $103,000, estimated revenue $70,000, Augusta-Carolina is licensee of WJBF AM outlet that city. Filed April 17.

TRANSFER REQUESTS

WKIX Columbia, S. C.—Transfer of control of Inter-City Advertising Co. of Columbia, licensee, from George W. Dowdy, J. Horton Doughton, B. T. Whitmire and Harold H. Thoms to Maresco Corp. for $100,000. Principals in Maresco include: Charles Wallace Martin, sales manager WIS Columbia, president and treasurer 25%; John Cain Cosby, adjunct professor of electrical engineering, vice president 25%; Edwin G. Seibels II, director of news and special events WIS, secretary 25%; Gedding H. Crawford, 66⅔% C. H. Crawford Co., stocks and bonds; James Wesley Hunt, 50% partner J. W. Hunt Co. (accountants), 3.125%; Frank B. Gary, Cooper & Gary, general law practice, 3.125%; Paul A. Cooper, 50% Cooper & Gary; Albert R. Heyward, 66⅔% owner plumbing and heating company, 3.125%; Joseph L. Nettles, attorney, 3.125% and Thomas B. Boyle, president and 75% owner general insurance company, 3.125%. WKIX is assigned 1 kw day, 500 w night on 1320 kc. Filed March 24.

KTXN Austin, Tex.—Transfer of control of Radio KTXN Inc., licensee, from present stockholders to Edward C. James for consideration of $2,758.95. Mr. James is owner of Consolidated Venetian Blind Co. Inc., Houston and owner of Eagle Rock Ranch. His radio interests include 67.25% KCNY San Marcos. KTXN is assigned 1 kw day on 1370 kc. Filed March 29.

WORA Mayaguez, P. R.—Transfer of 160 shares of stock in Radio Americas Corp., licensee, from Mrs. Josefa B. Vda. De Ramirez Arellano to Mr. Alfredo R. de Arellano Jr., her son, for a consideration of $5,000. WORA is assigned 1 kw unlimited on 1150 kc. Filed April 6.

WKAM Warsaw, Ind.—Transfer of 474 sh. in Kosciusko Bcstg. Co., licensee, from Virgil A. McCleary, B. J. Anderson, J. R. Boice and Wallace T. Miller to J. W. Autenrieth Sr., for $11,850. Josiah Autenrieth Jr., one of original stockholders, retains 45%. 7.6% of stock is unissued. WKAM operates with 250 w day on 1220 kc. Filed March 30.

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At Deadline...

CBS TEST POSSIBLE ON RCA TRI-COLOR TUBE

POSSIBILITY that RCA's new single tri-color kinescope may be tested soon in CBS' field sequential color TV system appeared Thursday during further cross-examination of Dr. Peter Goldmark by FCC Comr. Robert F. Jones in Commission's color TV hearing. (See early story page 69). The CBS system inventor told Comr. Jones it would take "about two weeks" to arrange for showing of RCA's tube with his system, if such tube were made available.

Dr. Dean B. Judd, Bureau of Standards color expert, told FCC he had seen picture on an RCA color set, being tested for Senate Interstate and Foreign Commerce Committee's Condon Committee on color TV, and that it was equal in color fidelity to any CBS pictures he had seen. He said he found CBS color rendition was "uniformly good" while RCA's and CTI's have been "occasionally good and occasionally bad." He said color fidelity of RCA and CBS systems are being compared by Condon Committee but he wasn't authorized to release data. He indicated results may be available about May 15. Dr. Judd said he found CBS' "crispening" circuit caused "slight to appreciable" improvement to appear optically in that system.

Dr. Goldmark, in answer to further cross-examination by RCA Counsel John T. Cahill, asserted public would prefer color disc to no color TV at all. He indicated data on CBS crispening circuits had not been supplied to industry since technique was still being refined, but all necessary information would be given on record. Further hearing Tuesday is to be devoted to cross examination of Dr. Allen B. DuMont and Dr. Thomas T. Goldsmith, DuMont Labs. research director.

CBS gave FCC data on patent elements of its system and total licensing fees which may be payable by manufacturer of combination standard monochrome and CBS color receiver, assuming licenses from RCA, Hazeltine and CBS. RCA fee was said to be about 1¼% of retail set price, Hazeltine's 0.5%. CBS fee was quoted at 25¢ on sets retailing less than $100; 50¢ for $100-180; 75¢ for $180-250 and $1 for $250 or more. Alternative option for CBS is 0.33% of retail price.

SAG-TVA BATTLE LOOMS FOLLOWING 4 A BOARD MOVE

JURISDICTIONAL dispute loomed Thursday after international board of Associated Actors and Artistes of America, parent body of all actors' unions, voted to vest control over video performers in Television Authority. Action expected to set off warfare with screen guilds.

Following 4 A's green light to TVA, Screen Actors Guild issued statement, describing action as "authorizing jurisdictional war against SAG and Screen Extras Guild." SAG said it would ignore 4 A's directive. Both film guilds are members of 4 A's but are outnumbered on board. Officials believe issues may be resolved in court. SAG scheduled to consider such recourse at Hollywood board meeting today (April 24).

ST. LOUIS TV BID

PARK PLAZA HOTEL, St. Louis, has applied for new commercial TV station there, FCC reported Thursday. Facilities sought are Channel 7 (174-180 mc) with ERP of 48.6 kw visual, 24.3 kw aural, and antenna height 509 ft. above average terrain. Park Plaza is one of Koplar family group. Transmitter would be atop 35-story hotel with station proposing to draw upon extensive entertainment activities and talent featured at hotel.

FCC BEGINS HEARINGS ON 'UNIFORM POLICY' TODAY

SIXTEEN licensees, applicants, and other radio groups to participate in FCC's "uniform policy" hearing scheduled today (Monday), corrected schedule showed Thursday. Question involves establishment of uniform FCC policy with respect to non-radio law violations by broadcast applicants, with participants expected to put most emphasis on question of anti-trust violations. Most feel case-to-case approach is better than any "uniform policy" [BROADCASTING, April 17].

FCC said participants would be heard in following order, each attorney to have 20 minutes maximum (attorneys listed in parentheses):

Allen B. DuMont Labs (Roberts & McInnis); CBS (James H. Neu); WMGM New York and KMGM Los Angeles; (Bingham, Porter & Booth); NAB (Petty, Wasilewski, and Farr); Paramount Pictures Corp. and Paramount Television Productions (Arnold, Fortas & Porter); WPTR Albany (Leonard H. Marks); 20th Century-Fox Film Corp. (Welch, Mott & Morgan); United Paramount Theatres (Hogan & Hartson); KFWB Los Angeles (Fisher, Wayland, Duvall & Southmayd); Westinghouse Radio Stations (John W. Steen); Yankee Network, WKY Oklahoma City, KOB Albuquerque, KGLO Mason City, Iowa, and WTAD Quincy, Ill. (Pierson & Ball).

TV NEEDS EDUCATORS, HENNOCK TELLS SCHOOLMEN

EDUCATORS "must get in television at the beginning and . . . stay in it," FCC Comr. Frieda Hennock asserted in special *Meet the Press* presentation Thursday at 37th annual Schoolmen's Week observance at U. of Pennsylvania, Philadephia.

"Education once sold its broadcasting birthright for a mess of pottage," she said. "You can't let that happen again!"

Warning that proposed UHF band may be television's last space in spectrum, she said "education must make itself heard now or risk forever having to hold its peace. . . . Education has the choice of now sitting down to the first course of a sumptuous repast, or later coming in as a beggar for its crumbs."

GRANT FOR NEW STATION PROPOSED

INITIAL DECISION recommending grant of new station on 1010 kc with 250 w daytime at Marlin, Tex., to Falls County Public Service, reported by FCC Thursday. Proposed grantee is partnership of Virgil H. Gage, radio information specialist, Veterans Adm. Hospital, Waco, and W. L. Pennington, Texas State Highway Dept. engineer.

Hearing Examiner J. D. Bond ruled question of possible use of 1010 kc by KWBU Houston in effect moot since KWBU is now operating on 1030 kc under special service authorization and seeks permanent assignment on latter frequency. KWBU earlier had been granted permit for 1010 kc at Corpus Christi. Examiner said even if 1010 kc were used by KWBU, minor resulting mutual interference should not preclude grant of first local service to Marlin.

FTC STRIKES STATEMENTS

STATEMENT of Bristol-Myers Co. that Federal Trade Commission was "predisposed" to issue cease-and-desist order against anti-histamine products "because it feels that failure . . . to do so will result in severe criticism of it and possible adverse action against it by various persons, organizations and groups" was ordered stricken from record by commission last Thursday. Statement was contained in answer to FTC complaint against Bristol-Myers' Resistab (cold drug) [BROADCASTING, March 27].

Closed Circuit

(Continued from page 4)

rights, though officially "suspended" whe baseball lifted some of its restrictions, ha been quietly resumed, on basis of recen complaints. One complaint deals with diffe ential some major league clubs have establishe in their charges. Example: Chicago Cubs re portedly asked $50-per-game for rights t broadcast their games on stations more tha 50 miles from minor league club, but $750 pe game if station was within 50-mile radius.

ANNUAL radio-television festival based o all-network and all-station hookup to be pro posed to NAB board by Bob Richards, publi affairs director. Extravaganza would includ community-level observances as feature of Ra dio Week, and designed to show people benefit of American radio system.

TEXAS is buzzing with reports that forme Sen. W. Lee O'Daniel will run again this sum mer for governor following withdrawal o major candidate. "Pappy" O'Daniel's com ments had folks guessing. If he runs, he' expected to revert to hillbilly musical cam paign which first carried him from radio int politics.

STANDARD OIL of New Jersey, New York through Marschalk & Pratt, sponsoring *Voice and Events*, NBC sustaining network show ir Elmira, N. Y., only on 13 week test.

FCC STAFF study of transit radio, once "com pleted" and submitted to top staff officials, re portedly is now back in FM law section fo further work, including incorporation of data requested from transit FM broadcasters o (1) contracts, and (2) program logs an pertinent brochures and press releases. A originally submitted, report is understood t have questioned whether transit-, store-, an factory-casting, etc., are strictly "broadcast ing" and whether such specialized program ming is in public interest.

INCREASED interest of Charles R. Denny NBC executive vice president, in supervisio of radio program department suggests networ may not be in haste to fill chief program jo vacant since transfer of Thomas McCray t West Coast. Mr. Denny has taken charge o programming, in addition to acting as pro-ten chief of radio network.

EXHAUSTIVE study of buying habits i some 1,700 homes, showing sales impact of tele vision advertising, will be unveiled in fe weeks by NBC-TV. Study will be basis of full dress sales presentation.

AUTOGRAPH Souvenir Baseballs, New York through Huber Hoge & Sons, New York, look ing for availabilities of five minutes before an after baseball broadcasts and 15-minute spor shows in as many markets as obtainable. Cam paign will start April 24 in some markets.

ANDERSON JOINS SSC&B

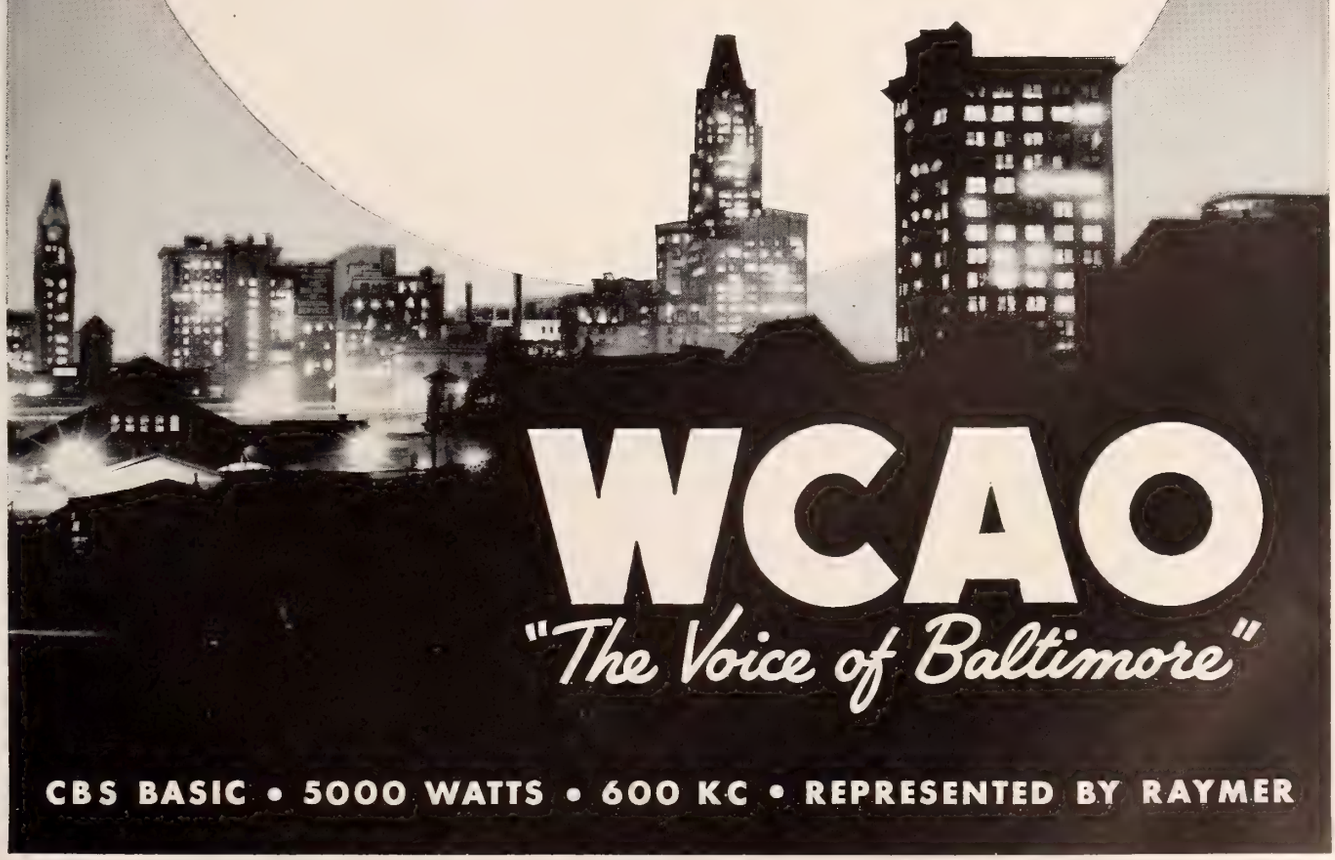
G. WILLIAMS ANDERSON Jr., formerly ac count executive with Cecil & Presbrey, Nev York, joins Sullivan, Stauffer, Colwell & Bayles in similar capacity. Mr. Anderson pre viously served with Foote, Cone & Belding o Lucky Strike and Toni Home Permanent ac counts, and with CBS.

FRITZ JOINS AGENCY

EDWARD C. FRITZ Jr., former account ex ecutive-salesman at WBBM Chicago, join W. E. Long Co., Chicago agency and manage ment consulting firm, as radio-television di rector. He will develop radio-TV business fo agency's wholesale bakery clients, six of whic currently use radio or television.

Why WCAO is a better buy in Baltimore--

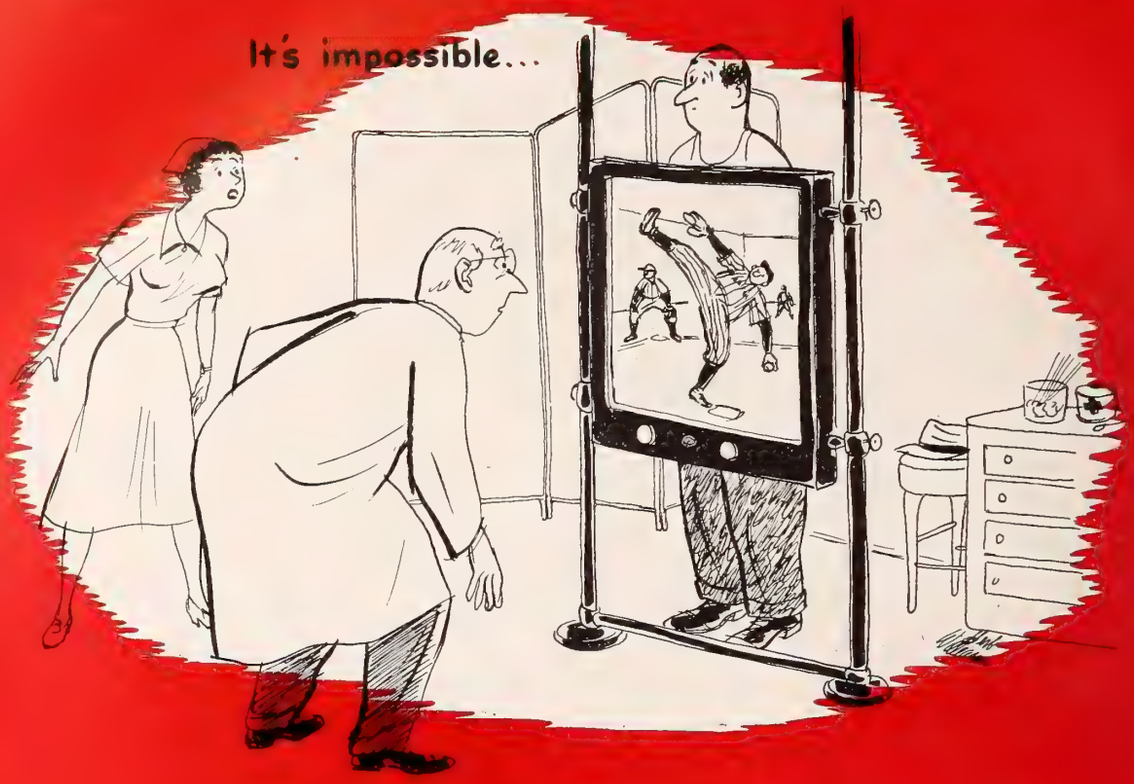
- ★ The greatest audience in WCAO history.
- ★ All programs transmitted simultaneously by WCAO-FM...extra coverage at no extra cost.
- ★ Full Basic CBS network programming.
- ★ No rate increase since 1946.
- ★ 28 years of broadcasting service to Maryland.
- ★ Local promotion of your show.



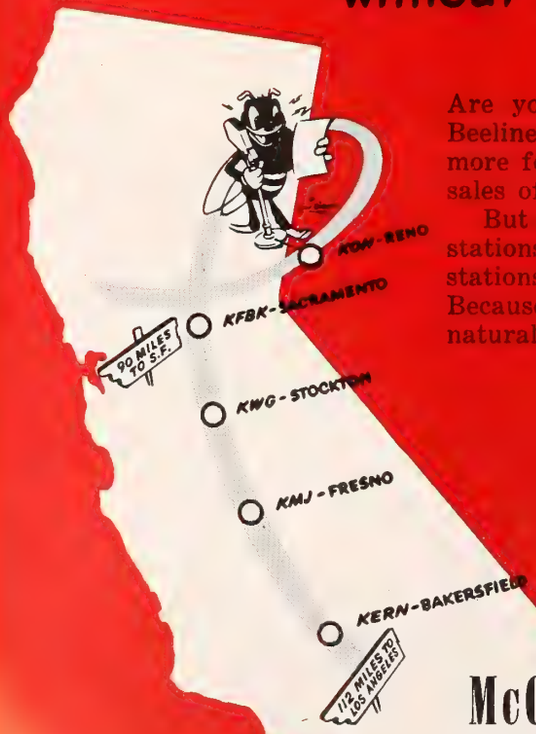
WCAO

"The Voice of Baltimore"

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER



...you can't cover California's **Bonanza Beeline** without on-the-spot radio



Are you getting the results you're after in the Bonanza Beeline? It's a *3-billion-dollar* market, you know . . . with more food sales than Philadelphia . . . with twice the retail sales of Boston.*

But don't count on reaching this *inland* market on outside stations. That's an *on-the-spot* job . . . for the five BEELINE stations located right *in* inland California and western Nevada. Because Beeliners — well removed from coastal influence — naturally prefer their *own* stations to outside stations.

**Sales Management's 1950 Copyrighted Survey*

Here's what you should know about KWG and STOCKTON

Oldest and best-known station in Stockton — the trading center for nation's 4th wealthiest farm county. 250 watts, 1230 kc, ABC. Serves 68,992 radio families in 2-county radius — an area with nearly 1/4 billion in annual retail sales.

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
[illegible] (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
[illegible] 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

MAY 1, 1950

BROADCASTING
TELECASTING

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Page 32

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Page 23

omplexion of FCC; Coy's Tenure
Page 25

TELECASTING
Begins on Page 47

The Newsweekly of Radio and Television.

7.00 Annually
5 cents weekly

Everybody
comes to the
WLS NATIONAL
BARN DANCE

FROM groups of all ages and walks of life everywhere in Chicago and the Midwest come orders for 10, 40, 100 tickets to the one and only WLS National Barn Dance.

One ordinary month brought paid orders for 35 tickets for employes of a Watseka, Ill., plant; 12 for Will Co. Farm Bureau; 23 for a parent-teacher-pupil group from a Decatur, Ill. school; 22 for Lewiston, Ill. Vocational Agriculture students; 65 for Michigan City, Ind., Scouts; 8 for a Chicago girl's birthday party; 30 for the Newton Co. Ind. Hobby Club; 70 for the Polish-American C. of C. of Chicago; 38 for Leslie, Mich. Future Farmers; 37 for Cub Scouts from a Chicago church; 100 for Kenosha Co. Wisconsin Rural Youth.

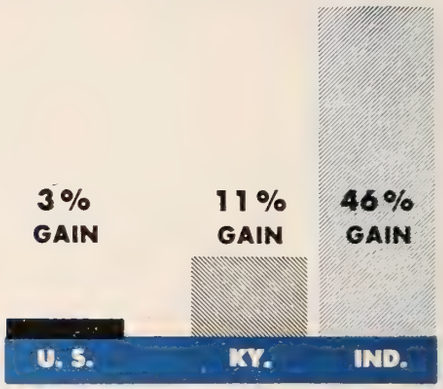
In 26 years of broadcasting—18 of them in the theater that is packed with paid admissions twice every Saturday night—this one show has endeared itself to every age group among the substantial family folk whose lasting loyalty to WLS means results for advertisers. Sooner or later—because so many listen and enjoy it—everybody comes to the

WLS NATIONAL BARN DANCE
a clear channel entertainment service to Midwest America
WLS, THE PRAIRIE FARMER STATION, CHICAGO 7
— 50,000 watts — 890 kc — John Blair & Co. Representatives

Kentuckiana leads the nation...

in crop production gains

The Kentuckiana farmer is making more . . . for the record shows *steadily increasing* yields from such diversified principal crops as corn, soy beans, wheat, oats, barley and potatoes.



Based on U.S. Department of Agriculture figures comparing January-February 1950 with January-February 1949.

WHAS alone serves all of Kentuckiana

with the only complete Farm Programming Service for Kentucky and Southern Indiana

Here is the WHAS FARM PROGRAMMING

Market Report	6:35- 6:45	M thru F
Farm News	6:45- 7:00	M thru S
Noon Markets	12:40-12:50	M thru F
Farm Features	11:30-11:50	Saturday

The Kentuckiana farmers *depend* on WHAS Farm Coordinator Frank Cooley and Assistant Don Davis for up to the minute farm news and market reports. And advertisers have come to *depend* on WHAS Farm Programming for sales results in Kentuckiana.

50,000 WATTS ★ 1 A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

CBS
WHAS
INCORPORATED • ESTABLISHED 1922
Louisville 2, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

LOCAL ATTENTION

makes growing markets!



Use the whole network of YANKEE Home-town Stations for complete New England coverage

It's the local coverage that counts! In every key market approached directly through a Yankee home-town station you are bound to make a strong sales impression.

You can't go wrong. A Yankee home-town station gives you complete intensive coverage of its service area, both in town and suburban. It is an integral part of the local scene. It is used by merchants who can push your products. It has the local impact that derives from both dealer and consumer acceptance.

You can cover all New England with local thoroughness city by city, all at one time or in selected groups, with Yankee's 27 home-town stations.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Closed Circuit

IT'S FOREGONE conclusion that 1951 annual convention of NAB won't be pitched on "Public Responsibility of Broadcasters" format as have been last two annual meetings. Top-level reaction to Chicago sessions fortnight ago is against that theme but new approach will await board action.

ITS ARDOR dampened by inordinate delays and CAA red tape, as well as expanded TV activities (WOR-TV and WOIC Washington), WOR New York has decided to dismiss its tall-tower application for AM, which would have entailed $250,000 investment. Present 450-foot towers at Linden, N. J., which give station phenomental coverage, were to have been replaced with 660-foot towers but CAA has battled move for more than year. Whether application later will be reinstated is undecided.

MARSCHALK & PRATT, New York, has advised stations carrying *Esso Reporter* that re-evaluation of station list—static for 10 years—is now underway. Program is sponsored by Esso Standard Oil Co. four times daily, five-minute shows, on 42 stations.

AMERICAN SOCIETY of Newspaper Editors, which held annual convention in Washington, had difficult time in attempting to resolve views on *Lorain Journal* anti-trust issue. Horvitz Brothers, publishers of newspaper, have attacked government suit as interference with freedom of press, but some editors thought this was flag-waving and that realistic approach had to do with archaic device of refusing space to advertisers who used time on WEOL Elyria, Ohio, and space in a competitive Sunday newspaper. Result: No resolution.

LEVER BROS. (Lipton tea) through Young & Rubicam, New York, preparing spot announcement campaign to start in mid-June.

NEWS SOON will break on biggest TV syndication deal yet, through KTTV, *Los Angeles Times* arrangement with 25 newspaper-owned TV outlets. Agreements were reached and await signature during sessions of American Newspaper Publisher's Assn. in New York, with Harrison Dunham, KTTV general manager, handling negotiations.

RE KTTV syndicate, production of six half-hour packages already has begun at recently acquired Nassour Studios. Feature length and short productions will star such Hollywood celebrities as Buster Keaton, Jerry Colonna, and Zazu Pitts.

LEFT HIGH and dry by premature reports indicating that Gen. Lucius Clay was in the bag as its first paid president, Radio Mfrs. Assn. was without second choice last week-end. Important public personage will be sought, and one name with formidable support is that of well known Western member of Congress. Two other names from military mentioned for post,

(Continued on page 86)

Upcoming

May 1-6: Advertising Week, Hotel Syracuse, Syracuse, N. Y.
May 4-7: Institute for Education by Radio, Ohio State U., Columbus, Ohio.
May 5: Nebraska Broadcasters Assn., McCook, Neb.
May 7: Ohio Assn. of Radio News Editors, Columbus, Ohio.

(Other Upcomings on page 85)

Bulletins

NATIONAL DAIRY (Sealtest products) through N. W. Ayer, New York, planning to start a spot announcement campaign in markets east of Mississippi, schedule to start this month for 13 weeks.

SPRINGFIELD STATIONS WIN BASEBALL RIGHTS

RADIO STATIONS of Springfield, Mass., area won rights Thursday to continue carrying major-league baseball games, after week-long furore over invocation of local club's veto power and Congressional threat of investigation of baseball's radio-TV rules.

Springfield Cubs, which had asserted their right under organized baseball's rules to forbid any station within 50 miles to carry major-league games while Cubs were playing at home, reversed decision Thursday, President Lawrence A. Reilly of WTXL West Springfield told BROADCASTING.

Mr. Reilly said local club's change in tack, which he attributed to "public clamor," would permit WTXL to continue carrying home night games of Boston Red Sox and Braves, as planned. Day games are carried by WACE Chicopee; WONS Hartford carries both day and night games, while several other area stations carry day games of Boston and other clubs.

Furore developed when Springfield club, which heretofore was at Newark, refused to consent to area stations' carrying major league games while Springfield team was playing at home on Sunday, April 23. Rep. Antoni N. Sadlak (R-Conn.) scored situation in House speech and said he intended to confer with FCC and Antitrust Division of Justice Dept. "to ascertain what can be done in the matter."

WE'RE SORRY . . .

. . . if your BROADCASTING-TELECASTING has arrived late these past three weeks. Bookbinding employes in Washington printing plants have been on a strike and we have had to move up deadlines to rush forms out of town for binding and mailing under special second class permit. We're assured prompt settlement by this weekend and of return to normal schedule.

Business Briefly

BREWERY BUY ● Terre Haute Brewing Co. to place *Boston Blackie*, Frederic W. Ziv Co. program, in 53 markets on year-round basis. Agency, Pollyea Adv. Agency, Terre Haute, Ind.

RED TOP DISCS ● Red Top Brewing Co., Cincinnati, today (May 1) starts five-weekly 15-minute transcribed *Lonesome Gal* on 30 stations in Ohio, West Virginia, North Carolina, South Carolina and Tennessee. Program packaged by Cheshire & Assoc., Hollywood. Agency, Ruthrauff & Ryan, Cincinnati.

CHEVROLET THREE-MINUTE SPOT PLAN PROTESTED

STATIONS, their representatives, and Broadcast Advertising Bureau are up in arms over solicitation of Chevrolet Motor Co. of 500 stations offering three-minute singing commercials on "unique" rate basis. Proposal is that stations add five-minute and one-minute spot rates and divide by two in order to arrive at three-minute rate.

This, it's pointed out, conflicts with established rate structures and also runs counter to NAB commercial code provisions which specify that three-minute commercial is outside limit for 15-minute purchase.

"This is a very dangerous precedent," Maurice B. Mitchell, BAB director, told BROADCASTING. "That kind of time can only be sold within the body of 15-minutes of radio time." Campbell-Ewald is agency for Chevrolet.

A. D. RING ELECTED PRESIDENT OF ENGINEERS

ELECTION of A. D. Ring, Washington consulting radio engineer, as president of Assn. of Federal Communications Consulting Engineers was announced Thursday following AFCCE annual meeting. He succeeds Glenn D. Gillett.

Other officers named: George C. Davis, vice president; James C. McNary, secretary, and Frank G. Kear, treasurer.

AFCCE report showed association, which is participating in FCC hearing on licensing of radio relay stations to consulting engineers for use in adjustment of directional antennas, has been asked by FCC Chief Engineer Curtis B. Plummer to make further study of relay and other facilities needed by engineering consultants in their work. Other AFCCE project, report noted, is continuing review of FCC engineering standards and recommendations of improvements.

Membership additions, report showed, include Comdr. T. A. M. Craven and, in associate membership ranks, J. B. Epperson of Scripps-Howard Radio, and Carl E. Smith of United Broadcasting Co. (WHK Cleveland).

LOWE NAMED BY ESTY

HENRY W. LOWE, executive on Colgate-Palmolive-Peet account at William Esty Co., New York, elected vice president of agency.

Station

KRLD

Dallas

does it again

FIRST In Dallas



Operators of **KRLD-TV** *Channel* **4**

4 out of 5

30.3 Weekday Morning: Monday through Friday, 8 a. m. to 12 noon

27.6 Saturday Daytime: 8 a. m. to 6 p. m.

33.1 Weekday Evening: Sunday through Saturday 6p.m. to 10:30 p.m.

24.7 Sunday Afternoon: 12 noon to 6 p. m.

February-March Hooper Measurements

50,000 Watts

Exclusive CBS Station for Dallas and Fort Worth

This Is Why

KRLD

Is Your Best Buy

THE BRANHAM COMPANY *Exclusive Representatives* ★



He Supplies the Tools For a Good Selling Job

. . . and he knows how to use them, whether he's building an audience for his sponsors or hitting the news on the head for his listeners. Says Mr. Walter S. Conway of the Idaho Concrete Pipe Co., Inc., to Station KFXD, both of Nampa, Idaho:

> "More and more in the passing weeks, we can truthfully state without reservation that the good will brought to us is constantly mounting through Mr. Lewis' nightly report of 'The News As It Looks From Here'.
>
> "The prestige coming from such sponsorship is contributing materially to the value of our advertising message."

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost, with pro-rated talent cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadt, Phyllys Steinberg, Judy Martin; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Bill Gabriel Jr., Elaine Haskell, Grace Motta, Lillian Oliver, Al Riley, Warren Sheets.

NEW YORK BUREAU 250 Park Ave., Zone 17, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin.
Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director,* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1 *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

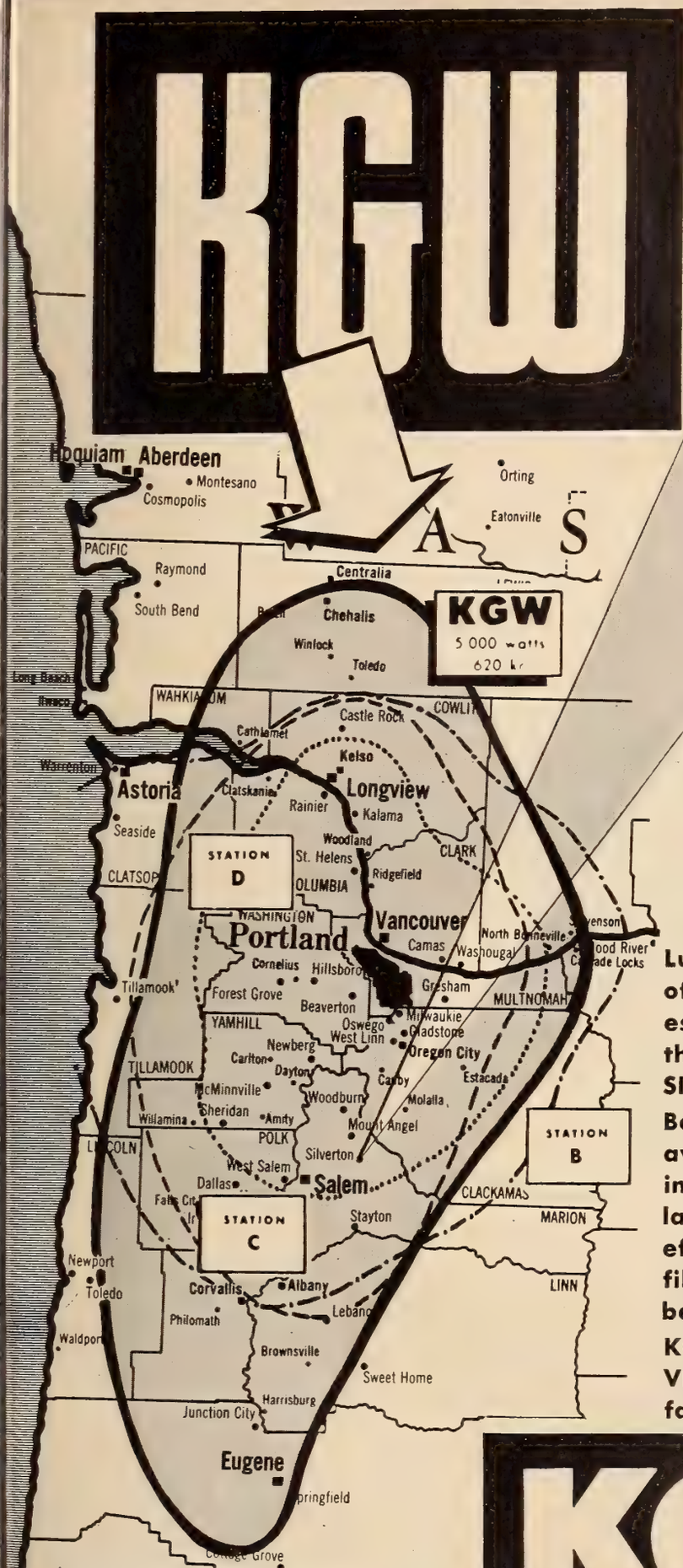
Copyright 1950 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

KGW *Delivers...* COMPREHENSIVE COVERAGE *of*



. . . gateway to Silver Falls State Park



This chart, compiled from official, half-millivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's Comprehensive Coverage of the fastest-growing market in the nation.

Lumber and agriculture are the economic mainstays of Silverton . . . a city lying in the heart of the greatest food-producing belt in Oregon. And YOU can tap this well-fed economy through KGW'S COMPREHENSIVE COVERAGE!

Besides the usual enterprises of an industrially-awake city, Silverton boasts several saw and planing mills; woodworking and store fixture plants; a large turkey hatchery. Silverton's main agricultural efforts are devoted to prune, cherry, walnut, and filbert orchards, and hundreds of acres of strawberry fields.

KGW's COMPREHENSIVE COVERAGE DELIVERS SILVERTON . . . as it delivers the rest of the nation's fastest-growing market!

KGW PORTLAND OREGON

620 KILOCYCLES

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.



They say Americans

ike to be sold

We think that's true. If there's a better car, a better soap, a better cigarette, a better *anything* at a better price, we want to be told—and sold.

And in a Market as big and rich as America, successful selling means advertising . . . good advertising—in a medium that *reaches* the most people at the lowest cost.

Just how much bigger that Market is, will be revealed in the 1950 Census: an increase of 20,000,000 people; 7,000,000 more families; and an increase of 21% in family real income. Network Radio, too, is bigger: 12,000,000 more radio families and nearly twice as many sets as in 1940.

If you are an advertiser: if you are a manufacturer and seller of products or services, you will be vitally interested in an additional fact—proved by Radio's own Census, the Broadcast Measurement Bureau in its Study No. 2: *NBC reaches the biggest weekly audience in all network radio.*

The combined total weekly audience listening to the stations of NBC Network is 35,430,000 families (daytime) and 37,750,000 (nighttime). *That's 3,000,000 families more than the daytime audience of the second network, and 4,870,000 families more, at night.*

To sum it up: if you want to sell America in a big way, you can use no medium that is bigger, more powerful, more economical than Network Radio—and of all the networks, NBC is No. 1 because NBC is Bigger, Busier, More Economical . . .

BIGGER—The stations of the NBC Network (as proved by B.M.B.) have the largest combined weekly audience in all America—larger than any other network or any other advertising medium.

BUSIER—NBC is selling more products and services for advertisers, day and night—and in 1949, advertisers invested more money in NBC than in any other network.

MORE ECONOMICAL—NBC today costs considerably less per 1,000 homes reached than it did 10 years ago—and NBC today reaches more people at lower cost than any other national advertising medium, including the other networks.

Today, more than ever, to sell America you need

BC *America's No. 1 Advertising Medium*

A service of Radio Corporation of America

To a Madison Avenue Time Buyer

with other things on his mind



975 miles west of you on U. S. 30 lies Iowa. Have you ever seen Iowa corn fields in late June? A New Englander, enjoying the experience for the first time, said they looked like "green corduroy." We, with a radio station to grind, prefer to think of them a short time later, when the green has turned into golden buying power. *Iowa's corn yield is the highest of all states.*

Have you ever heard the cry "sue-ee-e" bring ham-on-the-hoof to feeding troughs? In Iowa hog-calling is a fine art, and its practitioners hang their masterpieces in ever growing bank accounts. *Iowa produces more pork than any other state.*

Another sound that breaks the good clean air of Iowa is "here chick, chick, here chick." It means spending money to most Iowa farmwives. Poultry sums aren't chicken feed, either. *Iowa is the highest egg-producing state in the Union; the value of its poultry exceeds that of any other state.*

But you haven't time for more rural symphonies. Besides, agricultural Iowa is only half the story. Industrial Iowa accounts for almost half of the state's $4 billion annual income of individuals.

Bill Quarton (WMT's g.m.) probably thinks this is already too long, but he's mighty fond of facts so maybe he (and you) will hold still for a couple of dillys. Practically every day Eastern Iowa's WMT talks to an army of 192,620 families. Their per capita income increased last year more than that of any other state. They have money to spend for everything from toothpicks to Cadillacs. They constitute a market worth reaching—and WMT reaches 'em.

Please ask the Katz man for additional data.

5000 WATTS 600 KC

WMT CEDAR RAPIDS

DAY & NIGHT

BASIC COLUMBIA NETWORK

New Business



HOLLYWOOD CHARM PRODUCTS, New York (cosmetics), appoints William Warren, Jackson & Delaney, New York, to handle its advertising. Radio will be used.

COLGATE-PALMOLIVE-PEET Co. appoints Street & Finney, New York, to handle advertising of its Coleo, denture cleanser.

WEBSTER-CHICAGO Corp. (recording and equipment), Chicago, releases first in new series of TV spots (six 20-second) distributed nationally on May 1 for cooperative sponsorship. Second series slated for September. Schedules for 13 weeks.

DAVEGA STORES Inc., New York (sporting goods retailer), names Ben Sackheim Inc., same city, to handle its radio and television advertising.

PEERLESS CAMERA STORES, New York, contemplating summer television spot campaign through Moss Assoc., New York.

CONMAR ZIPPERS, New York, sponsors television show *Cafe Continental* featuring talent from London and Paris, in eight TV cities for ten weeks. Show was filmed abroad by John Nashi Productions Inc., New York. Eight cities where program is placed are WNBT (TV) New York, WBZ-TV Boston, WPTZ (TV) Philadelphia, WSB-TV Atlanta, WBAP-TV Dallas, WBKB (TV) Chicago, KSD-TV St. Louis, KNBH (TV) Los Angeles. Firm also planning spot campaign for fall.

Network Accounts • • •

LANGENDORF UNITED BAKERIES Inc., San Francisco renews *Red Ryder* on 14 Don Lee network stations, Tues. and Thurs., 7:30-8:00 p.m., PST, for 52 weeks. Agency: Biow Co., San Francisco.

GILLETTE SAFETY RAZOR Co. will sponsor Kentucky Derby, racing classic, from originating point at Churchill Downs, Saturday, May 6, on CBS. Company also will sponsor 15-minute film of race on CBS-TV interconnected network Sunday, May 7, 10:30-10:45 p.m., and on non-interconnected stations on Tuesday, May 9. Maxon Inc., New York, is agency for Gillette Co.

SCANDINAVIAN AIRLINE SYSTEM launches 38-week campaign on Midnight Sun Broadcasting stations, KFAR Fairbanks and KENI Anchorage, Alaska, One-minute live spot announcements will be used. Agency: Wendell P. Colton Co., New York.

SNOW CROP MARKETERS DIV. of Clinton Foods Co., New York (frozen orange juice), through May 20 sponsors 10-10:30 p.m. portion of *Saturday Night Revue,* NBC-TV's 2½ hour variety show. Maxon Inc., New York is agency for Clinton Foods.

GENERAL FOODS, New York (Post cereals div.), begins sponsorship of Brooklyn Dodgers Saturday afternoon home baseball games on CBS. While games will not be available to WCBS New York, network's key station, they will be heard where they do not conflict with territorial rights of other clubs. Agency for Post Cereal Div. is Young & Rubicam, New York.

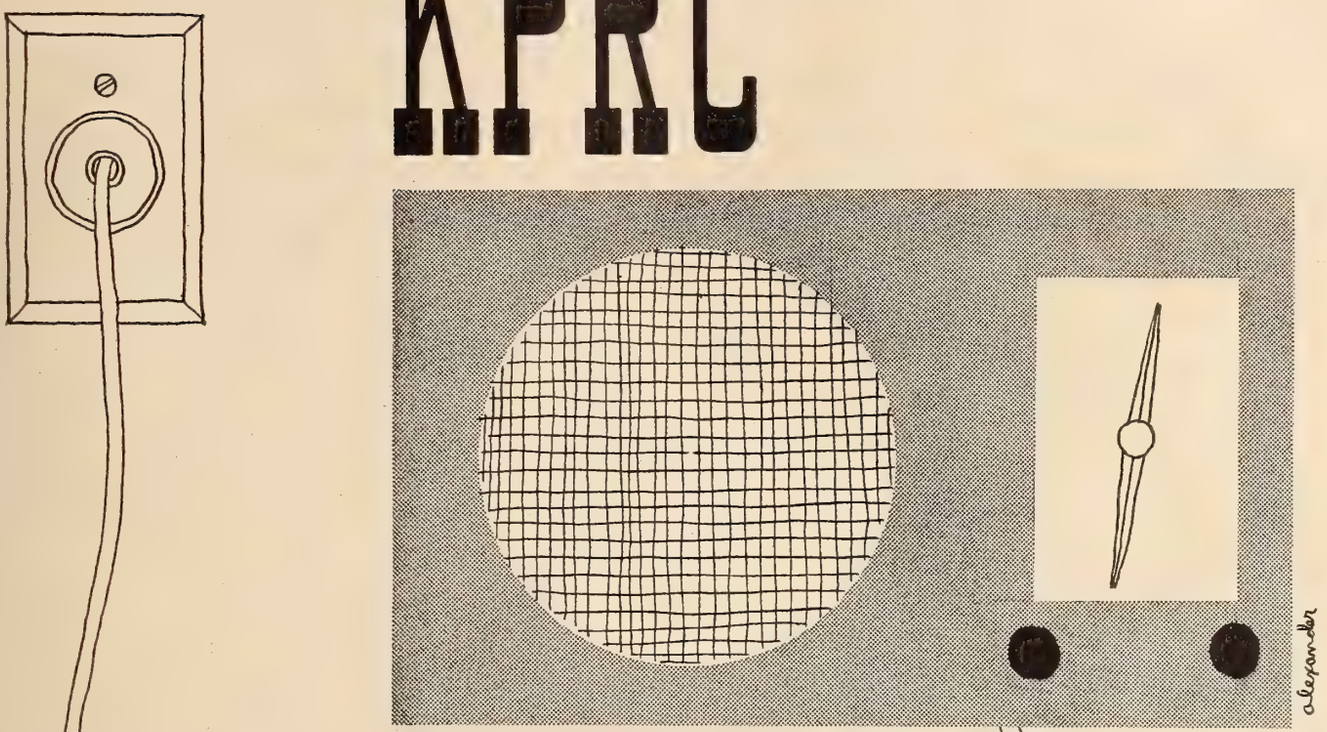
ARNOLD BAKERS Inc., Norwalk, Conn., transfers *Faye Emerson Show* from NBC-TV to CBS-TV, Sunday, 10:30-10:45 p.m., from May 21 until *Fred Waring Show* begins summer hiatus, when *Emerson* show will take over 9-9:15 p.m. time slot. Agency: Benton & Bowles, New York.

Adpeople • • •

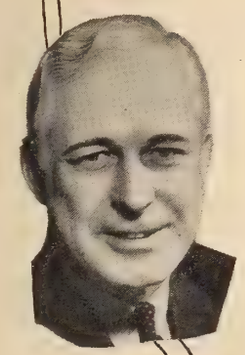
DAN W. LAYMAN, formerly account executive with Young & Rubicam Inc., Hollywood, on Hunt Foods, named vice president in charge of advertising and sales promotion for Bramhall Co., Pasadena (manufacturer of Unmask and other cosmetics).

CHARLES GANSHOW, with American Cigarette & Cigar Co. since 1911, as its auditor, appointed a vice president. New directors are: **ALFRED F. BOWDEN,** assistant to president of American Tobacco (parent company); **ALAN C. GARRETT,** advertising manager since 1947; and **JOHN G. LANGE,** assistant treasurer since 1947.

KPRC



celebrating 25 years in houston



FIRST station in houston

26% ahead of second station total rated periods,—
Hooperatings October 1949 thru February 1950

to sell houston and the great gulf coast area buy

KPRC

FIRST in the south's FIRST market.

KPRC

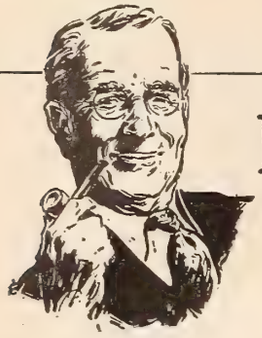
HOUSTON

950 KILOCYCLES • 5000 WATTS

NBC and TQN on the Gulf Coast

Jack Harris, General Manager

Represented Nationally by Edward Petry & Co.



Advertisement

From where I sit *by* Joe Marsh

His Punch is His Signature

Was on the train up to Central City the other day and when the conductor came around, I asked him why their ticket punches make such odd-shaped holes in the ticket.

"Every conductor in the country has a different design for his punch," he tells me. "Some even show up a fellow's preferences. Now take mine. The hole looks like a beer goblet."

Sure enough! Then he went on to say that the punch is just like the conductor's personal signature. Makes it easy to trace tickets . . . to check up if something happens.

From where I sit, even though your ticket is punched differently from mine, it still gets you where you're going. Just like people with their opinions. You might like coffee, another person, tea—and I'll settle for a temperate glass of beer. But what does it matter, so long as we respect the *right* of the other to have tastes and opinions? We're all trying to go in the same direction—towards a friendlier, more pleasant world for all of us.

Joe Marsh

Copyright, 1950, United States Brewers Foundation

Agencies



I. R. HILL, Grant Advertising vice president, appointed director of agency's International Division at New York. He is to co-ordinate Grant's foreign operations and supervise activities of Colgate-Palmolive-Peet, Coca-Cola Export Corp. and International General Electric. He joined Grant as director of South African Div. in 1948 from Bruce International Adv. Ltd.

ALICE V. CLEMENTS succeeds her late husband, **ISAAC W. CLEMENTS,** as president of Clements Co., Philadelphia agency. Mrs. Clements has been co-head of firm since it was founded in 1932, and is in charge of agency's radio and television activities. **ROBERT H. SMITH** and **STANLEY F. SQUIRE** elected vice presidents of company. **DAVID S. ROBERTS** elected treasurer and **KATHERINE E. KING,** media director, named secretary.

EDWARD MOTTERN, copy chief of Raymond Spector Co., New York, appointed vice president in charge of all creative activities.

STANLEY HINDEN, formerly with Blumberg & Clarich Adv., New York, joins copy staff of Flint Adv. Assoc., New York.

DAVID L. RAND, former account executive at Roy S. Durstine Inc., New York, joins Grey Adv. Agency Inc., New York, in similar capacity.

ALBERT A. LOGAN elected to board of directors of W. Earl Bothwell Inc., Pittsburgh. He also was elected secretary of corporation.

DONALD E. JORDAN, copy director of Grant Adv. Inc., New York, named domestic account supervisor in addition to his present duties.

MRS. RUTH FARQUHAR, responsible for planning and production of copy for several Procter & Gamble brands at Biow Co., New York, appointed special assistant to **Milton Biow,** agency president, to work on special projects in advertising and merchandising of P&G brands to women.

JAMES S. COHAN appointed director of television productions for Wm. N. Scheer Adv., Newark, N. J. He previously was continuity director of WAER Syracuse, N. Y.

GERTRUDE MICHALOVE, former vice president of Theodore Sills & Co., Chicago and New York, and **ROBERT M. DONALDSON,** former director of sales and advertising for Magnetic Power Inc., join Young & Rubicam. Miss Michalove will work in public relations department and Mr. Donaldson in merchandising department of agency.

ALDEN JOICE named assistant media director at Goodkind, Joice & Morgan, Chicago. He will assist **FLORENCE NEIGHBORS,** media director and secretary of agency.

STEPHEN DiMARCO, formerly with advertising department of a New York department store, joins DiMarco-Von Loewenfeldt Assoc. San Francisco, as account executive.

J. E. McCONNELL Jr., till recently manager of Montreal office of McConnell, Eastman & Co. Ltd., appointed managing director of agency, and manager of Toronto office. **JOHN M. EASTMAN** appointed vice president of agency and chairman of its planning and merchandising board. **DONALD M. COUTTS,** senior account executive, appointed a vice president. He has been with agency since 1922, headquartering at Toronto office.

JOSEPH B. WALLACE, former freelancer, joins Biow Co., San Francisco.

TED KELLEY, formerly with Cecil & Presbrey, New York, and before that with BBDO, joins radio-TV department of McCann-Erickson Inc., New York, as timebuyer succeeding **JIM RESOR,** resigned.

TATHAM-LAIRD Inc., Chicago, elected to membership in American Assn. of Advertising Agencies.

PLATTE-FORBES Inc., New York, opens new branch in San Francisco. Office will be located in Russ Bldg., 235 Montgomery St. **THOMAS F. COSGROVE** is president of firm.

New Addresses: FRANK L. BLUMBERG Adv. moves to 800 Cathedral St., Baltimore 1, effective May 1. **DENMAN & BETTERIDGE,** Detroit, moves to new and larger quarters at 518 Buhl Bldg., Detroit 26. **SHAW-SCHUMP Adv.** transfers activities to 409 Colorado Bldg., Denver, and **The KATZ Agency** moves its New York offices to 20th floor of 488 Madison Ave., New York 22. Phone number is Pl 9-4460. **PEARSON ADV. Agency,** New York, moves from 50 East 42nd Street to new and larger quarters at 250 Park Ave. **SCHWAB & BEATTY Inc.** changes location to 488 Madison Ave., New York 22. Phone is Murray Hill 8-3813.

A million people in the picture . . .

A billion dollars buying power . . .



You'd call it "big screen" coverage—so big that it reaches over 200,000 BMB families with 1.3 billion to spend. And so clear that hundreds of Michigan viewers have phoned and written their appreciation.

Not often does a new major market TV station offer three great TV networks. That means choice adjacencies tucked snugly around the best of NBC, CBS and ABC will go to wise buyers who want ground-floor opportunities at starting-gun rates.

Want availabilities? . . . Central Michigan? . . . a million people with a billion dollars? We've got them. Get them from H-R Representatives. Better Hurry.

The more powerful . . . **WJIM • ABC** *for Lansing*

The brand new . . . **WJIM • TV** *for Central Michigan*

And . . . **WGFG • ABC** *for Kalamazoo*

• *just ask* **H-R** *Representatives*

Liked Hecht Story

EDITOR, BROADCASTING:

There are very few Mondays that pass by without my reading BROADCASTING, but such a thing did happen with your issue of April 3. When I finally got around to it over this week-end, I read with pleasure the very nice article about our Hecht Co. television programs "They Buy What They See," on pages 4 and 5 of TELECASTING

Many thanks again for the excellent coverage of what we believe is a real pace-setting program.

Harwood Martin
Harwood Martin Advertising
Washington

* * *

Radio Repeat Plan

EDITOR, BROADCASTING:

A year ago BROADCASTING printed an article proposing that network affiliates in strong TV areas give serious thought to the possibility of rebroadcasting top radio programs during daytime hours. Since my last letter on that proposal, developments on the "TV-heeby-jeeby" fronts strongly demonstrate the need for such a plan. . . .

The backbone of radio audience growth has always been good programming. The cost of a good radio program can more easily be amortized by means of daytime repeats than by cutting down on rates or quality of talent. . . . Network radio is painting itself into a vulnerable corner. . . . It can't justify the expenditure for good programs at night and it doesn't have the availabilities to rebroadcast the program during the daytime. . . .

Network radio is being aided and abetted by the big agency groups . . . (and) the accounts, big ones, move as slowly as the big agency in discovering their plight. . . .

Last year we had offered to act as the guinea pig for the network-independent rebroadcast plan. Chester is only 12 miles from Philadelphia. All four networks, four television stations and 13 independents serve the same general area as we at WPWA serve. A rebroadcast of four or five nighttime programs from each of the four networks would prove our contentions:

(a) The cost of big-name programs could be cut in half by getting full use of the program;

(b) The quality of the programming would result in increased sets-in-use. . . .

(c) Sponsors would get more results for slightly more cost, thereby providing the additional budget for TV. . . .

This is a challenge to both agencies and networks. If it goes unanswered the sponsor will certainly provide the answer in time. It's time to boot the ostrich in the tail feathers and have him pick his head up out of the sand.

Lou Poller
President
WPWA Chester, Pa.

* * *

Open Mike"



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Says Issues Nailed

EDITOR, BROADCASTING:

Congratulations upon the editorial—"NAB's Hidden Issues"—in the April 17 issue of BROADCASTING. You certainly hit the nail on the head!

Eliot C. Lovett
Attorney
Washington, D. C.

* * *

Two Bob Elstons?

EDITOR, BROADCASTING:

Imagine my surprise when some . . . announcers at KCMO started telling me goodby and congratulating me on my new job. Actually, I had made no plans to leave . . . and was floored when they showed me an article in the April 3 BROADCASTING (page 82) that Bob Elston was appointed sports director at KIOA Des Moines. . . . Apparently, there are two of us with identical names—I wonder if the other Bob Elston is any relation or if the name just struck his fancy and he took it . . .?

Bob E. Elston
KCMO
Kansas City, Mo.

* * *

Hits Rate Cutting

EDITOR, BROADCASTING:

Congratulations on your editorial, "Rate Card Ravishing," in the April 10 issue of BROADCASTING. I want to join forces with you and anybody else who believes in radio enough to be able to sell it intelligently and see if we can't discourage "rate cutters" out of the industry or else get them sold on the best advertising medium. If this can't be done radio standards will drop to the bottom while TV will soar to the top. . . . A few advertisers are spending what they can and should spend anyway, so let's hold the line and let TV build its own business without letting it have radio's plus by cutting rates.

. . . in towns like mine without TV it seems that radio is bigger and better than ever; therefore, we should be able to do a better job and get a better price for it. . . .

(Continued on page 20)





"Now, sir, are you ready for the next question about metals?"

John Reed King, Quiz Master on Give and Take, C.B.S.

QUESTION What is our cheapest metal and what does it cost per pound—5¢, 19¢, 75¢?

ANSWER *Steel is our cheapest metal.* And Steel is sold at an average price of *less than* 5¢ *a pound,* f.o.b. the mills, by America's more than 200 steel companies. That's why steel is so widely used.

Steel works for EVERYONE

See how Steel's average price compares with that of other metals. Recent prices have been ranging like this:

Steel	**5¢ lb.**	**Aluminum**	**17¢ lb.**
Zinc	**10¢ lb.**	**Copper**	**19¢ lb.**
Lead	**12¢ lb.**	**Antimony**	**25¢ lb.**
		Tin	**75¢ lb.**

AMERICAN IRON AND STEEL INSTITUTE • 350 FIFTH AVENUE, NEW YORK 1, N. Y.

Hooper* Says:

WSJS STAYS ON TOP!

- Morning
- Afternoon
- Evening

*Hooper Station Listening Index
Winston-Salem, N. C.
December, 1948

No. 1 MARKET IN THE SOUTH'S No. 1 STATE

- WINSTON-SALEM
- GREENSBORO
- HIGH POINT

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS
NBC AFFILIATE
Represented by
HEADLEY-REED COMPANY

Feature of the Week



WTSA parks in front of WKBR as Granite State executives (l to r) Norm Bailey, program director; William Carlisle, publicity director, and Mr. Rust exchange comments.

* * *

SOMETHING new has been added to the broadcasting business. A station now can have a flat tire, be flagged down for speeding or pull up to Joe's Garage for a grease job.

In all probability none of these things will happen to WTSA Brattleboro, Vt., now that it has been anchored safe and sound at its home base.

WTSA is the completely-equipped station that officially made its debut a fortnight ago from a trailer located permanently at its Brattleboro transmitter site. It operates fulltime with 250 w

(Continued on page 67)

On All Accounts

A TRUE veteran of the broadcasting business is Bromley House, vice president and radio director of Gregory & House Inc., a husband-wife agency partnership in Cleveland, Ohio.

Back in 1928 while attending Arthur Jordan, the musical conservatory of Butler U. in Indianapolis, young House won the Atwater-Kent singing award for Indiana and found himself behind the microphone as chief announcer and baritone soloist for WFBM in the state capital. A real Hoosier, he was born April 27, 1909, in Franklin, Ind.

From a June Sunday in 1928 until the present time Bromley has been a very active part of the radio industry, progressing through assignments ranging from program director, program manager, copy chief, announcer and soloist on various stations and networks including WLW Cincinnati, WXYZ Detroit and the Michigan radio network, and WTAM Cleveland. And all the while Bromley House continued his musical education.

When he was program director at WKBF Indianapolis (now WIRE) Bromley hired as announcer a close friend and fellow Hoosier, Brace Beemer, now better known as the Lone Ranger. Later Mr. Beemer, as chief announcer of WXYZ, returned the favor, and hired Bromley. It was in Detroit in 1936 that Bromley in partnership with Mr. Beemer got his first agency experience.

In 1938, while in Cleveland on business for the agency, young House met Honor Gregory, who had just started in business for herself. Very shortly thereafter the agency partnership Gregory & House Inc., was formed — coincident with their marriage vows. The agency has progressed, and largely through Bromley's interests and background in radio, is very active in radio and television.



BROMLEY

Included in the radio and TV accounts the agency handles are The Pilsener Brewing Co. of Cleveland, maker of POC beer, which uses both radio and television; The Marshall Drug Co., a retail drug store, using television; Spang Baking Co., radio and television; RKO Theatres of Cleveland, radio and television—to mention only a few.

Bromley's principal hobby con-

(Continued on page 82)

"VIC" DIEHM says:

Watch



Your



Profits



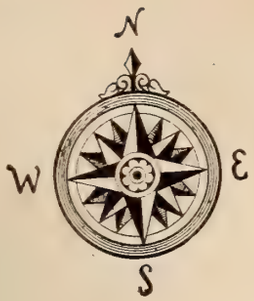
Triple!!

when you air your Sales Message on

WAZL

HAZLETON, PENNA.

for further Enlightenment write to Vic Diehm
or
Robert Meeker Associates
521 Fifth Avenue, New York City 17, N. Y.



From All Points

SESAC SELLS

1. The SESAC Transcribed Library
2. The SESAC Script Service
3. The SESAC Catalog of Bridges, Moods & Themes
4. The SESAC Program Guide
5. A COMPLETE TRANSCRIPTION PROGRAM SERVICE FOR AS LITTLE AS $40 A MONTH! (Based on your advertising rate card)

CHEERS FROM THE NORTH!!!

CKY, Winnipeg, Manitoba, Canada

"Your library is SESACtly what a station requires for good and varied programming."

RAVES FROM THE SOUTH!!!

WMUU, Bob Jones University, Greenville, South Carolina

"Using your 'Here Comes the Band' program regularly . . . thank you again for the catalog of moods and themes . . . use it a great deal and have found it very handy."

APPLAUSE FROM THE EAST!!!

WBNX, New York, New York

"SESAC Library a valuable addition to daily programs . . . shows with SESAC selections have met with enthusiastic audience response."

HUZZAS FROM THE WEST!!!

KCSB, San Bernardino, California

"The night we received the Library, we went over its fine points . . . next day sold a sponsor . . . which more than pays for the transcription service for a year."

This Can Be YOU! — PROFITS and $ $ $ — Yours For The Asking!

Clip This Coupon and Mail to

SESAC, INC.
475 Fifth Avenue
New York 17, N. Y.

We would like to receive:

_____ TERMS AND PARTICULARS ABOUT YOUR TRANSCRIBED LIBRARY PROGRAM SERVICE
_____ AUDITION DISC OF THE FOLLOWING SERIES AS INDICATED BELOW
_____ SERIES A AMERICAN FOLK MUSIC, SQUARE DANCES, COWBOY, HILLBILLY AND WESTERN SONGS, BARBER SHOP QUARTETS
_____ SERIES B BAND MUSIC
_____ SERIES C CONCERT MUSIC
_____ SERIES H HAWAIIAN MUSIC
_____ SERIES N NOVELTIES
_____ SERIES R RELIGIOUS MUSIC, GOSPEL SONGS, HYMNS, SPIRITUALS, ORATORIOS, ANTHEMS
_____ SERIES S SOUTH AMERICAN AND SPANISH MUSIC

RADIO STATION _____ CITY AND STATE _____

NAME _____

ADDRESS _____

POSITION _____

SESAC INC., 475 Fifth Avenue, New York 17, N. Y.



These leading radio stations vary in power, network affiliation and types of markets served. The one thing they all have in common is Good Management, which automatically means top listening values for the audience, and top advertising values for you.

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
	. . . . .		
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000*
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	ABC	10,000
WISH	Indianapolis	ABC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
	. . . . .		
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

*CP

Open Mike

(Continued from page 14)

Before cutting rates, I suggest checking the potential in retail sales (greater than you think), number of advertisers (also more than you think), number of advertisers with newspaper (fewer than you think), and number advertising in other mediums (still fewer than you think). Some are hardly advertising enough to realize it; you realize then how much you need to pound the streets, write letters, promote and work like h---. Then if you can't sell it and you're sure no one else can; close your doors and help keep others open.

Jimmy Childress
General Manager
WHCC Waynesville, N. C.

* * *

Re: Craig Barton

EDITOR, BROADCASTING:

You inadvertently listed Craig Barton in Production Personnel for April 10, 1950, as "personal representative of Martha Graham Foundation in Europe." Mr. Barton is not connected with the foundation. He is Miss Graham's personal representative on the Continent for her first European tour which begins in June.

Thanks for correcting this point. . . .

Harry L. Koenigsberg
Publicity Director
WFAA-KBTV(TV) Dallas

* * *

Cites Iowa Tourney

EDITOR, BROADCASTING:

I enjoyed the comments by Mr. Coy, Chairman of FCC, in the March 27 edition of BROADCASTING, concerning the Indiana state basketball tournament, and feel the Iowa cause deserves a "chair at the head table," too! The Hawkeye State basketball tournament series is under the auspices of the Iowa High School Athletic Assn. . . .

. . . There were more than 20 individual radio stations giving play-by-play descriptions of the action from "radio row," and this figure does not include the individual stations receiving reports from "feeder" stations at courtside. Some stations fed many stations via an intra-state network which gave Iowa listeners a complete and thorough coverage and permitted them to hear the reports through their favorite radio outlet. The quarter-finals, semi-finals, consolation and finals were filmed and subsequently televised over WOI-TV Ames, Iowa. You can see the vastness of the radio coverage which varied from the 100 w station to the 50,000 watter, to give the avid Hawkeye State fans, each minute of the red-hot basketball tournament series. All along the way in the elimination series, too, radios were giving the word picture of the fortunes of the teams starting with the sectional and continuing right on through to the state finals at Iowa City. I believe sincerely, that there is no other sporting event that can compare, in Iowa, at least, with the State High School Basketball Tournament. Regardless of whether the local team is entered or not the interest is amazing. All Iowa listens to the . . . series, it's a real testimonial for radio, and the sponsors realize this, too. The Iowa High School Athletic Assn. does not charge any fee for the radio stations to broadcast the tournaments, all they ask is permission to judge that the sponsors used are in good taste with their policy of high school play-by-play events. Around 100,000 fans saw the state tournament . . . in Iowa City, the remaining Iowans heard it.

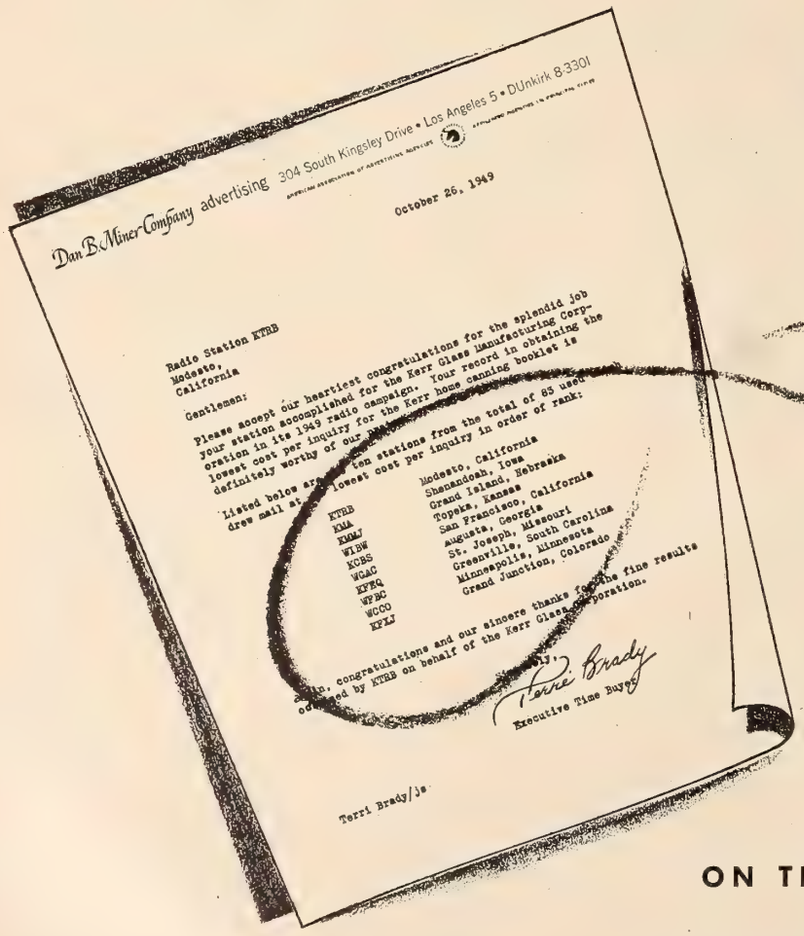
Bud Suter
Program-Sports Director
KGIO Mason City, Iowa

WOHI Aids Fliers

TWO OHIO airmen are thanking WOHI East Liverpool for its help in guiding them safely through a recent blinding snow storm. Pilot Robert H. Mays of East Liverpool and Richard Stoddard of nearby Calcutta took off in bad weather. The storm continued, so Mr. Hays snapped on the automatic direction finder, located the WOHI beam, and brought his plane in on radio compass.

The West Coast's

MOST POTENT INDEPENDENT


Dan B. Miner Company advertising 304 South Kingsley Drive • Los Angeles 5 • DUnkirk 8-3301

October 26, 1949

Radio Station KTRB
Modesto,
California

Gentlemen:

Please accept our heartiest congratulations for the splendid job your station accomplished for the Kerr Glass Manufacturing Corporation in its 1949 radio campaign. Your record in obtaining the lowest cost per inquiry for the Kerr home canning booklet is definitely worthy of our

Listed below are ten stations from the total of 83 used, drew mail at lowest cost per inquiry in order of rank:

KTRB	Modesto, California
KMA	Shenandoah, Iowa
KMMJ	Grand Island, Nebraska
WIBW	Topeka, Kansas
KCBS	San Francisco, California
WGAC	Augusta, Georgia
KFRU	St. Joseph, Missouri
WFBC	Greenville, South Carolina
WCCO	Minneapolis, Minnesota
KFXJ	Grand Junction, Colorado

...n, congratulations and our sincere thanks for the fine results ...ed by KTRB on behalf of the Kerr Glass Corporation.

Terri Brady
Executive Time Buyer

Terri Brady/jo

"Of the 83 stations used, KTRB obtained the lowest cost per inquiry for the KERR home canning booklet."

KTRB MODESTO California

860 kc 5000 watts AM ● 104.1 mg 16000 watts FM

ON THE AIR 20 HOURS DAILY—AM—FM

Wm. H. Bates, Jr., General Manager

Represented by

W. S. GRANT CO., INC. • SAN FRANCISCO • LOS ANGELES • CHICAGO • NEW YORK

A BROADCAST QUALITY TAPE RECORDER AT MODERATE COST



The WEBSTER ELECTRIC **Ekotape** *Network Model*

is Compact! Convenient! Efficient!

For the radio station requiring top performance from a portable unit, the Ekotape Network Model provides all of the features necessary to produce broadcast quality recordings in the field or in the studio. Large, clearly calibrated and easy to handle controls; 4½" illuminated VU meter; Cannon XL receptacles; zero level 500 ohm input and output jacks and 6 ohm monitoring jack; fast forward and rewind speeds 10 times the normal playing speed . . . these are just a few of the features that make it outstanding among portable, moderate-priced tape recording units. If you haven't already heard the Ekotape Network Model, contact your nearest dealer and arrange for a demonstration today or write direct to the Webster Electric Company, Racine, Wisconsin. Net professional price..... $595.00

WEBSTER ELECTRIC

Webster Electric Company, Racine, Wisconsin. Established 1909

"Where Quality is a Responsibility and Fair Dealing an Obligation"

PERFORMANCE FEATURES:

OVERALL SIGNAL to noise ratio: Over 35 db.

NOISE LEVEL: Playback amplifier—47 dbm.

FREQUENCY RESPONSE: 80 to 6,000 cycles ± 3 db.

SPEED VARIATIONS: Less than 1/10 of 1% instantaneous variation.

TAPESPEED: 7½" per second.



"Ordinarily our agency doesn't make presentations. But in this case..."

You know how it is. When the big, important accounts are at stake, agencies will do pretty nearly anything to make an impression.

One way an agency can make a good impression is to recommend W·I·T·H in Baltimore. Because a *little* bit of money produces such *big* results on W·I·T·H.

Here's why: W·I·T·H regularly delivers more listeners-per-dollar than any other station in town. And at such *low* costs!

For a full presentation about W·I·T·H, just call in your Headley-Reed man.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • ***Represented by* HEADLEY-REED**

BROADCASTING
TELECASTING

Vol. 38, No. 18 WASHINGTON, D. C., MAY 1, 1950 $7.00 A YEAR—25c A COPY

HORSE RACE BILL IN STRETCH

May Call Broadcasters

TALK of subpoenaing radio and TV station officials to testify on the Justice Dept.'s bill to ban interstate transmission of "gambling information" (S 3358) developed last weekend as a Senate subcommittee neared the end of its second week of hearings on the measure.

The possibility was attributed to broadcasters' failure to appear voluntarily to present their views. Observers felt the subcommittee members, being in a position personally to hear and witness radio-TV handling of racing information in the Washington area, might want to examine the problem from the station operators' standpoint, by subpoena if necessary.

The subcommittee hopes to complete hearings this week.

Concurrently it was confirmed that FCC itself is surveying selected broadcasters and telecasters on their policies and procedures in broadcasting horse-race information.

Detailed questionnaires have been sent out by the Commission seeking data on time segments devoted wholly or partially to such information; specific types of information given (entries, scratches, jockeys and jockey changes, track conditions, odds, off-time, results, prices paid, etc.); and average elapsed time between end of race and broadcast of results.

Wants Sponsor Data

The Commission also wants to know the sponsors of such broadcasts, the products advertised, the rates charged, the extent of station efforts to prevent illegal use of the information, and the degree of cooperation with local and state law-enforcement officers. Other information requested includes policy on interruption of continuity to give race results, source of racing information, and the nature of any complaints which may have been received.

These collateral developments came near the end of a week in which FCC Chairman Wayne Coy, appearing before the subcommittee on Monday, reiterated FCC's opposition to the Justice Dept. bill and offered the Commission's substitute proposal [BROADCASTING, April 10, 17, 24].

FCC's substitute would concentrate its fire on the transmission of information on bets, odds, or prices paid in betting on sports events. These would be prohibited in interstate commerce. Justice Dept.'s far broader definition of prohibited "gambling information" would be eliminated, the hour's time lag which Justice Dept. proposes for the broadcast of horse race results would be removed, and radio and television stations would be free to carry as many races as they please.

The FCC plan also would impose a $1,000 fine and/or a year's imprisonment upon each violator, whereas the Justice Dept. measure provides no criminal penalty and would leave enforcement largely up to FCC.

Consider All Proposals

Sen. E. W. McFarland (D-Ariz.), chairman of the subcommittee, said the committee will consider "all proposals" but suggested it may adopt a combination of the FCC plan and the Justice Dept. bill.

Sen. Homer Capehart (R-Ind.), a committee member, came out flatly in favor of the Commission proposal over the Justice Dept. measure, however.

"Your bill makes so much more sense, in my mind, than the Attorney General's bill, that there's just no comparison between the two," Sen. Capehart told Mr. Coy afterward. But he said he still was not satisfied that gambling activities cannot be curbed at the local and state levels, and that he felt the views of prosecuting attorneys should be subpoenaed.

Chairman Coy, appearing Monday, was followed at the subcommittee's next session — two days later — by James J. Carroll, St. Louis price maker and so-called "betting commissioner," who insisted that curtailing interstate transmission of gambling information would have little overall effect on the scope of gambling.

Mr. Carroll, who quotes odds on events from horse races to presidential elections, said the best solution would be to legalize gambling and thus bring it under federal regulation.

Chairman Coy, accompanied by FCC General Counsel Benedict P. Cottone and other Commission staff members, submitted to the subcommittee copies of a long-secret FCC wartime staff study of telephone and telegraph facilities used in the dissemination of racing information.

WWDC, WTUX Decisions

He also submitted copies of two decisions relating to the broadcast of racing data. One was the Commission's WWDC Washington decision; the other was an examiner's initial decision in the pending WTUX Wilmington, Del., case, accompanied by exceptions which were filed by the general counsel.

(The WWDC decision, issued in January 1948, held that in broadcasting horse-race information "the intent or design to assist the carrying on of illegal activities must . . . be clearly evident," before it is contrary to public interest, but that program balance also is essential. The examiner's WTUX decision, issued last December, held that WTUX carried programs "with an almost reckless disregard of their potential use" for illegal purposes but proposed to grant renewal of license, which the general counsel is now opposing.)

FCC Objects to Bill

Chairman Coy said the Commission has two basic objections to the Justice Dept.'s bill: (1) the "indefinite character" of its definitions of "gambling information," and (2) failure to provide a criminal penalty for violations, which he feared would make enforcement "a matter of administrative interpretation and regulation."

Citing the bill's definitions, he asked: "What type of information with respect to a sporting event can fail to 'assist' or 'facilitate' gambling activities on that sporting event?"

"The Commission," he continued, "is convinced that any enactment of such vague definitions of prohibited types of information can

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BAM PLANS

Start on Small Basis, Miller Says

THE new Broadcast Audience Measurement Inc., successor to Broadcast Measurement Bureau as industry coverage service, will start out on a small basis and develop gradually, despite its million dollar capitalization, NAB President Justin Miller told BROADCASTING last week.

BAM is to take over the assets, liabilities and responsibilities of BMB next month, following a May 9 meeting at which the BMB board is slated to make the transfer official.

Final BMB liquidation should be completed within two months. Dr. Kenneth H. Baker, acting BMB president on loan from directorship of the NAB Research Dept., will return to NAB on a parttime basis this month. The department's operations have been carried on by C. Meryl Sullivan, assistant director, who has resigned effective May 1.

BAM incorporation papers were filed a fortnight ago in Delaware [BROADCASTING, April 24]. Its incorporators will elect directors and officers, and then appoint committees to start preliminary studies, including plans to sell stock.

First of these studies will be a review of BMB's second coverage project, which was discussed at the NAB Management Conference in Chicago. Under consideration is a plan to make non-subscriber station data more widely available [CLOSED CIRCUIT, April 24]. This would help BMB pay off its near-$100,000 debt to NAB. At present non-subscriber data are available to subscriber stations for their own coverage areas but other parties must obtain such data through subscriber stations.

"Don't expect things too fast from BAM," Judge Miller said. "It must study the whole audience measurement and coverage field and come up with a plan for industry consideration. BAM is not a high-pressure organization. It will start on a small basis and grow. For the time being BAM will do no actual research."

Planning Group

Preliminary work on BAM has been under direction of the NAB Audience Measurement Committee, which met during the Chicago convention. Incorporators are Henry P. Johnston, WSGN Birmingham; J. Harold Ryan, WSPD Toledo; Charles C. Caley, WMBD Peoria, Ill.; Frank M. King, WMBR Jacksonville, Fla.; Clyde Rembert, KRLD Dallas; Robert T. Mason, WMRN Marion, Ohio.

NAB'S MANAGER

Ryan Faces Heavy Duties

WILLIAM B. RYAN, former general manager of KFI Los Angeles who takes over today (Monday) as NAB general manager, will find himself in the vortex of a group of problems involving the immediate future of the industry's trade association.

Though NAB has just emerged relatively unscarred from a peaceful convention, it faces a critical network situation and much of the load of meeting this touchy dilemma will fall mainly on Mr. Ryan. He will have just two weeks prior to a May 15 NAB-network session to acquaint himself with the details of NAB's $800,000 budget and the complex series of industry-service functions centering at Washington headquarters.

NAB President Justin Miller told BROADCASTING Thursday that Mr. Ryan will handle the budgetary and structure part of the May 15 meeting with network officials. He previously had described this meeting as an "olive branch" session in which the two industry groups will work out common problems [BROADCASTING, April 24].

Meeting Lineup

While networks will take part in the May 15 conference on the vice presidential level, President Miller will head NAB's delegation. Flanking him besides Mr. Ryan will be key department heads who will answer any questions on particular functions. G. Emerson Markham, director of the TV Dept., will speak for NAB's video activities, for example. Television is expected to be one of the main topics, with the proposal for a TV code likely to be discussed (see code story page 50).

Judge Miller said there is no move under way to change the status of networks from associate to active membership though he personally would prefer that they be active. "I've always believed networks should be active members and be represented on the board," he said. "They made the decision to become associate members and the by-laws were amended accordingly. The right hand of fellowship is always out to them to participate on the board if they want to, but of course I do not speak for the board."

NAB department heads will meet with Judge Miller May 11 to review plans for the network meeting, which he described as "a way of working out our mutual problems and understanding each other."

Two Networks Cited

Talk persists, however, that at least two networks would like to resign from NAB because they aren't happy about the headquarters operation. The May 15 meeting may clear the air.

If the networks resign from NAB and then pull out their owned stations as active members, the association will be plunged into a crisis with Judge Miller and Mr. Ryan in the middle. Appointment of Mr. Ryan as general manager may serve to quiet some of the network criticism.

That's the darker side of the headquarters picture as Mr. Ryan takes over the operating helm at NAB. On the brighter side is the fact that the flurry of resignations just prior to the April 1 dues increase has been stopped. On top of that, the dismal cash surplus picture that had many heads shaking a few weeks ago is looking up and NAB is hopeful it now is over the financial hump.

As an experienced station operator and former NAB board member, Mr. Ryan will be in a familiar territory when he takes over the fourth floor NAB office once occupied by the former executive vice president, A. D. Willard Jr.

He will be responsible for NAB budgetary operations and work with the Finance Committee in preparing a June budget report for the board meeting in Washington.

"Mr. Ryan will take over all this desk work I've been doing," Judge Miller said. "This will include the handling of correspondence from stations. He will have full authority to direct staff operations except those of the president and general counsel. There will be no question about his right to supervise the staff.

"NAB has never gone beyond its budget since the Portsmouth, N. H., reorganization last summer. Our budgetary problems developed a year ago when we loaned BMB $75,000 out of surplus, provided an extra $67,000 for Broadcast Advertising Bureau, encountered a series of newspaper-station resignations because of BAB and then paid substantial separation salaries to personnel affected by the Portsmouth reorganization.

Cut Into Surplus

"Previously the association had cut into its original $350,000 cash surplus by spending about $280,000 for the present headquarters building, including cost of improvements. There is no mortgage on the building though the board gave me authority last year to negotiate a mortgage if necessary. I felt there was no need of paying interest when we could operate without carrying a loan.

"The smaller stations are actually making a larger contribution to NAB now than before the series of March resignations and income

(Continued on page 84)



TUGGING at the NBC microphone is Burgess Meredith (r), star of a new weekly drama series called *High Adventure* (4:30 p.m. EST, Sunday) which marks the entrance of its sponsor, Shulton Inc., maker of Old Spice for Men products, into network radio. George L. Schultz, vice president, Shulton Inc., gets a close view of Mr. Meredith's rendition of a script.

SALES NEED

Emery Points Up Challenge

AMERICA's new challenge is all-star advertising and all-star selling, asserted Carlyle Emery, vice president of Ruthrauff & Ryan, at Chicago's Radio Management Club Wednesday.

He outlined the points on each of the "stars": For advertising—a universally accepted product, a copy story with an appeal to self-interest, repetition, backing up of advertising with merchandising and human or public relations. For selling—an ambitious salesman who loves his job, a convincing and complete sales story, interestingly and enthusiastically told, repetition, merchandising, and "more than a glib tongue, with closeness to people."

"We must set up a selling machine, as we have a need now for advertising and merchandising such as we haven't had in 50 years or more," Mr. Emery said. "The ability to sell hasn't kept pace with our ability to make things. Consumption has been slighted in the rush for increased production."

"It's now and is going to be a knock-down, drag-out fight for the consumer's dollar, which can only go so far. The substitutes have been pulled out and the regulars are now in there working. It'll be a long time before we can sit on the sidelines again because of the heavily competitive situation."

Mr. Emery concluded by saying that advertising men who "make things happen" and "take orders for clients today and make orders for clients tomorrow" are the sparkplugs of the business."

NATL. GUARD

Gardner Won't Seek Account

GARDNER Advertising Co., St. Louis, announced last week that it will not compete for the National Guard account which expires with Gardner June 30. Agency has held the contract since Aug. 5, 1947. The account is opened to competitive bidding each year.

The service placed between $45,000 and $50,000 in radio time over AM-TV-FM stations during its recruiting drive last fall. Radio was credited largely with helping the guard attain its successful campaign which brought nearly 400,000 men into the fold by Jan. 1, 1950 [BROADCASTING, Dec. 12, 1949].

Major E. L. Smith, chief of the NG Bureau's information office, praised Gardner agency at a recent briefing on the 1950-51 contract for conducting a "highly successful program."



Drawn for BROADCASTING by Sid Hix

"Sorry Mr. Van Stuff, we can't accept your business—it would put us in a higher NAB bracket!"

Coca-Cola Replacement

COCA-COLA Co., through its agency, D'Arcy, New York, will sponsor Percy Faith and his orchestra as a summer replacement for the Edgar Bergen-Charlie McCarthy show, Sunday, 8-8:30 p.m., on CBS starting June 4.

NEW NABET CONTRACT

ABC, NBC Sign

AT 2 O'CLOCK Wednesday morning a group of tired negotiators shook hands and announced that agreement had been reached on the major terms of a new contract between ABC, NBC and the National Assn. of Broadcast Engineers and Technicians to succeed the one expiring at midnight last night (April 30). Announcement came at the end of a negotiating session that had started about 7 p.m. on Monday and had continued without interruption for some 31 hours.

The new NABET contract will run for 18 months, starting today (Monday, May 1), covering the technical employees of the two networks for both radio and TV operations, who will receive an average overall wage increase of 8%. The union had asked for a 10% wage boost at the beginning of negotiations.

$35 Per Man Boost

New wage scale means, on the average, a wage increase of about $35 a man, it is understood, although complete details were not immediately forthcoming as company and union attorneys at press time were busily engaged in putting the oral agreement into writing for the new contracts. Top engineering employes at the two networks will now average $559 a month, without overtime, it was learned.

Two other major issues, in addition to the wage demands, were dealt with by the negotiators, who included Joseph A. McDonald, ABC vice president and general counsel; Ernest de la Ossa, personnel and labor relations director for NBC; Victor T. Norton, NBC vice president for administration; George Maher, executive secretary of NABET, and Walter A. Maggiolo of the Federal Mediation and Conciliation Service. These issues were seniority of NABET members and interunion jurisdiction.

No details were available about the seniority issue, a complicated matter. Regarding the jurisdictional issue, it is understood that the networks agreed that the NABET members are to be given orders only through their own supervisors and not directly by members of other unions.

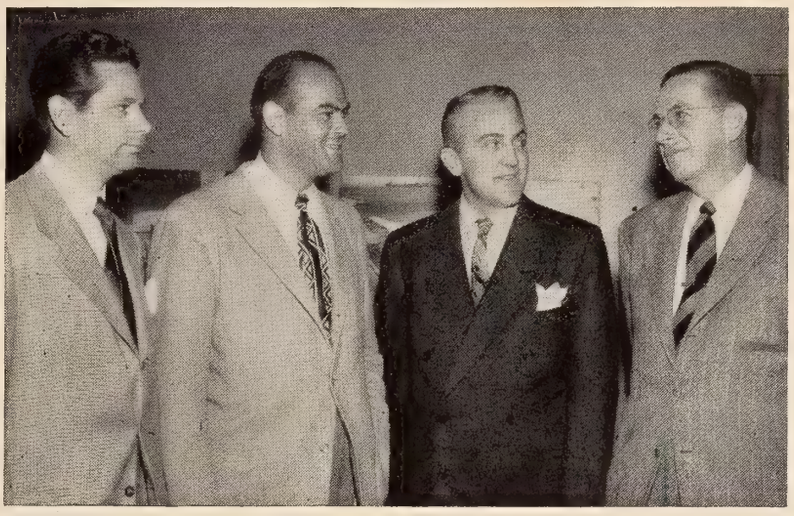
The jurisdictional matter has been especially pressing in television, where program production involves members of a number of unions new to radio and lines of demarcation between the duties of the various studio crews are not yet clearly defined and are still being disputed among the unions themselves.

Dissatisfaction of NABET members with TV studio conditions was first manifested in action at NBC three weeks ago. At that time members adopted a policy of executing each order from the director with a painstaking literal interpretation that so disrupted rehearsals of the *Lucky Strike Theatre* program for that evening that Robert Montgomery, NBC executive producer, called off the telecast, which was put on the following Monday instead [TELECASTING, April 24].

Last Monday at 4 p.m. the NABET members staged a semi-sitdown strike at ABC and NBC by stopping work to write out complaints about their working conditions. NBC was forced to cancel two afternoon video programs, *Judy Splinters*, scheduled for 5:15-5:30 p.m. and *Howdy Doody*, 5:30-6 p.m. But by that time, agreement on further meetings between NABET and network representatives had been reached and the rest of the evening's TV schedule went on without any further difficulties. ABC's New York TV station, WJZ-TV, is not on the air on Monday and so was not affected.

Effect on Radio

On the radio side, both networks were able to continue programming service as usual by using supervisory personnel in place of NABET members for the technical chores involved. No interruptions were reported during negotiations and none are expected now that an agreement on the new contract has been reached and the strike threat averted. Contracts cover more than 1,000 employes at the radio and TV stations owned by the two networks.



DISCUSSING the debut of Minute Maid (frozen orange juice) on the West Coast via *This Is Bing Crosby* daytime series on Columbia Pacific Network, are (l to r): Wayne Steffner, CPN sales manager; John M. Fox, president, Minute Maid Corp.; Merle S. Jones, CPN general manager; Leo Wilhelm, district manager of Bing Crosby-Minute Maid Corp., Western distributor.

Grove Expands

GROVE LABORATORIES Inc., St. Louis (Grove and Fitch drug products), which has shared sponsorship of *The Shadow*, MBS, Sunday 5-5:30 p.m., with D L & W Coal Co., has obtained exclusive sponsorship rights over the entire Mutual network, beginning June 11. Harry B. Cohen, New York, is the agency handling the Grove account.

COY 'NOT AVAILABLE'

For Reappointment

SPECULATION over possible future changes in FCC membership blossomed last week after Chairman Wayne Coy said he is "not available" — as of now — for reappointment when his term expires June 30, 1951.

"At this point I have no intention of being available for reappointment," he asserted.

His statement came during testimony before the Senate Committee on Executive Expenditures in behalf of President Truman's plan to assign the Commission's day-to-day administrative responsibilities to the Chairman (see story page 27).

It was designed to show his personal objectivity in supporting the plan. But observers felt it was sufficiently qualified to permit a change of mind.

Chairman's Authority

"I am speaking here in support of a plan which is not going to concern me for long," he testified. "I am talking about the authority of my successor as chairman of the FCC.

"As you know, my term expires a year from this coming June. Today I am not available for reappointment to the Commission. So I am in the position of talking about the responsibilities and what they should be—and I hope from an objective point of view, and assert that it is my opinion that I am objective about it, no matter what others may say about it."

Asked by Sen. John L. McClellan (D-Ark.), chairman of the committee, whether he meant he did not expect to be reappointed, Mr. Coy replied:

"I said today I am not available. At this point I have no intention of being available for reappointment. I do not know whether I would be or not, Senator. I am making no judgment on that matter, or whether I would have the opportunity to be."

There have been recurrent reports that Chairman Coy might resign. Though he has never commented publicly on the speculation, he has indicated privately that he intends to honor the commitment he made, during Senate committee hearings on his appointment, that he would serve out his term.

Pushed for comment on last week's testimony, he authorized the FCC public information department to say that "It's a long time before July 1, 1951."

It has been generally expected that Mr. Coy, 46, eventually would move into some other government post or return to the radio or newspaper field, perhaps in his native Indiana, where he was publisher and editor of the *Delphi Citizen* before entering the political arena in 1933.

There also have been repeated reports of offers for Mr. Coy in private industry. One of the most persistent held him as a likely selection for the presidency of Television Broadcasters Assn.

He served for two years in the early 1940's as one of the late President Roosevelt's anonymous assistants, and from 1942-44 was Assistant Director of the Budget. In 1944 he became assistant to Owner Eugene Meyer of the *Washington Post* and subsequently was made director of the *Post's* radio stations (then WINX and WINX-FM Washington).

Other Commissioners

Not Chairman Coy, however, but Comr. George E. Sterling will be the next FCC member up for reappointment. Comr. Sterling's term expires June 30. He is a Republican from Maine, appointed simultaneously with Chairman Coy in December 1947, and is known to have the chairman's support for reappointment.

There also have been reports that Comr. Frieda B. Hennock, the Commission's most recent new appointee (1948), might leave FCC to accept appointment to a federal judgeship. Her term runs to 1955. Terms of the other Commissioners expire on June 30 in successive years as follows:

Rosel H. Hyde, 1952; Paul A. Walker, 1953; Robert F. Jones, 1954; Edward M. Webster, 1956.



FREDERICK C. MILLER (seated), president of the Miller Brewing Co., Milwaukee, presents Hugh Boice, manager of WEMP Milwaukee, a contract for Miller's co-sponsorship for the eighth consecutive year of Milwaukee Brewers 1950 baseball schedule. Looking on are Norman R. Klug (l), brewery vice president, and Mickey Heath, WEMP sportscaster.



SECOND year of *The Treasure Tune Show*, heard weekly on KCBS San Francisco, is sponsored by Dairy Belle Farms, as contract is set by James Higgins (seated), dairy general manager. With Mr. Higgins are Jim Diamond (l), Gore - Diamond - Ewing Agency, and Lee Giroux, m. c. of the show.



CO-SPONSORSHIP of 13 weeks of recitals on WBIB (FM) New Haven, Conn., by Samuel Yaffe, concert pianist, is arranged by (l to r) Sidney Goldstein, president of G&G Appliance Co., sponsor; Mr. Yaffe, and Sol Chain, general manager, WBIB. General Electric Supply Corp. is co-sponsor of Monday night show.



SPONSORSHIP of WBT Charlotte's *Corner Store* as part of spring ad campaign by Southern Appliances is completed by (l to r): Seated, John Rhinehardt, SA sales; George Mitchell, SA adv. mgr.; standing, Clyde McClain, WBT announcer; Richard W. Boettiger, Boettiger & Summers; Wallace Jorgenson, WBT sales.



IT'S smiles all around as Wade Beckman (r, front), Houston manager, Bond Clothes Inc., contracts for the *Jimmie Short Show* over KXYZ Houston. Onlookers are: Fred Nahas (seated), executive v. p., KXYZ; (standing, l to r) Jimmie Short, star of show; Leon Short, Tommy Short, Wayne Walker.

PLANS for sponsorship of American Assn. baseball on WHB Kansas City, Mo., by George Muehlebach Brewing Co., are discussed by (l to r): Seated, Larry Ray, announcer for games; O. F. Bryan, v. p., Muehlebach; standing, C. C. Tucker, Potts-Calkins & Holden Agency; W. M. Giesecke, Muehlebach sales mgr.; Don Davis, pres., WHB.

COMPLETING contract to air 1950 Oakland Oaks baseball games on KLX-AM-FM Oakland, Calif., are (l to r): Seated, Joseph R. Knowland, KLX pres.; Fritz Hyde, gen. mgr., Goebel Brewing Co., co-sponsor with Remar Baking Co.; Brick Laws, Oakland Oaks owner. Standing is Glenn Shaw, manager of the Oakland station.





FCC PAY RAISES

Set for Six Staff Executives

PAY RAISES for six of FCC's top staff executives—including heads of three of the four new bureaus to be established in the Commission's current staff reorganization—were approved last week by the Civil Service Commission.

The raises put the chief of the Common Carrier Bureau, already established, and the chiefs of the proposed new Broadcast and Safety & Special Services Bureau on a salary par with the General Counsel, Chief Engineer and Chief Accountant, who also received salary advances. All raises were to Grade GS-16, $11,200 to $12,000.

The Civil Service Commission failed to approve FCC's request for GS-16 ratings on two other jobs—those of the Commission's executive officer and the chief of the proposed new Field Engineering and Monitoring Bureau.

GS-16 is the lowest of three new grades authorized by Congress last year as part of the Reclassification Pay Act of 1949. The others are GS-17, carrying salaries of $12,200 to $13,000, and GS-18, which pays $14,000.

FCC had asked Civil Service to classify the Chief Engineer, General Counsel and Chief Accountant as GS-17, but CSC trimmed the rating down to GS-16. These three positions are held by Curtis B. Plummer, Benedict P. Cottone and William J. Norfleet, respectively, who have been receiving $10,300 each.

Of the three bureau chiefships rated GS-16, only one has been filled. Harold J. Cohen, former assistant general counsel, is head of the new Common Carrier Bureau and has been receiving about $10,000.

Chiefs of the new Broadcast and Safety & Special Services bureaus are to be named when those organizations are set up. Work toward the reorganization of the safety-special services functions is now in progress and, when completed, will presumably move into the broadcast field.

Harry M. Plotkin, assistant general counsel in charge of broadcasting, is generally considered the ranking candidate for the broadcast position.

The six FCC posts were among 400 in government singled out by President Truman and CSC for the new GS-16, 17 or 18 ratings. The 400 were chosen from among 1,008 nominations made by the various departments and agencies. Only 25 were chosen for GS-18 and these were selected by President Truman, with CSC picking the 375 rated GS-16 and 17.

SPAC MEET

Looks at Radio-TV Plans

NBC'S Stations' Planning and Advisory Committee met last week at the network's New York offices to discuss radio and television plans.

While no announcement was forthcoming, it was learned that the Tuesday sessions were devoted entirely to AM, with detailed discussion of programming and promotional plans, as well as rate structures. No definitive decisions were reached, except as to all-out promotion, with other topics to be considered at a meeting, probably this summer.

The Wednesday session was entirely given over to TV and the network's expansion plans. TV affiliation contracts, under constant study, it was reported, also came under scrutiny.

Members of the SPAC present were:

Clair R. McCollough, Steinman Stations (chairman); Howard E. Pill, WSFA Montgomery, Ala., secretary; Harold Essex, WSJS Winston-Salem, N. C.; Milton L. Greenebaum, WSAM Saginaw, Mich.; Walter J. Damm, WTMJ Milwaukee; Jack Harris, KPRC Houston, Tex.; Walter E. Wagstaff, KIDO Boise, Ida.; Ewing C. Kelly, KCRA Sacramento, Calif.; John M. Outler Jr., WSB-TV Atlanta; John T. Murphy, WLWT (TV) Cincinnati.

Members of the 1949 SPAC who were not re-elected were invited to attend the meeting. They were:

Martin B. Campbell, WFAA Dallas; Harry Bannister, WWJ Detroit; Harold C. Burke, WBAL-TV Baltimore; Wiley P. Harris, WJDX Jackson, Miss.; Ed Yocum, KGHL Billings, Mont.

AD COUNCIL

White, Moreau, Katz on Board

FRANK WHITE, MBS president; Charles E. Moreau, president of Moreau Publications Inc., and Joseph Katz, president of The Joseph Katz Co., last week were elected to the board of The Advertising Council, it was announced by Samuel C. Gale, chairman.



Mr. White

Mr. White will serve as representative of the radio industry; Mr. Moreau will represent newspapers, and Mr. Katz will represent advertising agencies.

Two directors-at-large also were elected by The Advertising Council: Frank Stanton, CBS president, and Edwin S. Friendly, vice president of the *New York World-Telegram and Sun.*

Taylor Is V. P.

JACKSON TAYLOR, account group supervisor of Lennen & Mitchell, New York, last week was elected vice president of the agency. Prior to his affiliation with Lennen & Mitchell in March, Mr. Taylor was vice president and director of McCann-Erickson, New York.

TRUMAN FCC PLAN AIRED

Industry and Senators Open Fire

PRESIDENT TRUMAN's plan to concentrate FCC's executive and administrative functions in the Chairman encountered stormy opposition from legislative and radio quarters on Capitol Hill last week.

The Senate Executive Expenditures Committee heard FCC Chairman Wayne Coy and Comr. E. M. Webster support the Truman proposal, while NAB and the Federal Communications Bar Assn. joined forces with Sen. Edwin C. Johnson (D-Col.) and Sen. Ernest McFarland (D-Ariz.) to attack the plan on different grounds.

Basis of the hearings was Sen. Johnson's resolutions [BROADCASTING, April 24, 17] urging rejection of the President's proposals to reorganize FCC and other independent agencies. Sessions were held Monday through Wednesday with Sen. John L. McClellan (D-Ark.) presiding.

The issue of legislative vs. executive authority over independent agencies was projected sharply into the limelight by Sen. Johnson, who charged the plan was "clearly an invasion of the legislative branch."

A few legislators, notably Sen. William Benton (D-Conn.), and some observers felt the plan would run into stern opposition in the Senate once the Johnson resolutions are reported to the floor. Sen. McClellan declined comment but thought his group would report the resolutions early this week. The Truman proposal becomes law May 24 if the Senate fails to back Sen. Johnson's recommendations and disapprove the plan.

New Power for Chairman

The proposal, sent to Congress last March by the President, would give the FCC Chairman power to appoint and supervise most personnel employed under the Commission; to distribute business among personnel and administrative units; and to handle use and expenditure of funds. Almost simultaneously FCC initiated its own far-reaching reorganization along functional lines [BROADCASTING, March 20, 13].

Sitting in on the hearings, in addition to Sen. McClellan, were Sens. Benton, Karl Mundt (R-S.D.), Andrew F. Schoeppel (R-Kan.), Margaret Chase Smith (R-Me.), and Herbert R. O'Conor (D-Md.).

FCC Chairman Coy told the committee Tuesday that the President's plan would:

- Strengthen the entire Commission and enable Commissioners to devote more time to the clear channel case, television and other communications matters by freeing them of administrative details.
- Implement "by law" present Commission procedure by vesting responsibility for day-to-day administrative matters in the Chairman.
- Strike "a nice balance between too much authority for the Chairman and too little."

Chairman Coy stated:

. . . The authority for such day-to-day decisions must flow from a central place. It cannot effectively flow from the Commission itself because the basis of appeal, with consequent delay and lack of any real authority, is as broad as the Commission membership.

I feel that the responsibility placed upon the Commission is extremely great, and it takes the full energy of every Commissioner working most effectively, together with the energies of a large staff, to carry out that responsibility. For that reason any time spent by the Commission on relatively unimportant activities becomes serious.

We should practically make it a fetish to relieve the Commission of any activity that does not directly make an important contribution to the highest purpose of the Communications Act. Only by doing that can the Commission have the time, the energy, the drive to make the Act an effective instrument of national communications policy.

Under questioning, Chairman Coy said that "generally speaking," powers vested in the Chairman under the President's plan and FCC's present procedure are "the same," save for a section in the present FCC order requiring that the Chairman report certain actions to the Commission.

FCC's order, he added, doesn't give the Chairman authority to appoint personnel, while the President's proposal would give the Chairman authority to appoint personnel except heads of administrative units "subject to the approval of the Commission."

Limitations Cited

Chairman Coy expressed belief that Plan 11 does not "take effective controls from the Commission" and cited limitations on budget authority, allotment of funds and other functions.

The FCC Chairman said he felt that the President's plan generally was "more restrictive" than provisions of the pending McFarland Bill, with responsibilities about the "same," but that Plan 11 "spells out" the policy-making authority of the Commission.

With respect to "arbitrary power" that might result from enactment of Plan 11, Chairman Coy told Sen. McClellan that "the most arbitrary man couldn't get away with it," but that that would depend on the exercise of responsibilities by the Commission. "If the Commission neglects its responsibilities, he can create the kind of Commission he wants," he said.

Speaking for himself, Comr. Webster testified he was "heartily in favor" of the President's plan and said he does not view the proposal as altering "either the merits or responsibilities of the Commission form of government." He asserted:

Nor do I fear the usurping of power by the Chairman; if the right man is not chosen for the job, no amount of legal safeguards can prevent abuses. No present or future policies of FCC are or can be affected in any way, and I still can minister the Communications Act with my present degree of authority if Plan 11 is favorably enacted.

Most for the Dollar

Comr. Webster stressed that the "only matter" involved in the President's plan "is getting the most efficient work output for the taxpayer's dollar" and felt it would "save my time as a Commissioner and get better administrative results."

He told the committee that for three years he had tried to get his fellow Commissioners to reorganize "either on the Commission

(Continued on page 42)

RMA REALIGNS

To Have Fulltime Paid President

RADIO MFRS. ASSN. will follow NAB's example in operating with a fulltime paid president, starting in June, under a reorganization project adopted by the RMA board.

Decision to set up a new and expanded manufacturing industry operation was reached by RMA's board at an April 20-21 meeting in Ste. Adele, Quebec, where the board met jointly with officers and directors of the Canadian RMA.

A special nominating committee last Monday interviewed Lt. Gen. Lucius B. Clay, who headed the American occupation forces in Germany, on his availability for the presidency, which carries a $50,000 annual salary. Gen. Clay decided Wednesday, however, to accept the board chairmanship of Continental Can Co. and was eliminated as a candidate for the RMA presidency.

Steps to implement the changes will get under way shortly. Bylaws will be amended to change the name of the association to Radio-Television Mfrs. Assn., in line with a plan developed some months ago; provide for the fulltime paid presidency and create a new office, chairman of the board.

Bond Geddes, executive vice president, general manager and secretary, will retire from RMA Aug. 1 after 23 years service, continuing as an advisory consultant for a period of years. Ray C. Cosgrove retires next June as RMA president, an honorary post thus far held by association members.



Mr. GEDDES

* * *

The presidential nominating committee is headed by J. J. Kahn, Standard Transformer Corp., an RMA board member, and comprises all RMA past presidents. It will make formal nominations of president and treasurer at the 26th RMA convention to be held June 5-8 at the Stevens Hotel, Chicago. The board will vote on the committee's nominations.

Rising output of TV receivers was shown in an informal survey of RMA board members on their predictions for 1950 TV output. Estimates averaged 5,350,000 sets compared to a 4,500,000 average in a similar poll last February.

The reorganization plan was drafted at a pre-board meeting by a special committee headed by Mr. Kahn.

FCC Chairman Wayne Coy will address the RMA annual banquet June 8, the board was told by Leslie F. Muter, Muter Co., chairman of the convention committee.

TV Case Reviewed

The board heard a review of FCC TV proceedings by President Cosgrove; W. R. G. Baker, General Electric Co., directing the RMA Engineering Dept., and Edward K. Wheeler, special counsel. Max F. Balcom, Sylvania Electric Products, coordinated their reports. The board completely approved RMA's presentations to the FCC. Dr. Baker was sceduled to appear before the FCC hearing today (Monday).

Work of a subcommittee drafting a preliminary code of standards for TV set advertising was reviewed by George M. Gardner, Wells-Gardner & Co., chairman of the Set Division. A. D. Plamondon Jr., Indiana Steel Products Co., chairman of the Parts Division, told of plans to promote phonograph sales. R. C. Sprague, Sprague Electric Co., reported on the "Town Meeting" series of dealer instruction clinics.

RMA membership rose to 307

(Continued on page 44)

NEWS SERVICES

Radio Client List Climbs

AP, UP and INS all reported increased service to broadcasters during the past year at meetings held last week in New York in conjunction with the ANPA convention.

The report of the AP board of directors, delivered at Monday's membership meeting, noted that AP's "radio membership grew from 940 to 1,048 during the second full year since memberships became available." AP membership voted to take in broadcasters as members at their meeting in 1948. AP's newspaper membership last year rose from 1,708 to 1,723, the board reported, adding that "more than 1,200 newspapers and radio stations receive the news service in countries outside the United States."

A joint report mailed to the AP membership some weeks ago by Kent Cooper, executive director, and Frank J. Starzel, general manager, cited increased cooperation between radio and newspaper members as a highlight of last year's events at AP.

Hugh Baillie, UP president, reported on Tuesday that in the past year UP had a net gain of 142 clients, making a worldwide total of 3,342 newspapers and radio stations served directly. Abroad, he said, UP serves 1,117 clients in 69 countries and territories, an increase of 16 radio stations and 28 newspapers over a year ago. In the United States, UP serves more than 1,200 radio stations, as well as more than half the TV stations now on the air, he stated.

Duty to Be Accurate

Discussing the difficulties of accurate news coverage at a time when "the world's clashing ideologies and beliefs are in daily conflict, seeking outlets for their various viewpoints," Mr. Baillie said: "Our responsibility is to report these developments accurately, fairly and impartially. In these tempestuous times a free press and radio can perform no greater service than to renew every day its endeavor to deliver the complete news of the world clearly, completely and objectively."

In a report on INS progress during the last year, Seymour Berkson, general manager, told a business meeting on Wednesday that INS had added to its domestic and foreign clients a total of 102 newspaper clients, 31 radio clients, 26 TV stations, 12 special service subscribers and nine university schools of journalism.

"In the newest medium—television—INS has far more than maintained its initial leadership as the sole press association furnishing newsreel as well as teletype news and spot photos for TV," Mr. Berkson stated.

"We have broadened our initial head start in this field to the point where we now service more than 70% of the nation's present television stations with one or more of our TV news elements," he said. "Our leadership as a distributor of the greatest variety of news programs for television has been consolidated in cooperation with Telenews Productions Inc. [newsreel affiliate] to the point where we are recognized without question as Number One in the field.

"This has been the reward for painstaking pioneer work by INS in television news since early in 1946.

TV Device Noted

"At the recent convention of the NAB in Chicago, INS introduced the latest model of the remarkable Projectall machine designed for simple, rapid projection of news bulletins and spot news photos on television. The new model, called the Super-Projectall, was acclaimed by television experts who examined it as the latest perfection in such baloptican devices for TV."

Mr. Berkson listed several newsreel "firsts" and exclusives scored for television by the INS newsreel affiliate, Telenews, including, exclusive pictures of the rubber life raft found off the coast of Finland and believed to be the only trace of 10 missing U. S. airmen believed shot down by Soviets; exclusive films of South African tribal ruler, Seretse Khama, and his white wife; first pictures of the three Czech airplanes which landed at the Munich airport after an escape from behind the Iron Curtain; first film sequences of the American freighter, *Flying Arrow* preparing to run the Nationalist blockade of Shanghai; exclusive shots of Chinese Communist troops reaching Hong Kong; first television films of the acquittal of Dr. Herman N. Sander, defendant in the famous "mercy-killing trial."

Although radio station members of Associated Press do not enjoy the right to vote and other privileges of AP's newspaper members, the results of last week's elections of new board members and officers for the coming year should allay any fears held by any broadcasters of possible discriminatory action favoring AP newspapers at radio's expense.

Robert McLean, re-elected president of AP, is publisher of the *Philadelphia Bulletin,* owner of WCAU-AM-FM-TV. Dolph Simmons, *Lawrence* (Kan.) *Journal-World,* which has no radio affiliation, was elected first vice-president, and Mark Ethridge of the *Louisville Courier Journal* (WHAS-AM-FM-TV), second vice president.

Executive Committee

The new executive committee, in addition to Mr. McLean, includes: Paul Bellamy, *Cleveland Plain Dealer* (WHK-AM-FM); John S. Knight, *Chicago Daily News* (WIND); Benjamin M. McKelway, *Washington Star* (WMAL-AM-FM-TV); Stuart H. Perry, *Adrian* (Mich.) *Telegram;* E. Lansing Ray, *St. Louis Globe Democrat* (KWK-AM-FM); Arthur Hays Sulzberger, *New York Times* (WQXR-AM-FM).

The AP general membership meeting, held Monday at the Waldorf-Astoria Hotel, New York, elected four new directors and re-elected two directors for new terms. Those re-elected are Mr. McLean and Norman Chandler, *Los Angeles Times* (KTTV). New AP directors are Harry F. Byrd Jr., *Winchester* (Va.) *Star;* Robert B. Choate, *Boston Herald* (WHDH-AM-FM); Paul Miller, *Rochester Democrat and Chronicle* (WHEC-AM-FM); James M. North Jr., *Fort Worth Star Telegram* (WBAP-AM-FM-TV).

PEABODY AWARDS

To Be Announced Thursday

THE GEORGE FOSTER PEABODY Awards in radio and television will be officially announced Thursday, May 4, at a Radio Executives Club luncheon at the Roosevelt Hotel in New York.

Among those getting awards and citations, BROADCASTING learned, will be the following in radio: WWJ Detroit; KXLJ Helena; WMAZ Macon, Ga.; WTIC, Hartford; WQXR New York; Eric Sevareid, CBS news commentator; Erwin Canham, ABC news commentator; *Greatest Story Ever Told, Author Meets the Critics* and Jack Benny. In television: Ed Wynn, the Ford Motor Co. for sponsorship of the UN sessions, *Crusade in Europe* and *Kukla, Fran and Ollie.*

Two special citations will be awarded to Harold Ross, editor of the *New Yorker* magazine and H. T. Webster, cartoonist, for his "Unseen Audience" newspaper strip.

ANPA MEET

Radio Almost Ignored

RADIO, traditionally a major topic of heated conversation wherever publishers gather, was all but ignored by the 64th annual meeting of the American Newspaper Publishers Assn., held Tuesday through Thursday at the Waldorf-Astoria in New York. In the meeting rooms, broadcasting had almost no part in the agenda. In the corridors, when any medium but newspapers was mentioned, nine times out of 10 it was television.

Mostly, the publishers of the nation's newspapers alternated between elated cheering over the $445 million worth of space sold to national advertisers last year, fourth consecutive record breaker which, more important, put newspapers back into first place among national media ahead of magazines for the first time since 1942, and wondering what to do about the narrowing margin of profit between revenue and expenses.

At the closing general session Thursday morning the ANPA members re-elected all officers for a new one-year term and re-elected for two-year terms the five directors whose terms expired this year.

The officers are: President, Edwin S. Friendly, *New York World-Telegram and Sun;* vice president, Charles F. McCahill, *Cleveland News* (WHK-AM-FM); secretary, J. L. Stackhouse, *Easton* (Pa.) *Express* (WEEX-FM); treasurer, W. L. Fanning, Westchester County Publishers, White Plains, New York (WFAS-AM-FM).

Directors Reelected

Directors re-elected are George C. Biggers, *Atlanta Journal* (WSB-AM-FM-TV); J. D. Funk, *Santa Monica Evening Outlook;* B. N. Honea, *Fort Worth Star Telegram* (WBAP-AM-FM-TV); P. L. Jackson, Portland *Oregon Journal* (KPOJ-AM-FM); Richard W. Slocum, *Philadelphia Bulletin* (WCAU-AM-FM-TV).

Directors remaining in office for another year are: Elbert M. Antrim, *Chicago Tribune* (WGN-AM-FM-TV); William G. Chandler, Scripps-Howard Newspapers (Scripps-Howard stations); JS Gray, *Monroe* (Mich.) *News;* David W. Howe, *Burlington* (Vt.) *Free Press;* F. I. Kerr, *Hamilton* (Ont., Canada) *Spectator.*

The cheers rang out most loudly Wednesday afternoon at the session staged by the newly incorporated Bureau of Advertising of ANPA. Most of the afternoon was given over to a series of dramatized presentations of the various methods used in securing some of newspapers' new accounts, with radio making a few appearances in the unattractive role of the loser of the business.

For example, one of the presentations dealt with Sinclair Refining Co. in 1945. The Bureau's narrator proclaimed Sinclair was spending "a million and a half in network radio; some $300,000—or only 15% of the budget—in newspapers, and something under $200,000 in maga-

(Continued on page 85)

LEGISLATION

Radio Chances Fading

POSSIBILITY of hearings on major communications legislation this year is fading perceptibly on Capitol Hill—largely because of illness of two key figures on the House Interstate Commerce communications subcommittee, a divergence of opinion on the merits of the various bills involving reorganization of FCC, and lack of time.

This was strongly indicated last week following an informal conference between Acting Chairman George Sadowski (D-Mich.), who is recuperating from a recent illness, and Rep. A. L. Bulwinkle (D-N. C.), permanent chairman who returned to his duties following a prolonged absence.

Neither will claim jurisdiction over pending communications legislation which includes consideration of the Senate-approved McFarland Bill (S 1973) to reorganize FCC procedures; the Sadowski measure (HR 6949) to set up, among other things, an overall frequency allocations board, and the new Sheppard proposal (HR 7310) to require licensing of networks.

Committee members are expected to go along with Rep. Sadowski, who, despite Chairman Robert Crosser's (D-Ohio) demand for "action," feels there's little hope for action this session. Rep. Sadowski told BROADCASTING last week he thinks "little good can be accomplished now" by holding hearings—and that even if sessions were held, "the Senate wouldn't approve it anyway."

Little Support Seen

Rep. Bulwinkle said his health would not permit him to sit in on hearings. Rep. Dwight L. Rogers (D-Fla), mentioned as a possible chairman, also is unavailable until May 15, it was learned.

Also indicative of the inertia for any communications action now, observers point out, is the fact that the House Interstate Commerce Committee has failed to throw into the House hopper FCC's model bill, [BROADCASTING, March 6], containing substantial departures from proposals advocated by Sen. Ernest W. McFarland in his measure.

Rep. Sadowski said there is virtually no support for the McFarland bill now, or for any of the FCC measures, and thought hearings "would be waste of time." In addition, committee members want to hear the television question threshed out after FCC completes its color TV sessions.

However, committee members will get a chance to express their views on the advisability of hearings. Rep. Crosser, it was reported, will be guided by their views.

Virginia Meet

ANNUAL meeting of the Virginia Assn. of Broadcasters will be held at Tides Inn, Irvington, Va., May 25-26, according to Philip P. Allen, of WLVA Lynchburg, president.



WFDF FLINT, Mich., announcer covering the 52d annual convention of the Michigan Retail Grocers and Meat Dealers Assn., held at the Hotel Durant in Flint, April 16-18, stops before a convention official. L to r: Marion Stutes, WFDF announcer; W. R. Keasey, secretary-treasurer, MRGMDA, and Robert Duncan, manager, Grocers Assn. of Eastern Michigan.

OSCAR F. HILD

Was High in AFM Hierarchy

OSCAR F. HILD, 49, president of the Cincinnati Musicians Union, Local No. 1, AFL, for 19 years, and managing director of the Cincinnati Summer Opera Assn. for 16 years, died last Monday (April 24) in a Cincinnati Hospital after being stricken with a cerebral hemorrhage. Funeral services were held last Wednesday.

A member of the executive board of the American Federation of Musicians for 10 years, Mr. Hild had been mentioned at times as a possible successor to James C. Petrillo, national president of the musicians' union.

A native of Cincinnati, Mr. Hild was chosen president of the Cincinnati Musicians Union in 1931 and in 1934 became general manager of the Cincinnati Summer Opera.

Surviving are his widow, a daughter, two sons, a sister and a brother.

Camel Sponsors

R. J. REYNOLDS Tobacco Co., for Camel cigarettes, beginning tomorrow (May 2) will sponsor the five-minute baseball summary on MBS following the network's "Game of the Day" Monday through Saturday broadcasts. William Esty Co., New York, is the agency.

FCC Actions

SIX new AM stations and one new FM outlet approved by FCC. Initial decisions reported to grant a new AM station and improve facilities of two existing outlets. Three transfers approved. Four FM stations deleted. Details of these and other FCC actions may be found in Actions of the FCC beginning on page 76 and FCC Roundup on page 83.

MAYFLOWER REPLY

FCC Waiting On WWJ

FCC last week was awaiting reply to its second Mayflower Decision "interpretation"—this one holding that WWJ Detroit erred in refusing UAW-CIO's request for time to discuss the Chrysler strike merely because Chrysler would not accept time to reply.

Almost a week after the Commission publicly released copies of its interpretation—in the form of a letter to WWJ—station officials said they still had not received either the original or a copy from the Commission.

FCC's letter, as released in Washington, came on the heels of one to WLIB New York asserting that WLIB "erroneously interpreted" the Mayflower Decision in carrying pro-Fair Employment Practices Commission editorials without affirmatively undertaking to seek out and present opposing viewpoints [BROADCASTING, April 17].

The letter to WWJ asked the station "to review your action in this case and provide the Commission with a further statement regarding it." The one to WLIB, dated April 12, asked for a statement of "your future policies." WLIB has not filed its reply, but is expected to do so shortly.

Chrysler Refused

The WWJ issue stemmed from UAW's request for time in which to discuss the strike in progress at the Chrysler Corp. Chrysler refused to accept time in which to reply.

WWJ's General Manager Harry Bannister told FCC later, when UAW complained, that after "a great deal of soul-searching" WWJ officials notified the union that station policy would be to make available without charge at least one hour of Class A time weekly for "joint" use by both sides [BROADCASTING, Feb. 6].

"Obviously," Mr. Bannister said in notifying the union of WWJ's position, "the public interest will not be served by any WWJ action which supports either party to the detriment of the other party. However, any use of WWJ's facilities which does not completely and meticulously ensure in advance that neither party will make greater or more effective use of WWJ's facilities must serve, in effect, to make WWJ a partisan."

Letter to WWJ

In its letter to WWJ, the Commission said "it appears that your action in this case is not in accord with the principles enunciated" in the Mayflower Decision on station editorializing, and cited the following passage from the 13-page decision:

. . . where the licensee has determined that the subject is of sufficient import to receive broadcast attention, it would obviously not be in the public interest for spokesmen for one of the opposing points of view to be able to exercise a veto power over the entire presentation by refusing to broadcast its position. Fairness in such circumstances might require no more than that the licensee make a reasonable effort to secure responsible presentation of the particular position and, if it fails in this effort, to continue to make available its facilities to the spokesmen for such position in the event that, after the original programs are broadcast, they then decide to avail themselves of a right to reply to present their contrary opinion.

FCC's letter told WWJ that "since the issues in the Chrysler strike are admittedly of public importance, and on the basis of the information before us, it seems clear that the policy of the station in connection with this matter is contrary to the above-stated principles set forth in the above-mentioned decision of the Commission."

RADIO OUTPUT

RMA Finds Continued Rise

PRODUCTION of home and auto radio sets as well as FM receiving circuits continued the mounting pace of the late months of 1949 during the first quarter of 1950, according to Radio Mfrs. Assn.

TV production again set an all-time record as RMA member companies reached a March average of more than 115,000 sets a week. This does not include non-member production, RMA representing about four-fifths of the industry TV total.

More than a half-million TV sets were produced in March, a five-work-week month, bringing RMA's TV output for the first quarter to 1,227,930 receivers. The March TV total was 525,277 sets, compared to 367,065 sets in February and 335,588 in January.

Production of home radio sets totaled 724,691 in March, compared to 529,254 in February and 470,715 in January. Output of auto sets totaled 255,673 in March, 221,139 in February and 189,480 in January, a total of 666,292 during the quarter.

Total Set Output

Total output of all sets was 1,505,641 in March, 1,117,458 in February and 995,783 in January, a quarterly total of 3,618,882 radio and TV sets.

The FM picture continued to brighten, with 408,361 radio and TV sets carrying FM-band tuners produced in the first quarter. Of these, 273,732 were aural sets (FM-AM or FM-only) and 134,629 were TV sets tuning the FM band.

In March 57,602 of the 525,277 TV sets turned out by RMA members had FM-band tuners, with 98,141 FM-AM or FM-only sets, a total of 155,743 FM receivers.

NEW RESEARCH PLAN *Told by Rogan Jones*

PLANS for extension of a new radio research technique to hundreds of cities throughout the country were revealed last Tuesday by Rogan Jones, president of KVOS Bellingham and KPQ Wenatchee, in an address to the Seattle Advertising and Sales Club on "Radio Research That Is Paying Off." Mr. Jones was the keynote speaker at the Radio Day Awards in the Ad Club's third annual advertising competition (see awards story page 44).

On the basis of what he called "pilot-plant operations" in Washington and Oregon cities, Mr. Jones predicted that nationwide application of the research technique, based on Advertising Research Bureau Inc. studies, on a continuing basis would show:

- Measured by a dollar's worth of results for every $1 invested in newspaper advertising, radio produces $1.40 in sales per dollar invested.
- Two dollars invested equally in newspaper and radio advertising produce $5 in results.

Satisfaction Noted

On the basis of results in tests to date, Mr. Jones asserted: "In no case has an advertiser been unimpressed by the results, or anything but satisfied with the objectivity and reliability of the independent and professional research methods and techniques used."

The testing method was developed in conjunction with Joseph B. Ward, independent professional market researcher of Seattle. Four tests have been completed in Bellingham, two in Wenatchee, two in Spokane, two in Portland, Ore., and two in Missoula, Mont., and Mr. Jones disclosed that eight more are in progress in four other Montana towns.

Each test, he said, measures comparison of traffic resulting from radio and newspaper advertising; the percentage of that traffic which buys merchandise; and how much merchandise is bought by each type of customer.

The first test, conducted in Bellingham, showed $1.40 in results per dollar invested in radio, as compared with $1 return for newspapers; and two dollars spent equally in the two media produced $2.60 in results.

Pattern Maintained

This pattern has been maintained, Mr. Jones reported, in all five towns where studies have been completed thus far, involving 11 different stores with 9 different types of merchandise. He added:

"In big towns and little towns; with stations having networks and those having none; in stations with power of 250, 1000, 5000 and 10,000 w; in old established, top-flight stations and in new and struggling stations—under all circumstances we have encountered—radio has outpulled newspapers. And both radio and newspaper together have ratably pulled more than newspaper alone. The pattern of the first test has been slightly bettered in terms of traffic. In terms of merchandise sold, the proof is much stronger and clearer."

Before the Advertising Research Bureau Inc. studies were developed in cooperation with Mr. Ward, Mr. Jones said, KVOS had extensive evidence of its effectiveness in the form of Hooper, Conlan and other survey findings. Elaborate presentations were prepared, and diversified promotional techniques used to impress prospective advertisers.

While numerous compliments were received, reluctant customers usually came up with what Mr.

(Continued on page 44)

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MR. JONES (l) discusses a point in his speech with Bill Hubbach, chairman of the day and account executive at KOMO Seattle.



RECEIVING awards presented by the Seattle Advertising and Sales Club is this happy group—winners in the club's third annual advertising competition. Winners are congratulated by Bill Hubbach, KOMO Seattle account executive and chairman, Radio Day, and Thomas H. Sheehan, advertising manager, Sicks' Seattle Brewing Co., and president of the club. L to r are Tom Herbert, Seattle Chamber of Commerce; Eleanor Bell, *Seattle Post-Intelligencer*; Jim Miller, Western Agency; Mr. Hubbach; Mr. Sheehan; Lucille Fuller, Taskett Advertising Agency; H. O. Stone, Pacific National Advertising Agency, and George Dean, KOMO.

SLOAN AWARDS *Cite 7 for Safety Campaigns*

FOUR advertisers, three stations and Mutual-Don Lee Network last week were given the Alfred P. Sloan Radio Awards for Highway Safety in 1949 by the National Safety Council, Chicago. The awards, presented annually by the Alfred P. Sloan Foundation "for distinguished public service to highway safety through radio and television," were given for commercial and sustaining activities in four categories—national or regional networks, TV, regional or clear channel stations and local radio stations.

Advertisers and subjects of citations were: Lever Bros., New York, for devoting three NBC network productions of *Big Town* to traffic safety, and for special messages during the year; Pure Oil Co., Chicago, for "its effective use of TV" through the cartoon show, *Little Otto*, on WBKB (TV) Chicago; The New Utica, Des Moines, Iowa clothing store, for an original children's safety show, *Hey, Bob* on KRNT Des Moines, and the Dayton Coca-Cola Bottling Co., for bringing safety continuously to the attention of the average pedestrian and driver through the local show, *Man on the Street*, via WING Dayton.

Mutual-Don Lee Broadcasting System, Los Angeles, was commended for its sustaining network activities and for encouraging member stations to support safety.

WMAR-TV Named

Only video station cited in the TV class was WMAR-TV Baltimore, for devoting "an exceptional amount of time and energy to developing an effective week-by-week safety program," as well as for special safety messages. The two radio stations—KOIN Portland, Ore., and WFIL Philadelphia—earned top mention in the regional and clear channel group and local classification, respectively. KOIN had "an outstanding year-round program of safety activities, highlighted by production and distribution of 52 15-minute programs to a 17-station network." WFIL was chosen for its local sustaining activities, with its "unique" community-wide *Silly Willy* safety drive.

Ned H. Dearborn, president of the National Safety Council, headed the judging committee, which included Harold P. Jackson, past chairman of the National Committee for Traffic Safety; Mrs. J. Blair Buck, president, General Federation of Women's Clubs; Earl T. Newbry, Oregon secretary of state and president of the American Assn. of Motor Vehicle Administrators; Dr. Kenneth G. Bartlett, dean of the University College and director of the Radio Workshop, Syracuse U., and George Jennings, director of radio for the Chicago Board of Education and president of the Assn. for Education by Radio.

Research Proves Summertime Radio As Effective As Rest of Year!

Small Drop in Metropolitan Audiences More Than Offset by Other Listening

Some radio advertisers curtail their summer schedules in the belief that summertime radio advertising is expensive and ineffective as compared to the "good" months of the year . . . that "business always falls off in the summer anyway" . . . that "big-time network shows get replaced" . . . that "people just don't listen to the radio in hot summer months." Reasoning is that radios are restricted to living rooms. *This premise is not true!*

Today, families take their radios with them. Radios flock to the beaches, mountains and lakes, they go on family picnics, they take weekend trips and week-night drives, they're practically "standard equipment" in automobiles and summer cottages. In short, radios are as much a part of the summertime American scene as bathing suits, picnics and "two-weeks-with-pay."

Statistics confirm this. In Iowa, for example, the Iowa Radio Audience Surveys* show a 244% increase since 1939 in the number of radio-equipped cars. These millions of car radios create a vital summertime audience, as shown by the following figures:

IOWA CAR-RADIO LISTENING

Length of Trip	*Percentage Who Tune In Their Car Radios*	
	MEN	WOMEN
Between 1 and 5 miles	33.8%	38.0%
Between 6 and 25 miles	53.0%	52.0%
Between 26 and 50 miles	68.3%	63.5%
Between 51 and 100 miles	69.1%	69.0%
More than 100 miles	80.5%	63.0%

In addition, comparisons between the 1949 and the 1948 Iowa Radio Audience Surveys reveal a 16.0% increase in the number of radio sets located *outside* the home and *outside* the family car. Reliable estimates indicate that Iowans now have about 750,000 portable sets that can travel with the family to cottages and cabins, camps and hotels.

This summertime bonus audience takes on even greater meaning when you realize that C. E. Hooper figures show only 6.6% less people available in the *daytime* in metropolitan homes during July and August, than in the peak daytime month of February. *Evening* figures show a decline for July and August of only 13.3%, as against the peak evening month of January.

These figures are substantiated by statistics compiled by the Psychological Corporation which indicate that only 6.8% of the nation is on vacation at any one time between July and Labor Day. Only about two thirds of these vacationers take trips — the rest relax and rest at home, with many of their leisure hours devoted to radio. The true picture of summertime radio listening, then, is *not* that there is less listening, but that at least *an equal amount of listening takes place, with a lot of it in non-surveyable locations!*

"VACATIONING"—A BILLION-DOLLAR INDUSTRY!

Between June and September, vacation-minded Americans spend well over a billion dollars planning for their vacations — and enjoying them. Swim suits and sun-tan lotions get a part of this billion-dollar spending but even more is spent on such year-'round merchandise as tires and gasoline, food and drug items, cigarettes and clothes.

DECISIONS ON MANY FALL PURCHASES MADE IN JULY AND AUGUST!

Two recent department store surveys (one in Milwaukee and one in San Francisco) show that in 80% of the cases, housewives make up their minds in July and August as to *what* to buy, what *brand* to buy and *where* to buy their September purchases. There is additional evidence that this "carry-over" has a very real effect on sales in October, November and December, too. As one department store official put it, "It's too late to wait to sell a major investment until the family is back in Fall harness . . ."

*The Iowa Radio Audience Surveys of radio listening habits have been made for the past twelve years by Dr. F. L. Whan of Wichita University and his staff. They are based on personal interviews with thousands of Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising, marketing and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.

National Representatives



Sibley's Salesman

By LOUISE WILSON
RADIO DIRECTOR
SIBLEY, LINDSAY & CURR CO.
ROCHESTER, N. Y.

SIBLEY, LINDSAY & CURR Co. of Rochester, N. Y., largest department store between New York and Cleveland, has renewed its 52-week *Tower Clock Time* program on WHAM Rochester, for the 19th consecutive year.

Likewise, Sibley's has proudly framed the third consecutive first prize program award won by *Tower Clock Time* in the annual NRDGA contests.

Program awards and sales effectiveness don't necessarily go together. But in this case Sibley's and WHAM have a story which has illustrated over a long period of time the potency of radio as a salesman and goodwill builder. We think any program that can get continuous sponsorship by the same advertiser on the same station for 18 years must obviously have something to recommend it besides old age.

Tower Clock Time is broadcast on WHAM five times weekly, Monday through Friday, from 9:45 to 10 a.m. It's a show of chatter and music—with a deceivingly flexible format. But though the format changes even from day to day, the objectives are clear-cut and do not change. These objectives are:

- To advertise merchandise which will interest the large rural audience reached by WHAM's 50 kw and prestige. We know we have a large city and metropolitan audience, but sales-wise, we're especially interested in reaching, by this particular medium, the people in 8 to 12 outlying counties.
- To stimulate interest in Sibley's mail-order publication, *Tower Topics*.
- To acquaint listeners with the various Sibley services, including Personal Shopper, Bridal Consultant, etc.
- To dramatize and bring to life the various trade names and labels associated with Sibley merchandise.
- To advertise strong departments in important selling seasons.
- To keep listeners informed of new merchandise and timely events which tie in with merchandise.
- To attract and attempt to sustain the interest of as large an audience as possible by constantly introducing new ideas and forms.

FOR one of *Tower Clock Time's* special weekly interviews, Miss Wilson (r) talks with Mrs. Eleanor Roosevelt.

* * *

Since its inception way back in 1932, the program has changed format hundreds of times. In fact, right now we consider part of the success of the program to be due to the fact that it has no specific format. It must vary from day to day to try to capture the imagination of the listeners. They must never quite know what to expect! However, they DO know that there will be the three stand-bys on the program: Louise Wilson, commentator and store's radio director; Syl Novelli, popular pianist, and George Haefner, WHAM staff announcer.

Weekly Features

They know, too, that they can expect at least one guest a week, and that the skits—which are very frequent—and other devices used to dress up the commercials, will be acted by professionals.

The professional touch of paid actors helps to make the commercials believable and convincing. The method employed is determined by merchandise to be advertised. It is never straight selling copy. It is dramatized with talent, sound effects, musical backgrounds, and special effects. It is intended to be informal and friendly. Two musical selections, as solos, are included, although this, too, varies from day to day. It may feature a medley of tunes from a current Broadway production, or it may have three or four shorter solos.

Skits and dramatizations, musical commercials, novelty interviews, etc., are constantly employed to intrigue and capture the interest of the listeners, with the inspiration for the various forms coming from the merchandise itself! Special seasons, holidays, public events and the like, are also the handles on which we hang our commercials.

To a surprisingly high degree, all the objectives of the program are being met in a very positive manner. We sell merchandise—lots of it—and we acquaint people with Sibley's services.

In air-advertising of certain departments, exceptionally good sales result with fortunate regularity. For example, in response to a plug for the *Vogue Pattern Book*, the buyer reported an immediate sell-out. The buyer of Daytime Dresses reported that of 100 pieces of merchandise in stock at the time of one morning broadcast, 85 were sold by noon of the same day, and the out-of-town shoppers not yet heard from. For the same department, a seven-minute skit on bemberg sheers sold $1,114 (100 bembergs at $8.95 and 20 at $10.95).

Radio Brings Prizes And Profits

Aids Book Sale

After we interviewed a local author about his new book, 50 orders were taken on the phone and for many days afterward an average of 15 copies per day were sold. After another air interview with an author, Sylvia Dee, regarding her book, *And Never Been Kissed*, the biggest autographing party in the store's history was held. Dozens and dozens of her books were sold and reorders sent in several times.

In all these cases, radio was the only form of advertising used.

Frequently, however, we use the radio program to cooperate in a promotion with the store's newspaper advertising, window, and interior displays. When all these media combine forces, traffic and

* * *

REGULAR meetings with the merchandise managers and discussions with store personnel are required in preparing each script of the award-winning *Tower Clock Time*.









TOP PHOTO: Miss Wilson receives the NRDGA award certificate from Julian Loewenguth, Sibley's publicity director.

SECOND PHOTO: Information on the Daytime Dresses Dept. is gathered for script material by Ora May Seekins, buyer in the department.

THIRD PHOTO: Scouting around the store looking for seasonal merchandise to include on the program, Miss Wilson stops in the children's department.

BOTTOM PHOTO: One of the program scripts is checked by Miss Wilson with Ed Durgee, a buyer.

sales have been simply terrific. But when radio stands alone, we can always notice the results on traffic, and definite sales invariably result.

Aside from sales, considerable goodwill has resulted from the *Tower Clock Time* broadcasts. Following the dramatic program presented on Thanksgiving Day, stressing the sending of CARE packages overseas, phone calls and personal messages poured into the store and into WHAM.

In response to a *Fashion Quizdown* series (once a week for six weeks), an audience participation show, many of the listeners came in to the store following the broadcasts to buy fashion merchandise mentioned on the prog am. They were particularly enthusiastic and eloquent. One buyer remarked after a sale to a listener-customer, "If this doesn't build goodwill for Sibley's, I don't know what can."

School Recommends

Tower Clock Time is considered important enough by Wells College (70 miles from Rochester) to be "recommended listening for dramatic and radio classes." The program is also required for special classes in our local Board of Education.

If Hooper ratings still mean anything—and I sometimes wonder, considering how badly they are misused and misinterpreted—these facts are somewhat important: In a city of six radio stations, *Tower Clock Time* on WHAM claims 29.4% share of audience. The program's rating equals the coincidental segment of the national *Breakfast Club*, and beats all other local competition by 50%.

Tower Clock Time is merchandised and directly beamed for the out-of-town customer. We use newspaper space to cover the city and surrounding towns. While the radio program does sell to our local city folk, its main objective is to sell the out-of-towner by mail and phone. Only merchandise suitable to be salable in this way is accepted. We've been able to sell everything from pins to pianos—yes, pianos, sight unseen.

How It's Done

How are the programs planned and written?

Sibley's does not use an agency. Sibley's is unusual in that it favors a similar special setup for radio as it does for newspaper advertising. In too many stores, we feel, radio is treated as a step-child of the advertising department, and anyone with a free moment or a ready typewriter is allotted the job of preparing radio copy. Sibley's, on the other hand, has completely separate staffs for advertising and radio. This one fact, perhaps more than any other, is responsible for whatever success the program has enjoyed.

The radio director and staff are housed in the store-owned office building. The office is close enough to the store to allow the staff to get into the store in a few minutes to see the merchandise, to hear about it from the buyers, and to observe customers' reactions. And yet the office is physically apart from both the store and the station.

Programs are planned with the merchandise managers and buyers in weekly or semi-monthly meetings. The radio office is no ivory tower to which merchandise is brought by buyers or stock girls. The commentator writes three of the Sibley programs with two freelance writers preparing one each weekly. Anyone writing copy for the program must go into the store and get the story first-hand. In addition, when possible, the commentator tries and tests the merchandise before advertising it.

Programs are planned, written, edited, and typed, then distributed for approval of merchandise managers and buyers. A complete copy is distributed to departments for information of sales people. Every department throughout the store receives mimeographed copies of advertised merchandise every day. In this way, a customer buying an umbrella may ask, and be intelligently informed by the umbrella salesman, where the jar of face cream advertised that morning may be found, and its price and brand name. This saves confusion and makes for additional sales.

Sign Copy

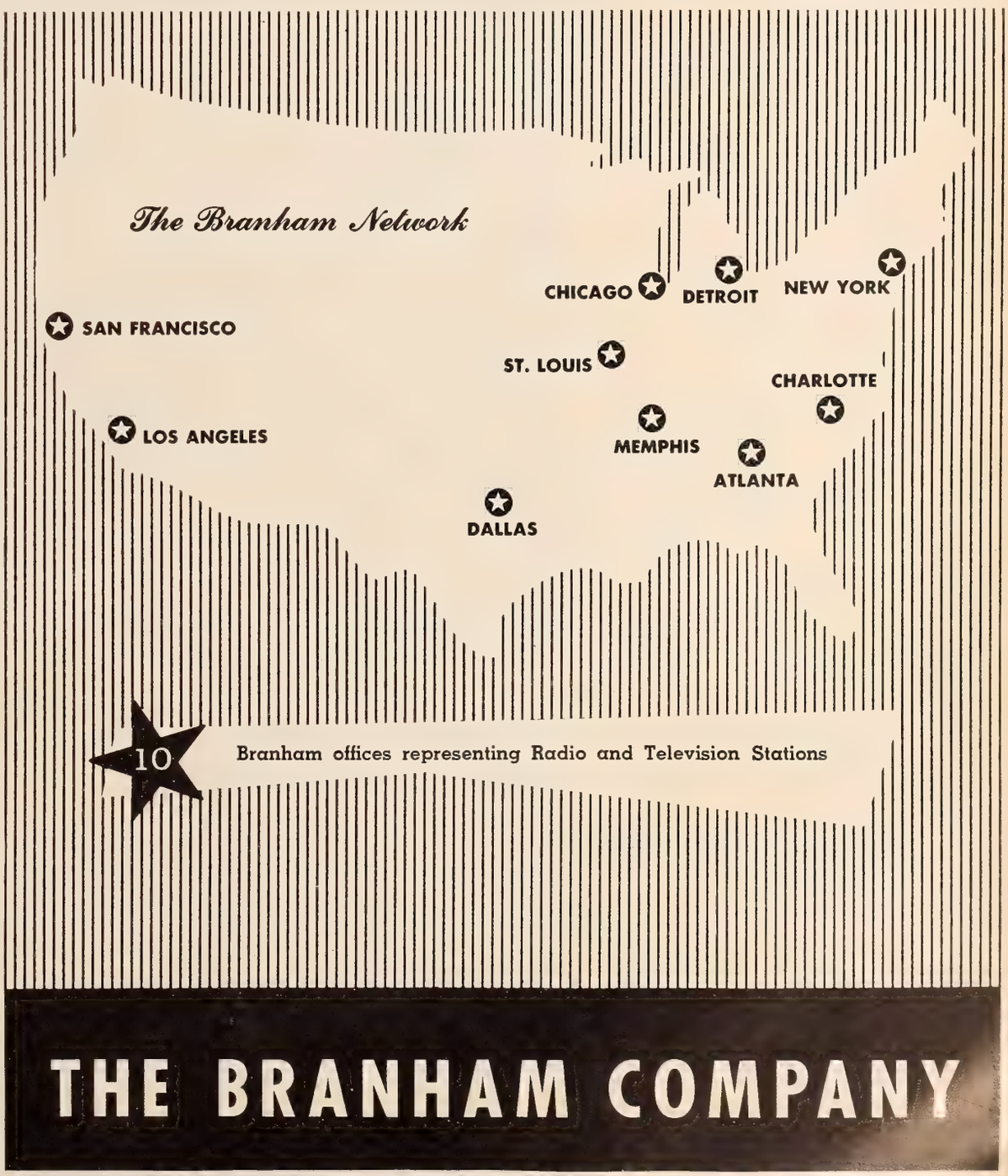
Sign copy is prepared for each item advertised, okayed by the buyer, sent to Sign Shop, produced, and then displayed in the department concerned on the day the merchandise was advertised on the air. A customer coming into the department may find it immediately. Or a customer who has not heard the broadcast is automatically attracted to it because of the effective sign. This makes for "plus" sales.

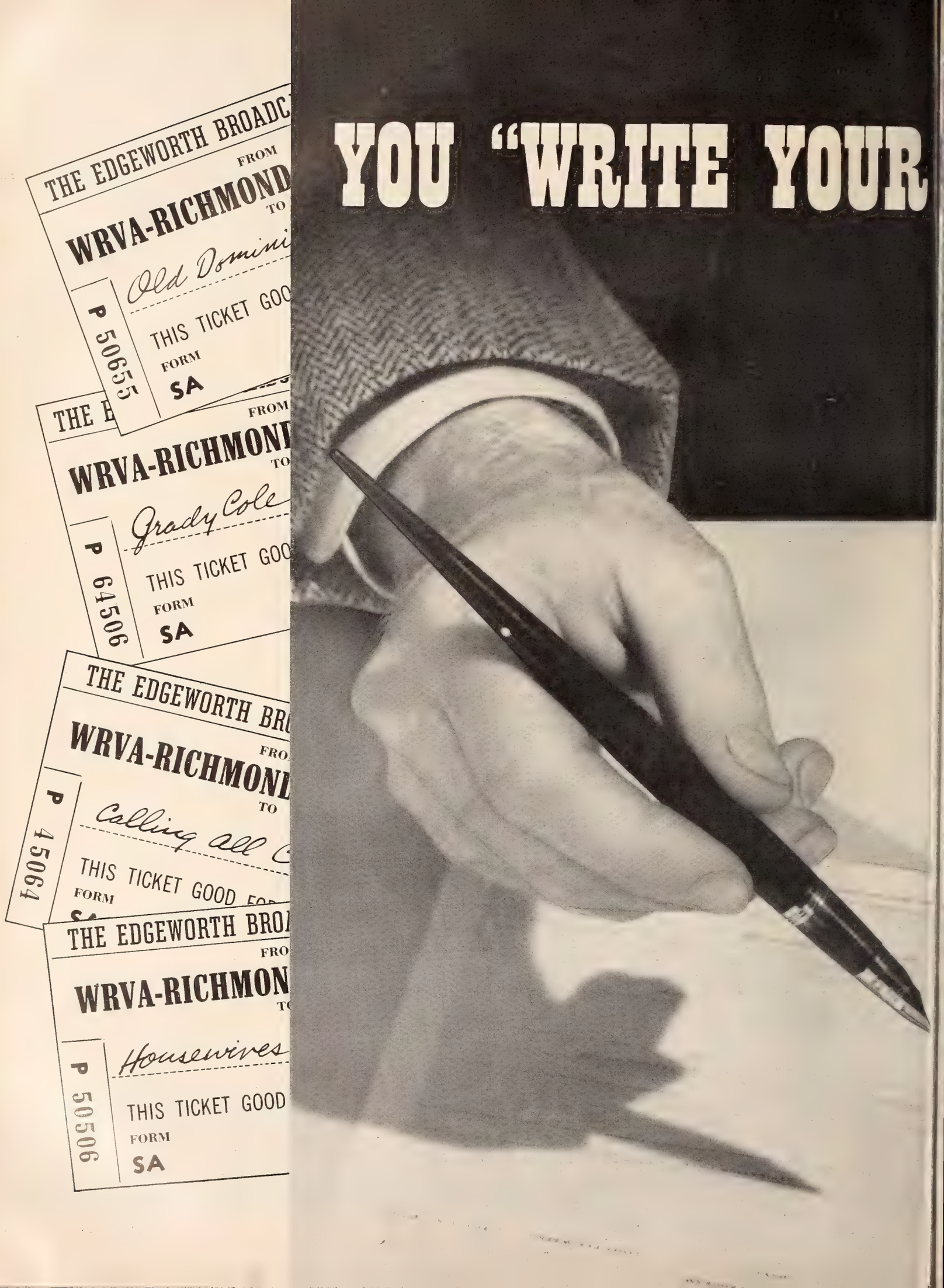
Although the store gives the radio director a budget for talent, the entire amount of money (not including salaries of the radio staff) spent on radio is just 5% of the store's publicity budget. Small as it sounds, it is considered adequate by the store and likely will not be increased until such time as television is added as a regular feature to the store's promotion schedule.

Winning awards is good. Selling merchandise is even better. We're happy that *Tower Clock Time* has been able to enjoy doing both over WHAM for so long.

Herman Lebow

HERMAN LEBOW, 60, vice president of Sterling Advertising Agency, New York, died April 21 at his home in New York. Mr. Lebow had been with Sterling since 1934 in executive capacities and he was also a prominent fashion authority having studied fashion art in Paris in his youth. Surviving are his wife and a son.




YOU "WRITE YOUR
THE EDGEWORTH BROADC
FROM
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P 50655
THE E
FROM
WRVA-RICHMONI
TO
Grady Cole
THIS TICKET GOO
FORM
SA
P 45506
THE EDGEWORTH BRO
FRO
WRVA-RICHMONI
TO
Calling all C
THIS TICKET GOOD FO
FORM
P 4506
THE EDGEWORTH BROA
FRO
WRVA-RICHMON
TO
Housewives
THIS TICKET GOOD
FORM
SA
P 50506

OWN TICKET" ON WRVA

Budget problem in the rich Virginia market? *Take it easy,* because WRVA makes it *so easy for you.*

You can *write your own ticket* on this 50,000-watt station because WRVA takes that *extra step!* Now, for little more than the cost of an announcement, you may participate in well-established, well-promoted and well-merchandised programs . . . *all* the benefits of top-notch programming and personalities . . . at a *fraction* of the normal cost.

This new plan is as *flexible* as Gertie's garter and one of these great shows is a "natural" for you:

OLD DOMINION BARN DANCE

*Monday thru Friday, 9:00-10:00 am. and 3:30-4:30 pm. Designed for high ratings and general listening. Features *CBS network commercial stars on a local basis. *(Brock Bar Ranch, CBS, Saturdays 7:00-7:30 pm.).*

GRADY COLE TIME

Monday thru Saturday, 5:00-6:00 am. Designed especially for rural audience and features fabulous Grady Cole. (Combination purchase with WBT, Charlotte, N. C.)

CALLING ALL COOKS

Saturdays, 10:00-10:30 am. Audience participation quiz show broadcast from WRVA Theatre (average audience of 800). Radio show is part of two-hour entertainment. Product displays; samples distributed; with retail grocer merchandising plan; actual product demonstrations. Buy it weekly, bi-weekly, or once a month.

HOUSEWIVES PROTECTIVE LEAGUE

Monday thru Saturday, 5:00-5:30 pm. Features Mark Evans and is designed primarily for food and household products.

WRVA EXTRA STEP

50,000 WATTS • RICHMOND AND NORFOLK, VA. • REPRESENTED BY RADIO SALES

Editorial

Whistlers in the Dark

PERHAPS the most artful shell game of our generation is the way in which the printed media have spread the word that television spells the doom of sound radio but that printed media will go on undisturbed.

They've spread the word so effectively that even some broadcasters believe it. But do the publishers, notably those without TV, believe it?

Every week that passes makes it clear that the newspapers and magazines in their public derision of television are in fact whistling past the graveyard—with nervous lips. In the privacy of their own lodge meetings they are treating seriously, as indeed they are wise to do, the medium which they publicly deride.

In New York, for instance, the American Newspaper Publishers Assn. last week studied television's cut-in on newspapers and magazines —a subject not incorporated in the proceeding for laughs.

And take a look at the agenda for the 20th annual convention of the National Newspaper Promotion Assn., May 14-17 in Milwaukee. The first item is a session on newspapers' relationship to TV, with NBC President Joseph H. McConnell as the keynote speaker. There'll be discussions of TV's effect on newspaper circulation and on newspaper advertising, its use to promote newspaper circulation, and its effects, as shown in a two-year study, upon sports attendance.

We venture there will be little fun-making at television's expense in Milwaukee.

But the most revealing reaction came from Marshall Field, an older hand in radio than in newspapers. Expressly recognizing television's evening audience hold, his *Chicago Sun-Times* cut out afternoon deliveries to concentrate on morning-only, "for the greater convenience of our readers."

Rival newspapers set up an immediate howl. Some claimed their own circulations have increased during television's development, and that television actually helps afternoon papers by keeping people at home nights. But we wonder whether Mr. Field hasn't set a pattern for times to come.

The printed media's public attacks on TV are really an extension of their campaign against aural radio. Yet radio's circulation has continued upward, despite "plug-ugly" campaigns. And radio continues the *least* commercial medium.

Instead of moping about these oblique attacks, radio should sell itself as the most influential selling force extant. Instead of talking rate reductions, radio should talk rate adjustments upwards in those categories where audience and tune-in have increased. Instead of giving accounts 12 months' rate protection, radio should take a leaf from the book of the printed media and cut the protection to three or six months.

As TV grows, there are bound to be changes. But they won't be out of radio's pocket and into TV. The extent to which TV has tapped "new money" was convincingly told by the FCC in its latest revenue report [BROADCASTING, April 24]. The advertising dollars will be spent in direct ratio to results. Advertising isn't bought on habit or tradition alone.

TV's growth, amazing as it has been, is just beginning. Radio's growth may be less rapid, but it hasn't stopped. With 95% of American homes covered, it has only 5% to go.

FCC, We Agree—But

LIKE FCC Chairman Coy, we find ourselves in an anomalous position over the anti-gambling movement now on foot.

Testifying against a Justice Dept. bill (S3358) which he felt would give the FCC too much authority, Chairman Coy conceded that the Commission's "reluctance to accept broad delegations of authority" is not in keeping with "the role that is commonly expected of a bureaucrat."

Our own anomaly is that, examining FCC's substitute bill, we find ourselves for once in agreement with the Commission—at least up to a point. Certainly we agree the Commission's bill is better than the Justice Dept's.

The Justice Dept. would forbid interstate transmissions (broadcast, telecast, or otherwise) of "gambling information" and would define "gambling information" so broadly that FCC rightly thinks no line could be drawn squarely between that and legitimate news. FCC would be handed the job of drawing the line anyway. And in the case of horse races, broadcasters could carry no more than one a day and would have to delay for at least an hour the news of results of all others.

FCC's approach is more to the point. It would simply ban interstate transmission of data on bets, betting odds, and prices paid. Broadcasters and telecasters would be free to carry as many races as they please, and to announce the winners of others without delay. Radio and newspapers would have equal footing.

We fear, however, that we cannot make our anomaly complete by going all the way with the Commission. In racing, which seems to be the prime concern, pari-mutuel betting is legal in a number of states. Fans in those states would seem to have a legitimate interest in odds and prices information whether they are at the tracks or in their homes. Further, as Sen. McFarland observed, non-bettors have a sincere interest in the odds and prices on major events, such as the Kentucky Derby, the World Series, or a world's championship fight.

The answer, it seems to us, is more diligent enforcement of anti-gambling laws at the state and local levels. The Congress certainly should think long and hard before it acts. In no event should it act until it has conducted a searching overall investigation and found that the menace cannot be curbed without federal action of the severity and scope now proposed.

Wave Cargo

THE DECISION of most New York television stations to install their transmission facilities in a common location, unquestionably the best in Manhattan, points up an important variation between radio and television.

Unlike the wide differences in power and frequency—and hence signal coverage—that prevail among AM stations in any multiple station city, VHF television stations cover about the same ground. It is to the advantage of all within any community to select the best site for transmission and use it jointly.

Competition among stations is then pretty much centered in their programming, a very healthy circumstance. No television station in a multiple station area can hope to attract audiences on the basis of signal strength alone.

There is bound to ensue an invigoration of creative program thinking. In television, audience size will not be determined so much by the power of waves as by the cargo the waves carry.

Our Respects To —



SARKES TARZIAN

ASSOCIATES of Sarkes Tarzian, electronic engineer, manufacturer and station operator, describe him as a man who "is going places." He is the enterprising Philadelphian who became an adopted "Hoozier" and who, in six years, hurdled the electronic rungs of the success ladder to become a leader in his field.

Today, Mr. Tarzian and his wife, Mary, head up a million-dollar television manufacturing corporation — Sarkes Tarzian Inc., a young giant in the TV tuner, rectifier and tube producing industry, employing more than 1,200 persons in three cities with a payroll that exceeds $2 million annually.

In addition, they own and operate WTTS Bloomington, Ind., a 5 kw regional AM station serving Southern Indiana, and its sister, WTTV (TV)—"Indiana's second television station."

Mr. Tarzian also is known in the electronic engineering world as a man with creative and inventive ability. His most enterprising work in the broadcasting field is his high fidelity and high frequency method of AM transmission, called HIFAM. A fortnight ago, the FCC approved license renewal of his experimental HIFAM station, KS2XAP Bloomington, Ind., which first went into operation in 1946.

Sarkes Tarzian was born in Philadelphia Oct. 5, 1901. He attended public schools in the Quaker City, being graduated from the North East High School in 1920 as class valedictorian. He was awarded a Simon Muhr scholarship to the U. of Pennsylvania where he obtained his B. S. in Electrical Engineering in 1924.

Equipped with classroom knowledge, Mr. Tarzian put his know-how to work in the practical phases of electronics. He joined the Atwater Kent Corp. as design and development engineer.

At the Kent firm, Mr. Tarzian helped perfect the gang tuning condenser now in universal use. He also developed the all-metal radio cabinet that was used by the company exclusively and which reduced the cost of radio sets to the public.

In recognition of his keen approach to the radio industry technique, Atwater Kent in 1926 awarded the young engineer a graduate fellowship at his alma mater. A year later, he rejoined the corporation with an M. S. in Electrical Engineering and further knowledge in the field which was to become his life's labor.

By 1932, Mr. Tarzian's craftsmanship had earned him the post of chief design and development engineer with the firm. Four years later, he was at RCA in the role of chief engineer of the company's subsidiary in Buenos

(Continued on page 38)



SHE BATS 1000% with her WBZ "Home Forum Program" (9:30-9:45 AM, Monday through Saturday).. a daily favorite with innumerable New England home-makers. Limited number of participations now available through WBZ or Free & Peters.



SHE CATCHES a big TV afternoon audience each Tuesday at 4:15, sponsored by the Boston Post, on WBZ-TV.



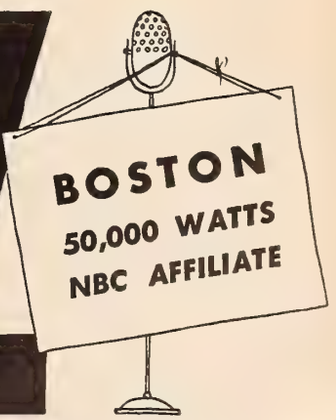
MILDRED "TRIPLE-THREAT" CARLSON



SHE PITCHES a daily Boston Post column, "After Breakfast with Mildred Carlson." This column, with her radio and TV work, helps make her the best-known home economist in New England.. an advantage of real importance to advertisers aiming at this important *home* market!

carries your message into thousands of New England homes via

WBZ



WESTINGHOUSE RADIO STATIONS Inc

KYW • WOWO • KEX • KDKA • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Respects

(Continued from page 36)

Aires. In South America, Mr. Tarzian supervised production of a full range of RCA receivers, transmitters, phonographs, cabinets, radio components, disc and film recordings. In 1938 he was in Europe serving as consulting engineer to various continental firms engaged in radio set manufacture.

When 39 years old, Mr. Tarzian became chief engineer of RCA's then (1940) newly-opened plant at Bloomington. Lending his talent to the effort, he saw the plant swing into rapid production. A record 1.1 million receivers were turned out in 1941.

As the war changed living in the U. S. and also the nation's industry, Mr. Tarzian became a top technical consultant for RCA on such secret and highly important projects as the proximity (VT) fuse.

In June 1944 Sarkes Tarzian struck off on his own as consulting engineer. To supplement this, he started, with his wife, a Philadelphia-educated specialist in international relations, his business battle in the manufacturing world.

The industrial career ushered in numerous problems. At the outset, the Tarzians had $40,000 capital, a rented building, and his 20 years experience as an engineer in the radio electronics field.

In the ensuing years, production figures tripled and quadrupled as the demand for Tarzian-patented and produced parts grew. It is now estimated by his firm that 65% of the television industry uses the tuner, basic patents for which were taken out by Mr. Tarzian and now are owned by Tarzian Inc. His Bloomington and Philadelphia plants produce 4,000 tuners daily and the firm expects the figure to mount to 6,000. In addition to the aforementioned Philadelphia plant, his company also expanded to New Jersey where a plant is in operation at Hawthorne.

A new selenium rectifier plant in Bloomington, boasting one of the most modern and largest installations of its kind in the world, is only beginning production. When this plant hits full production, the firm estimates an output topping 5 million "Centre-Kooled" rectifiers annually. The Hawthorne factory currently is producing 16- and 19-inch metal TV tubes.

WTTV, a "home-built" TV outlet, is Mr. Tarzian's latest illustration of a continuing experimentation in the operational field. Most of its equipment was fashioned in the various Tarzian plants in Bloomington and took two years to assemble. Even the TV antenna was locally constructed.

Bloomington is a city of 20,000, the home of Indiana U., and is known as the "Limestone Capital of the World." WTTV is the first commercial TV station operating in a community of this size. It telecasts 12 hours per week and plans to expand its programs as soon as more network shows become available via mocrowave relays now being installed. Station is affiliated with DuMont, ABC, CBS and NBC. WTTS made its debut in March 1949; WTTV appeared on the Bloomington scene in November of the same year.

Six Busy Years

In this span of a busy six years, life has changed little for Mr. Tarzian since his initial and continuing success. Together with his wife, a 4-year-old son and 2-year-old daughter, he lives in the modest white bungalow he purchased five years ago in Bloomington.

Mr. Tarzian, who takes time out when he can to play a few holes of golf, considers himself a firmly-rooted Indianan despite his Eastern background and interests. He is an active Rotarian, member of the Chamber of Commerce and Bloomington Country Club. He is a solid "booster" of the community on both his radio and TV facilities.

While Mr. Tarzian has definite views about TV manufacturing and operations, he is by no means an "opinionated," hard-boiled tycoon. Associates and employes in his organization meet a soft-spoken, mild-mannered, scholarly-appearing man who constantly shuttles from plant to plant—except when he's not flying to the East or West Coast or to Chicago.

His philosophy can be summed up in a half-dozen thoughts: He believes small communities of America can have television, despite the assumption that TV for the time being must be reserved for the metropolitan areas because of financial reasons. And Mr. Tarzian, showing his practical weight—which has earned him a growing electronics empire — puts forward these ingredients for successful operation in TV: Application of basic business techniques, sound management, stable and mature programming and improved advertising methods to meet TV's visual demands.



HIGHLIGHTING the 37th annual Schoolmen's Week observance in Philadelphia late last month was the guest appearance of FCC Comr. Frieda B. Hennock (center) on a special *Meet the Press* presentation [BROADCASTING, **April 24]. With Miss Hennock are (l to r): Samuel Serota, president, Philadelphia Chapter of Assn. for Education by Radio and educational special events director of WIP Philadelphia; Helen Atkinson, chairman, Pennsylvania Suburban Schools Assn.; Dr. Fred Gruber, chairman, Cultural Olympics of the U. of Pennsylvania.**

LAWRENCE DEFENDS RADIO

WCOP Manager Answers Evangelist's Attack

CANCELLING out a usually heard sustaining news program, Craig Lawrence, general manager of WCOP Boston, spoke in defense of radio April 18 after Evangelist Billy Graham attacked "certain types of radio programs" as "one of the strongest contributing factors to delinquency, immorality, gangsterism and juvenile waywardness."



Mr. Lawrence

In his five-minute stand on behalf of Boston radio, specifically, and American radio, in general, Mr. Lawrence said that the attack on radio programs has become the "old faithful" standby of anyone seeking publicity in the newspapers. "It always gets space. It's sure fire," he said.

"Now, I have only the highest regard for the evangelistic work which Billy Graham is doing. . . . However, when he provides newspaper fodder critical of radio, I feel that a reply is necessary. Who is naive enough to say that radio programs, or newspapers, or preaching, or anything cannot be improved? Not me! I've seen too many improvements in the past 20 years. On the other hand, I also know from first-hand experience of the vigilance over program content exerted by the radio industry. By internal guidance, instead of external control, we have made it the cleanest form of family entertainment and mass entertainment that there is," he said.

"Too many critics use the term 'crime programs' far too loosely," Mr. Lawrence declared. "Should we refuse to carry a program such as *This Is Your F. B. I.*, which is endorsed by J. Edgar Hoover and other civic leaders?"

"In the final analysis," continued Mr. Lawrence, "it is the listener who determines the radio programs which will survive and those which will fail. There is radio programming for every taste and a glance at tonight's radio logs for Boston will show that. There is comedy with Bob Hope on WBZ, religious services with the *St. Cecelia Novena Service* on WMEX, mystery with the *Mystery Theatre* on WEEI, news by Gabriel Heatter on WNAC, service to veterans on WHDH, a discussion of race relations on *America's Town Meeting* on WCOP—these and many, many more in drama, comedy, music, news and discussion. David Sarnoff once said that the richest man could not afford to buy what the poorest man gets free by radio."

Management

MORT SILVERMAN joins WMRY New Orleans as executive vice president. He formerly was with WEIM Fitchburg, Mass., and WWCO Waterbury, Conn. He succeeds **STANLEY K. BROWN**, resigned. Mr. Brown had been with station since its inception in January. Future plans have not been announced.

ROBERT M. PEEBLES appointed manager of WKNY Kingston, N. Y. He formerly was with WKNE Keene, N. H., and has been with WHDL Olean, WJTN Jamestown, N. Y., and WCAE Pittsburgh, Pa. He succeeds **CLAUDE S. MIDDAGH**, general manager for past two years. Mr. Middagh's plans have not been announced.



Mr. Peebles

JOHN E. SADLER appointed manager of WSVS-AM-FM Crewe, Va. He succeeds **MAXEY E. STONE.**

JOHN COWLES, chairman of the board and vice president of Cowles Broadcasting Co., comprising KRNT Des Moines, WNAX Yankton, S. D., and WCOP Boston, elected a trustee of Ford Foundation.

CHARLES MOOS, formerly with RCA Victor, joins NBC's legal department as an attorney. Before joining RCA, he was commissioner at U. S. Conciliation Service and attorney for Wage Stabilization Board.

ROY H. THOMSON, owner of CKGB Timmins, CJKL Kirkland Lake, and CFCH North Bay, as well as National Broadcast Sales, Toronto, elected president of Canadian Daily Newspapers Assn.

FRED THROWER, ABC vice president in charge of sales, is the father of a girl, born April 23.

SINDLINGER

Leaves Measurement Field

STATUS of a $2.5 million court action against A. C. Nielsen Co. and C. E. Hooper Inc. by Sindlinger & Co., Philadelphia, operator of Radox [BROADCASTING, April 3] remained in doubt last week following withdrawal by the latter audience measurement firm from the radio audience analyses field.

The firm closed its Philadelphia offices and suspended business on April 21. Albert E. Sindlinger, president of the firm, said he had advised the telephone company to disconnect its Radox lines which were sampling 342 homes owning 542 radio and 132 TV sets.

Mr. Sindlinger said, "This ends our endeavor to provide an accurate, instantaneous, economical radio-TV audience measurement system with an adequate sample that produces facts within a matter of hours."

The firm's damage suit filed in a U. S. District Court, Eastern Pennsylvania, last month against the Nielsen and Hooper organizations charged them with "malicious and unlawful interference" with Sindlinger's business rights, and accused the Nielsen company of an illegal filing of patent applications.

The Radox system of measuring the radio and TV audience was introduced by Mr. Sindlinger in September 1948 [BROADCASTING, Sept. 6, 1948]. Financing of the company was completed with a group of Chicago businessmen seven months later following lengthy negotiations [BROADCASTING, April 25, 1949].

KWK-FM CEASES

After Four Years on Air

KWK St. Louis notified FCC last week that it was giving up its FM adjunct, after nearly four years of operation.

Ray E. Dady, vice president and station director of KWK and KWK-FM, wrote the Commission:

"Despite almost four years of effort to provide good FM service in the St. Louis area, it is our considered opinion that public acceptance of this medium is too limited today and shows too little promise of improvement to justify the continuation of FM broadcasting."

He returned KWK-FM's license, saying the station ceased operations at sign-off at 10 p.m. April 22.

The action of KWK in closing its FM affiliate came on the heels of similar moves terminating operations of WTMJ-FM Milwaukee, the first FM station west of the Alleghenies [BROADCASTING, April 3], and WMIT (FM) Charlotte, N. C., the first in the Southeast [BROADCASTING, April 10].

KWK is licensed to Thomas Patrick Inc., partially owned by the St. Louis *Globe-Democrat*. Its FM station was founded in 1946.

Milestones

► George Biggar, director of the *WLS National Barn Dance* for WLS Chicago, has celebrated 26 years of broadcasting. He first joined WLS May 1, 1924, and since that time has worked in various executive capacities at WFAA Dallas, WSB Atlanta, KMBC Kansas City, WLW Cincinnati, WIBC Indianapolis and KCRG Cedar Rapids.

► WRAK Inc., Williamsport, Pa., celebrated its 20th anniversary during Easter week.

► An all day party, with salutes from NBC on various network shows, helped WFOR Hattiesburg, Miss., celebrate its 25th anniversary. WFOR originated as WDBT, a 10 w station, April 6, 1925.

HITS HUTCHINS

Allen Protests Radio Attack

DENUNCIATION of U. S. radio by Chancellor Robert M. Hutchins, U. of Chicago, writing in the *British Broadcasting System Quarterly*, was described by Gordon Allen, general manager of WGEZ Beloit, Wis., as one "of the best examples of biased reporting" he had ever encountered.

Chancellor Hutchins had predicted American listeners would rise up in protest and throw their radio sets into the street.

Many broadcasters informed BROADCASTING they had received reprints of Hutchins article in plain envelope bearing Chicago postmark.

Commenting on the Hutchins claim there has been no radio industry change in 15 years, Mr. Allen observes the number of sets has tripled along with the number of stations in that time, with commercial broadcasting selling billions of dollars in goods and giving many billions in free time and free advertising impressions to public service projects.

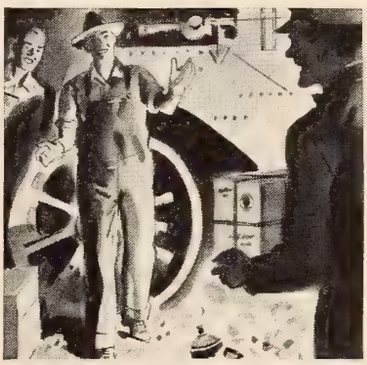
Mr. Allen criticized Dr. Hutchins for the academic approach to world problems, with failure to study the two billion people who live outside the academic laboratory. Referring to criticism of radio and TV program talent and "epitomes of vulgarity," as cited by Dr. Hutchins, he recalls the vulgarities of Shakespeare which the U. of Chicago describes as the "expression of his time." He added that "radio believes the people know what they want when they listen to belly laughs, music, biased news—escapism from troubled thoughts."

Many broadcasters "are far ahead of the psychologist in applying mass psychology," Mr. Allen suggested. "Give radio a little time—educators have had centuries. We deal daily with people who are our bread and butter. We answer their demands as best we can. Apparently our efforts are successful."

Contractor saves penalty of $500 — by investing $3.84 in Air Express



Time clause in housing project paving contract stood chance of being invoked when equipment broke down at 5 P.M. 10-lb. carton of replacement parts Air Expressed from 1200 miles away. Delivery in 8 hours. Air Express charge only $3.84—and contractor completed job on time.



$3.84 is small charge indeed, since it covers door-to-door service. Anytime delivery, 7 days a week, at all airport cities. This feature makes the *world's fastest* shipping service the most convenient to use.



Air Express always goes by Scheduled Airlines; this means extra dependability, *experienced* handling. And shipments keep moving 'round the clock. Regular use of Air Express keeps *any* business moving.

Air Express gives you all these advantages

World's fastest shipping service.
Special door-to-door service at no extra cost.
One-carrier responsibility all the way.
1150 cities served direct by air; air-rail to 22,000 off-airline offices.
Experienced Air Express has handled over 25 million shipments.

Because of these advantages, regular use of Air Express pays. It's your best air shipping buy. For fastest shipping action, phone Air Express Division, Railway Express Agency. (Many low commodity rates in effect. Investigate.)



Rates include pick-up and delivery door to door in all principal towns and cities

A service of Railway Express Agency and the
SCHEDULED AIRLINES of the U.S.

In New York, New Jersey,
Connecticut and
Western Pennsylvania



WNBC delivers twice as many markets as the largest newspaper

Your advertising message on WNBC, New York, delivers 25% or more of all the families in 64 cities of 10,000 population or over.

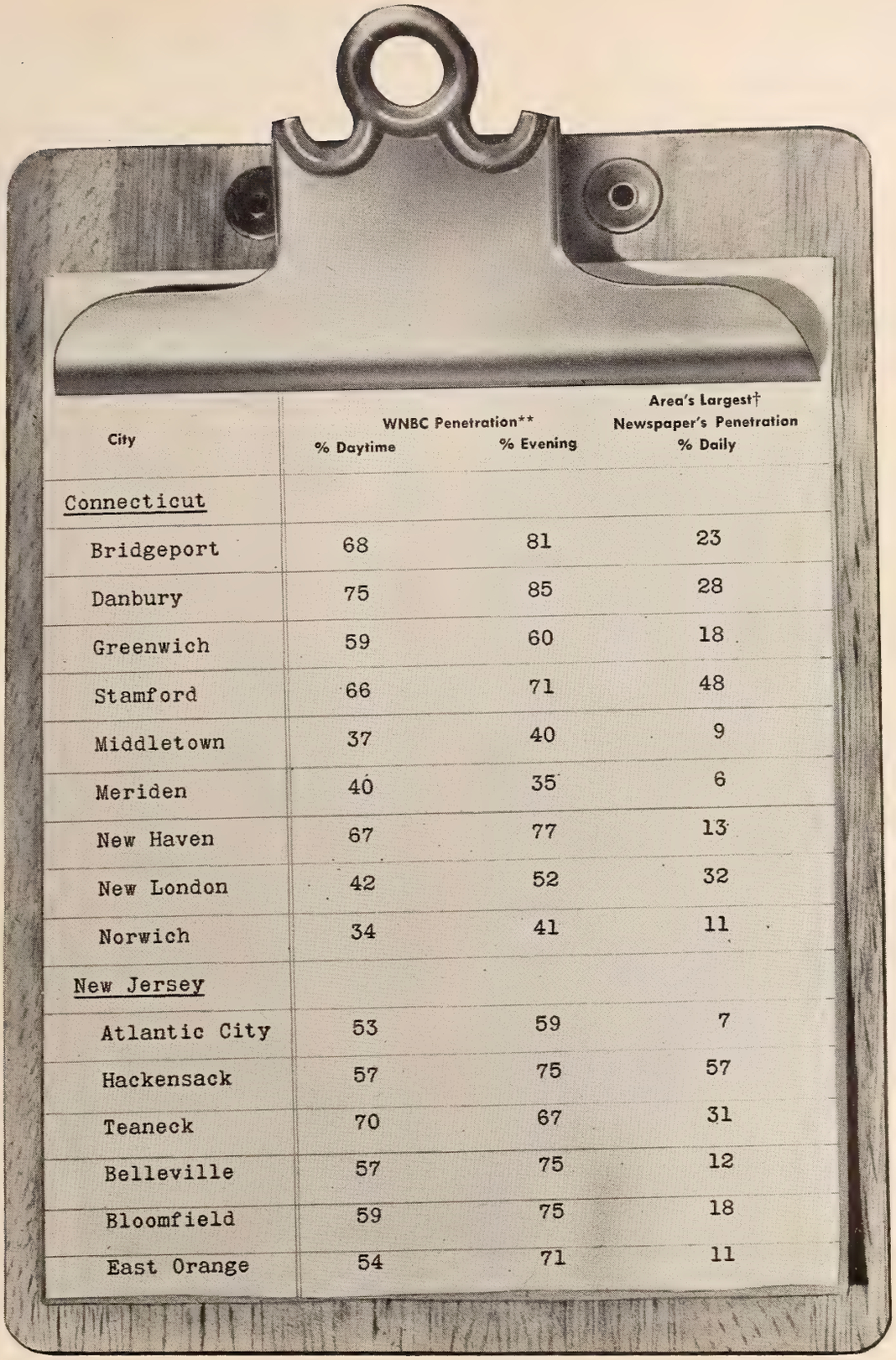
Your advertisment in the largest newspaper in this area delivers 25% or more of all the families in 33 cities.

Even more important to the advertiser who wants to *saturate* as many cities as possible: WNBC delivers larger audiences in 58 of the 64 cities in daytime and 62 of the 64 at night.

If your merchandising plans call for advertising that penetrates the largest number of markets at the lowest cost, your plans should include WNBC, America's Number One Station in America's Number One Market.

NBC SPOT SALES

NEW YORK • CHICAGO • CLEVELAND • SAN FRANCISCO • HOLLYWOOD



City	WNBC Penetration** % Daytime	WNBC Penetration** % Evening	Area's Largest† Newspaper's Penetration % Daily
Connecticut			
Bridgeport	68	81	23
Danbury	75	85	28
Greenwich	59	60	18
Stamford	66	71	48
Middletown	37	40	9
Meriden	40	35	6
New Haven	67	77	13
New London	42	52	32
Norwich	34	41	11
New Jersey			
Atlantic City	53	59	7
Hackensack	57	75	57
Teaneck	70	67	31
Belleville	57	75	12
Bloomfield	59	75	18
East Orange	54	71	11

*Less than 1 percent.

**Source: BMB Study No. 2 March 1949. Percentage of total families in city listening to WNBC.

†Source: Audit Bureau of Circulations March 1949. Percentage of total families in city reading this newspaper.

For similar market penetration comparisons of the areas served by seven major radio stations, write NBC SPOT SALES, New York 20, N. Y. You will find that stations represented by NBC SPOT SALES deliver more markets with deeper penetration than any other advertising medium.

INFORMATION AVAILABLE ON:	SERVED BY:
New York, New Jersey, Conn. and W. Pennsylvania	**WNBC**, New York
Illinois, So. Wisconsin and No. Indiana	**WMAQ**, Chicago
Northern Ohio and N. W. Pennsylvania	**WTAM**, Cleveland
Washington, D. C., Maryland and No. Virginia . .	**WRC**, Washington
No. California	**KNBC**, San Francisco
Colorado, Wyoming, W. Kansas and W. Nebraska	**KOA**, Denver
Eastern New York and Western New England . .	**WGY**, Schenectady

Truman FCC Plan

(Continued from page 27)

level or staff level or both" but was unsuccessful.

"It was only when we were faced with the threat of legislative action to reorganize us that the Commission finally began to move," he added.

Several "situations" confront the Commission today, Comr. Webster continued, including serious budget problems, the growing complexity of national and international affairs, and changing U. S. social and political values which affect overall radio and TV program standards. On the latter point, he asserted:

The problem of this Commission's responsibilities in regard to such questions as overall program standards for radio and television are as acute as any that we have before us. Do we not have some obligation to see that we are organized to consider such problems in a manner that will be efficient, informed and timely?

Power 'Freeze' Feared

Sen. Schoeppel said he was fearful lest, under the President's plan, power be "frozen" in a chairman appointed by the President. Comr. Webster said that "if any chairman dominates, he'll do it and no law can stop it." He conceded he'd heard that FCC has had "dominating chairmen in the past."

Sen. Johnson told the Senate group Monday that the reorganization plans would divest FCC and other agencies and vest in the Chairman "important functions . . . which have contributed materially to their successful operation." He said the plans "will mark the beginning of the end of these agencies as quasi-judicial independent arms of Congress," and will make them "one-man" agencies.

Turning to the role of the staff within the commissions, he asserted:

It soons to me that what requires particular emphasis . . . is that there is a tendency in these agencies for a small group of senior members of the staff to endeavor to formulate policy for the agency and to run it. There is a well-known saying among agency staffs that, "Commissioners come and go, but the staff remains forever."

It is apparent that such groups at the Trade, Power, and Communications Commissions have long sought to set the policies for the commissions. That the Commissioners must rely on the staff for research, legal opinions, and other information somewhat facilitates this objective.

However, the necessity for the staff converting the full membership to their views and the fact that the full membership has a voice in the selection of the staff not only prevents such small groups from dominating these commissions, but gives each Commissioner an opportunity to procure independent advice from members of the staff in whom the individual Commissioner has confidence.

To put into the hands of a Chairman, appointed by the President, the power of "full supervision" over the staff, makes it possible for such a small group of the staff to dominate the Commission by securing the confidence of but one member in each agency. It also permits them, with the assistance of the one member who is designated as Chairman, to control the opinions and research material made available to all of the Commissioners.

This is a substantial step toward placing domination of an administrative agency in the hands of men who are neither appointed by the President nor confirmed by the Senate and are not responsible to the people.

Sen. Johnson told the committee he would like to see Commissioners of FCC and other agencies appointed by the House and confirmed by the Senate rather than named by the President as under the present system.

Balance Safeguard

"I don't see how any Commissioner with any self-respect—with any desire to serve his country—could be willing to sit in on such a Commission" as proposed by the President, he observed.

Sen. McFarland on Tuesday questioned the advisability of the President's plan on the grounds of principle and "my knowledge of how FCC and other Commissions work." He said America's traditional concept of "separation of power has kept the government in balance."

"If the staff owes its responsibility to the Chairman," Sen. McFarland charged, "you will have people pointing an accusing finger at the Chairman and saying he's responsible whether it's true or not."



PARTICIPATING in an Exchange Club of Hollywood meeting are these radio and television executives, all Don Lee network vice presidents. L to r are Charles L. Glett, in charge of television; Ward D. Ingrim, in charge of sales and advertising; Patrick Campbell, in charge of stations and guest relations; Walter Carruthers, in charge of engineering; Donn Tatum, general counsel, and E. J. Bowen, president, Exchange Club and head of a business management firm.

Sen. McFarland told the group that his FCC reorganizational bill (S1973, passed by the Senate last year and now before the House Interstate Commerce Committee) was designed to eliminate frequent criticism that the Commission staff has influenced the Commission. He felt placing the staff under the Chairman wouldn't do away with such charges.

"In our bill we were seeking to separate staff and Commission duties and we didn't want the staff going around and lobbying," he added heatedly. He thought he could envision situations on station license applications where "the Chairman would direct how the staff would operate."

Plan 'Ambiguous'

NAB General Counsel Don Petty, appearing Wednesday, challenged the plan as "ambiguous" and told the committee:

Those engaged in radio broadcasting, the manufacture of sets and equipment, and members of the FCC have tremendous technical and other problems of far-reaching significance confronting them at the present time. It would seem that the wise legislative approach is that followed by the Senate in enacting S1973 [McFarland Bill], and not an approach which fosters ambiguities.

Specifically, Mr. Petty referred to hearing examiners appointed under the Administrative Procedure Act, citing their "indefinite status" under the President's proposal.

Mr. Petty suggested that "administrative" functions probably would include authority over information flowing from FCC.

He also questioned use of the term "executive" in Plan 11 and wondered whether it is intended to include the execution of Commission policies and mean that the Chairman would be responsible for them.

Another objection to the plan, Mr. Petty continued, is that it overlooks principles of the report of the Hoover Commission, which he said did not intend "to merge the executive, legislative and judicial functions of government." The President's message and plan contain such ambiguities "as to place the regulatory agency almost beyond the arm of Congress," he said.

Establishment of a "one-man agency" also was attacked by Frank Roberson, chairman of the Federal Communications Bar Assn.'s legislative committee, who leveled his fire at the problem involving appointment of hearing examiners. He said that with respect to FCC examiners "it is perfectly clear that [the plan] changes the method of appointment" required by the Administrative Procedure Act.

Further, he continued, "since the Chairman has responsibility for staff appointments, and since all agency action brings forth, and is largely dependent upon, staff recommendations, it would be plausible to assume that the staff will, and in fact must, follow suggestions or directions from the Chairman in preparation of reports or recommendations."

FCBA Lists Factors

FCBA also contended [BROADCASTING, April 24] that Plan 11 would:

Extend beyond Hoover Commission intentions in making the Chairman responsible for funds.

Break up equality of duties and responsibilities of the Commissioners by substituting a Chairman. . . . "There would seem to be little, if any, reason for the other six Commissioners if the plan is otherwise sound. . . ."

Make it impossible for the Chairman to discharge properly executive, administrative, legislative and quasi-judicial functions . . . without total reliance on the staff. . . .

Transfer the discharge of functions to "anonymous persons"—as far as the public is concerned.

Make a "super-official" of the Chairman, impair morale of the Commission, and limit the Chairman's power to "his own conscience."

Will not promote efficiency; but

Everybody comes to the

WLS NATIONAL BARN DANCE

(See front cover)

WLS the Prairie Farmer station
Chicago 7, Illinois

Clear channel—50,000 watts—890 kc—ABC network

Represented nationally by John Blair & Company

assuming it does, "the price to be paid in terms of concentration of power is too high to pay."

Defending the President's plans, Frederick J. Lawton, director of the Budget Bureau, said the sole objective is to improve "organization and administration" of these agencies and that the plan would not alter substantive laws administered by them.

The plans would not affect quasi-judicial proceedings of FCC and other regulatory bodies, and separation of responsibilities in such proceedings as provided under the Administrative Procedure Act would "fully apply," he said.

Other 'Protections'

Among other "specific protections" afforded by the Act, he noted, is a provision that "hearing examiners, and the commissioners, when hearing cases on appeal, must make the decision in each case solely from the evidence, briefs, and oral arguments submitted on the record in connection with the quasi-judicial proceedings." This area of activity is not related to the transfer of functions in the President's plans, he said.

On direct questioning by Chairman McClelland, Mr. Lawton said he was unable to cite specific improvements which would result from such reorganization or any deficiencies or weaknesses in the present organizational structure. He felt, however, that the President's proposals would provide the "framework" for greater efficiency and administration.

Western Stove Show

THE WESTERN STOVE Co., Culver City, Calif., last week signed a contract with ABC for a 52-week period to sponsor the *Zeke Manners' Show* 7:45-8 a.m. PDT, Monday-through-Friday broadcasts on nine ABC Pacific Coast stations. The contract, signed through Brooks Advertising, Los Angeles, is effective Monday, May 8.

SESAC'S BUNNY

'Mr. Muggin' Is a Hit

SESAC INC., transcription library service firm, said last week it has chalked up its display at the NAB Convention as a "great success" because of a number of orders which have been placed as a direct result.

Additional proof of the exhibit's effectiveness, SESAC officials said, were continued requests from broadcasters for cardboard bunnies replete with lollipops attached which were given away at the convention. Over 3,200 such "rabbits" were distributed during NAB sessions.

The bunnies promoted *Mr. Muggin's Rabbit*, a half hour kiddie show, which is one of SESAC's program script offerings. It already has been sponsored over more than 200 stations, SESAC added.

MBS IN CANADA

FCC Gives Temporary O. K.

MUTUAL's authority to produce programs for transmission to and broadcast in Canada was continued on a temporary basis by FCC last week, pending decision on proposed rules changes which might deny it.

The Commission noted that it has pending a proposal which would provide that "since an alien may not be licensed, applications . . . filed by aliens for authority to originate programs in this country for transmission to a foreign country to be broadcast there, will not be entertained."

J. E. Campeau of CKLW Detroit-Windsor, a citizen of Canada, is a member of the Mutual board and for that reason, FCC said, "it would appear that the authorizations requested [by Mutual] cannot be granted."

But, the Commission added, the proposed rules change has not become final—an initial decision is now pending—and denial of the Mutual application at this time "would be a departure from the past practice of the Commission."

FCC accordingly gave the network a six-month temporary extension of its authority to transmit programs for broadcast in Canada, and said final action on its application would be held up until after disposition of the proposed rules changes.

KRUX SALE

Mrs. Brophy Retains 25%

DISPOSAL by Gene Burke Brophy of the major part of her interest in KRUX Phoenix Ariz., to Renee Donnet Cushman was revealed last week in transfer papers filed with FCC. Mrs. Brophy sells 65% to Mrs. Cushman for $31,500.

Mrs. Brophy originally was sole owner of KRUX, assigned 250 w fulltime on 1340 kc. She retains 25% interest. Mrs. Cushman, who has extensive ranching interests, earlier had acquired a 10% holding in the station [BROADCASTING, April 10]. Mrs. Brophy told FCC illness of her husband prohibited her from devoting as much time to KRUX as heretofore.

Brenner Objects

EXCEPTION to reference to *Armstrong Daily Sports* as a "tip sheet" was taken last week by Jack Brenner, president and general manager of the publication. In a letter to BROADCASTING, Mr. Brenner dealt with the coverage by BROADCASTING of the testimony of Andrew J. Kavanaugh, public safety director of Wilmington, Del., before the Senate Commerce Communications Subcommittee.

"For your information," Mr. Brenner wrote, "the *Armstrong Daily Sports* has been published for more than 30 years on the highest plane and enjoys the position of the authoritative turf newspaper of its class. It is not a tip sheet. . . ."



RMA Realigns

(Continued from page 27)

with acceptance of five companies.

Mr. Geddes joined RMA Nov. 1, 1927, as executive vice president and general manager. In his career at the association he has been active in the development of the auto radio, shortwave sets and TV and FM. During the war he took part in conversion of the manufacturing industry to military production and the subsequent reconversion to peacetime manufacturing.

Since 1932 he has been secretary of RMA in addition to his other duties. Aged 68, he requested retirement last winter under a plan set up two years ago. During his regime RMA has had 12 presidents.

Before joining RMA Mr. Geddes was active in Washington journalism, traveling with several presidential and vice presidential candidates in their campaigns. He managed the United Press Bureau in Washington and was later chief of the Associated Press capital staff. His pre-Washington experience included newspapers in Omaha and Los Angeles.

Mr. Geddes is a member of the federal bar in Washington and the FCC bar, having been graduated in law from Columbian College, now George Washington U.

Katz New Offices

EFFECTIVE April 29, the Katz agency moved into new quarters at 488 Madison Ave., New York, on the 20th floor. The telephone number is Plaza 9-4460.

RADIO DAY

Marks Seattle Awards

AWARDS were presented last Tuesday to two advertisers, four programs, and three agencies for excellence in radio advertising at the Radio Day presentations of the Seattle Advertising and Sales Club's third annual advertising competition. Keynote speaker at the meeting was Rogan Jones, president of KVOS Bellingham and KPQ Wenatchee (see separate story).

Presented in five categories, the awards were as follows:

Best live announcement copy broadcast and designed to sell merchandise and/or service in the Seattle-Puget Sound area—Washington State Fruit Commission (Pacific National Advertising Agency). This award was based on an aircheck recording of announcements via *Housewives Protective League* on KIRO Seattle.

Best transcribed announcements designed to sell merchandise and/or service in the Seattle-Puget Sound area—Sicks' Seattle Brewing Co. for Rainier Extra Pale Beer (Western Agency). The transcriptions were produced by KJR Seattle.

Best program designed to sell merchandise and/or service in the Seattle-Puget Sound area—*Scandia Barn Dance*, aired Saturday, 6-6:30 p.m. on KOMO Seattle. Co-sponsors of the show are Old Yankee Foods, Williams Potato Chips, Meadow Brook Butter, Red Arrow Crackers, Krusteaz Pie Crust, and Northwest Blueberry Growers' Assn., all through Taskett Advertising Agency.

Best transcribed announcements promoting public relations and/or community service campaigns—the "Sell Optimism" campaign developed by KOMO last August.

Best program or programs promoting public relations and/or community service campaigns—The Seattle Chamber of Commerce's weekly *The Seattle Story*, KOMO. This was the only award recipient to be so honored for the second successive year.

Honorable mention in the final category was presented to *Quizdown*, the Saturday afternoon half-hour program presented jointly by the *Seattle Post-Intelligencer*, the Seattle Public School System, and KOMO.

Chairman of the radio awards committee for the Ad Club was Bill Hubbach, KOMO account executive. Serving with him were John Heverly, account executive with Botsford, Constantine & Gardner, and Lincoln Miller, executive vice president of KXA Seattle.

The judges were Gordon Bennett of Strang & Prosser Adv. Agency; Frank Swearingen, advertising director of Puget Sound Power & Light Co.; and Mrs. Herbert E. Vedder of the Seattle Council of Parent Teacher Assns.

New Research Plan

(Continued from page 30)

Jones referred to as "a stinger": "But you don't sell merchandise!" He expressed the belief that the findings of the new research technique would change advertisers' attitudes in this respect.

Prefacing his description of the new technique and its results, Mr. Jones told his Ad Club audience: "We at KVOS believe a lot of things not generally believed by other radio stations. Our odd beliefs briefly are:

"1. Bellingham is the most competitive town in the state's radio industry, audience-wise.

"2. Our newspaper, business-wise is the toughest competition in any small market. This is offered as a compliment.

"3. Radio performs the same fundamental service as a newspaper. They differ technologically, but not philosophically.

"4. A radio station should grow and prosper on its own merits. Not because it is alone in a market, or because of its network or because it buys monopoly rights to various events, etc., but because it does a better job than other radio stations and other media."

CBS' Carlborg Promoted

HERBERT A. CARLBORG, eastern sales manager of Radio Sales for CBS, last week was appointed manager of sales development for AM and TV at the network. Thomas Dawson succeeds Mr. Carlborg as eastern sales manager and Fred J. Mahlstedt, manager of research and promotion for Radio Sales, was named general service manager in charge of the research, promotion, program, traffic, clearance and contract departments.

WBMS MUSIC

Drops Classical Policy

WBMS Boston has abandoned its three-year-old policy for classical music and is returning to a formula of popular music today (Monday), according to George Lasker, vice president of The Friendly Group, operator of a chain of stations including WBMS.

In announcing the decision, Mr. Lasker said that if Boston is a city of culture where good music, the classics and semi-classics are better appreciated than anywhere else in the country, the hard, cold facts do not show it. "Appreciation for good music in Boston is so limited that the only station broadcasting it here exclusively for the past three years, has been compelled to abandon its daily output of Brahms, Beethoven, Bach and the masters of the ages, to adopt the more popular type of entertainment."

It was found, Mr. Lasker pointed out, that although a limited audience enjoyed and applauded the music, it resented the sponsorship and commercials that helped to make the broadcasting possible to such an extent that listeners would not patronize the advertisers . . . "and sponsors therefore would not support the station."

SARNOFF PLAN

Urges 'Voice' That Roars

BRIG. GEN. DAVID SARNOFF, RCA chairman of the board, said last week that the Voice of America must be strengthened as part of a vigorous effort by the U. S. to meet the world crisis.

Speaking before the American Society of Naval Engineers in Washington last Thursday, Gen. Sarnoff proposed six ways "to wage world peace and to prevent another war."

He outlined the six ways to peace as adequate military preparation, removal of tensions that arise from mutual fears and suspicions, a strong policy against piecemeal aggression, a vigorous domestic economy, U. S. leadership in restoring the economy of other nations of the free world, and spreading the message of America to both sides of the iron curtain. With respect to the last, Gen. Sarnoff said that the Voice of America, which is now a "whisper," must be "amplified to a road that will override man-made interference."

Mystery Award to MBS

WINNER of the best mystery radio program award given by the Mystery Writers of America Inc., at its annual dinner April 20, was MBS' *Murder By Experts*. Robert Arthur and Dave Kogan, producers-writers of the program, were given "Edgar" statuettes—busts of Edgar Allan Poe—as was the network.

WOC

FIRST in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. 1420 Kc. • **WOC-FM** 47 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5
22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 9,000 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

Basic NBC Affiliate
Col. B. J. Palmer, President
Ernest Sanders, General Manager



DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives

'UNIFORM POLICY' *Opposition Presented In Oral Argument*

INDUSTRY attorneys, standing by their earlier recommendations, last Monday told FCC it should consider on a case-to-case basis only the applications of those who have violated non-radio laws. Their views were expressed during oral argument on the Commission's proposal looking to a "uniform policy" for handling of such applications [BROADCASTING, April 17].

Nearly all held that law violations—whether anti-trust or others—should not be considered by FCC unless they clearly pertain to the "character" of the applicant and raise a question as to whether the station would be operated in the public interest. They contended most all violations, except those specifically cited in the Communications Act, *per se*, should not be cause for denial, but properly may be considered along with other factors.

FCC indicated considerable concern over the anti-trust question, particularly with relation to the movie industry and its entrance into television in view of recent anti-trust litigation in the movie field.

Held Legislative Action

William A. Porter, counsel for Loew's Inc., parent firm of WMGM-AM-FM New York and KMGM (FM) Los Angeles, held FCC's attempt to set any uniform policy would constitute legislative action or an effort to broaden the scope of the Communications Act. He indicated only Congress could do this and FCC would be exceeding its authority as well as avoiding its discretionary responsibility as charged by Congress.

Mr. Porter explained anti-trust decisions are merely charts for future economic action and do not necessarily reflect on character. He said such suits are remedial and not punative actions as a rule.

Don Petty, NAB general counsel, argued FCC has no authority to "alter or amend" the Communications Act as it would in effect through a uniform policy. He held the Commission also would in effect be legislating criminal law since violation of FCC policy is punishable and subject to fine under the Act.

Paul A. Porter, past FCC chairman and counsel for Paramount Pictures Corp. and Paramount Television Productions Inc. (KTLA (TV) Los Angeles), told the Commission it now has power to limit monopoly or dominance in its network and other rules and hence no additional procedural rules were necessary. He reminded FCC that to exclude the movie group from TV would be excluding a "dynamic competitive factor" in the progress of that medium.

Mr. Porter explained the 1938 movie suit was a civil, not criminal, action and that the Justice Dept. in initiating it had commented on the cooperation of the film industry in seeking to have the anti-trust situation clarified. He said the court, in accepting the film industry's consent decree to certain violations in 1949, could have ruled to have FCC revoke certain movie film radio licenses. Yet FCC itself did not consider the case pertinent since it did not participate, he indicated.

Bernard Koteen, counsel for WPTR Albany, chiefly owned by Schine Chain Theatres Inc., related FCC in its brief filed with the District Court in the network rules case declared consideration of anti-trust actions is discretionary since the actions may not relate to radio. He said the Commission in its newspaper ownership case also concluded it could not fairly adopt any general policy on procedure. Mr. Koteen further pointed out numerous cases in which the Commission has preferred an applicant in a competitive proceeding in spite of various law violations.

Kenneth C. Royal, former Secretary of the Army and counsel for Twentieth Century-Fox Film Corp., expanded earlier statements concerning the wide and changing scope of anti-trust proceedings and illustrated how courts now are ruling as violations the very things they previously ruled were legal. He indicated the whole gamut of legal action cannot be covered by any general rules.

Duke M. Patrick, representing United Paramount Pictures Inc. (WBKB (TV) Chicago), new exhibiting firm formed in the split of Paramount as a result of the movie litigation, warned that the violation itself cannot be fairly considered, but rather each factual situation surrounding any violation must be taken into account.

Turner's Stand

George Turner, appearing for Westinghouse Radio Stations Inc., held that what an applicant does after an anti-trust decision is more indicative than what he did before. He affirmed the controlling factor should be an applicant's record in the field concerned, rather than unrelated action in another field.

Pleas for case-to-case consideration also were made by John P. Southmayd, representing Warner Bros.' KFWB Los Angeles; W. Theodore Pierson, in behalf of Yankee Network, WKY Oklahoma City, KOB Albuquerque, KGLO Mason City, Iowa, and WTAD Quincy, Ill.; William A. Roberts, Allen B. DuMont Labs., and James H. Neu, CBS. Mr. Pierson observed a single violation does not determine character and FCC would not do its duty if it ruled violators out automatically. Mr. Roberts noted violators are treated on a case-to-case basis, with all facts weighed, by other similar agencies such as the Interstate Commerce Commission and Civil Aeronautics Administration.

FOR SALE

TRANSMITTING EQUIPMENT OF FORMER STATIONS

WTMJ-FM (93.3 mc) and WSAU-FM (95.5 mc)

50 kw RCA transmitter with control console

G. E. modulation and frequency monitor

550 foot Blaw-Knox tower, Type H-40 complete with Type A-4 lighting

8 element Federal square loop antenna with de-icers

1340 feet Andrew Company 52 ohm 3⅛ inch transmission line with flange couplers. Also 6 expansion joints and 4 each 45° and 90° elbows.

Tubes used for varying number of hours: 8 type 5592 power tubes, 8 type 7C24 intermediate power tubes, 12 type 857B rectifier tubes

●

10 kw REL transmitter with control console and modulation and frequency monitor

500 feet Andrew Company 52 ohm 3⅛ inch transmission line with flange couplers. Also 2 each 45° and 90° elbows.

Johnson iso-coupler and standing wave indicator

8 type 4-1000 used Eimac power tubes

●

Offers for all or part of the above equipment will be considered. For further information communicate with

Walter J. Damm

Vice President and General Manager of Radio

THE JOURNAL COMPANY

MILWAUKEE WISCONSIN

Horse Race Bill

(Continued from page 23)

only lead to confusion, evasion, and, in all probability, failure of the law to achieve its objectives."

It would be better, he argued, simply to provide a criminal penalty for interstate transmission of information with respect to "actual bets and wagers, the odds on the particular sporting event, and the prices paid by the winners of the particular races or other sporting events."

Because of the professional gamblers' and bookmakers' need for rapid receipt of this information, he maintained, such a ban would "strike a substantial, if not fatal, blow at the interstate gambling business, at least as we presently know it." He felt that additional sports data which might otherwise be helpful to gamblers would be of "only minor use" without the bets-odds-prices data.

Always Some Gambling

He continued:

. . . As long as there is horse racing, or dog racing, or any other kind of racing or sporting events, there is going to be gambling of some variety.

The difficulty is, however, that if you attempt to prohibit the transmission of any information other than that relating to the purely gambling features of horse racing, such as the specific items mentioned in the Commission's bill, you inevitably get into a situation in which any information is going to be useful and where you are going to have to determine what should be prohibited not by the type of information transmitted but by consideration of the purposes for which it is submitted and the uses to which it is made.

But once you attempt to make any such distinctions you have raised enforcement problems which make the law impossible to administer by any government agency.

The bill's exemption of information intended solely for broadcast or publication also would create problems, he said, though he conceded some such exemption would be necessary if other broad terms were retained.

The most serious objection, he said, relates to enforcement problems and the "innumerable avenues for evasion" which stem from the exemption clause.

He did not think FCC's proposed ban on bets, odds and prices would justify censorship protests or complaints by stations or newspapers that their sports coverage was being impaired. He explained:

Under the Commission's proposal the newspapers could obtain, by means of communications facilities, whatever information on sporting events they choose and whenever they wish except that information about bets, odds or prices paid may not be transmitted to them by means of interstate communications facilities.

Similarly, radio and television stations could broadcast direct accounts of all sporting events as they take place, or news about events which have already occurred, so long as they refrain from giving, by sound or sight, the odds or prices paid.

Chairman Coy felt the ban on transmission of lottery information by radio or the mails is an excellent parallel of the Commission's proposal and, in the same way, an answer to any charges of censorship which might arise.

Sen. McFarland argued at one point that "personally I see quite a bit of difference between the transmission of a lottery and transmission of race horse information and information about a baseball game." Mr. Coy said FCC had tried to "draw the line" in its proposal.

Mr. Coy told the subcommittee he did not "see how it can logically be argued, as it has been here, that a ban on the interstate transmission of gambling information for printed publication would be illegal censorship but that the imposition of a one-hour delay on the broadcast of a far wider variety of information would not be illegal censorship."

He felt the Justice Dept. bill "would be subject to question" insofar as it might prevent the transmission of some types of information "which, under some circumstances, may have no reasonable relationship to the evils of gambling."

FCC's proposal, he said, is not similarly open to question.

In making FCC the enforcement agent, Mr. Coy said, the Justice Dept.'s plan would give the Commission a task for which it has "neither the manpower nor a reasonable expectation of getting sufficient funds for the needed manpower."

He continued:

If the transmission of this gambling information is injurious to the public welfare and must be prohibited, it should be made a crime for the sender to transmit the prohibited types of information. . . .

Enforcement . . . should be directed primarily against the persons using interstate communications facilities for the transmission of the prohibited types of information, such as the nationwide racing news services, rather than against the communications companies whose facilities are utilized.

FCC Stand Given

Chairman Coy emphasized that FCC was "not attempting to avoid all responsibility." If transmission of gambling information is forbidden, he said, FCC would have a "clear basis" for considering violations in its renewal proceedings, and for requiring common carriers to file tariffs stipulating they will refuse the use of facilities for transmission of the banned information.

"But," he added, "there is a great difference between permitting the Commission to apply sanctions where it appears that a carrier or broadcaster wilfully or knowingly participated in the violation of federal law, and requiring the Commission to act as the sole interpreter and sole enforcement agency with respect to such law."

Mr. Carroll, appearing under subpena, told the subcommittee he was "completely indifferent" about the pending bill, but that the effect of wire-service facilities was "of no importance in the carrying on of large-scale gambling."

He conceded that much present-day betting cuts across state lines and that the proposed legislation would eliminate the use of telegraph facilities to send money for bets and to pay off bettors. But, he contended, the long-range effect would be to readjust betting areas without materially affecting the total amount of gambling.

It might, he said, prove even more profitable for the individual price-maker, such as himself.

Correction, Please

FACTS . . . *not claims*
. . . about buying time in Lansing, Mich.

WILS is the most powerful station in Lansing (and always has been—ask the FCC). 1000 watts full time.

WILS is 4-times more powerful than the 2nd station (250 w. is still 250 w. regardless of transmitter placement).

WILS is the only Lansing station to increase power in years.

WILS is the only station actually covering the entire trade area.

These are facts—not advertising claims. Check with Rambeau before you buy, and you'll buy . .



WILS

Lansing's Most Powerful Station
1320 kc. • 1000 watts

Represented by Rambeau

Telecasting Insert
Pull Out for Filing

AAAA ELECTIONS

Six Councils Named

COMPLETE list of the six sectional councils of the American Assn. of Advertising Agencies was released last week upon completion of elections for new officers and governors, AAAA reported. The new boards of governors for the councils are as follows:

NEW YORK COUNCIL—Chairman: J. Davis Danforth, BBDO. Vice Chairman: Fletcher D. Richards, Fletcher D. Richards Inc. Secretary - Treasurer: John E. Wiley, Fuller & Smith & Ross Inc. Other Governors: T. Hart Anderson, Anderson, Davis & Platte Inc.; Don Francisco, J. Walter Thompson Co.; Walter Weir, Walter Weir Inc., and Alvin H. Kaplan, Kaplan & Bruck.

NEW ENGLAND COUNCIL—Chairman: Edward F. Chase, Harold Cabot & Co., Boston. Vice-Chairman: George C. Wiswell, Chambers & Wiswell, Boston. Secretary-Treasurer: Harold I. Reingold, The Reingold Co., Boston. Other Governors: Julian L. Watkins, H. B. Humphrey Co., Boston; Frederick C. Noyes, Horton-Noyes Co., Providence.

ATLANTIC COUNCIL — Chairman: Frank C. Murphy, Geare-Marston Inc., Philadelphia. Vice-Chairman: A. E. Morgan, Richard A. Foley Adv., Philadelphia. Secretary-Treasurer: Robert Arndt, John Falkner, Arndt & Co., Philadelphia. Other Governors: Wesley M. Ecoff, Ecoff & James, Philadelphia; Wilbur Van Sant, Van Sant, Dugdale & Co., Baltimore; Theodore A. Newhoff, Theodore A. Newhoff Adv., Baltimore.

MICHIGAN COUNCIL — Chairman: J. L. McQuigg, Geyer, Newell & Ganger, Detroit. Vice-Chairman: F. W. Townshend, McCann-Erickson, Detroit. Secretary-Treasurer: Carl Georgi Jr., D. P. Brother & Co., Detroit. Other Governors: Willard S. French, Brooke, Smith, French & Dorrance, Detroit; Elliott E. Potter, Young & Rubicam Inc., Detroit.

CENTRAL COUNCIL — Chairman: Henry H. Haupt, BBDO, Chicago. Vice-Chairman: A. H. Fensholt, The Fensholt Co., Chicago. Secretary-Treasurer: Rolland Taylor, Foote, Cone & Belding, Chicago. Other Governors: John F. Davis, The Griswold-Eshleman Co., Cleveland; Oakleigh R. French, Oakleigh R. French & Assoc., St. Louis; John F. Whedon, Young & Rubicam, Chicago; George Reeves, J. Walter Thompson Co., Chicago; John M. Willem, Leo Burnett Co., Chicago; Holman Faust, Schwimmer & Scott, Chicago.

PACIFIC COUNCIL — Chairman: George Weber, Mac Wilkins, Cole & Weber, Seattle. Vice-Chairman: L. C. Cole, L. C. Cole Co., San Francisco. Secretary-Treasurer: Merle W. Manly, Botsford, Constantine & Gardner, Portland. Other Governors: Barton A. Stebbins, Barton A. Stebbins Adv., Los Angeles, and H. O. Nelson, Ruthrauff & Ryan, San Francisco.

MAY 1, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

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Avoid Mediamyopia*!



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REPRESENTING

WSB-TV (Atlanta)
WBAL-TV (Baltimore)
WNAC-TV (Boston)
KFI-TV (Los Angeles)
WHAS-TV (Louisville)
KSTP-TV (M'p'l's-St. Paul)
WTAR-TV (Norfolk)
KPHO-TV (Phoenix)
WOAI-TV (San Antonio)

*shortsightedness in selection of advertising media.

IN SAN FRANCISCO BAY AREA TELEVISION . . . A TOP LOCAL HOMEMAKING PROGRAM BUILDS BIG AFTERNOON AUDIENCE:

"Your Home" show proves KRON-TV peak pull for sponsors

Each weekday for a full hour—3 to 4 p.m., Monday through Friday—the only televised homemaking show in San Francisco Bay Area sells products by demonstration. Special "Your Home" features include: *Monday*, decorating tips... *Tuesday*, charm... *Wednesday*, community interests... *Thursday*, fashion... *Friday*, gardening



Constant attractions on "Your Home" are cooking demonstrations by Edith Green (shown here) and Bonnie Kever's interesting interviews with celebrities and personalities in the news

Just one example of KRON-TV's strong local programming

Exceptional sales results are reported by present non-competitive sponsors of "Your Home." Facts and figures, now accumulating rapidly, are available on request.

And KRON-TV is teaming many other good local productions with favorite NBC network programs that assure strong audience tune-in. KRON-TV provides unparalleled "Clear Sweep" coverage of the San Francisco Bay Area. If you're planning a television campaign in this market, check KRON-TV coverage, programs, spot availabilities.

KRON TV
SAN FRANCISCO CHRONICLE • NBC AFFILIATE
SELL MORE ON CHANNEL 4

Represented nationally by FREE & PETERS, INC.
... New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Building, 5th and Mission Streets, San Francisco

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TELECASTING

National Press Bldg.
Washington 4, D. C.

MAY 1, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

CBS SHOWING

FCC Views New Color Receiver and Camera Chain

ALL-ELECTRONIC color television receiver and a new compact color TV camera chain were revealed by CBS last Wednesday in New York as it demonstrated to FCC its technique of adding horizontal dot interlacing to its field sequential color system to improve resolution and definition.

Using a single-gun, three-image, projection-type kinescope similar to that employed by Color Television Inc., the all-electronic CBS receiver was termed still in the experimental stage and not ready for commercial use.

The new camera chain, being prepared for testing, consists of two units—a camera one-sixth the size and one-third the weight of present monochrome cameras, plus a small control unit. The chain would be used for both broadcasting and closed circuit work, it was said.

At FCC's color TV hearing in Washington Tuesday, the only regular session held last week, Dr. Allen B. DuMont, head of Allen B. DuMont Labs., told the Commission his firm, "according to tradition," would seek to be the first out with a color receiving set, regardless of which system FCC might approve. He reaffirmed his earlier position it was too soon to pick any color system but indicated he preferred a compatible "dot sequential" system if a choice must be made now.

A Few Sets Produced

However, during Dr. DuMont's testimony it was brought out that his firm produced a small number of CBS disc-type console receivers to pick up CBS color signals from New York in early February. It was indicated these sets, based on a 10,000-unit "consumers item" production, would each cost $439.18 plus $30 labor cost. "These figures indicate a recommended selling price of $1,125," an exhibit said.

These sets optionally could operate on either VHF or UHF channels, or be able to pick up both, FCC was told. Similar sets, for closed-circuit reception only, are to be offered commercially by DuMont in conjunction with its new high-definition 18-mc field sequential color TV system for industrial uses.

Meanwhile, Color Television Inc. advised FCC that it "has effected a significant improvement in the performance of its system of color and black-and-white reception." CTI suggested the week of May 15 as suitable for the Commission to go to San Francisco to witness further demonstration of the firm's line sequential technique.

Webster Not Present

All Commissioners excepting Comr. E. M. Webster attended the CBS demonstration in New York last Wednesday. The horizontal interlace principle was demonstrated on a CBS color receiver having a 12½" picture tube (without magnifying lens) and simultaneously on a similar set from which the color wheel had been removed to present a black-and-white picture.

The network showed 4-mc field sequential color without horizontal interlace, then switched to 4-mc color with interlace added and then to color on a 9.6-mc bandwidth which Adrian Murphy, CBS vice president and general executive, told the Commission gave an equivalent geometric resolution of a 525-line black-and-white picture.

Dr. Peter C. Goldmark, CBS director of engineering and research development, pointed out addition of the interlace principle to reception on the 4 mc bandwidth improved geometrical resolution. He had previously advised FCC the technique would almost double the potential ceiling of performance for the CBS system. CBS proposes the interlace technique could be optional (at higher cost) on its color sets for those who wanted to pay for extra picture detail.

Admitting varying degrees of geometrical resolution were apparent when a test pattern was shown on the 4 mc band, with and without interlace, and on the 9.6 mc band, Mr. Murphy pointed out they were not apparent in pictures of other subjects.

Patty Painter, the model who has been featured throughout the CBS color demonstrations, was shown holding a colorful box of cereal during the three different presentations. Variations in resolution in those sequences were difficult if not impossible to discern, some observers said.

Geometrical resolution is important, said Mr. Murphy, if "all you want to look at is a test pattern."

The electronic color receiver shown by CBS used a standard

(Continued on Telecasting 17)

SARNOFF ON TV

Sees $5 Billion Industry by '55

TELEVISION will be a $3 billion to $5 billion per year industry within five years, and will reach almost 80 million viewers within two and a half years, Brig. Gen. David Sarnoff, chairman of the board of RCA, predicted in Chicago last Monday. He was there to dedicate RCA Victor Division's new all-electronic television exhibit in the city's Museum of Science and Industry.

Although commercial TV is less than three years old, it is the "fastest growing new industry in American History," Gen. Sarnoff said. He anticipates more than 9 million home receivers by the end of this year, with "at least 20 million sets and about 80 million viewers by the end of 1952."

* * *

Terming television "a great new force for industry and commerce, which makes every home a potential theatre," the RCA board chairman said the medium is "unparalleled as a means of entertainment, even though it is still a very young infant." Gen. Sarnoff, dubbed the "Father of Television" by the Television Broadcasters Assn., envisions video as a new art form, a combination of all others calling for the creation and development of new methods of entertainment and exposition. "The greatest opportunity it holds is for young people in the rising generation, an opportunity as broad as all outdoors," he said.

Television, like radio, is a force rather than an instrument—a system of communication rather than the instrument making such communication possible, he believes. "We can now deliver a message to the brain via both ear and eye, multiplying many times the force and impact."

* * *

The exhibit which he dedicated "demonstrates not yesterday, which is considered typical subject matter of museum exhibits, but events of today and tomorrow," he said. Maj. Lenox R. Lohr, president of the Museum of Science and Industry and former president of NBC, acknowledged the dedication.

Gen. Sarnoff and Maj. Lohr were introduced by John K. West, vice president in charge of public rela-

(Continued on Telecasting 13)

* * *





AT RCA's new TV exhibit at Chicago's Museum of Science and Industry were:

Left photo: Brig. Gen. David Sarnoff, RCA board chairman (center), who made the presentation to Major Lenox R. Lohr (r), president of the museum and former president of NBC. At the left in Gen. Charles G. Dawes.

Right photo—Dinner speakers at the dedication included (l to r) John K. West, toastmaster, vice president in charge of public relations, RCA Victor Division; J. Roscoe Miller, president, Northwestern U., and Frank M. Folsom, RCA president, who introduced Mr. Miller, guest speaker.

TV STANDARDS

NAB To Set Up Code Unit

APPOINTMENT of an all-industry committee to consider advisability of drafting a code of practices for television broadcasters will be made in the near future by NAB, President Justin Miller told TELECASTING last week.

At present the idea rests in a list of long-range projects to be taken up by the NAB TV Dept., headed by G. Emerson Markham. At the NAB board's February meeting Mr. Markham said preliminary work on an industry code is under consideration.

The code idea gained impetus at an April 20 luncheon of the American Television Society in New York at which Theodore C. Streibert, president of WOR-TV New York, advocated steps to draft a code.

Will Discuss With Ryan

Judge Miller said that as soon as William B. Ryan, new NAB general manager taking office today (Monday), is settled in his work he will take up the project with him, as well as with Mr. Markham, NAB board members, and network and station officials. The subject is expected to come up at an NAB-network meeting in New York May 15 (see story page 24).

"I have seen some evidence of a desire for a television code similar to the Standards of Practice for broadcast stations," Judge Miller said, recalling he had heard from FCC Chairman Wayne Coy, Mr. Streibert and several others in the industry. He added that some Parent-Teachers Assn. groups along with civic and religious organizations had shown interest in the idea. An American Bar Assn. committee is considering the need for TV standards, he added.

"The present broadcast standards apply to television stations," he said, "since the NAB by-laws expressly include TV member stations. Generally speaking, TV member stations are working on that theory. Most of the code provisions apply to television but new areas should be explored in which visual programs present new problems.

'Matter of Emphasis'

"I suppose it will be more a matter of emphasis, such as the degree to which crime and mystery programs affect members of the family. The technique of committing crimes can be more apparent on TV, where it can be seen, than on aural broadcasts. Of course, school classes in penmanship teach the techniques of forgery and chemistry classes teach methods of committing other crimes.

"Perhaps the main benefits of code drafting would come from the discussion itself. This was the case with the Standards of Practice. Broadcasters have gone much farther than the press in self-regulation. The Standards of Practice were well received by the nation and the code process offset much criticism. Television leadership has been careful in its programming standards and the occasional slips have been corrected.

"There will be some difficulty in handling the advertising standards. For example, if a Texaco sign appears in a television program should it be considered commercial time in addition to commercial announcements."

TV FILM CODE

TPA Counters MPA Move

IN MOVE to counteract what it thinks is an attempt of the Movie Producers Assn. to enforce its film code on the television industry, Television Producers Assn., Hollywood, at a recent meeting voted a resolution to call attention of television stations to the TV code adopted by it and New York Television Producers Assn. Action followed a recent talk on the subject by Joseph Breen, head of MPA, before American Television Assn. in New York.

TV producers feel that their code, a more rigid one, is more applicable to the television industry than the MPA code which would not take in the new problems that television offers. TPA code was adopted separately several months ago by the New York and Hollywood groups which have since combined in a National Society of Television Producers.

Nominations for offices of president, treasurer and three board of director seats also were held at the TPA meeting. Nominated for president were Mike Stokey, now vice president; Fred Kline, Bob Oakley, for treasurer, re-election of Maleese Black; board of directors, Arnold Marquis, Fred Kline, Bob Oakley, Bob Clampett, Joe Ainley, Al Burton. Elections will be held at the next meeting May 19.



TALKING over signing of contract by Peters Shoe Co., St. Louis, for alternate-week sponsorship of ABC-TV's *Super Circus*, Sunday, 4:30-5 p.m. CST, which started April 23, are (l to r): James L. Stirton, sales manager, ABC Central Division (where show originates); Claude Hopkins, general manager of Peters Shoe, and Bob White, account executive, Henri, Hurst & McDonald, Chicago. Co-sponsor is M&M Candy Co. Half-hour from 4-4:30 p.m. is sponsored by Canada Dry Ginger Ale.

WTMJ-TV Cuts Baseball

WTMJ-TV Milwaukee has announced it will not telecast any of the Milwaukee Brewers' games this year. Because of objections of many TV set owners to so much baseball, particularly both games of Sunday doubleheaders, WTMJ-TV said it did not consider telecasting the entire schedule. In addition a plan to telecast a limited number of games was abandoned, the station said, because the price asked per game by the baseball club was too high to be submitted to any advertiser.

Television Code— (I) . . . . . AN EDITORIAL

IT WAS probably inevitable at this stage of television development that there would have occurred enough lapses in common sense and good taste in programming to arouse a fear within the industry that unless formal corrective action were taken at once, censorship was just around the corner.

Before the investigation of a telecasters' code goes further, it is timely to consider the history of self-regulation in other media of mass communications. Two examples are at hand.

One is the code of the Motion Picture Assn., an instrument which is still the subject of sore controversy within the film business although, on the whole, it seems to be regarded as indispensable.

The movie code, being an institution of 20 years standing, has more and more been looked to as a possible model for a telecasters' code, and indeed at least one television station has invoked the Hollywood standards for its own guidance.

This publication, being singularly preoccupied with the broadcasting business, is not disposed to comment in detail on the provisions of another industry's code. It is not, however, beyond our offices to say that any similarity between the movie code and any set of standards applicable to video is purely coincidental.

Dissimilarities exist even in the circumstances that prompted the movies to adopt a code and those prompting telecasters to consider one.

Anyone old enough to remember pre-code Hollywood productions recalls that some of them contained material that the most irresponsible telecaster would automatically reject. In the films of those days, virtue was not invariably rewarded, crime sometimes paid, and the female neck was something that Rudolph Valentino nibbled on so industriously that even toddlers in his audiences could not mistake his intentions.

It was not because such films lacked commercial appeal that the movies turned to organized self-regulation.

The movies adopted a code in order to eliminate a rising tide of local and state government censorship, varying so widely from community to community that a film maker had no way of being sure whether a scene that was passed in Oshkosh would be approved in Omaha.

The motion picture code was intended to establish one set of rules that would be acceptable to the majority of censors and thus would eliminate the vexing variations in standards.

No such tide of censorship applicable to television is swelling today.

The reason it is not is simple: Television standards, on the whole, are just as high—without a code—as movie standards with one.

Aside from the fact that telecasters are sensitive to public reaction, they are obliged to watch their programs with care because of the inescapable surveillance of a federal agency. The movies do not operate under the scrutiny of an FCC.

The production of smut can put a broadcaster out of business overnight. Movie producers face no such possibility of summary action.

The glaring violations of decency in television have been few. The fact that so few could arouse so much interest in self-regulation is in itself an indication of the healthy state of television morals. Responsible telecasters have already taken serious measures to avoid repetitions of breaches of taste. They are not, by the most extreme assessment, in anything like the predicament of Hollywood before the adoption of a film code.

The second example of self-regulation in a mass medium is, of course, the NAB code which was written, after tumultuous labor, two years ago. It is more germane to television than the movie standards and will be treated in relation to television in this space next week.

VIEWING UP *Tops Night AM in Baltimore, Hooper Report Shows*

BALTIMORE is the first U.S. city to show TV getting a larger share of sets-in-use than radio during the evening hours, according to data collected in February by C. E. Hooper Inc. The Hooper city report on Baltimore evening audiences for that month shows 50.2% of those called by Hooper interviewers reporting watching TV at the time of the call, while 49.8% were listening to the radio.

Other cities nearing the 50-50 mark in February were Philadelphia, with TV getting roughly 46% of the evening audience to radio's 54%; New York, where the ratio was 45% TV to 55% radio; Washington, with 43% TV to 57% radio, and Los Angeles, with 40% TV to 60% radio.

The TV-radio trends are charted for all TV cities covered by Hooper reports each month in the Hooper New York Pocketpiece by an insert which shows the rise in the TV audience and the decline in the radio audience, month by month, since January 1949. The Pocketpiece also shows the share of audience among New York stations, radio and TV, by half-hour periods through the week.

The New York Pocketpieces are part of an audience measurement package service which the Hooper organization will start in June. Basic unit of the package is the collection of City Reports, issued up to three times a year for each of approximately 100 U. S. cities and showing how the audience is shared by half-hour units among the stations serving each market. As formerly, these city reports are available to advertisers and agencies for all measured cities as well as stations in each city.

Supplementing the city reports is an improved share-of-audience report for each city summarizing the average share of audience of each station for the average weekday morning, average weekday afternoon, Saturday daytime, Sunday afternoon and average evening. In addition, these reports now include each station's share of audience for each evening of the week. Issued monthly, these share-of-audience reports will cover all cities measured by Hooper during that month and will be available to advertisers and agencies as well as stations.

Two More Reports Set

Two more monthly reports will show the share-of-audiences in TV cities, one tabulating each radio and TV station's share for cities in which the evening TV audience is less than 25% of the total broadcast audience, the other showing a graphic comparison for cities in which the TV audience is more than 25% of the total. These reports are also available to advertisers, agencies and stations.

Hooper also will issue two annual reports. One will chart share-of-audience in cities where TV has more than 25% of the evening total. The other will provide a city-by-city winter average audience index (December-April) for network stations by half-hour units, enabling an advertiser or agency to determine at a glance how any network radio program stacks up against its competition in each of the hundred Hooper cities.

Those two annual reports are for advertiser and agency subscribers only. Advertiser and agency subscribers to the Hooper package will also receive the monthly Pocketpieces for New York and Los Angeles, showing the audience distribution among the stations of those cities.

VIDEO BIDS

FCC Urges Application Delay

FCC MADE CLEAR last week that it does not want new television applications, or amendments of existing applications, until it has decided its current proceedings on new TV rules, standards, and allocations.

Filing them in the meantime, FCC reiterated, will create additional and possibly unnecessary work for the Commission's staff and perhaps needless expense for the applicants involved.

FCC re-emphasized its position in an opinion upholding an earlier action which put into the pending files a request by Loyola U.'s WWL New Orleans seeking to amend its TV application in order to specify Channel 4 instead of Channel 10.

The Commission said:

. . . Until such time as the Commission issues a decision [on TV rules, standards and allocations] it cannot be known for certain what channels will be allocated to any particular city. Petitions and amendments of the nature tendered by the petitioner, therefore, may be futile and will only serve to create a useless burden of work.

We have previously stated that a reasonable period of time will be provided for the filing of amendments such as this after a decision has been made in the above proceeding. No applicant will be prejudiced by its failure to amend to specify new channels prior to such a decision. . . .

Action on petitioner's amendment at this time may give rise to the erroneous impression among interested parties that the petitioner is deriving a tactical advantage by specifying a new television channel prior to a decision in the above proceeding. The creation of such an impression could result in applicants needlessly filing amendments to their applications in an attempt to out-maneuver their opposition.

KBTV (TV) Dallas begins Wednesday telecasts and discontinues Saturday operations until further notice. New test pattern schedule, beginning 11 a.m. Wednesday and Thursday; 2 p.m., Monday, Tuesday, Friday, and 5 p.m. Sunday, inaugurated.



ADVANTAGES of the Zoomar lens, to be used in telecasting all sports by WNAC-TV Boston in closeup coverage, are pointed out by its inventor, Dr. Frank G. Back (with his hand on the 40-inch lens), to (l to r) George W. Steffy, vice president of the Yankee Network; Harry Whittemore, chief engineer of WNAC-TV, and Jack Pegler, of the Television Zoomar Corp. The WNAC-TV camera crew will use the Zoomar lens in covering all of the home games of the Boston Red Sox and the Boston Braves. Dr. Back was at the WNAC-TV studios to explain the system of video reflections with mirrors of the lens.



TIPS on stage lighting and other video developments were given Les Hacker (l), gen. mgr. of KVEC San Luis Obispo, Calif., and Bob Wilton (r), mgr. of KPRL Paso Robles, Calif., by Gene Baker, disc m. c., as the two inspect Hollywood television headquarters of Don Lee Network

CUEING actors (seated) and cameraman during filming of commercials for Acme Beer at Telefilm Inc., Hollywood, is S. S. (Bud) Spencer, (standing, l) West Coast head, radio-TV, Foote, Cone & Belding. Looking on are Peter Comandini (center), Telefilm production head, and Lyman Powers, FC&B art director.



AS climax to spring graduation exercises at the Twin City TV Lab in the Lyceum Theatre, Minneapolis, l. E. Showerman (r), vice president, NBC Central Division, awards diploma to Melvin Liss, program director graduate. Looking on is Ernest S. Cooling who introduced Mr. Showerman as main speaker.

CBS program *Toast of the Town*, dedicated to Notre Dame U., was the occasion for this backstage gathering at the network's New York studios. The two ladies in front are Mrs. Knute Rockne (l), widow of the Notre Dame football coach who died in a plane crash in Kansas in 1931, and his daughter, Jeanne. The gentlemen are (l to r) NBC-TV's Milton Berle; CBS-TV Stars Robert Q. Lewis and Ken Murray; Marlo Lewis, executive vice president, Blaine-Thompson Co. Inc; Comedian Henny Youngman, and William A. Chalmers, vice president and radio director of Kenyon & Eckhardt Inc.



SKOURAS TO TEST THEATRE TV

Won't Back Phonevision

20TH CENTURY-FOX will test theatre television at a private demonstration next month in New York, and, if results are "satisfactory," will order telephone lines and equipment to conduct a comprehensive test in 20 West Coast theatres early next year. This was revealed by Spyros K. Skouras, president of the motion picture firm, as he gave the opening address Monday at the four-day convention of the Society of Motion Picture and Television Engineers in Chicago's Drake Hotel.

Mr. Skouras, whose company has worked with RCA during the past three years to develop large-screen TV for movie theatres, predicts that TV as a sideline to feature films in movie houses will "triple theatre attendance in a short time." He also announced that, "because our first allegiance is to the thousands of theatre men who built up this [movie] industry," I regret very much to say that 20th Century-Fox will not supply motion picture to Phonevision."

To "prove that TV is a tremendous boon rather than a disaster to motion pictures," Mr. Skouras outlined what 20th Century has done to promote the actuality of nationwide theatre television. The firm, and its subsidiary, National Theatres, while waiting for FCC TV channel allocations, "proposes to invest millions of dollars and to go ahead immediately to prove to the world, to the television industry and to the false prophets and skeptics that television can achieve its greatest heights through the theatres."

Plans Outlined

In an effort to show exhibitors that "their future lies in theatre TV," 20th Century-Fox in March organized country-wide showmanship meetings in the U. S. and Canada for more than 9,000 men. At that time, the firm's representatives outlined plans for a large-scale test of the medium in 20 theatres in the Los Angeles area early next year, contingent on success of the initial demonstration at its New York headquarters in June.

If the West Coast test proves successful, "we can look forward to establishment of four or five competitive networks or circuits in each natural area or time zone of the country—New York, Chicago, Denver, Atlanta, Los Angeles—to service from 500 to 1,000 theatres in each network. No advertising will be able to compete with this new avenue of employment," Mr. Skouras asserted.

Foreseeing "a golden era for theatres unlike any they have ever known," the speaker outlined various benefits of theatre TV: "It will provide undreamed of cultural and social advantages to the theatre-going public; the finest productions with the greatest talent will be brought within the means of every citizen, denied now by time and distance costs; it will play to the greatest paying audience in history."

Theatre television "will usher in an era of unprecedented prosperity," he claimed.

Mr. Skouras, while taking a firm stand against lease of 20th Century pictures to Zenith Radio Corp. for its Phonevision test, gave as reasons:

Outlines Position

(1) His initial allegiance to the many theatre men "who built up the movie industry"; (2) a belief that the public can best be served through theatre TV, and (3) a conviction that theatres, through TV, "will present undreamed of entertainment, both in quality and quantity."

His prediction: Movies will be basic entertainment, supplemented by video, with elimination of double features as now shown. "The public will never surrender its favorite form of amusement—the motion picture—at a time when it has reached its greatest degree of perfection," he charged. The "prophets of doom," reporting a vast stay-at-home reaction caused by TV, have a "misguided and distorted philosophy. Americans are gregarious, and will not suffer stagnation."

TV in the home, however, will be a "success and flourish as a complement to theatre TV, and will develop to perform the same great function as radio does now. Audiences will pay for the professional big league stuff even though they can see sandlot performances free of charge."

Stressing the stagnation theme, Mr. Skouras said stay-at-home population would have a catastrophic" effect on the entire economy. "Even TV in the home could not survive in such a paralyzed state."

Comdr. Eugene F. McDonald Jr., president of Zenith, was in the audience as Mr. Skouras spoke. Questioned afterwards, Comdr. McDonald said: "I admire Mr. Skouras' courage, but what he doesn't realize is that Phonevision and theatre TV are almost identical. The only difference is that collection is in the home rather than the theatre. Ford put people in the streets and TV is putting them back in homes. Theatres, as a result, are moving into the home." The home audience, however, will be larger and cheaper, the Zenith president predicted.

'TV Threat To Movies'

Commenting on Mr. Skouras' refusal to lease 20th Century-Fox films for Phonevision, Comdr. McDonald said: "Television, not Phonevision is the threat to the movie industry. No industry can stand up against the sale of 100,000 TV sets per week, which means 400,000 less potential movie-goers each week. Zenith, as a matter of fact, is all for theatre television which is the greatest means of selling video sets yet found."

National events that lend themselves to theatre TV don't come often enough, Comdr. McDonald commented.

Paramount Pictures and RKO are other movie companies which have turned down Zenith's request for films to be telecast via Phonevision.

Col. John R. Howland of Zenith, speaking that evening on the progress of Phonevision, enlarged on opinions given by Comdr. McDonald. He reiterated that theatre TV is Phonevision "in another form," but that Phonevision will command a larger audience more cheaply.

Referring to Zenith's fall test of Phonevision in 300 Chicago homes, Col. Howland said: "Surely Mr. Skouras does not propose that the movie industry wage war by boycotting the test in spite of anti-trust laws. Forgetting the anti-

(Continued on Telecasting 18)

MOVIE TV BIDS

Tobey Asks FCC Inquiry

FCC should inquire into the matter of "leading motion picture producers who are now seeking to acquire television stations although some of them were found to have monopolized and restrained trade," Sen. Charles W. Tobey (R-N. H.) advised FCC Chairman Wayne Coy last Monday.

Sen. Tobey, member of the Senate Interstate and Foreign Commerce Committee, noted FCC's scheduled oral arguemnt (held last Monday) on policy it will follow in granting or denying licenses to violators of federal laws other than the Communications Act.

Sen. Tobey said he had noticed trade reports that these motion picture producers have refused to rent films to Zenith Radio Corp. for its forthcoming FCC authorized test of Phonevision or fee system of television. He wrote Chairman Coy:

> I suggest that you inquire of the . . . producers who appear before the Commission whether they will rent their product for this Phonevision test on the same terms that they rent their pictures to other theatres. The Commission should know whether another monopolistic conspiracy with respect to the use of motion pictures is being hatched by persons seeking licenses of the public airways. A refusal by motion picture producers to deal with Zenith . . . would be a significant factor for the Commission to consider in the matter now before it. . . .

The producers, in seeking TV station licenses, are asking "for the right to broadcast their films in competition with others," Sen. Tobey concluded. "Should they attempt at the outset to suppress Phonevision, the Commission should be interested in inquiring into such monopolistic tactics."

PHONEVISION

Lauded by Dr. Faught In Chicago Speech

THE PAY-AS-YOU-SEE system of television as propounded by Zenith Radio Corp.'s "Phonevision" has been given another boost by Dr. Millard C. Faught, president, The Faught Co. Inc., New York, business consultants.

Dr. Faught, who often has espoused the Phonevision cause and who had been retained by Zenith to consult on Phonevision economics [CLOSED CIRCUIT, April 10], told the University Club at Chicago a fortnight ago that the TV industry's revenue answer can be found by considering television as a "distribution as well as an advertising medium."

Crux of Dr. Faught's arguments in favor of Phonevision was the need for an additional source of revenue "so as to speed television's costly growth and pay for uses of television that are not profitably sponsorable by advertising, but which by their mere existence would widen television's use and incidentally make it still more valuable as an advertising medium."

Dr. Faught predicted a cost of about $735 million to build what he called "a national television system of 1,000 stations of varying sizes plus 200 satellites." Total cost of this system's yearly operation would run somewhere around $1,740,352,500, he estimated. Calculated on 1948 advertising ratios, he continued, it would require $80 billion worth of sales to raise an ad budget for the $1,740 million plus figure.

Pointing out that television increasingly comes closer to the economics and quality of motion pictures, Dr. Faught said the Phonevision type of viewing would create a national box office that would enrich TV's coffers and thus permit a better and richer growth of the industry.

Critics of Phonevision, Dr. Faught continued, charge that the pay-as-you-see system would replace advertising-supported broadcasting. This "assertion," he answered as follows: ". . . [It] is absurd for the simple reason that people could no more afford (nor would be disposed to buy) all of what radio and television now gives them than advertisers could (or would be disposed to) provide all of the specific kinds of entertainment and education that various groups would be willing to pay for.

"It seems only reasonable to expect that what would sell on box office TV [Phonevision] would supplement and complement what will be given away as sponsored programming."

"IT'S TERRIFIC FOR TV!"

that's what television Executives say about **STOCK CAR RACING on TELEVISION**

Excitement, throbbing action, lightning speed . . . direct from the* YELLOW JACKET SPEEDWAY *in Philadelphia

The World's Fastest Macadam Short Track

Picture it Yourself! Skids, blowouts, smash-ups, crashes, fenders crumpling, cars rolling over . . . . as world famous racing drivers who have sped to fame in the Indianapolis Memorial Day Classic and other celebrated racers careen madly around the turns of man-killing YELLOW JACKET STADIUM! All this on one of the most thrilling half-hour action shows on television . . . . *and millions will be watching!* These same millions could also be watching and listening to your commercials . . . . IF *YOU* ARE THE SPONSOR!

Complete program package—consisting of exclusive national TV rights, production, direction and two announcers (action and color-commercial) —cost you only:

RIGHTS

Full season, 21 dates	$15,000
First 13 dates	10,000
First 6 dates	5,000
Single dates	1,000

TALENT

Complete production including two announcers ..... $500 per show

Charges above are net and non-commissionable. Only additional costs are for Television Time and Station Facilities.

First show roars into Action

MONDAY, MAY 8th for 21 Weeks!

ACT NOW!

Phone, wire or write for option

Weightman, inc.

WEIGHTMAN BUILDING • PHILA • 2, PA.

Phone LOcust 4-3526

How One Advertiser Learned To Use TV . . .

GESCO Grows Up With L. A. Video

By FRANK RYHLICK
Radio-Television Director
Ross, Gardner & White
Los Angeles

TO the fast-growing volume of television "success stories," we would like to add a "success story" that must be told and evaluated in a different way.

It is not a story of so many sales from so much money spent. Nor is it the story of a successful program that caught and held the public's fancy.

Rather, it is the story of a pioneer in television advertising—the story of a company that has adapted television to its needs and



One of a Series

the needs of the market over a period in which television itself grew from "an experiment" to a medium of primary importance.

The advertiser whose experiences comprise this story is the Los Angeles branch of the General Electric Supply Corp., which covers the entire Southern California market. In this great market area, reaching from the sea shore to the desert and from the Tehachapi Range to the Mexican border, the GE Supply Corp. is responsible for the sale of all General Electric radios and television sets, GE traffic appliances and Hotpoint electric kitchen and laundry appliances.

Ad Purpose

From an advertising point of view, GESCO's main task is to tell the public where to buy the products that are advertised in the big national campaigns planned by the home offices of General Electric and Hotpoint.

This task poses a different and far more complex problem than that of telling only a product story. Just one aspect of the problem is the fact that many hundreds of General Electric radio and television dealers, along with Hotpoint major appliance dealers, must be given equal consideration and opportunity.

Back in 1947, when television advertising was first planned by this GESCO division, Los Angeles had only one commercial station on the air, KTLA. Don Lee's KTSL, which had been on the air experimentally since 1931, was still many months away from its first commercial permit. There were about 5,000 intrepid television set owners in the area, according to estimates usually made by the scientific process of picking a number out of a bowl and squaring it.

By contrast, Los Angeles is today one of the nation's largest television markets, with seven stations on the air and with more than 496,000 set owners who are constantly Hoopered, Pulsed and even psychoanalyzed.

The first General Electric television commercials filmed in this area were made at Telefilm Inc. studios in the early fall of 1947, for a program being planned by one of the more aggressive GE television dealers. These commercials are chiefly memorable for a very lovely and very blonde young lady who was obtained from one of the model agencies to wear an abbreviated Santa Claus costume and sit in a decorous manner atop one of the GE television sets.

The young lady was Sandra Spence, and it was her first work in television. She subsequently came to the attention of Mike Stokey and Bernie Ebert, who have a keen eye for the finer things in television entertainment, and has since been ogled by millions from coast to coast as a regular member of the popular *Pantomine Quiz* program.

Coincidentally, this same *Pantomime Quiz* program was the first to be sponsored by the Los Angeles GESCO office. That was in January 1948. As there were not yet enough sets in circulation for many dealers to sponsor their own programs or announcements, the L. A. GESCO executive and advertising personnel decided to sponsor a program that would meet three needs: First, it would be sponsored in the name of all GE dealers; second, it would bring the public a top entertainment program to which dealers and their salesmen could refer when talking with prospective customers; third, it would show GE radios and television sets to an audience that up to then was not being reached regularly through the television medium.

Radio, TV Sets Backed

Only radios and television sets were advertised on this program. Hotpoint products were not to be telecast in this area until nearly a year later. Window banners and display ads were used to identify the GE dealer organization more closely with the program.

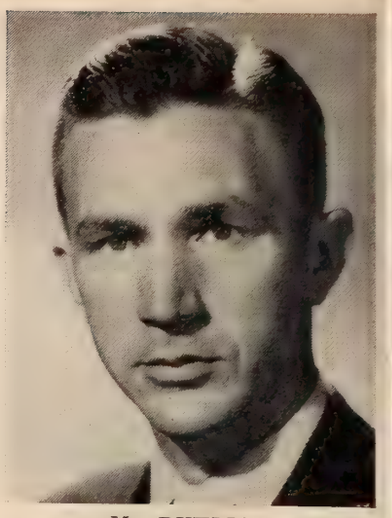
Pantomime Quiz was then telecast by KTLA, and was sponsored by GESCO for the greater part of 1948, when it was reluctantly dropped because of the growing need of the dealers for more direct cooperative advertising. Evaluating the results of the *Pantomime Quiz* sponsorship at the time, Lee DiAngelo, GESCO sales promotion and advertising manager in this area said:

"We are proud to have been identified with a program like *Pantomime Quiz*, and we feel that it has solidly established GE products and GE dealers in the minds

* * *



FIRST TV spot for GESCO was made in the fall of 1947 at Telefilm Inc. Studios, Hollywood. Shown during preparation for shooting are (l to r) Mr. Ryhlick; L. J. Perkins, radio-TV sales manager, GESCO; Lee DiAngelo, sales promotion and advertising manager, GESCO; Bert D'Orsay, dealer; Sandra Spense, star, and Jack Meyers, television sales director, GESCO.



Mr. RYHLICK

* * *

of everyone who has seen television in Southern California."

The format of the commercials used in *Pantomime Quiz* was in keeping with the character of the relaxed and easy informality of the show itself. Sandra Spence and a male actor were usually used in 90-second skits during which the product was discussed in casual, non-technical terms. The setting of the skit would vary with the product—from a mountain scene for a portable radio to a living room for a television set. The cost of the show and the commercials could be considered expensive for that period of television, but the needs of the advertiser and the results obtained more than justified the expense.

Dealer Cooperation

Beginning with the fall of 1948 and continuing down to the present time, the Los Angeles General Electric Supply Corp. has followed the policy of buying for its dealers the best one-minute spots available. Dealers use these spots on a cooperative basis, dividing their emphasis between product and the special services, facilities and terms of their own stores. Since January 1949, Hotpoint dealers have become increasingly active users of television until today there are often more Hotpoint major appliance dealers than GE radio or television dealers on the air during any specific week.

GESCO and its advertising agency have been fortunate in being able to obtain some of the best availabilities on Southern California television stations — which, since May 1949, also include KFMB-TV in San Diego. One of the top-rated spots is the one-minute spot directly before the amazingly popular *Hopalong Cassidy* film on KTLA, at 6:30 p.m., Sunday. This spot has been used for nearly a year to advertise Hotpoint products by Dean & Hoffman, one of the oldest appliance dealers in Long Beach. A long list of dealers have put in reservations for this spot, should Dean & Hoffman ever relinquish it. But Jim Dean, co-owner of the company, recently

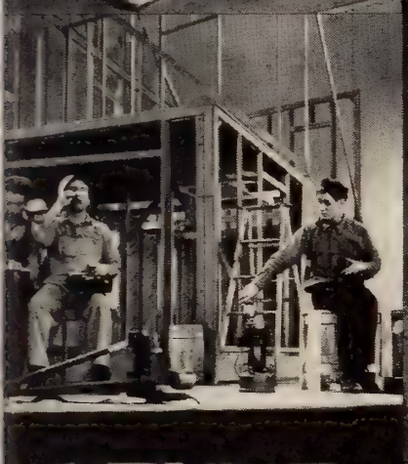
(Continued on Telecasting 16)

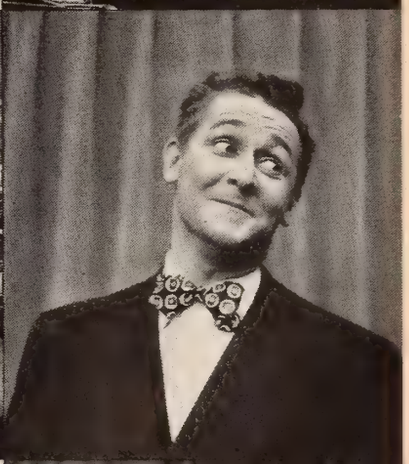
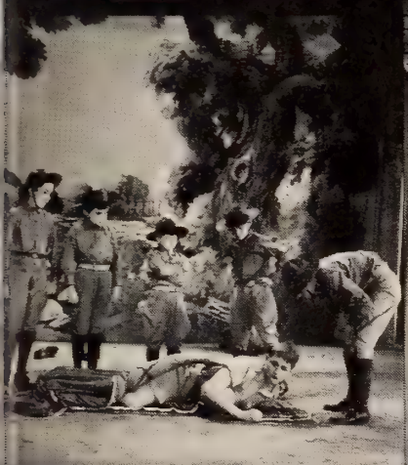






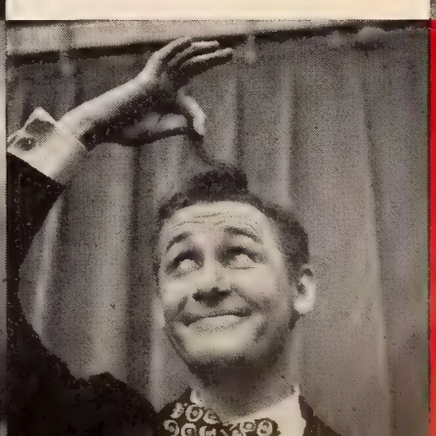





THE ALAN YOUNG SHOW
sponsored by
Esso, a brilliant
CBS Package Program
that adds a
new dimension to
television comedy.



For another top
CBS Package Program
now available
for sponsorship,
turn to [illegible]
of this issue.

TELECASTING

NETWORK SHOWSHEET

PM 5:00 | 15 | 30 | 45 | 6:00 | 15 | 30 | 45 | 7:00 | 15 | 30 | 45 | 8:00 | 15 | 30

MONDAY

NBC

Canada Dry Co. Super Circus L (E-M)		Peters Shoe M & M Ltd. Super Circus** L (E-M)		Kellogg Co. Singing Lady L (E-M)		*Golden Game* L (E-M)		Goodyear Paul Whiteman Goodyear Review L (E-M)		*Carolyn Gilbert Show* L (E-M)	*Vaughn Shoemaker Studio* L (E-M)	*Think Fast* L (E-M)		*Maj...* L
Overseas Press Club		*Chuck Wagon*				*Mr. I. Magination*		*Starlight Theatre*		American Tobacco This Is Show Business		Lincoln-Mercury Toast of the Town		
				Starlit Time Welcome Mat L (E-M)				*Starlit Time Phil Hanna Sings* L (E-M) (NI)				*Chicagoland Players* L (E-M)		
Armed Forces Hour L								Local Sponsors (Co-op) Leave It To The Girls L		General Foods Aldrich Family L		Chesterfield Perry Como L		Colga... L

ABC

NBC DuMont CBS

Chuck Wagon				*Snarky*	*Lucky Pup*	*Bob Howard*	*Kirby Stone Quintet*	*Paul Arnold*	Oldsmobile CBS-TV News	Joe Lowe Popsicle Parade of Stars	International Silver Silver Theatre		Leve... Tea &... Tal...	
		Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)			W. H. Johnson Candy Captain Video L/F (E-M)		*Vincent Lopez* L (E)	Co-op Manhattan Spotlight L (E-M)	*Newsweek Views the News* L (E-M)		The Al... L	
	Judy Splinters L	*Howdy Doody* L (E-M)	Mars Inc. Howdy Doody L (E-M)				RCA Victor Kukla, Fran & Ollie L (E-M)		Mohawk Roberta Quinlan L (E)	Reynolds News F (E-M)	Chevrolet Tele-Theatre L		Fireston... Voice...	

TUESDAY

ABC

NBC DuMont CBS

Chuck Wagon				*Snarky*	*Lucky Pup* L (E-M)	*Bob Howard*	*Kirby Stone Quintet*	*Paul Arnold*	CBS-TV News	HI-V Corp. Godfrey & His Uke	*Film Feature*			
		Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)			*Captain Video* L/F (E-M)			Co-op Manhattan Spotlight L(E-M)(NI)	*Court of Current Issue* (L) (E-M)			
	Judy Splinters L	*Howdy Doody* L (E-M)	C-P-P Howdy Doody L (E-M)				National Dairy Kukla, Fran & Ollie L (E-M)		*Wendy Barrie* L	Reynolds News F (E-M)	Texas Co. Milton Berle Show L			

WEDNESDAY

ABC

Mr. Magic L (E-M)							*Art Ford on Broadway* L (E-M)				*On Trial* L (E-M)		*Author*... L	

NBC DuMont CBS

Chuck Wagon				*Snarky*	Quaker Chocolate & Conf. Lucky Pup	*Bob Howard*	*Kirby Stone Quintet*	*Paul Arnold*	Oldsmobile CBS-TV News	Masland Rug At Home Party	Liggett & Myers Tobacco Godfrey and His Frien... L (E-M) K (NI)			
		Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage* L (E-M)			*Captain Video* L/F (E-M)		*Vincent Lopez* L (E)	Phillips Packing Co. Easy Aces F(E-M)(NI)				
	Judy Splinters L	*Howdy Doody* L (E-M)	Intnl. Shoe Howdy Doody L (E-M)				Ford Motor Co. Kukla, Fran & Ollie L (E-M)		Mohawk Roberta Quinlan	Reynolds News F (E-M)	Ballantine Ale & Beer Believe It or Not L		*Pl...*	

THURSDAY

ABC

Mr. Magic L (E)							*Art Ford on Broadway* L (E-M)		General Mills Lone Ranger* F (E-M)		Stop the Music Admiral & P. Lorillar... L (E-M)			

NBC DuMont CBS

Chuck Wagon				*Snarky*	Bristol-Myers Ipana Lucky Pup	*Bob Howard*	*Kirby Stone Quintet*	*Paul Arnold*	CBS-TV News	HI-V Corp. Godfrey & His Uke	*The Show Goes On*		*Colum... The S...*	
		Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)			*Captain Video* L/F (E-M)		*Vincent Lopez* L (E)	Co-op Manhattan Spotlight L (E-M)				
	Judy Splinters L	*Howdy Doody* L (E-M)	C-P-P Howdy Doody L (E-M)				National Dairy Kukla, Fran & Ollie L (E-M)		*Wendy Barrie* L	Reynolds News F (E-M)	*Studs' Place* L		*One M...*	

FRIDAY

ABC

Mr. Magic L (E)							*Art Ford on Broadway* L (E-M)				Ronson Twenty Questions L (E-M)		*My*... L	

NBC DuMont CBS

Chuck Wagon				*Snarky*	Sundial Shoes Lucky Pup	*Bob Howard*	*Kirby Stone Quintet*	*Paul Arnold*	Oldsmobile CBS-TV News	*Alkali Ike*	General Foods Mama		R. J... Man A...	
		Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)			*Captain Video* L/F (E-M)		Co-op Manhattan Spotlight L (E-M)	*Vincent Lopez* L (E-M)	Co-op Hands of Destiny L (E-M) (NI)		Broadway Edition of...	
	Judy Splinters L	*Howdy Doody* L (E-M)	*Howdy Doody* L (E-M)				RCA Victor Kukla, Fran & Ollie L (E-M)		Mohawk Roberta Quinlan	Reynolds News F (E-M)	Miles Quiz Kids L		We...	

SATURDAY

ABC

Mr. Magic L (E)					*Marshal of Gunsight Pass* F (E-M)		Peter Paul Buck Rogers L (E-M)		*Hollywood Screen Test* L (E-M)		Paul Whiteman TV Teen Club L (E-M)		Griffin Paul... TV... L	

NBC DuMont CBS

5/20—Gillette Preakness Race		*Chuck Wagon*			Mason Candy Kuda Bux		*Lucky Pup*	*Blues by Bargy*	*John Reed King Show*		Anheuser-Busch Ken Murray Show (alternate weeks) 54th Street Revue			
									Captain Video L/F (E)		*Dinner Date* L (E-M)		I... Inside... L...	
						Nature of Things L	*American Forum of the Air* L		*Life Begins At 80* L					

Programs in italics are sustaining.
Time is EST.
L is live; F, Film; K, Kinescopic Recording; E, Eastern Network; M, Midwestern Network; NI, Nonintercon-nected stations.

CBS Daytime
Monday-through-Friday, 4-4:30 p.m., *Homemakers Exchange*, L (E-M); 4:30-5 p.m., *Vanity Fair*, L (E).

ABC

* Lone Ranger Thurs. 7:30-8 p.m. sponsored on 5 stations in Southeast by American Bakeries Co. General Mills on remainder of network.

** Super Circus, 5:30 to 6 p.m., EST. portion sponsored on alternate Sundays by Peters Shoe Co. and M & M Ltd.

DuMont

* Peter Paul starts sponsorship of 6:45-7 p.m. segment of Magic C... April 5.

DuMont Daytime Schedul...

10:45 Morning Chapel
11:00 DuMont Merchandise ...
12:00 Headline Clues—with S... F. Putman

	8:00	15	30	45	10:00	15	30	45	11:00	PM 15
tules	*Your Witness* L (E-M)	*Mysteries of Chinatown* F (E-M)	*The Ruggles'* F (E-M)	Young People's Church of the Air Youth on the March L (E-M)						
	General Electric Fred Waring Show		B. F. Goodrich Celebrity Time	Arnold Bakeries F. Emerson Start: 5/21						
	Jamboree L (E-M)									
eatre	Philco Television Playhouse L (E-M)		Congoleum-Nairn Garroway at Large L (E-M)							
on's Mixes outs	Philip Morris Candid Camera	General Foods The Goldbergs	Westinghouse Studio One						Doubleday Warren Hull	
n Show	Co-op Wrestling (From Sunnyside Arena) L (E-M) (NI)									
ber Co. estone	Admiral Lights Out L	American Tobacco Co. Lucky Strike Theatre L (E-M) (alternate weeks)		Local Sponsors (Co-op) Who Said That L (E-M)						
			Tomorrow's Champions (to midnite)							
	R. J. Reynolds Ed Wynn Show L (E)	Electric Auto-Lite Suspense	Co-op Wrestling						*Blues by Bargy*	
	Drug Store TV Prod. Cavalcade of Bands L (E-M) (NI)									
	Procter & Gamble Fireside Theater F	*NBC House Package*	P. Lorillard Original Amateur Hour L						Doubleday Ben Grauer Show L (E-NI)	
Critics 1)	*A Couple of Joes* L (E-M)	Co-op Wrestling L (E-M)								
	Toni-Twin Time (Alternate Weeks) Stoppette What's My Line	*Stage* 13	TBA						Sunset Appl. Maggie's Private Wire	
	The Plain-Clothesman L (E) (NI)	Co-op Famous Jury Trials L (E-M) (NI)								
ee	Kraft Foods Co. TV Theatre L (E-M)		Bristol-Myers Break the Bank L							
	Esquire Boot Polish Blind Date L (E-M)	Packard Motors, Inc. Holiday Hotel L (E-M)	Chesebrough Mfg. Co. Blatz Brewing Co. Roller Derby							
ecords oes On	Esso Alan Young Show	H. H. Ayer Ilka Chase	*Winner Take All*		*In The First Person*	*Blues by Bargy*	*Rendezvous*			
	Morey Amsterdam Show (Dumont Telesets) L (E-M) (NI)	Co-op Boxing (From Sunnyside Arena) L (E) (NI)								
Family	Ford Dealers of America Kay Kyser L		U. S. Tobacco Martin Kane Private Eye L							
Story M	Libby, McNeill & Libby Auction-Aire L (E-M)	*The Little Revue* L (E-M)								
nolds Crime	Ford Motors— Ford Theatre (alternate weeks)		Household Finance People's Platform	*Capitol Cloak Room*	TBA					
Hollywood dline Clues			Co-op Amateur Boxing L (E-M)							
eople	Bonny Maid Versatile Varieties Bonafide Mills L (E-M-NI)	American Cig. & Cig. Big Story (alternates with Emerson Radio The Clock) L	Gillette Fights L	Chese-brough Greatest Fights (F)						
Polish eman Club I)	*Roller Derby* L (E-M) (To conclusion)									
	The Trap		*Premiere Playhouse*							
King tective (NI)	Drug Store TV Prod. Cavalcade of Stars L (E-M) (NI)		Co-op Wrestling L (E-M)							
	Saturday Night Revue L			Arnold Bakeries F. Emerson Show L						

CBS Nighttime

Monday, 11:15-25 p.m., *Blues by Bargy*, 11:25-30 p.m., News.
12:30 Johnny Olsen's Rumpus Room
1:00 Dennis James' Okay Mother
1:30 Man on the Street—with Dan Peterson
1:45 Kitchen Fare — with Susan Adams

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

May 1, 1950
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THE PULSE, INC.

is happy to announce

its first edition

of

DAYTON TELEPULSE

on April 25, 1950,

and monthly thereafter

THIS survey of the Dayton metropolitan area will cover an entire week of televiewing, 10 AM to 12 Midnight each day, with each ¼ hour rating based on 150 TV homes.

◈

Monthly TelePulse reports are also available in

Boston	Los Angeles
Chicago	New York
Cincinnati	Philadelphia
Cleveland	Washington

◈

For Telefacts in these markets

ASK THE PULSE

15 West 46th Street
New York 19, N. Y.



THE SHOW GOES ON
offers new talent
in a sparkling
CBS Package Program
with one half-hour
still available
to a happy sponsor.

Robert Q. Lewis at
the top of his form,
parading performers
before noted
show-business figures
and prospective
talent-buyers.

Sarnoff on TV

(Continued from Telecasting 3)

tions for RCA Victor, who pointed out that RCA spent $50 million on TV experimentation before the medium became commercial. "In the mid-'20s, RCA anticipated spending only about $100,000 on TV," he noted.

Frank M. Folsom, RCA president, introduced the guest speaker, Dr. J. Roscoe Miller, president of Northwestern U. Dr. Miller, uniting "radio, television and education," termed immediacy the essence of television's "great power." Pointing out the "powerful effect" of radio on American life, and its formation of public opinion, Dr. Miller said: "TV already is developing its folk heroes, as did radio. Television, however, can deal with areas of entertainment and education which radio can't." He discussed the possible adult educational advantages of video, through its use as a teaching medium.

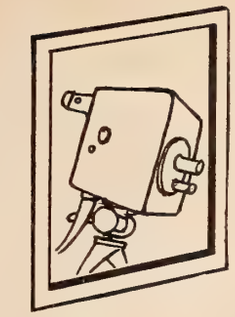
Television will continue to grow in strength as it discovers what is unique about itself," he concluded.

More than 350 guests—civic, industrial and religious leaders—toured the 18-section RCA exhibit after dinner in the main hall of the museum. The permanent display, illustrating development and principles of TV, features the following units, arranged in sequences: Evolution of scanning, mechanical scanning by pantograph, mechanical scanning with perforated disc, electronic television, electronic scanning, phosphors, picture size as determined by tube size, camera and receiving tubes, receiver circuits, projection TV, TV transmission, large-screen TV, a "see-yourself" unit, RCA TV sets and pickup of TV shows.

After the dinner and dedication, Burr Tillstrom and his Kuklapolitan players, including Kukla and Ollie, entertained with skits and songs typical of *Kukla, Fran & Ollie,* telecast on NBC-TV from Chicago. With Mr. Tillstrom were his producer, Beulah Zachary; director, Louis Gomovitz; musical director, Jack Faschinato, and stage manager, Joseph Lockwood. Guests included H. Leslie Atlass, CBS Central Division vice president; Leo Burnett, president of the Chicago agency of that name; Jules Herbuveaux, TV program manager, NBC Chicago; Carroll Marts, MBS Central Division vice president; I. E. Showerman, NBC Central Division vice president.

TelePulse Expands

PULSE has expanded the sample for its TelePulse ratings by 25% in New York, to 250 TV homes from 200, and by 33% in six other cities, from 150 to 200 TV homes, effective with the April 1950 interviewing. These cities are: Chicago, Philadelphia, Los Angeles, Boston, Washington and Cincinnati, with a similar enlarged sample size to be started soon in Dayton and Cleveland.



Reel Takes

JOHN ELLIOTT SUTHERLAND

IF the John Sutherland Productions' talent pool ever finds itself running dry, it won't have to go further than its founding father and present operator for talent.

Not only can John E. Sutherland fill the professional acting qualifications, but as a one-time oil well ditch digger, forest ranger, assistant fire chief, night watchman, writer and dishwasher, he could add realism to many roles.

In his present role as head of John Sutherland Productions, he's doing a realistic job of producing both television and commercial films. First organized in 1943 to produce training films and animated cartoons, his firm added production of industrial and advertising films in 1945, and, early in 1949 took on television commercial film production.

Since then he has made TV commercials for General Electric Co., Kellogg Co., Pepsodent Co., United Fruit Co., Ford Motor Co., Coca Cola Co., Ronson Art Metal Works Inc., Crosley Corp., Goodyear Tire & Rubber Co., Beechnut Packing Co., De Soto.

Show Production Planned

From there John plans to go into the production of longer shows for television. So far as the success of the use of television film is concerned, he feels that, if the markets are judged properly, a film that doesn't cost too much will always bring in profits.

The son of a "large scale rancher" and "small scale banker," John Elliott Sutherland was born in Williston, N. D., in 1910. He picked up his early schooling in a collection of small Montana towns where the family migrated from time to time. When John was 16, three years of drought sent the Sutherlands looking for a land of milk and honey and they went to California. Upon completion of his senior year at Long Beach High School in 1927, John pulled his levis out of the moth balls and went back to Montana as an oil well ditch digger in Great Falls.

Education Extended

His college education has been an extended one. It started in 1929 at the U. of North Dakota, Grand Forks, and was completed in 1937 at the U. of California at Los Angeles.

Mingling brain with brawn throughout that period, John worked as actor with Prather-Sales Co. (stock company), and as assistant fire chief at Glacier National Park during summers of the two years spent at the first university; was night watchman at Hotel Roosevelt, Hollywood, while attending UCLA by day for a few months in 1931; washed dishes and did odd jobs during three years with Pasadena Playhouse where he wrote and acted in plays; spent a year as ranger with U. S. National Park Service in Sequoia, Calif., National Forest, and finally returned to work his last two years through UCLA as dishwasher, bus boy and accounting clerk.



MR. SUTHERLAND

* * *

Following graduation he continued in a paid capacity as director of dramatics and debate, which he had done while an undergraduate. The next year a 20th Century-Fox producer, impressed by a musical he saw at the school written and directed by John, hired him as a junior writer at the studio. That was the shortest job he's had. Within nine weeks the producer who engaged him fell out of favor, and, as a result, no one would look at John's writings.

After suitable discouragement he left the studio with the rights to stories he'd written. Among these was "Flight Command," coauthored by him and Capt. Harvey Haislip, and later sold to M-G-M.

He next joined Walt Disney Productions as production manager, writer and director. Among things he worked on was "Bambi." He apparently found time to work on Bambi's mother, too, for the young actress who took the part of the mother, Paula Winslowe, later became Mrs. John Sutherland.

In 1941 John left to write training and propaganda films for the Army, traveling between Washington, D. C., and the Pacific Coast. During the next two years he helped educate the Army with approximately 100 reels for various of its branches.

The year 1943 saw the beginning of John Sutherland Productions. From its meager staff the firm has grown to 40 permanent members who its head feels, are responsible for any success the company has had or will have. He maintains active contact with the East by flying to New York once a month. Last October he set up a sales office at 60 E. 42d St., New York. Warren Schloate is manager.

John and Paula Winslowe were married in 1939. Since then their personal staff has been augmented by Johnny, 8. Mrs. Sutherland, going under her maiden name, still holds her own in entertainment circles—she's Peg on the NBC *Life of Riley* show and appears on other network shows.

John is a member of the Hollywood Athletic Club. So far as hobbies go, until he finds one that he likes better than his work, he'll stick to that.

GOLDEN JUBILEE

Ad Meet Holds TV Panel

WILLIAM GITTINGER, vice president of CBS, and Kendall Foster, vice president of William Esty Co., in charge of television, will discuss "Television—Its Place and Impact," May 12 at 2 p.m. at New York's Park Sheraton Hotel. Session with Bruce Robertson, senior associate editor of BROADCASTING-TELECASTING as moderator, will be part of a golden jubilee advertising convention to be held May 11-12 in honor of the 50th anniversary of New York U. School of Commerce, Accounts and Finance.

Three undergraduate advertising organizations—Alpha Delta Sigma, Mu Kappa Tau and the Triad League—will sponsor the two-day meeting, which will open the evening of May 11 with a panel discussion on "The Future of Education in Advertising." Prof. Darrell B. Lucas, assistant chairman of the NYU Marketing Dept. and director of the Research Foundation of America, will serve as moderator. Speakers are to be: Prof. George Burton Hotchkiss, chairman of the NYU Marketing Dept.; Walter Lowen, president, Walter Lowen Placement Agency; Sydney H. Giellerup, vice president, Marschalk & Pratt Co.

ASCAP INCOME UP

TV Credited for Increase

ASCAP INCOME from television during the first three months of 1950 was almost as much as the society received from TV during all of last year, Fred E. Ahlert, president of ASCAP, told the organization's members at the annual business meeting, held last Tuesday at the Hotel Plaza, New York.

With this boost from TV, ASCAP distributed to its members during the first quarter of this year a larger sum than for any of the six previous quarters, Mr. Ahlert said. He reported that the society's total income for 1949 totaled $10,601,184, only slightly below the $10,979,183 for 1948.

Telestatus



TV's Effects on Eyes

(Report 109)

COMPLAINT that television viewing is harmful to the eyes again has been debunked, this time as the result of a scientific survey accomplished over a year's time by the Pennsylvania State College of Optometry, Philadelphia.

The report points out that television may confuse the eye at first but televiewing is not permanently harmful; night vision is impaired but the body will restore it in a matter of hours, and the new medium may prove a blessing to youngsters suffering from squint or "cross-eyes."

Dr. John C. Neill, professor of ophthalmic mechanics at the college and head of the contact lens section of the American Academy of Optometry, directed the study. Practicing optometrists in Philadelphia supplied data to the college's research department over the past 12 months while a continuous study of 40 senior students was made under controlled conditions. Several TV set manufacturers also supplied technical data.

10% Due to TV

In releasing the results of the study, Dr. Neill pointed out that during the past year 10% of all people seeking eye care did so because of "visual discomfort resulting from the viewing of television." A much larger percentage also reportedly inquired if video is harmful to the eyes.

"Television involves nothing that is or could be harmful to the eyes," Dr. Neill said. He pointed out that the factors in television which cause annoyance and discomfort for those who had not had such trouble before generally is due to the fact that the eyes have been given a new task to learn. After several viewings discomfort generally disappears, he said, pointing out that if the discomfort persists the viewer probably needed eye correction which did not become evident until that time.

Training Advantages

As to television's advantages for training children with squint or "cross-eyes," Dr. Neill explained that televiewing is a wonderful means for getting a youngster to concentrate on one object. Consequently, the "lazy eye," or the one which generally is known as "crossed," will be able to look at one object with interest for an hour or more while the healthy eye is covered. This may help supplement the use of exercise instruments, Dr. Neill said.

In commenting on the harm which televiewing may do to night vision, Dr. Neill pointed out that this is not a permanent damage, but one which the body restores in a matter of hours. Vitamin A, he said, will help reduce this condition. He explained that the indigo part of the spectrum uses up the chemical element known as "visual purple," used for night vision. The new "black tubes" help eliminate this situation, he said, or a filter may be used without interfering with vision.

The survey, summarized, brought out the following:

(1) New owners should gradually become accustomed to viewing television and not indulge in it too heavily at first.

(2) The ideal viewing distance for any set is about eight times the height of the screen; thus, for a 7-inch screen the ideal viewing distance is about four feet; for a 12½-inch screen, eight feet, etc.

(3) The room in which the set is located should have some general illumination to reduce the contrast between the tube and the surrounding area. The survey showed that viewing television during the day results in less discomfort than at night.

(4) Wearing of dark glasses is not recommended, because contrast can be controlled on the set. However, those persons whose eyes are affected by the indigo part of the light spectrum should have an absorbing tint put into their glasses.

The reason for illuminating the room, Dr. Neill explained, is that the eye cannot adapt itself to both light and darkness at the same time without discomfort.

* * *

Legislation Opposes TV Sets in Vehicles

STATE of Virginia has given final approval to a bill making it unlawful for anyone to install any TV set in an automobile, truck, bus or other vehicle where it would be visible to the driver. Bills governing the use of television in motor vehicles have been given House approval by two states, have been introduced by two others and have failed of passage in two others, according to the legislative reporting service of the Automobile Mfrs. Assn.

Approved by the New Jersey house is a bill making it unlawful to operate any motor vehicle which is equipped with or in which is located a television set so placed that the viewing screen is visible to the driver while operating such vehicle. In Massachusetts, the legislature passed a bill by which "no persons shall drive any motor vehicle equipped with any television viewer, screen or other means of visually receiving a television broadcast which is located in the motor vehicle at any point forward of the back of the driver's seat, or which is visible to the driver while operating the motor vehicle."

Similar bills introduced in Kentucky and New York failed of passage, the association reports. Bills also have been introduced in Rhode Island and Mississippi, according to AMA.

* * *

WDTV (TV) Pittsburgh Issues Rate Card No. 4

RATE CARD No. 4, effective today (May 1), has been issued by WDTV (TV) Pittsburgh.

Basic hourly air time rates for studio or film on a one-time basis become: Class A (6 p.m. to sign off, Mon.-Fri., 12 noon to sign-off, Sat. and Sun.), $450; Class B (5-6 p.m., Mon.-Fri.) $360; Class C (sign-on to 5 p.m., Mon.-Fri., sign-on to noon, Sat. and Sun.) $270. Live or film announcement rates in Class A time are $75 for 1 minute, $60 for 20 seconds and $25 for 10 seconds.

Frequency discounts start at 26 times and programs and spots may not be combined to earn higher discounts. No charge is made for the use of studio or film facilities for rehearsal in equal proportion to the length of the program.

* * *

American Research Program Report

AMERICAN Research Bureau television ratings for the week ended April 7 show Milton Berle's *Texaco Star Theatre* the leading program in five of the six cities covered. In Cleveland *Godfrey and his Friends* was reported as the top program with *Texaco Star Theatre* in second place.

Information is secured from

(Continued on Telecasting 19)

Weekly Television Summary—May 1, 1950 TELECASTING Survey

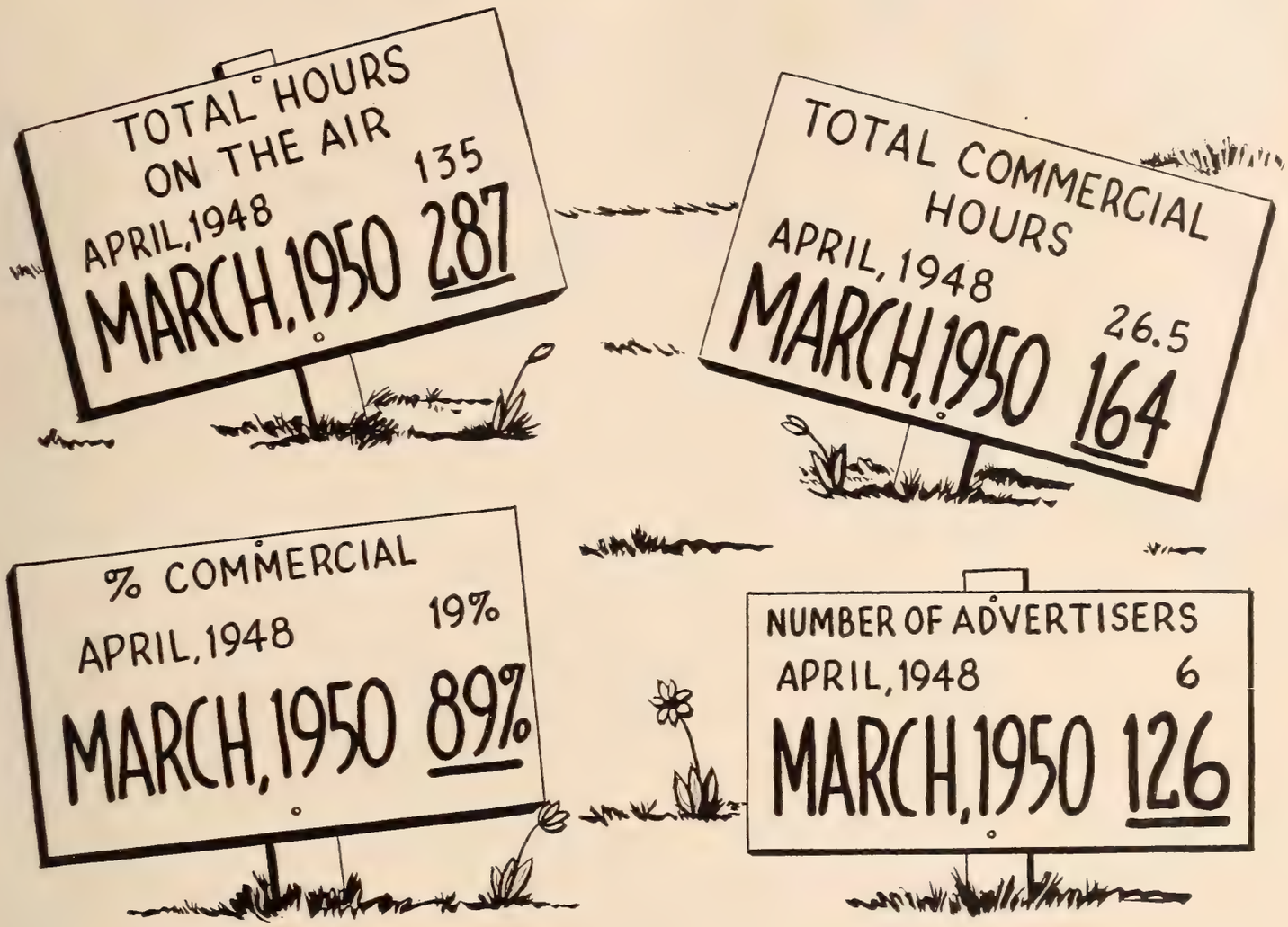
City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	2,828
Ames	WOI-TV	8,860
Atlanta	WAGA-TV, WSB-TV	32,350
Baltimore	WAAM, WBAL-TV, WMAR-TV	158,089
Binghamton	WNBF-TV	11,220
Birmingham	WAFM-TV, WBRC-TV	12,100
Bloomington	WTTV	5,750
Boston	WBZ-TV, WNAC-TV	339,234
Buffalo	WBEN-TV	84,849
Charlotte	WBTV	13,169
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	418,366
Cincinnati	WCPO-TV, WKRC-TV, WLWT	106,900
Cleveland	WEWS, WNBK, WXEL	200,269
Columbus	WBNS-TV, WLWC, WTVN	57,300†
Dallas, Ft. Worth	KBTV, KRLD-TV, WBAP-TV	49,125
Davenport	WOC-TV	9,375
Quad Cities	Includes Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	48,100
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	216,000
Erie	WICU	33,459
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	49,125
Grand Rapids	WLAV-TV	23,200
Greensboro	WFMY-TV	10,400
Houston	KLEE-TV	18,500
Huntington-Charleston	WSAZ-TV	8,396
Indianapolis	WFBM-TV	36,500
Jacksonville	WMBR-TV	9,000
Johnstown	WJAC-TV	18,822
Kalamazoo-Battle Creek	.....	10,986
Kansas City	WDAF-TV	32,347
Lancaster	WGAL-TV	40,720
Lansing	WJIM-TV**	12,000
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	496,453
Louisville	WAVE-TV, WHAS-TV	25,901
Memphis	WMCT	29,775
Miami	WTVJ	22,000
Milwaukee	WTMJ-TV	101,016
Minn.-St. Paul	KSTP-TV, WTCN-TV	81,600
Nashville	.....	100
New Haven	WNHC-TV	72,700
New Orleans	WDSU-TV	23,463
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,145,000
Newark	WATV	Incl. in N. Y. Estimate
Norfolk	WTAR-TV	10,008
Oklahoma City	WKY-TV	24,755
Omaha	WOW-TV, KMTV	22,453
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	435,000
Phoenix	KPHO-TV	6,500
Pittsburgh	WDTV	91,000
Portland, Ore.	.....	887
Providence	WJAR-TV	49,140
Richmond	WTVR	26,213
Rochester	WHAM-TV	35,436
Salt Lake City	KDYL-TV, KSL-TV	14,200
San Antonio	KEYL, WOAI-TV	14,876
San Diego	KFMB-TV	36,300
San Francisco	KGO-TV, KPIX, KRON-TV	49,242
Schenectady	WRGB	70,000
Seattle	KING-TV	26,700
St. Louis	KSD-TV	115,000
Syracuse	WHEN, WSYR-TV	38,913
Toledo	WSPD-TV	39,000
Tulsa	KOTV	20,800
Utica-Rome	WKTV	11,500
Washington	WMAL-TV, WNBW, WOIC, WTTG	118,250
Wilmington	WDEL-TV	32,669

* Lancaster and contiguous areas.
** New station in this report.
† Revised figure submitted by WLWT.

Total Markets on Air 61 — Stations on Air 104 — Sets in Use 5,315,064

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committee, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

Signs of WGN-TV's *Progress*



Another sign of success . . . WGN-TV carries 42% more local retail business than the nearest competitor. Important proof of WGN-TV's selling power, because retail advertisers are shrewd . . . they buy where they get the greatest return for their dollar. Another reason for buying WGN-TV in Chicago.

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

STOP GUESSING!



WGAL-TV

the ideal station for testing your TV sales campaign.

The only television station which reaches this large, prosperous section of Pennsylvania —including Lancaster, York, Lebanon, Reading, Harrisburg and adjacent area. This market fulfills all requirements for reliable testing. Viewing is unusually high and consistent because of interesting local programming and the top shows of four networks—NBC, CBS, ABC and DuMont. Write for information.

A STEINMAN STATION

WGAL-TV

CHANNEL 4

Lancaster, Penna.

Clair R. McCollough, *Pres.*

Represented by

ROBERT MEEKER

ASSOCIATES

Los Angeles · San Francisco · New York · Chicago

NBC TV AFFILIATE

GESCO Grows

(Continued from Telecasting 8)

said: "This is our most valuable piece of advertising. If GESCO ever gives up the time, we'll take it and pay for the whole thing ourselves."

GESCO dealers have found that carefully-selected spots not only move television sets and major appliances, but serve to identify the dealer solidly in his own community. Marlow & Azar, television and major appliance dealer in Wilmington, which has used television spot advertising consistently for nearly a year, reports this type of reaction:

"Our local YMCA director mentioned that he saw our spot on television the other night. He said it made the group in his living room feel good to see one of their own people on the air."

Gibson & DeVore Television & Appliance Co. in Torrance is relatively new in that busy oil community, but sponsorship of a half-hour television program, as well as the use of television spots, have made it one of the business leaders of the town. People point to the company with real local pride. One of the oldest and most successful auto companies in the city recently solicited the cooperation of Gibson & DeVore in a major local promotion.

Dealer Campaigns

Many GESCO dealers advertise regularly on one-minute spots held under long term contracts. Others utilize television when new products are introduced, or for special merchandising events. The Los Angeles GESCO office has set up its television plans so that they are flexible enough to meet the needs of a dealer at any time. During some periods of peak activity, there have been a score of dealers on the air in any one week with announcements and programs.

When the cost of a program is too much for one dealer to handle, two or more dealers in different geographical areas will join together. Two dealers, for example, joined in successful sponsorship of Bob McLaughlin's well-liked *Picture Album*, a clever half-hour musical show on KLAC-TV.

The Los Angeles GESCO office also pioneered in using daytime television for its dealers—recognizing that women influence the sale of 85% of all major appliances. When KFI-TV turned to daytime programming last spring, GESCO dealers instituted a heavy schedule of two spots a day, six days a week. But, for a time, Hotpoint dealers had to scramble for availabilities, because the new General Electric low-cost television sets were introduced about this same time and dealers were anxious to advertise them.

In June 1949, when the new Hotpoint automatic washer was introduced in the Southern California market, television proved a particularly effective medium. Several Los Angeles dealers reported heavy sales volume as a result of their television advertising, while some dealers who did not use any television spots reported that customers would come in asking to see the Hotpoint washer that had been demonstrated on television.

George Yoshonis, of the GESCO branch office in San Diego, reported that the Hotpoint automatic washer advertising over KFMB-TV was very effective, even though the station had then been on the air only a few weeks.

The format of the one-minute commercials is very simple. The Hotpoint Inc. main office in Chicago has produced 23-second films demonstrating all of its major appliances. In a Hotpoint dealer commercial, the spot is usually opened with a photograph of the dealer's store, with address superimposed and live opening narration by the station announcer, who leads into the 23-second product films—which have their own sound track.

After the product film, there is either a slide highlighting the dealer's special terms or special service features, and a closing slide with dealer identification, address or phone number, depending on the nature of the sales approach. These spots sell both product and "where to buy"—as well as "reason for buying" from a particular dealer.

The GE radio and television dealer commercials are similar in format, except that they open with the same identification that has been used in this area since GESCO first went on the air with *Pantomime Quiz*. This is a GE radio and television blinking sign which is seen first in the distance, and moves in slowly, continuing to blink, until it fills the entire screen.

These simple formats were worked out with a view to dealer costs and to the job that had to be done.

Use Surveys

During the past year, the increasing number of surveys has made it possible to measure the size of the television audience in each of the 16 major trading areas in the Los Angeles market. Some GESCO dealers have been advised not to use television because of the relatively small number of sets in their areas. Other dealers have been notified when their area became saturated with sets to the point where television was a medium of primary importance.

This has necessitated careful planning and constant cooperation between GESCO executives, GESCO salesmen, the GESCO advertising agency and the dealers.

At General Electric Supply Corp., all advertising plans clear through the office of Lee DiAngelo, who has recognized the importance of television as an advertising medium from its very earliest days in Los Angeles. He has worked constantly with it, and, to learn more about its technique—even took on anonymously the role of one of the actors in the *Pantomime Quiz* program commercials.

Te-Ve



Drawn for TELECASTING by John Zeigler

"Is that you dear? How do you like the new life size screen?"

Some members of the show never did learn that he was the guy who okayed the bills.

As future advertising and merchandising programs are set up, it is likely that GESCO and its dealers will be swinging more and more to programs instead of spot announcements. For one thing, good new availabilities for spot announcements are becoming increasingly hard to obtain. GESCO is protected by long contracts and renewal options on most of its good spots, but the need is growing.

Also, many of the large dealers are beginning to appreciate the prestige and merchandising value of good local programs. Also, since Arizona is within the jurisdiction of the Los Angeles GESCO headquarters, the advent of KPHO-TV in Phoenix during December 1949 has necessitated increasing attention to that area.

Perhaps this is not so much a television "success story" as the story of how one company has recognized the importance of the television advertising medium and has tried to learn how to use it.

VIDEO PANEL SET

Top Leaders at N. Y. Meet

TELEVISION will be discussed from every angle by an all-star panel May 23 at a joint luncheon session of American Television Society and Sales Executives Club of New York at the Hotel Roosevelt in that city.

Mark Woods, ABC vice chairman, will speak on "Predictions for the Future of Television." G. Bennett Larsen, general manager, WPIX (TV) New York, will discuss "The Role of the Independent TV Station"; Glen Gundell, advertising manager, National Dairy Products Co., veteran video sponsor, will tell "Why an Advertiser Uses Television"; H. M. Beville, NBC director of research, will talk about "The Sociological Effect of Television in the Home." Dr. Allen B. DuMont, president, Allen B. DuMont Labs, will speak on "Television—The Billion Dollar Industry."

CBS Showing

(Continued from Telecasting 3)

RCA projection screen, approximately 13½x18 inches.

The Commissioners inspected the gun to observe variations in flicker quality among the three phosphors. Only the green phosphor had long persistence characteristics while the red and blue phosphors were of short persistence. The green phosphor produced a picture on the projection tube without flicker, CBS pointed out, while flicker was evident on the short persistence red and blue phosphors.

FCC counsel, Harry Plotkin, began the full-day cross examination of Dr. DuMont on Tuesday by running down a list of questions comparing the three principal color systems proposed for adoption. Dr. DuMont saw RCA's chief advantage in its compatibility with existing monochrome standards. He thought RCA's color performance not equal to what should be obtained in a 6-mc band, but stated he wouldn't say it couldn't be done. Color fidelity also could be improved, he said.

Dr. DuMont indicated the RCA system must be seen under commercial conditions before final judgment is passed. He saw problems to be overcome in commercial production of the tri-color tube newly developed by RCA, and in getting detail. He criticised the dot effect —and need for greater picture brightness was noted.

FCC can assume there eventually will be a practical tri-color tube, whether RCA's or another, Dr. DuMont told the Commission.

He said the tri-color tube as well as the RCA color system itself should have more field testing. As to RCA's three-tube receiver, the earlier model demonstrated, Dr. DuMont said a very great registration problem was presented and it was not practical because of size, cost and small angle of viewing.

Registration Termed Problem

He termed registration a very serious problem in the CTI system and definition as demonstrated needed improvement for commercial application in either color or monochrome. Dr. DuMont described CTI color fidelity as "reasonably good." CTI picture brightness was termed of a "fairly low order, about 3 ft. lamberts." Dr. DuMont indicated his firm's monochrome sets currently are running 60-100 ft. lamberts highlight brightness.

Incompatibility of the CBS system was its chief drawback, Dr. DuMont testified. He saw no problem of registration and he termed color fidelity as "reasonably good" and slightly better than RCA and CTI as now developed. He considered present CBS resolution as "slightly better" than RCA or CTI but wanted to wait and see dot interlacing on the CBS system before commenting on that feature.

He indicated dot interlacing should improve CBS definition "if it works," theoretically to about monochrome value. Dr. DuMont said "crispening" as employed in the CBS system helps apparent definition to a certain extent. Crispening or video amplifier "peaking circuits" have been used in monochrome by DuMont for two or three years, he said.

Brightness of the CBS picture was "not as bright as I would like to see it," Dr. DuMont related. He saw trouble from flicker if it were upped to about 40 or 50 ft. lamberts and hence would have to be kept to around 20 ft. lamberts. Some color breakup was cited in the CBS picture but Dr. DuMont said he didn't think it was serious enough to cause concern.

For the purpose of getting color, Dr. DuMont testified he considered the present CBS system would be a little more complex than either the single-tube RCA or CTI methods.

Further Testing Necessary

Further field testing of the CBS system was held necessary by the witness, both as to programming and technical matters. He said he wasn't convinced CBS could handle regular commercial programs such as the Fred Waring type and also wanted reception tests in areas 40 to 60 miles from the transmitter. He said CBS hasn't proven its system can be handled over coaxial cables on regular commercial schedule. CBS has made coaxial transmissions, however.

Given the assumption FCC wanted to choose one system now which would give the best color, Dr. DuMont indicated he preferred the system using the dot sequential technique since it has "most promise." He subsequently agreed with Mr. Plotkin it would be a "fair appraisal" to say he preferred a color system which if it didn't work in the long run it still would not harm black-and-white TV.

Dr. DuMont explained FCC's color standard choice ultimately would evolve as the only standard for TV and hence warned the Commission not to choose any standard now which would last but a few years.

Concerning DuMont manufacturing policy, Dr. DuMont told the Commission that regardless of which color system it might choose, his firm would continue to make monochrome sets only and when it had developed a "satisfactory" color

(Continued on Telecasting 18)

TV Mixes Well

A LARGE Tulsa retail outlet, Oklahoma Tire & Supply Co., has found a new selling recipe for angel food cake pans over KOTV (TV) Tulsa, the station reports. As a result of one announcement on KOTV's *Lookin' at Cookin'*, half-hour cooking program, the retailer sold out its entire supply of 200 cake pans by noon the next day. Fifty other cutomer reportedly left order for the pans.



Then you, too, should grant big summer discounts. Certain stations granting summer discounts probably should make it a year-round habit because in most cases, their winter ratings are below the summer ratings.

WCPO-TV holds the leading position in viewer popularity in the Cincinnati market—according to every recognized survey.

No—WCPO-TV has not nor will not grant summer discounts. Our leading position plus the higher average in summer than winter of sets in use, hasn't put us in the position of the young man above.

WCPO-TV
Channel 7
Affiliated with the Cinti. Post
Represented by the BRANHAM CO.

WCPO-TV
CINCINNATI, OHIO

WEWS, Cleveland is another Scripps-Howard TV Station — 1st in the market.

famous firsts in T-V

In 1884 Paul Nipkow invented the television scanning disc and thus began the history of television.

★

Blair-TV Inc. was the first exclusive representative of television stations. The first company to recognize and act on the television stations' real need for hard hitting, single minded, exclusive representation.

BLAIR TV INC.

REPRESENTING

Birmingham	WBRC-TV
Columbus	WBNS-TV
Los Angeles	KTSL
New Orleans	WDSU-TV
Omaha	WOW-TV
Richmond	WTVR
Salt Lake City	KDYL-TV
Seattle	KING-TV

CBS Showing

(Continued from Telecasting 17)

receiver it would put it on the market. He indicated "lots of pressure" would exist since all firms would be trying to get out their color set first, hence DuMont would continue to strive to win the race. He inferred DuMont color set production in large part would depend upon development of a single tricolor tube.

Should FCC decide on the 405-line CBS system, Dr. DuMont indicated his firm would continue to make 525-line monochrome sets and an optional model which could also get the 405-line signal. Adaptors installed at the factory would boost list prices of sets $25-35, he said.

If complete change to 405-line standards were to be required in three years, all sets would be double standard, Dr. DuMont told FCC. Ruling for changeover sooner would have a proportionately depressing effect upon TV manufacture, he indicated.

Dr. DuMont absolutely does not want multiple standards under any arrangement, he told FCC, because of public confusion and result that large proportion of the public ultimately would be left with apparatus it couldn't use.

Comr. Robert F. Jones asked Dr. DuMont why he now took a position opposite that in 1944 when he urged prompt standardization of monochrome since there was "no need to wait for miracles" and developments would more likely occur if the present standards were approved. Dr. DuMont replied today's situation is not the same because no standards have been set for color by FCC.

Compatible System Needed

Comr. Jones asked if DuMont's stand for a compatible system isn't "ringing the curtain down on any non-compatible system" in the same manner the Radio Mfrs. Assn. did to DuMont's monochrome proposal in 1940. DuMont was not then an RMA member. Dr. DuMont replied, "Everyone can see there's no good in an incompatible system now."

A DuMont brief in 1940 charging RMA was "dominated" by RCA and its affiliates because of the patent situation was cited by Comr. Jones who asked the witness what he thought on the subject now. Dr. DuMont replied that he believed that a lot of changes have been made in RMA since that time, experience had broadened the outlook and that RMA now included all groups.

The witness agreed with Comr. Jones that CBS was not a member of RMA.

Asked by Edward K. Wheeler, RMA counsel, if RCA now dominates RMA, Dr. DuMont replied in the negative. The witness also replied RCA had no influence on RMA's stand for a compatible color system.

The witness told Comr. Jones that all RMA members today were not RCA licensees. He also said that if DuMont were looser in the current patent infringement suit with RCA, it would not have to become an RCA licensee. Some patents "can be built around," he indicated.

Additional details about the DuMont patent situation were requested by William H. Bauer, chief of FCC's Law Bureau technical section. Of some 125 DuMont-held patents, about 30% relate to TV, Dr. DuMont said. All DuMont patents were developed by the firm except for one or two purchased, he said.

Concerning his firm's high-definition 18-mc industrial color system, Dr. DuMont said 95% of it represented monochrome components developed during the past five years while the remaining 5% were color components refined in the past few months. Dr. DuMont indicated his firm is also working on an "intermediate color system" but no details were given.

Skouras

(Continued from Telecasting 6)

trust laws for the moment, it seems very clear to me that film producers should be more interested than Zenith in the outcome of the Phonevision test, intended solely to determine whether the American public will pay to see good movies in their homes."

Zenith attorneys have advised Comdr. McDonald that producers cannot leagally refuse to rent their films, inasmuch as Zenith has offered to pay producers the same rate charged theatres with the same audience. "We have left it to the producer to determine just what the audience should be estimated to be, keeping in mind that only 300 homes will be tested," Col. Howland said.

"Phonevision, instead of threatening theatres, will enable many of them to survive the onslaught of television," Col. Howland continued. He outlined the pay-as-you-see system's advantages: "To the public, a show not otherwise obtainable; to the broadcaster, those assets long enjoyed by the press with its paid circulation in addition to its advertising revenue and its ability to accurately audit its circulation, daily; to Hollywood or the theatrical producer, an audience exceeding the capacity of every theatre in the land, and the privilege now enjoyed only by radio of going into the homes of those who find it inconvenient to come out; to the telephone company, an added revenue from an added service to be performed."

Phonevision's operation was demonstrated in a film prepared by Zenith. Dr. Alexander Ellett, Zenith vice president in charge of research and the inventor of Phonevision, described the system's technical operation.

Color television is "close enough so that we should go ahead with it, but it isn't practical to have more than one system," asserted Frank M. McIntosh of McIntosh Engineering Lab., Washington, who spoke Monday evening.

"The FCC will have to decide whether the present black-and-white system is too good to justify further, and what rate of speed it prefers for the color system," Mr. McIntosh said. "All three systems —CBS, RCA and CTI—are sequential systems. The only difference is in the rate of operation," he said.

Explains Basic Difference

He explained that the basic difference lies in the fact that CBS uses only one color per entire frame, that CTI uses the conventional three (red, green and blue) on alternate lines and that RCA uses all three on each line per screen picture. The RCA system, therefore, permits the finest definition, Mr. McIntosh said, because all colors are integrated and the flicker of the CBS system is eliminated. He added: "Whether the expense and added equipment needed for the RCA system is worth all the trouble or not will have to be decided by the FCC." Mr. McIntosh explained that all tubes and camera equipment currently manufactured can be adjusted to each of the three color systems with modifications.

He said the CBS' color system has a 46% overall reduction in resolution or definition, which makes for the flicker and creates more work for the eyes of the viewer. "I do not believe FCC should accept the CBS system for this reason," he said. He also pointed out that the CBS operation is incompatible. "CBS, however, although it has reached the ultimate in its color development, should be given credit for its pioneering in the field."

OLLIE BLUSHES

As NBC-TV Engineers Strike

OLIVER DRAGON ate a few of Burr Tillstrom's words in Chicago last Monday after the creator of *Kukla, Fran & Ollie* (NBC-TV) spoke at the opening luncheon at the Society of Motion Pictures & Television Engineers Convention (see separate story). Stressing the importance of engineers to a good performance and production, Mr. Tillstrom commended them for their criticism, "worth more, perhaps, than that of any other group." He ended with a lusty sanction from Ollie—"All Hail, Television Engineers."

That afternoon, two hours before show time, NBC Chicago video engineers went on strike. Mr. Tillstrom et al scurried for substitutes to handle a special remote on their show from the Museum of Science and Industry, where RCA (and its top brass, including Brig. Gen. Sarnoff) was dedicating its new TV exhibit that evening. Midst much ado about everything, a truce was called, engineers returned, and Ollie — with outstretched neck—limited his salute this time to "All Hail, Television."

Biow, Loewi Speak

MILTON H. BIOW, president of the Biow Co., New York, and Mortimer W. Loewi, director of the DuMont Television Network, will be the guest speakers at a luncheon May 2 at the Hotel Biltmore, New York, given by the Fashions Group. A discussion of television and cosmetics from the point of view of advertising, sales promotion, as well as influence upon the consumer market, will take place at the luncheon.

Telestatus

(Continued from Telecasting 14)

viewer diaries placed in a cross section of 500 homes in each city covered.

Top shows for the week April 1-8 for the six cities measured by American Research Bureau follow:

NEW YORK

1.	Star Theatre	68.1
2.	Talent Scouts	60.8
3.	Toast of the Town	54.3
4.	The Goldbergs	50.0
5.	Godfrey and Friends	44.4
6.	Studio One	43.0
7.	Saturday Night Revue	41.5
8.	Lights Out	40.0
9.	TV Playhouse	37.7
10.	Kraft TV Theatre	32.0

PHILADELPHIA

1.	Star Theatre	75.8
2.	Toast of the Town	64.4
3.	Talent Scouts	62.5
4.	Godfrey and Friends	56.1
5.	Boxing—N. Y.—Friday	49.9
6.	Stop the Music	49.0
7.	Lights Out	47.5
8.	WFIL Film Theatre	44.5
9.	Children's Hour	44.1
10.	Kraft TV Theatre	42.2

BALTIMORE

1.	Star Theatre	69.9
2.	Talent Scouts	66.0
3.	Toast of the Town	62.9
4.	Godfrey and Friends	58.3
5.	Stop the Music	52.6
6.	Boxing—NBC—Friday	44.0
7.	Silver Theatre	43.3
8.	Studio One	41.3
9.	Private Eye	41.0
10.	The Lone Ranger	39.0

WASHINGTON

1.	Star Theatre	71.4
2.	Hopalong Cassidy	48.9
3.	Stop the Music	48.6
4.	Godfrey and Friends	46.1
5.	Toast of the Town	45.1
6.	Frontier Theatre	40.5
7.	Boxing—NBC—Friday	40.1
8.	Aldrich Family	40.0
9.	TV Playhouse	39.4
10.	Super Circus	38.9

CHICAGO

1.	Star Theatre	67.9
2.	Godfrey and Friends	65.1
3.	Talent Scouts	59.9
4.	Super Circus	52.2
5.	Toast of the Town	51.0
6.	Hopalong Cassidy—WNBQ	46.0
7.	Hopalong Cassidy—WENR-TV	43.5
8.	Original Amateur Hour	42.9
9.	Stop the Music	41.1
10.	Private Eye	40.9

CLEVELAND

1.	Godfrey and Friends	71.0
2.	Star Theatre	69.8
3.	Talent Scouts	64.9
4.	Toast of the Town	56.7
5.	Stop the Music	56.6
6.	Super Circus	51.3
7.	Hopalong Cassidy	43.8
8.	The Lone Ranger	42.5
9.	Wrestling—WEWS—Tues.	41.3
10.	Wrestling—WXEL—Sat.	41.8

* * *

Nielsen New York Program Ratings

NEW YORK area Nielsen TV Ratings for evening, once-a-week programs places *Texaco Star Theatre* in the top spot. The survey covered the four weeks ending April 8. The top 10 New York programs are reported by Nielsen as follows:

RANK	PROGRAM	(Number of) (Telecasts)	Nielsen-TV Rating Homes %	Homes (000)	% TV Homes Using (At Telecast Time) TV %	Radio %
1	Texaco Star Theatre	(4)	76.2	829	81.7	7.9
2	Toast of Town	(4)	57.1	621	74.9	9.2
3	Godfrey's Talent Scouts	(4)	56.9	619	78.1	9.2
4	Gillette Boxing	(4)	47.8	520	69.7	5.3
5	Lights Out	(4)	45.3	493	77.7	6.9
6	Philco TV Playhouse	(4)	43.3	471	72.8	7.7
7	Man Against Crime	(4)	38.9	423	72.4	6.3
8	Fireside Theatre	(4)	37.7	410	76.7	7.7
9	The Goldbergs	(4)	37.6	409	78.2	6.7
10	Godfrey & Friends	(4)	37.4	407	71.4	11.3

All programs telecast two or more times.

NOTE: Number of homes is obtained by applying the rating (%) to 1,088,000—the March 1, 1950, NTI estimate of total TV Homes in the "New York" area.

Copyright 1950 by A. C. NIELSEN CO.

Film Report

ATKINS-GILBERT, Los Angeles, has acquired television rights from **Maxwell Shane**, producer-director, 20th Century-Fox, to 39 half-hour dramatic films written for *Big Town* radio series aired in 1939, 1940 . . . **John Burns James Jr.**, formerly in motion picture field in Cincinnati, has joined **Video Films**, Detroit, producer of motion picture TV advertising.

* * *

United Productions of America, Hollywood, has started production of four one-minute animated commercials for **Shell Oil**. Agency, **J. Walter Thompson**. Films will carry to TV the Shell campaign now being used on billboards and newspapers and will feature writhing antics of power laden gas hose. Plans are to adapt films for later theatre release. . . . **Telefilm Inc.**, Hollywood, has completed series of 12 TV film commercials for **Bohemian Distributing Co.**, Los Angeles (Acme Beer). Included are nine 20-second and three one-minute spots. Films running on six Los Angeles TV stations. Agency **Foote, Cone & Belding**, Hollywood.

* * *

Jerry Fairbanks Productions, Hollywood, has completed first films in new half-hour TV series **Rocket to the Stars** for **Oldsmobile**. Series shows stage and screen personalities in home backgrounds and is scheduled for fall release. First program featuring David Niven will be "sneak previewed" sometime in May in San Francisco, Detroit, St. Louis, Philadelphia, Cincinnati and Albany. Agency for Oldsmobile is **D. P. Brothers & Co.**, Detroit.

* * *

KTTV (TV) Los Angeles has acquired 21 Western movie serials and 48 cartoons for telecasting, scheduled to start sometime in May. Included in serials, each 12 chapters long, are Tom Mix in "Miracle Rider"; John Wayne, "Shadow of the Eagle" and "Three Musketeers"; Ken Maynard, "Mystery Mountain"; George Brent, "Lightning Warrior"; Harry Carey, "Last of the Mohicans." . . . **William Asher**, head of production, **TEEVEE Film Co.**, Beverly Hills, takes over as executive producer on KFI-TV Los Angeles' *You Be the Jury* show.

* * *

Telemount Productions, Hollywood, producing two one-minute spots for **Sun Battery Co.**, Los Angeles, for placement in West Coast regional markets. Agency, **Henry Schwartz**, Long Beach. Film firm recently completed one one-minute and one two-minute spots for **Barr Mfg.** (clothiers) also Los Angeles. Agency, **Charles Ross Adv.**, that city.

* * *

Kling Studios, Chicago, has completed following TV spots: For **Taystee Bread**, one one-minute and 20-second, through **Young & Rubicam**; **Raytheon Mfg. Co.**, three one-minute, three 20-second, **Beaumont & Hohman**; **Standard Oil of Indiana**, third in series, **McCann-Erickson**; **Ken-L-Ration**, for **Quaker Oats**, six spots through **Ruthrauff & Ryan**; **Magic Washer**, six spots, **Weston-Barnett** Agency, Waterloo, Iowa.; two for **Bavarian Beer** through **Ralph Jones**, Cincinnati, and **Squeeze Spray** deodorant for **Jules Montenier** through **Kaufman & Assoc.** All agencies Chicago unless otherwise noted.

* * *

INS-Telenews daily newsreel has added **WBAL-TV** Baltimore to its client list, as well as renewal by **WTMJ-TV** Milwaukee for its weekly newsreel. Sponsor **First National Bank**, Milwaukee. **Morely Bros.**, RCA distributor, will sponsor daily newsreel on **WLAV-TV** Grand Rapids, co-sponsored by **New Home Appliance Store** that city. **WPIX (TV)** New York, new outlet for INS-Telenews, has lined up **Williams Oil-O-Matic** as sponsor.

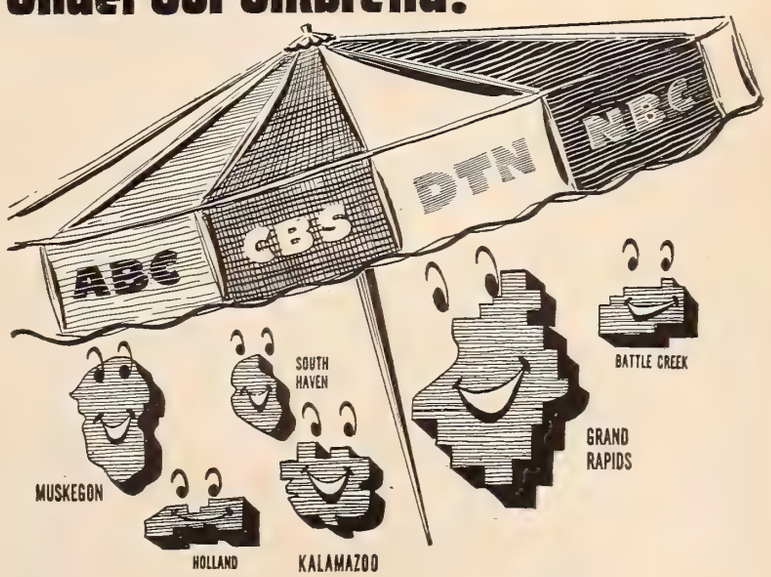
$150. FOR 1 MINUTE TV FILM COMMERCIAL

TV ADVERTISING FILM FOR LOW BUDGET ACCOUNTS

FILMACK

1331 S. Wabash Ave., Chicago 5, Ill.

nothing but smiles under our umbrella!



LEONARD A. VERSLUIS STATIONS
HY M. STEED, MANAGER

WLAV
AM-FM-TV

REPRESENTED BY
JOHN E. PEARSON CO.



THESE GREAT MARKETS
ONE MILLION PEOPLE . . .
LOOK FOR TV FROM

WLAV-TV
GRAND RAPIDS, CHANNEL 7

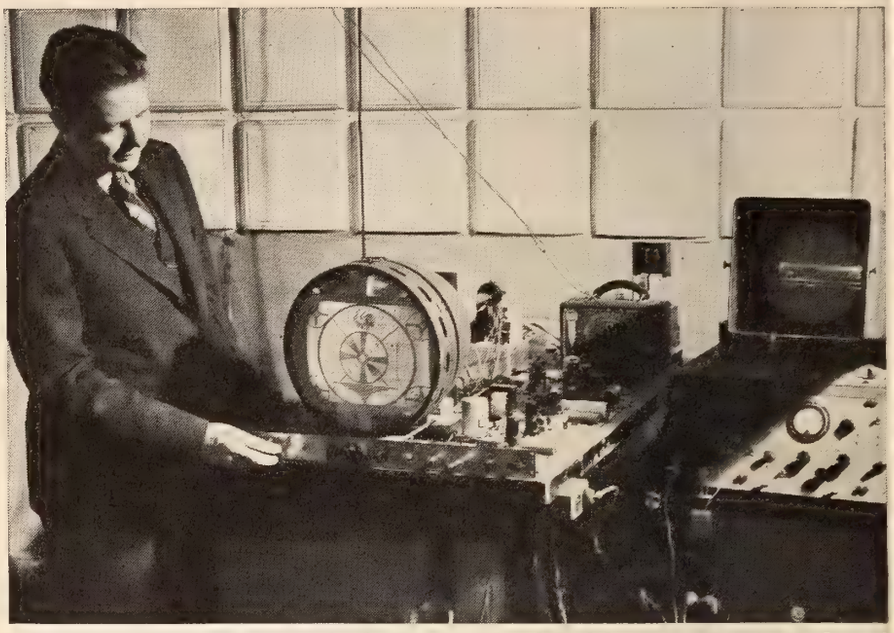
The only Michigan TV Station outside Detroit

How electronic "paintbrushes" create pictures in our newest art form

There's not a single moving part in a kinescope—but it gives you pictures in motion

No. 4 in a series outlining high points in television history

Photos from the historical collection of RCA



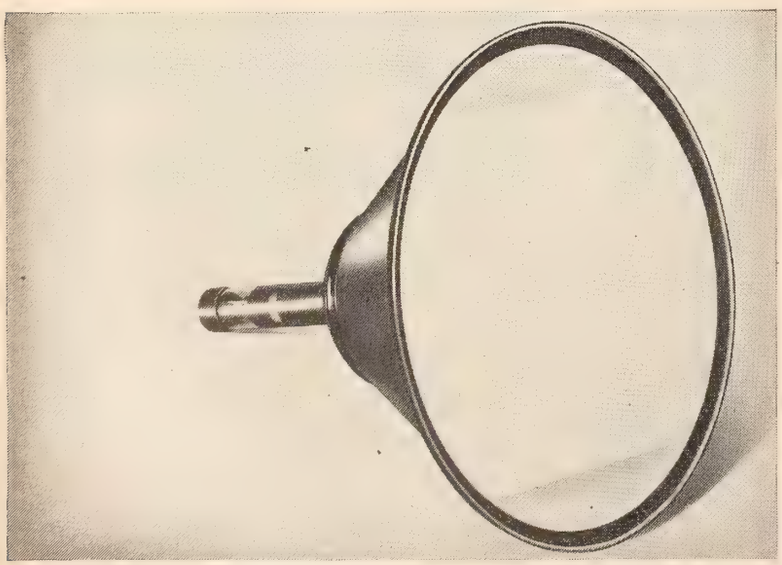
An experimental model *of the kinescope—developed by Dr. V. K. Zworykin of RCA Laboratories—is seen undergoing laboratory tests.*

● Ever watch an artist at work—seen how his brush moves over the canvas to place a dot here, a shadow or highlight there, until a picture is formed?

Next time you're asked how television pictures are made, remember the paintbrush comparison. But the "brush" in this case is a stationary electron gun, the "paint" is a fluorescent material made light or dark by electrons, and the "canvas" is a television screen.

Developed by Dr. V. K. Zworykin, now of RCA Laboratories, the kinescope picture tube is one of the scientific advances which gave us *all-electronic* television . . . instead of the crude, and now outmoded, mechanical techniques.

Today, through research at RCA Laboratories, these highly complex kinescopes are mass-produced at RCA's tube plants in Lancaster, Pa., and Marion, Ind. Industrial authorities call this one of the most breath-taking applications of mass production methods to the job of making a precision instrument.



New 16-inch *RCA kinescope picture tube, almost 5 inches shorter than previous types, incorporates glare-free glass in its faceplate—Filterglass.*

Thousands of kinescope faceplates must be precisely and evenly coated with a film of fluorescent material . . . the electron gun is perfectly synchronized with the electron beam in the image orthicon tube of RCA television cameras . . . the vacuum produced in each tube must be *10 times better* than that in a standard radio tube—or in an electric light bulb!

Once completely assembled, your RCA kinescope picture tube is ready to operate in a home television receiver. In action, an electrically heated surface emits a stream of electrons, and the stream is compressed by finely machined cylinders and pin-holed disks into a pencil-thin beam. Moving back and forth in obedience to a radio signal—faster than the eye can perceive—this beam paints a picture on the face of the kinescope. For each picture created, the electron beam must race across the "screen" *525 times*. To create the illusion of motion, 30 such pictures are "painted" in every single second!

Yet despite these terrific speeds, there are no moving parts in an RCA kinescope. You enjoy the newest of our arts because electrons can be made to be obedient.

Radio Corporation of America

WORLD LEADER IN RADIO—FIRST IN TELEVISION

Telecasting
Insert
Pull Out for Filing

FELIX APPEALS
Contests Libel Suit Rule

AN APPEAL that contests the ruling of a Philadelphia federal judge that a radio broadcaster is not liable for libel in the broadcast of an uncensored political speech [BROADCASTING, March 20] has been filed in the Circuit Court of Appeals, Philadelphia.

Case centered upon a libel suit against KYW Philadelphia (Westinghouse Radio Stations Inc.) and four other stations in the Quaker City (WCAU WFIL WPEN WIBG). A Philadelphia attorney, David H. H. Felix, asked $50,000 damages from each station for broadcasting a political speech which allegedly contained libelous matter. Judge Kirkpatrick's ruling last March dismissing the Felix complaint, in effect supported FCC's famous Port Huron decision which held a station may not censor a political broadcast even if it contains libel.

Westinghouse attorneys said the case may be considered in October by the appeals court.

CAB '51 Meeting

CANADIAN ASSN. of Broadcasters has announced that its 1951 annual meeting will be held at the Chateau Frontenac, Quebec City, Feb. 26 to March 1. Decision was made at an April meeting of the CAB board of directors, reversing plans announced at the CAB annual meeting at Niagara Falls. At that time the annual meeting was set for Mount Royal Hotel, Montreal, later in March.



For that "all-in" feeling, munch a piece of energy —a tasty, chocolate-like KEVETT.

KEVETTS contain-deep sea kelp, soy bean, dextrose, wheat germ, malt, brewers' yeast, magnesium sterate, W-H-Y, KEVETTS are enriched with iron, calcium, phosphorus, iodine.

KEVETTS help promote stronger nerve-tone and added vitality, that keeps you on your toes all day long.

For those "four-o'clock blues" munch a piece of energy—and finish the day with plenty of pep to spare.



Insist on KEVETTS at your food or drug store. Accept no substitute. There is none

KEVO PRODUCTS. E-5
Azusa, California

Commercial

HOWARD J. FORBES, formerly general manager of WWNR Beckley, W. Va., appointed commercial manager of WGTM Wilson, N. C. He was also formerly with WVVW Fairmont, W. Va.



Mr. Forbes

ROGER S. DAVISON, former commercial manager of KXJK Forrest City, Ark., becomes commercial manager of WMIS Natchez, Miss. He also was formerly associated with KGHI Little Rock and KXLR North Little Rock, both Ark.

FORT INDUSTRY Co.'s New York office, headed by **TOM HARKER,** vice president and national sales director, moves to new and larger quarters at 488 Madison Ave.

GILL SPECTOR, formerly with WLEE Richmond, Va., joins sales staff of WXGI same city. **RICHARD GILLFORD** also joins sales staff.

WCCO Minneapolis-St. Paul issues Rate Card No. 21. Card is effective today, May 1.

BILL POST returns to KSL Salt Lake City after absence of 15 years to join staff of KSL-TV as member of sales department and host of musical show. He was affiliated with Intermountain Network previous to this move.

KSFO San Francisco appoints **WILLIAM G. RAMBEAU Co.** as national representative.

RICHARD HOGUE rejoining ABC spot sales department after service with Music Corp. of America. He replaces **GEORGE PERKINS,** resigned. Mr. Hogue joined ABC in 1949.

WILLIAM F. MALO, commercial manager of WDRC Hartford, Conn., elected to Radio Pioneer's Club. He has been in radio for 28 years, 20 of them with WDRC.

H. ROLLIN BOYNTON, formerly with Fletcher D. Richards, New York agency, joins WQXR New York as junior account executive.

CRYSTAL GEHRIG, of ABC Hollywood accounting staff, and Bill Phillips were married April 22.

BILL HUNEFELD, member of sales staff of KLX Oakland, Calif., is the father of a boy.

Defense Series

NEW series of programs titled "Primer of U. S. Defense," featuring interviews with top Defense Dept. officials conducted by radio and newspaper correspondents, began April 18 over ABC (10-10:30 p.m.) as a continuance of the department's regular *Time for Defense* public service presentation. ABC News Analyst Elmer Davis inaugurated the series by interviewing Gen. Omar Bradley, chairman of the Joint Chiefs of Staff. Program originates at Washington's Departmental Auditorium.

Feature of Week

(Continued from page 16)

on 1450 kc.

Prior to its opening, WTSA wheeled through Keene, N. H., Bellows Falls, Vt., and other nearby communities in a tour promoting the station and Boston baseball games.

The trailer unit is about 30 feet long. In the back end is the console flanked by two 3-speed turntables, clock and other equipment plus a microphone for the announcer-operator. Behind the operator—toward the trailer's nose—is the transmitter to the right and a large record and transcription library to the left. A door leads to a business office, containing desks, file cabinet, phone, interview mike and other equipment.

WTSA uses a Collins transmitter and much of its other equipment is made by that firm.

WTSA is owned and operated by The Granite State Broadcasting Co., Manchester, N. H., and is the third AM station opened by the firm since late 1946. Others include WKBR Manchester, N. H., and WTSV Claremont, N. H.

In a few months, WTSA's modern studios will be built, after which the trailer station, designed by William F. Rust Jr., general manager of Granite State, will be moved to Lebanon-Hanover, N. H. There, with FCC approval, the firm plans to operate still another station.

AAW COMPETITION
McAndrews Named Chairman

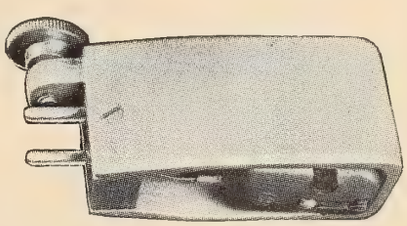
ROBERT J. McANDREWS, managing director of Southern California Broadcasters Assn., has been named chairman of the annual radio commercials competition of the Advertising Assn. of the West. SCBA will act as coordinating group for this year's contest.

Appointed to the committee are: Walter E. Wagstaff, manager, KIDO Boise; Frank B. McLatchy, sales manager, KSL Salt Lake City; Lloyd E. Yoder, manager, KOA Denver; Ray Rhodes, Pacific Coast manager, Paul H. Raymer Co.; J. Archie Morton, manager, KJR Seattle, and H. Quenton Cox, manager, KGW Portland, Ore. Traditional trophy donated by Vancouver Advertising Club and additional certificates of merit will be presented to contest winners at AAW convention being held June 25-29 at the Ambassador Hotel in Los Angeles.

Hugh McClung

FUNERAL services for Hugh McClung, 56, owner of KYOS Merced, KVCV Redding and KHSL Chico, all California, were held in Merced April 21 with burial in San Mateo County. Mr. McClung died April 19 in a Monterey Hospital after he had been stricken with a heart attack. He leaves his wife, a son, Hugh Jr., and a daughter, Mrs. Martha Roberts.

AN ADAPTER FOR YOUR 9-A EQUIPMENT ! !



No Need to Buy Costly Additional Arms and Equipment for Your Tables

Replace Diamond or Sapphire Points Yourself in a Few Minutes

Better Fidelity - Less Needle Scratch

•

Plug this General Electric reluctance head with adapter into your present 9-A arm and play all phonograph records and lateral transcriptions.

To play verticals, simply plug your standard 9-A head back in.

Adapter with G.E. broadcast model head and switch and matching cable. Everything you need*

only $29.75

*Diamond Point 2.5 MIL $16.50 additional
*Sapphire Point $ 2.10 additional

BROADCAST SERVICE COMPANY
334 ARCADE BLDG. • ST. LOUIS 1, MO.

Allied Arts



ZIV TELEVISION PROGRAMS Inc. and **WORLD BROADCASTING SYSTEM Inc.**, both New York, appoint **David O. Alber Assocs. Inc.**, New York, to handle their publicity with **GENE SHEFRIN** as account executive.

LARRY FROMMER, former script and production director of WOL Washington, announces opening of **Frommer Radio-Television Productions**, specializing in scripts, script services, live and transcribed program packages and talent. Firm is located in Sound Studios Bldg., 1124 Vermont Ave., N.W., Washington. Phone is Sterling 3861.

LEW HILL, formerly manager of CJCH Halifax, joins Walter A. Dales Radioscripts, Montreal.

RICHARD BRUSKIN, television director of Advertest Research, New Brunswick, N. J., is the father of a boy, David Bruce.

COLORAMA TELEVISION, with branches in Detroit, Chicago, New York and Oakland, opens factory unit in Hollywood at 5401 Santa Monica Blvd. Firm manufactures 12½, 16 and 19 inch round and rectangular picture tube sets.

Equipment

G. EDWARD DeNIKE appointed manager of DuMont Teletron sales, Passaic, N. J.

BENNO VON MAYRHAUSER appointed chief production engineer for Turner Co., Cedar Rapids, Iowa.

TELREX Inc., Asbury Park, N. J. (antenna design and development), acquires new testing site at Belmar, N. J

MOTOROLA reports all-time sales high for first three months of 1950, with estimated profits of $3.50 per share after all charges. Profits per share for same period last year were $1.14. To handle increased volume, Motorola has acquired 100,000 additional square feet of plant space in Quincy, Ill., which will be in operation by mid-summer.

ABC's *Jackie Robinson Show*, Sunday, 10:30-10:45 p.m., featuring baseball star, has acquired 24 sponsors on 23 network stations since it began last January, ABC reports.

50,000 WATTS at 800 kc.

A Greater Voice • A Greater Value!

THE DETROIT AREA'S
Better-than-ever Best Buy

Coverage of a 17,000,000 population area in 5 States

•

Adam J. Young, Jr., Inc., National Rep.

CKLW Mutual Broadcasting System

Guardian Building, Detroit 26, Michigan

J. E. Campeau, President

WDSU STUDIOS

New AM, TV Quarters Dedicated

FORMAL dedication of new studios at WDSU-AM-FM-TV New Orleans, climaxing a six months' expansion program, was held last Monday (April 24).

A special half-hour program titled *Dixie Jambake* and featuring Sportscaster Harry Wismer as m.c., was aired over the station and the ABC network. In addition to Mr. Wismer, the show included selections by New Orleans bands and singers and the Tulane-Newcomb A Capella Choir of 50 voices directed by John Reininger.

Waters from the Seven Seas, flown in by Pan American Airways, were used by Mr. Wismer in the christening ceremonies. Assisting him were Mary Brooks Soule, this year's Mardi Gras queen, and her attendants. All were escorted by an honor guard of the Naval Reserve Unit of Tulane U.

The new studio building, which is adjacent to WDSU's administrative offices, contains four broadcasting studios and one large television studio. All are equipped with the latest and most modern facilities and have been designed to allow a maximum flexibility, according to Edgar B. Stern Jr., managing partner. Robert D. Swezey is general manager of WDSU-AM-FM-TV.

With the four broadcasting studios built around one large master control room, WDSU facilities also include a newsroom, record library, client's viewing room and a general reception room. Total of the overall AM area is approximately 4,000 feet.

Patterned after Hollywood sound stages, the television studio has a master control room, including a producer's and announcer's room, situated above stage level and overlooking more than 6,000 square feet of working area. Officials pointed out that as many as eight different sets can be assembled and put into working use at one time.

Other features of the TV studio are dressing rooms for performers as well as offices for the personnel handling the mechanical operation. The rear of the studio extends to Toulouse St. and is constructed with an entrance way large enough to allow passage onto the stage of huge trucks, cars and other massive equipment a sponsor may want to demonstrate on his show.

The studios are located in the Brulatour Mansion in New Orleans' French Quarter. The exterior of the building has been designed in traditional New Orleans architecture. Construction of the new studios was started last fall.

RADIO NEWS

Los Angeles Awards Made

AWARDS for outstanding achievement in radio journalism in the greater Los Angeles area have been presented by Radio News Club of Southern California. Divided into five different categories, awards went to Chet Huntley, CBS commentator, for best consistent news commentary during 1949; Bob Garred and John Wald, both ABC, tied for best consistent news presentation for 1949; Dave Anderson, NBC, for best news writing during 1949; KNX-CBS news staff's coverage of Kathy Fiscus story, for best on-the-spot coverage of a special event; Sam Balter, KLAC, as best sportscaster during 1949. Both stations are in Los Angeles.

Judges were Leonard Riblett, chairman of Greater Los Angeles Press Club; Gladwin Hill, Southern California representative of the *New York Times;* Arthur A. Engel, assistant to publisher, *Hollywood Reporter.*

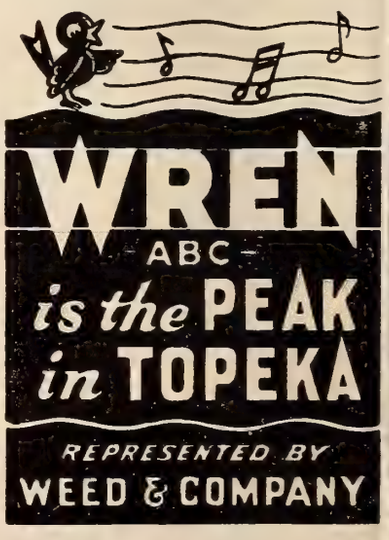
RADIO-TV ACTING

Y&R's Duerr Authors Book

RADIO AND TELEVISION ACTING. Criticism, Theory, and Practice. By Edwin Duerr. New York: Rinehart & Co. Inc. 417 pp. $5.

AUTHOR Edwin Duerr, radio and television supervisor, Young & Rubicam Inc., and formerly director of the U. of California Little Theatre, takes the reader backstage in radio and television's acting world. Well-detailed and interspersed with illustrative material taken from national radio-TV show scripts, *Radio and Television Acting* is intended to teach as well as to inform.

Chapters devote considerable attention to the nature of acting, voice and speech, microphone techniques and procedures, microphone reading, characterization, emotional and comedy acting, motion and various aspects of each one of these categories. Bibliographies and exercises follow each brief chapter, making this volume easy to read and to understand for either student or professional.



Request For Free Public Service Time

We, the undersigned, representing.....

request that Radio Station.....provide us with free public service in conjunction with.....

..... It is furthermore stated that no funds are available for advertising purposes and that no funds have been or will be spent for other Media (newspaper, printing, signs, etc.). It is understood that willful misrepresentation of the facts in this statement on our part will disqualify us for future consideration for free public service broadcast on Radio Station.....

.....

.....

.....

(Date)

NCAB-100 (North Carolina Association of Broadcasters, Inc.)

FOLLOWING the March 18 BAB report on free time, J. S. Younts, executive secretary-treasurer of the North Carolina Assn. of Broadcasters Inc., called attention to this special printed form which the NCAB members distribute to those requesting free public service time of stations.

WORLDWIDE NETWORK

Sen. Benton Urges Formation To Spread Democracy

DISSEMINATION of truth is the only counter weapon capable of "fending off and neutralizing the lies and distortions" of totalitarian propaganda, and the United States appears to be the only nation able to finance construction of a worldwide broadcasting network.

These views were reiterated by Sen. William Benton (D-Conn.) April 13 in an address before the U. S. National Commission for UNESCO, which held a three-day meeting in Washington. The Connecticut Senator formerly served as chairman of the U. S. delegation at two previous UNESCO conferences.

Sen. Benton told delegates that "if it is in the national interest of the United States that UNESCO become a powerful force in the world—as I believe it is—then we should not hesitate to finance it if it has the leadership and the projects with sufficient promise . . . It is only we who have the resources. . . ."

The former Assistant Secretary of State noted that he had "several times" urged formation of a worldwide radio network capable of laying a signal into every receiver in the world providing UNESCO can "learn how to do the programming job."

Sen. Benton is one of 12 co-sponsors of a six-point resolution (S Res 243) proposing immediate creation of a U. S. radio unit that could broadcast "on longwave, shortwave or medium wave." Program also advocates increase in UNESCO operation to implement radio broadcasting facilities in Germany looking toward breakdown of the USSR's Iron Curtain, and general expansion of State Dept.'s information and educational activities [BROADCASTING, March 27].

1930—1950
20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy
in
DANVILLE, VA.
is
WBTM
Rep: HOLLINGBERY
5kw (d) ABC 1kw (n)

NEWS EDITORS

Wisconsin Group May Form

PRELIMINARY talks to sound out possible formation of a Wisconsin Assn. of Radio News Directors have been scheduled tentatively for early this month in Madison, Wis., according to Robert Lindsay, news editor of WKOW Madison.

Mr. Lindsay reported that at least 10 news editors in the state have replied favorably to initial queries concerning the establishment of such an organization. Background information has been obtained from the Ohio Assn. of Radio News Editors, he added.

KOA Denver aired seven complete shows from national AAU basketball tournament recently conducted there.

COLD WAR NOTE

HT Cites 'Voice' Effort

BROADCASTING, along with the press and other information media "that the people trust," must join the battle to spread the American message to countries behind the iron curtain, President Truman told the April 20-22 meeting of American Society of Newspaper Editors, held in Washington.

"Unless we get the real story across to people in other countries we will lose the battle for men's minds by default," the President said. "Our present overseas information and educational exchange program is getting results. For example, the Voice of America has been carrying to people behind the Iron Curtain the true story of world events.

"It has been so successful that the Soviet government is using a vast amount of costly equipment in an attempt to drown out our broadcasts by jamming. We must devise ways to break through that jamming and get our message across. And we must improve and strengthen our whole range of information and educational services."

The President reminded that this country has "tremendous advantages" in the struggle for men's minds and loyalties. "We have truth and freedom on our side," he said. "The appeal of free institutions and self-government springs from the deepest and noblest aspirations of mankind."

He declared Secretary of State Dean Acheson had been directed 'to plan a strengthened and more effective national effort to use the great power of truth in working for peace."

The editors were told by several speakers that total cold war is needed for victory in the battle for Europe, a message impressed on broadcasters at the NAB Chicago convention. Barry Bingham, president of WHAS Louisville, now chief of the Economic Cooperation Administration's special mission to France, cited bright and dark spots in the French economy and appealed for a lowering of tariff barriers.

News

ED KILLEN appointed to news and announcing staff of WSRS Cleveland. He was formerly with WHA Madison, Wis., on news staff.

GEORGE GRIM, newscaster-commentator for WCCO Minneapolis-St. Paul, signs exclusive three-year contract with station.

LIONEL MOORE appointed farm director of CKY Winnipeg. BILL MOYER joins station as sportscaster.

FULTON LEWIS Jr., MBS commentator, has received Catholic War Veterans' annual distinguished citizens' award. He received tribute at CWV's 13th annual pageant. He is first radio commentator to be so cited. Citation was given "for your outstanding contributions to the American way of life."

HERB DIXON joins news staff of CKY Winnipeg.

The stars of today and tomorrow are

Yours for more Sales

. . . with the *new era* in

Thesaurus



JIMMY LYTELL AND THE "DELTA EIGHT"

"Old New Orleans"

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal . . . top name artists! You get *comprehensive* programming, promotion, publicity, tie-ins, cross-plugs, sound effects . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

Technical

DOYLE D. THOMPSON appointed technical supervisor of WFMY-TV Greensboro, N. C.

BRUCE BERQUIST, HAROLD WHITTEBERRY, JOHN FRISHETTE, WALTER McKECHNIE, WILLIS MARSHALL, ELVIS OWEN and **CHARLES TACKENBERG** added to NBC Chicago staff for temporary work on network's Daylight Savings Time operation. **EDGAR L. BERNHEIM,** assistant recording supervisor, is in charge.

HERB BRODY, formerly with engineering staff of WMGM New York, joins engineering department of WPIX (TV) same city.

RAY FREUTEL and **AL KNISPEL** join NBC Chicago TV field engineering staff after working in building maintenance department.

FRANCIS JACOB, control room supervisor of WWL New Orleans, is the father of a girl, Cathy Claire.

DONALD J. WILSON, of transmitter staff at WNBQ Chicago, is the father of a boy Donald James Jr.

NEW radio interference locator for 550 kc to 30 mc frequency range announced by **Sprague Products Co.,** North Adams, Mass.

POLARAD ELECTRONICS Corp., Brooklyn, N. Y., introduces its radio cue system, model AB, for use in directing personnel via radio link. System is especially useful in TV production, firm reports.



IT'S an informal discussion among these Virginia radio men and women at the meeting of Virginia AP Broadcasters Assn. at Richmond in March [BROADCASTING, **April 3]. L to r: Seated, Don Murray, WDBJ Roanoke; John Daffron, AP, Richmond; Bob Dalton, WRNL Richmond; Emileigh Maxwell, WTAR Norfolk; Frank H. Fuller, Richmond AP Bureau chief; Mrs. Polly Daffron Miller, WRNL; Jack Weldon, WWOD Lynchburg; Leigh Smith, WSLS Roanoke; Charlie Spears, WXGI Richmond; standing, John L. Cole, WHLF South Boston; Frank M. Stearns, AP, Washington; Oliver Gramling, AP assistant general manager for radio, New York; John Eure, WDBJ.**

CLAROSTAT MFG. Co., Dover, N. H., announces high-voltage coupler and spacer assembly, 59-186, with nylon insulator shaft, RN-3", for use in TV, now made available in all Clarostat Pick-A-Shaft type controls.

AEROVOX Corp., New Bedford, Mass., now producing smaller miniaturized tubulars than were previously available, measuring 3/16" in diameter and 7/16" long. Tubulars are type P83Z.

TECHNICAL APPLIANCE Corp., Sherburne, N. Y., announces production of new all-channel high-gain antenna designed to emphasize Channels 11, 12 and 13 reception. Antenna is called Taco Tri-X.

NEWS RATIO
Students Like Radio 2 to 1

STUDENTS—at least those at Phillips U., Enid, Okla.—prefer radio to the newspaper by 2 to 1 to keep up on the latest news, according to a survey conducted by R. G. Martin Jr., associate professor of journalism at the university.

More than 130 of 960 Phillips students were asked reading and listening habits: When they either listened to a newscast or read the daily newspapers and for their preference of the two media. Students queried were representative by class, sex and major study, Mr. Martin explained. Enid has two stations, KCRC - AM - FM and KGWA, two daily newspapers, two weeklies and access to Oklahoma City, Tulsa and Wichita papers.

Reasons for preferring radio news were it's "fresher," less time is consumed in obtaining top news, it lightens the reading load of the student, out-of-towners are not in the local paper habit and "radio news presentations make more sense," Mr. Martin reported students observed. One out of eight students at Phillips was queried with equal selection among men and women. Coeds gave more overwhelming preference to radio news than did the male students, the survey revealed.

AD WEEK SET
Noble Duram To Speak

TWO network officials—Edward J. Noble, chairman of the board, ABC, and Arthur Duram, TV market research counsel, CBS—are slated to speak at the second annual Advertising Week which starts today (Monday) through Saturday at the Hotel Syracuse, Syracuse, N. Y.

The week will be celebrated with the 48th annual conference of international affiliation of sales and advertising clubs (Thursday, Friday and Saturday) which is expected to draw members from 14 advertising and sales clubs in the U. S. and Canada. Syracuse Advertising and Sales Club and Syracuse U. are hosts to the conventioners.

Highpoints of the convention are International Day on Saturday and presentation of radio-TV and other awards for best advertising performances in the upstate New York area. Mr. Noble is scheduled to talk on Advertising Day, Friday, on "Better Living Is in the Air." Mr. Duram speaks the following day at a panel on "How To Make Advertising Work at the Consumer Level." Also on the speakers' program are Walter R. Barry, vice president in charge of sales, General Mills Inc., on "Advertising and the Expanding Market," and Violet Symons, publicity director, Gimbel Bros., Pittsburgh, on "Advertising for Today's Retail Store." Royal H. Ray, of the All-University Dept. of Advertising, Syracuse U., is general chairman.

NICHOL NAMED
Is BMI Comptroller

BOARD of directors of Broadcast Music Inc. elected Alexander D. Nichol as comptroller at a meeting April 16 during the NAB convention in Chicago. Mr. Nichol joined BMI's financial department a year ago.

The board voiced pleasure at the industry response to BMI's 10th anniversary celebration. A resolution was adopted thanking Canadian Assn. of Broadcasters and Canadian Broadcasting Corp. for their unprecedented action in voting to increase the fee paid to BMI Canada because of BMI's contribution to Canadian music.

WAVE DOESN'T TRY TO TRAP FOX (Ky.)!

At WAVE, we take no interest in trapping Fox (Ky.)! Truth is, we haven't any license to lay our bait that deep in Kentucky's timberland. . . .

We do legally snare the 27-county Louisville Trading Area—a territory that's almost as valuable as Fox (Ky.) and *all the rest of the State combined!* Every year nearly a billion dollars changes hands right around the Louisville trading post. . . .

So take our advice, old hunter—beware of hounding Fox, and begin pelting *Louisville* with WAVE. Are you game for all the facts?

LOUISVILLE'S WAVE
NBC AFFILIATE . . 5000 WATTS . . 970 KC
FREE & PETERS, INC.
National Representatives

SERVICE

Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

NEWS JOBS

CRJ Queries Managers

FIFTY percent of 173 station managers queried about job placements by the Council on Radio Journalism said they would hire persons without previous station experience. This was reported by Council Chairman Floyd Baskette of the U. of Colorado at the semi-annual meeting of the group April 16 in conjunction with the NAB at Chicago's Stevens Hotel.

The same managers reported they expect to employ 387 persons this year, of which 143 openings will be for newsmen, newsmen-announcers and advertising men this spring and summer, Mr. Baskette said.

The council, comprised of five radio industry representatives and five university men from the American Assn. of Schools and Departments of Journalism, discussed at length the problems of placing graduates in jobs. For the first time since the war, June graduates are not expected to be placed entirely until October. They previously found work immediately after graduation, one spokesman said.

Average starting salary for jobs at the stations surveyed is about $50, it was reported.

The council is preparing a report for institutions with research facilities listing radio journalism research topics that the industry itself considers "significant and necessary." Subjects to be assigned to candidates for master and doctor degrees were selected on recommendations of network research men, independent survey concerns and radio news directors.

Industry men attending the evening session were Arthur Stringer, representing NAB, Council secretary; E. R. Vadeboncoeur, WSYR Syracuse, vice president; Karl Koerper, KMBC Kansas City, and Wilton Cobb, WMAZ Macon. Educators were Kenneth Bartlett, Syracuse U.; Mitchell V. Charnley, U. of Minnesota; Baskett Mosse, Northwestern U., and Dr. Arthur Barnes, U. of Iowa.

FIFTH graduation from Academy of Radio Arts, Toronto, was held April 14. Thirty-five announcers, producers and writers graduated this season, and most were placed with independent radio stations.

Programs



ROUTINE coverage of fire in St. Louis recently turned out to be more than that when KMOX that city sent Reporter Courtney Heineman to cover it. Mr. Heineman reached scene at 11:15 a.m., called in at 11:40 to report that fire was rapidly consuming estimated $25,000 worth of office equipment belonging to his father's firm, Heineman Office Equipment Co. Complete report on damage done, casualties and activities of firemen were aired by KMOX on noon newscast.

Promise Kept

CASUAL wager by Mrs. Betty Pattee, "better-half" of WKNB New Britain, Conn., *Mr. & Mrs.* show, was won by Mrs. Pattee recently. Some months ago she had remarked to audience that birth of Pattee's fifth child would not interrupt their daily 1 p.m. broadcast. Child, a boy, was born Sunday, April 2, and show was aired from Mrs. Pattee's hospital room next day and for remainder of week.

'G-String' Inventor Speaks

RECENT guest on WPTZ (TV) Philadelphia's *Open House* show was Dr. George Goobau, inventor of wire which Signal Corps expects eventually to replace coaxial cable. Called "G-String," gadget has horn attachment which shoots signal along surface of specially insulated wire. Dr. Goobau explained way in which wire works to Roy Neal, m.c. of show, and Joseph Wilson of U. S. Signal Corps.

Record Collector

NOTED Baltimore record collector, Dean Lloyd Garrison, is center of new show on WMAR-FM Baltimore. Aired Monday, 8:30-9 p.m., show features Mr. Garrison spinning old and near-forgotten records. Discs will come from his private collection, largest of its kind in state. First show was built around artists who started in Baltimore. Program is titled *Collector's Corner.*

Network Quiz

FIRST broadcast in new series of shows by National Assn. of Mfrs., titled *High School Students Quiz Industry,* will be aired by WLAW Lawrence, Mass., and heard over ABC at 10:30 p.m. tomorrow (May 2). Eight shows in series will originate from ABC affiliates in different locations . Prominent representatives of industry will be asked questions around central topic, such as "Is Industry Human?" Unrehearsed shows will feature one industry representative and three students.

'Cuyahoga Calling'

ORGANIZED communities are given opportunity to extol their virtues and acquaint others with their advantages on *Cuyahoga Calling,* new show over WERE Cleveland. Programs originate in public building in community concerned and include dramatized or narrated story of community's history, future plans and highlights of its activities. Local music groups, little theatres and leading inhabitants participate. Community song contest, with original songs submitted by local persons, will win prize for community whose song is judged best. Show is aired Saturday, 8-8:30 p.m., with John Saunders, production supervisor, in charge.

Regatta From Blimp

COLLEGE regatta, featuring crews of Penn, Princeton and Columbia, aired by WFIL Philadelphia from blimp. Mobile unit of station was placed about 100 yds. from finish line, furnishing ground contact for blimp and outlet for public address system, over which description from blimp could be heard. Movies taken in blimp were shown by RCA Victor TV newsreel. Tom Moorehead described event.

Conversation Piece

FACTS, interesting stories and slants on little-known events are focal point of *Talk of the Town* show on WBBM Chicago. Show stars Earl Nightingale who reports on behind-the-scenes happenings in his co-star, Chicago. People from all walks of life who have achieved success in unusual business ventures are interviewed on program which is heard 15-minutes thrice-weekly. Editor is Don Brinkley, WBBM writer-producer.

Gardening Hints

SPRING show on WJZ-TV New York features practical hints for home horticulturists, new methods of landscaping and demonstrations of how to make gardens and lawns beautiful and useful. Show is conducted by Phil Alampi, farm and garden editor of WJZ, and titled *The Home Gardener.* Visual demonstrations executed on small garden set will be conducted Friday, 8-8:30 p.m. Special authority on home gardening will appear on show weekly.

KCMO Loves Ladies

THRICE-weekly audience participation show on KCMO Kansas City takes place in Tea Room of Macy's department store there. Women at lunch are asked questions on everything from soup to nuts, and receive mechandising prizes for correct answers. Prize also is offered weekly for best recipe sent in by listener. *Love Those Ladies* is heard Mon., Wed., Fri., 3:30-4 p.m., and is sponsored by Stokely's Foods and local grocers.

Shakedown Cruise

WCOP Boston's recording equipment was taken aboard Navy's latest type schnorkel submarine for shakedown cruise. Fifteen-minute special events feature was aired by Ken Mayer, special events director, and gave listeners actual commands and sounds as boat went through its paces. Tape recorder also caught actual crash dive and ascent of submarine.

Half-Century Events

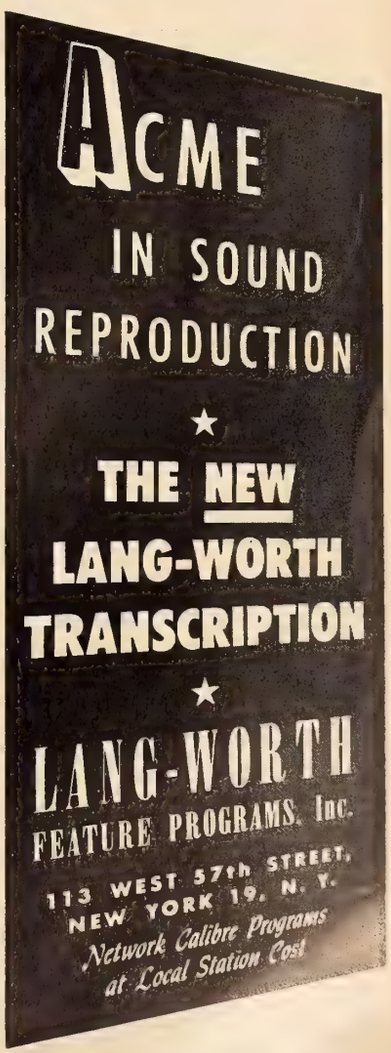
NEW WEEKLY series on CJBC Toronto and Dominion network will feature events in first half of century. Not only major developments will be chronicled on program, but also many little things which have happened and are worth remembering. Direct quotations and actual recordings of famous people will be included in one-hour series. Program is produced by J. Frank Willis, CBC Toronto.

Kids' Show

KPIX (TV) San Francisco launches new amateur talent show designed especially for "little people." Program, entitled *Kids' Capers* features Wally King, disc jockey, his 3-year-old son, Kenton, and radio-night club pianist, Edna Fisher. Amateur talent on show is restricted to 14-year-olds and under and aims especially for acts of type to appeal to very young TV audience. Program is sponsored by Wiseman Appliances, Berkeley.

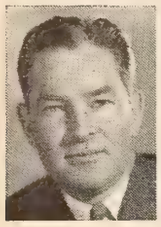
MANILA Broadcasting Co. is increasing its capital stock from $500,000 to $750,000 in order to buy all outstanding stock of Philippine Broadcasting Corp. Although PBC stockholders will continue to function as one unit, overall management will be handled by MBC. Arrangement calls for transfer of PBC stock to MBC in exchange for shares in MBC capital stock at rate of 4.25 shares for every PBC share.





FERGUSON NAMED
Is KXOA KXOB KXOC V.P.

APPOINTMENT of Herb N. Ferguson, general manager of KXOA Sacramento, and KXOB Stockton, both California, as a vice president and director of Sacramento Broadcasters Inc., owner and operator of KXOA and KXOC Chico, has been announced by Lincoln Dellar, president of the three stations. KXOB is owned by Valley Broadcasting Co. of which Mr. Ferguson also has been appointed a vice president and director.



Mr. Ferguson

With headquarters in Sacramento, Mr. Ferguson will serve as general manager of the three stations, dividing his time between them it was announced. Mr. Ferguson entered radio in 1944 with KFRE Fresno. He was named manager of KXOB in 1947 and last year, also was appointed manager of KXOA.

CANADIAN MARCONI Co., Montreal, reported net profit for 1949 of $26,656, compared with loss the previous year of $388,971. Operating profit in 1949 was $354,689. Net working capital improved to $1,648,987 compared with $1,444,918 in 1948. Company manufactures receivers and transmitting equipment and operates CFCF-AM-FM Montreal.

Mr. Eli Cohan
Joseph Advertising Agency
Cincinnati, Ohio
Dear Eli:

Good ole WCHS is makin' real plans ter make LONESOME GAL feel right at home now thet she's gonna be here in Charleston, West Virginny. Yessir, she's gonna make lots uv friends once arr 5000 watts on 580 starts gets goin' with her program, an' thet ain't all! Nosiree, Eli, thet ain't all by a jug full! When these here fellers puts their thinkin' caps on they really comes up with idees fer permotin' a show, an' I noticed they's had 'em on fer th' past few weeks fer LONESOME GAL! An' this is jest one uv th' ways these WCHS boys has uv makin' their advertisers happy. Th' listenin' audience uv WCHS is really tremenjus, an' with ever'body back at work in th' coal fields at higher pay, you fellers kin really look fer results! Yessir, Eli, WCHS really does a job fer its customers any way yuh looks at it! Jest tho't yer'd like ter know!



Yrs.
Algy

WCHS
Charleston, W. Va.

Production



TED HILLS appointed program manager of KXYZ Houston, Tex. He was former owner-manager of KFVI, chief announcer for KPRC, and manager of KTLC, which later consolidated with KXYZ. All are Houston stations. He assisted in organization of KLUF Galveston, returning to join KTRH Houston, where he remained 10 years as production manager and account executive. He also was former general manager of KTHT and KLEE Houston.

VIRGIL ROYER joins WCSI (FM) Columbus, Ind. He formerly was with WWNI Wabash, Ind. He replaces **MIKE MAY,** who joins WXGL Richmond, Va., as announcer. Mr. May succeeds **BILL NEWMAN** at WXGI.

BOB GORDON, formerly with KXRO Aberdeen, Wash., and before that with KXA Seattle, joins continuity department of KSL-TV Salt Lake City. **CLAUDIA VAN VOORHIS** joins continuity department of KSL. She formerly was with Keith-O'Brien department store in Salt Lake City.

GEORGE HELLMAN joins CKY Winnipeg as announcer.

WILLIAM S. DODSON added to announcing staff of WWDC-AM-FM Washington. He formerly was radio director of Williams, Stark & Hinkle Adv., and previously announced for WTIK Durham, N. C., and WFNC Fayetteville, N. C.

ROBERT ADAMS Jr., for past two years associated with television film production, joins KTSL (TV) Hollywood as asistant producer. He will act as special assistant to **Don Hine,** production director, in handling of motion picture programming.

JERRY LEONARD added to continuity staff of WERE Cleveland. He formerly was writer-director of *Children's Theatre* show on WSRS Cleveland. Show also moves to WERE.

MYLES FOLAND Jr., formerly with WSIV Pekin, Ill., joins WMBD Peoria with his disc show.

GROVER J. ALLEN becomes director at ABC-TV Chicago after working as stage manager. **DON RUHMAN** named program assistant.

KAYE SANDERSON and **STAN WILLIAMS,** graduates of Academy of Radio Arts, Toronto, join CJBQ Belleville, as announcers.

EVELYN ELIASON, script writer on ABC's *Carnegie Hall,* joins network as television script editor.

RAY ARLO joins cast of *Al Siegel's Music Shop* show on WOR-TV New York as singer.

EDDIE EDWARDS, for more than 20 years with KMBC Kansas City, joins KWFT Wichita Falls, Tex., as production manager.

ED WILSON, m.c. of *Ed Wilson Shows* on KWK St. Louis, is on three-week tour of Europe, collecting material for his shows.

BOB HOWAR promoted to chief announcer of KOTV (TV) Tulsa, Okla.

FRANK THOMPSON, graduate of 1950 class of Academy of Radio Arts, Toronto, joins CJVI Victoria, as announcer.

MARION SHEPPARD, member of program department at WBBM Chicago, transfers to music library staff. She is in charge of all music clearances.

JEAN W. SLADDEN joins WDTV (TV) Pittsburgh as traffic manager. She formerly was with KGVO Missoula, Mont., as continuity chief. She is succeeded at KGVO by **JOAN HOVDE.**

JOHN KEOWN, former program manager and assistant professor of radio at U. of Tulsa, joins NBC Chicago radio production staff as director.

ROBERT LEHMAN, formerly producer of *Command Performance* for Armed Forces Radio Service, joins KTSL (TV) Hollywood as writer-producer.

JANE ACKER, graduate of Academy of Radio Arts, Toronto, joins CBC Toronto, in production department.

PHYLLIS TOWNER, recent graduate of U. of California, joins KGO-TV San Francisco as assistant head of station's film department.

ART MERCIER, announcer for WBBM Chicago, is author of two articles to be published in forthcoming issues of *The Outdoorsman.*

JOHN MICHAEL HORNBACH, known as John Michaels on WPAY-AM-FM Portsmouth, Ohio, and Virginia Cordes have announced their marriage.

MacGREGOR EADIE, assistant manager of NBC Hollywood continuity acceptance, and **VERONE SCULLY,** formerly with Dan B. Miner Co. advertising agency and prior to that assistant to **SAM HAYES,** newscaster, were married April 14.

GREG GARRISON, ABC-TV Chicago who handles *Super Circus,* is the father of a boy, Michael.

DON and VERA WARD, stars of *Tauber's Parade* on WENR-TV Chicago, are the parents of a girl, Laura Ann.

TEX AND JINX
WNBC WNBT Set 5-Year Pact

A FIVE-YEAR contract signed by Tex and Jinx McCrary with WNBC and WNBT (TV) New York, guarantees the stations exclusive services of the couple for both radio and television. New agreement will take effect in 1951, upon expiration of their current contract.

At the same time the station announced that a new TV series starring Tex and Jinx will make its debut on Aug. 15. The show will be patterned on the couple's radio show (which on May 15 will increase its time from 45 minutes to a full hour, Monday through Friday, 8:30-9:30 a.m.), and will be viewed on WNBT five-times-a-week from 6:30-6:55 p.m.

UN AGENCIES
U. S. Participation Mulled

REPRESENTATIVES of the FCC, State Dept. and other government departments took part April 20 in a discussion of continued U. S. participation on various economic and social agencies of the United Nations and certain inter-American bodies.

Speakers included Ambassador Ernest A. Gross and Under Secretary of State James E. Webb. Among those attending were Comrs. Paul Walker and E. M. Webster; Francis Colt de Wolf, U. S. representative on the administrative council of International Telecommunications Union; George D. Stoddard, chairman of U. S. National Commission for UNESCO, and George P. Baker, U. S. representative on the UN Transport and Communications Commission. FCC Chairman Wayne Coy also was invited but was unable to attend.

WADC ANNIVERSARY
Silver Promotion Tied In

TIE-IN involving promotion of silverware in connection with the silver anniversary of WADC Akron, Ohio, last month [BROADCASTING, April 10], has been reported as highly successful by Allen T. Simmons, owner and operator of the 5 kw CBS affiliate.

For two weeks prior to the anniversary date, WADC ran a two-fold campaign in which the silver theme was carried in teaser announcements which preceded the main announcements by four days. One phase of the promotion was WADC's offer to give 52-piece sets of Oneida Community Silverware to every person born in the Akron area on April 8, 1925, the day the station first went on the air.

In the campaign's other phase, WADC announced that every child born in Akron on April 8, 1950, the station's anniversary date, would be presented with a six-piece "step-up" set of 1847 Rogers Brothers Silverware. Over 30 "step-up" sets were given away, it was reported.

SPECIAL interviews and programs were carried by KDKA Pittsburgh from 14th annual West Virginia Farm Electrical Conferences.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

• MORNING
• AFTERNOON
• EVENING

Your best buy in Hartford! Send for new Market Study, now going to press! Write Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.

CBS

PROGRAM RIGHTS

Warner Reviews Problems

THE OWNERS of radio and television programs will have to rely upon statutory rather than common law copyright to protect their interests in these properties if an outstanding court decision is permitted to stand.

This is the warning of Harry P. Warner, of the Washington law firm of Segal, Smith & Hennessey, in an article in the *Vanderbilt Law Review*. The article, "Protection of the Content of Radio and Television Programs," will be a chapter in the second volume of his book, *Radio and Television Law*.

The case which would upset present radio and television copyright practices is the suit of Actor Mel Blanc alleging rights to the musical laugh — "ha-ha-ha-ha-ha" — which he claims to have originated and which became known to the public via the "Woody Woodpecker" cartoons.

In granting a defense motion for dismissal of Mr. Blanc's suit, according to the article, a California court held that use of the musical laugh in motion pictures amounted to "general publication." If use in movies is "publication," Mr. Warner contends, then use on radio or television is also "publication." The Blanc case is now on appeal to the California Court of Appeals.

Common-Law Copyright

Mr. Warner explains that common-law copyright gives adequate protection of the originator's rights in every "new and original product of mental labor embodied in writing or some other visible form which remains unpublished."

Traditionally, he continues, courts have held that broadcasts, movies, and stage productions do not amount to "publication," which is the point where common-law copyright ceases to operate and statutory copyright becomes necessary for continued protection of the author's interests.

Mr. Warner feels the court "reached the correct conclusion" in dismissing the Blanc suit, "but not for the reasons" given in the court opinion. He suggests that if the issues were tried on the merits, "the court might conclude that the musical laugh was not a protectible property interest."

★

With respect to the general question of common-law copyright in television, the article asserts:

. . . It is believed that the courts would have no difficulty in finding common-law copyright in any television program. Any television program, including a news, sport, or dramatic show, is an "original, unpublished, intellectual production." It requires the use of technical and artistic skills—viz., lighting effects, camera angles, integration and synthesis of sight and sound, to produce a finished television production. It is submitted that there is as much property right in the finished television picture as in a photograph or painting, and the evanescent character of a telecast does not destroy its common-law copyright. . . .

. . . Although the evanescent character of a telecast precludes the assertion or recognition of statutory copyright in a telecast per se, the unauthorized exhibition of a copyrighted work may be forbidden and its lawful use protected. Thus the Copyright Office permits the registration of dramatic scripts designed for radio or television broadcasts and of motion picture photoplays and motion pictures other than photoplays intended for transmission by television. . . .

. . . Based on custom and usage, a radio performance or telecast is a limited publication since the former is dedicated to the public in their homes. This is evidenced by the restrictive announcements preceding telecasts (reserving rights in the programs). Under the foregoing circumstances a radio or television broadcast constitutes a limited publication . . . and the proprietor of the program may enjoin any person who enterferes with or seeks to appropriate his intellectual effort without his authority. . . .

. . . If the "publication" holding of the Mel Blanc case is affirmed by the appellate court, we will have witnessed the initial stage of the demise of common-law copyright. The latter will no longer be invoked to protect the content of radio and television programs and of motion picture film. Radio and television stations and networks and motion picture producers will seek the benefits of the Copyright Code or rely on an expanded concept of unfair competition to prevent the misappropriation of their intellectual efforts.



A WARM welcome, presentation of the keys to the city and a luncheon in his honor helped make last month's visit by ABC Sports Director Harry Wismer to Spartanburg, S. C., a memorable one. L to r: Mayor Thomas W. Whiteside, who welcomed Mr. Wismer and extended him the keys of the city; Walter J. Brown, president of WORD and WDXY (FM) Spartanburg, who gave the luncheon; Mr. Wismer, and Federal Judge C. C. Wyche. Luncheon attendants included Amoco dealers in the Spartanburg area. WORD and WDXY (FM) carry the Washington Redskin football games, which Mr. Wismer broadcasts.

USSR PROPAGANDA

WAVE Picks Up Broadcasts

CLAIMING an exclusive scoop, WAVE Louisville has reported interception of Soviet Russia's use of the 40-meter band for propaganda purposes in violation of the International Radio Treaty.

WAVE officials said the broadcasts, beamed at the United States and outlying countries by Radio Moscow, were picked up April 14. Amateur Operator Dr. Milton Schwalbe, of Louisville's Nichols Hospital, and WAVE Engineers Dick Bush and Frank Burger picked up the Soviet signal on 7245 kc. Under the direction of Jim Caldwell, WAVE news director, the broadcast was immediately recorded.

News of the WAVE recording was relayed to NBC and arrangements were made for a rebroadcast of the recording on Morgan Beatty's *News of the World* broadcast the same day. WAVE reported it was the first time Radio Moscow was picked up on the 40-meter band which, according to the International Radio Treaty, is to be used only for dot-and-dash messages, not for voice or propaganda purposes.

ARRANGEMENTS completed between WXGI Richmond, Va., and Eastern Baseball Network for station to broadcast all of games played by New York Giants at home and away.

PLAY-by-play or re-creations of all daytime Washington Senators games will be fed to network consisting of WSID Baltimore, WCUM Cumberland, WARK Hagerstown, Md., WRVA Richmond, Va., and WHVR Hanover, Pa., by WWDC Washington.

Everybody comes to the

WLS NATIONAL BARN DANCE

(See front cover)

WLS the Prairie Farmer station Chicago 7, Illinois

Clear channel—50,000 watts—890 kc—ABC network

Represented nationally by John Blair & Company

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 31 OF THIS ISSUE

CANADA TRAVEL
Bureau Mulls '50 Radio Plans

CANADIAN GOVERNMENT'S Travel Bureau, Ottawa, has not yet finalized its radio plans for this year, D. Leo Dolan, director, has told BROADCASTING.

Discussions are still going on by the department and U. S. station representatives as to how much radio the Canadian Travel Bureau is to use this year.

Unofficial reports state as much as $200,000 is to be spent in 1950 on U. S. radio following representations made by Maurice Mitchell, director of BAB, and representatives of the Canadian Assn. of Broadcasters, but neither the agency, Cockfield, Brown & Co. Ltd., Montreal, nor Mr. Dolan have finalized plans for the campaign.

FM RADIO QUIZ
Students Survey Seattle

RADIO students at the U. of Washington are making a house-to-house survey to determine the status of FM listening in northeast Seattle. Conducted by Radio-TV Guild, made up of students majoring in radio and related subjects, the sampling will cross-section 750 persons as determined by the Washington Public Opinion Lab.

Second objective of the survey will be to sound out the pattern of listening to programs transcribed at the university and then aired on commercial stations in Seattle and elsewhere in the state, the university explains.

Homeowners will be asked whether they listen to any of 21 specified AM programs and 12 which may be heard only on FM. These include university, network and local shows. Bulk of questioning centers on degree of FM listening, noticeable differences in FM as compared to AM, and whether future set buyers contemplate inclusion of FM.

CERTIFICATE of Award of Merit awarded Southern California Broadcasters Assn. by Community Chest of Los Angeles.

Promotion



PAGE with plastic pick attached sent to trade by KTSM El Paso, Tex. Written next to pick are words, "There's pay dirt in the Rio Grande . . . when you use KTSM." Text continues, "All you have to do is dig for it . . . and you'll come up with real sales nuggets."

Service Promotion

SINGLE-SHEET promotion from WGAY Silver Spring, Md., features reprint of story from *Montgomery County Sentinel* telling of station's aid to rare-blood type patients in hospital. Beside reprint is letter from Montgomery County General Hospital Inc. thanking station for its help to hospital's patients. Written across bottom of reprints is, "Glad to be of service . . . WGAY."

Graphic Illustration

FOLDER titled "A close shave wins by a big margin . . . on the right Baltimore station," sent to trade by WFBR Baltimore, Md. Folder recounts story of Mennen shaving aid's use of WFBR for three and one-half years, with recent check on station's results being entirely favorable. Letter from advertising manager of Mennen is reprinted in green and white, colors of Mennen packages. Accompanying folder is box containing sample bottles, tubes and blades of sponsor's products.

Facts From WFAS

SINGLE sheet, printed in green and white, tells story of *Mrs. Westchester* show to trade. Next to picture of housewife hugging WFAS White Plains, N. Y., microphone, is text which says: "More Mrs. Westchesters listen to WFAS from noon to 6 o'clock every day than to any other station." Facts are based on Conlan survey. Text concludes, "Call a WFAS account man to explain how this persuasive housewives' friend can build business for you in '50."

Brochure Announcement

DRAWING of man carrying filing cabinet up stairs is cover on buff-colored folder sent to trade by Bing & Haas Adv., Cleveland. Folder announces move of firm to fifth floor of Frederick Bldg. Pictures of new space and personnel are feature of booklet which urges prospective advertisers to use facilities of B & H. Enclosed is reprint of story in local paper concerning move.

Twenty-Two on One

MIMEOGRAPHED sheets from WOAI San Antonio, Tex., ask, "What ONE station airs the first-ranking 22 daytime shows in San Antonio?" Answer, given on second sheet, is, of course, WOAI. Line up of shows, plus figures for homes using sets, and Hooperating, are set forth.

Doughnut Tie-In

NATIONAL doughnut week was used by Jos. M. Zamoiski Co., Baltimore, distributor for Columbia records, to promote Burl Ives reecording, "The Doughnut Song.' Each of city's leading disc jockeys was sent dozens of doughnuts daily, supplied by Bond Bakers. Large display cards, made in shape of doughnut with picture of Mr. Ives looking through center, also were used.

KTLA Study

"A STUDY of Television and Radio Advertising Costs in Los Angeles" is title of folder sent to trade by KTLA (TV) Los Angeles. Folder is made up of charts giving average share of TV or radio audience, sets tuned in, audience, and time charges by station in area. Final totals show low rate of KTLA as compared with network radio stations, and combined TV stations in city. Figures are based on Hooper reports and BMB data.

Personnel

MILLARD B. SOUERS appointed promotion manager of WHBC Canton, Ohio. He replaces **JULIUS GLASS,** who is now associated with WGAR Cleveland. Mr. Souers was former fulltime instructor of speech and radio at Kent State U., Canton.

HERBERT G. CARHART Jr. joins WBCC Bethesda-Chevy Chase, Md., as sales promotion manager. He formerly was with B. H. Lawson Assoc., New York public relations firm.

LLOYD SHERMAN II appointed promotion manager of WPBC Minneapolis-St. Paul. **JOE KANE** appointed St. Paul promotion manager of WPBC.

LOIS MINNIG, formerly secretary to **CLARK GEORGE,** Columbia Pacific Network sales manager in San Francisco, transfers to press information at KCBS same city. **RUTH FUNK** replaces Miss Minnig.

Mrs. SHIRLEY SMITH, promotion writer for KCBS San Francisco, resigns from station.

WALLY HUTCHINSON, assistant promotion manager of KGO-AM-TV San Francisco, is the father of a boy, Scott Michael.

CERTIFICATE of Merit from National Guard received by WMAL Washington in recognition of patriotic service in broadcasting of new National Guard show.

RADIO WRITING
Book Traces Developments

RADIO AND TELEVISION WRITING. By Max Wylie. New York: Rinehart & Co. Inc. 635 pp. $5.

SINCE the first edition of this book, published in 1939, radio has continued as "still the greatest entertainment force on the face of our mixed-up planet," and television has not reduced its "selling power or popularity," Author Max Wylie asserts in the preface of his revised and enlarged work. Industry experts contributed to the book.

Mr. Wylie's new book covers basic principles of radio writing (in the classroom and for networks); problems of adaptation (the novel and short story); radio journalism (news writing); comedy (with chapters on construction and techniques); the daytime serial (an analysis of programs and plots); mystery and murder (specific examples); radio for adults; and television (which embraces story adaptation for TV and actual mechanics and technical problems). The book is well documented with concrete examples and illustrations, as well as editorial comment by columnists.

GUIDE-POST POLL
Pittsburgh Listening Studies

HALF of Pittsburgh's families regularly listen to the radio after 11 p. m. more than half the evenings of the week; another 39% of the families listen occasionally (less than half the evenings), while the remaining 11% never listen to the radio after 11 p. m. These findings were announced by Guide-Post Research after a survey of 1,500 homes in the Pittsburgh district.

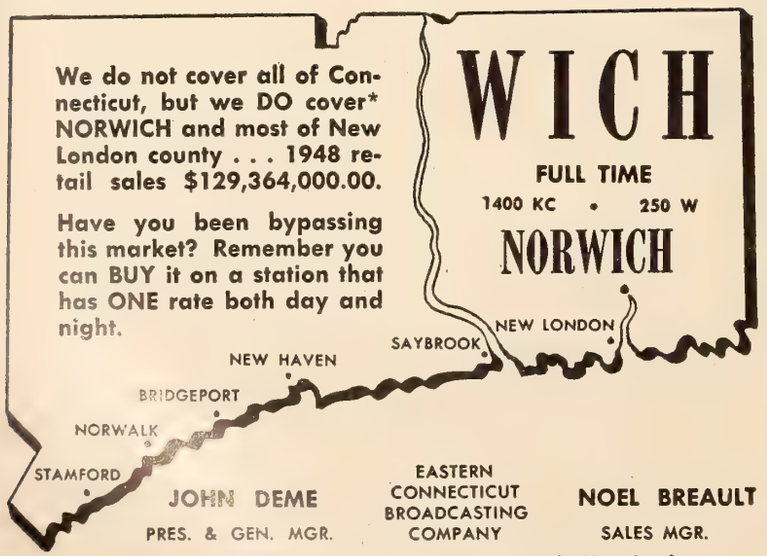
Listening habits vary with income, Guide-Post reported, with 54% of the families earning under $3,500 a year listening regularly after 11 p. m., and 46% of the families earning over $3,500 listening regularly. Late evening listening is almost identical inside and outside the metropolitan (dial telephone call) area, the survey points out.

A similar study of early morning listening found 41% of the homes with radios turned on before 8 a. m. more than half the weekday mornings, Guide-Post reported. Another 31% listen fewer than half the mornings of the week and 28% never listen before 8 a. m., it was stated. According to Charles F. Ackenheil, survey director, these figures represent the "total" homes listening which should not be confused with other ratings which measure the "average" number of homes listening.

We do not cover all of Connecticut, but we DO cover* NORWICH and most of New London county . . . 1948 retail sales $129,364,000.00.

Have you been bypassing this market? Remember you can BUY it on a station that has ONE rate both day and night.

WICH
FULL TIME
1400 KC • 250 W
NORWICH



JOHN DEME
PRES. & GEN. MGR.

EASTERN CONNECTICUT BROADCASTING COMPANY

NOEL BREAULT
SALES MGR.

*You'd be surprised at our coverage in New London.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO.

WBAL

RADIO EDUCATORS

Columbus Meet May 4-7

WHEN the pioneer conference of educators and broadcasters convenes in Columbus, Ohio, May 4 in connection with the 20th Ohio State U. Institute for Education by Radio [BROADCASTING, Feb. 27], participants will include the FCC, leading representatives of commercial broadcasting and the U. S. Office of Education. Theme of the opening general meeting will be "Do We Need a New National Policy for Radio and Television?"

FCC Comr. Frieda B. Hennock is scheduled to appear on the opening symposium.

Topics of the remaining three sessions, as previously announced by I. Keith Tyler, institute director, will be: "International Affairs: A Challenge to Broadcasters," "Are We Losing Our Constitutional Freedoms?" and "Educational Administrators Look at Radio and Television."

Tentative plans call for reports covering a round-the-world tour from Japan and the "cold war" at an international session set for Friday morning, May 5. The three general sessions will be followed by a discussion of what broadcasters can do in international affairs by a panel of personalities in radio and education. These will include Morris Novik, radio consultant, of New York; Mark Haas, educational director of WJR Detroit; Saul Carson, radio editor of the *New Republic* and co-producer of the documentary record album about the United Nations.

Ohio State Telecast

The Friday evening general session will be based on the first actual telecast to originate from Ohio State. The DuMont network's *Court of Current Issues* will be telecast over a local station.

Preceding the broadcast, Irvin Paul Sulds, originator and producer of the program, will discuss problems and techniques involved in this type of TV show. Discussion of both technique and content of the program will follow the telecast.

The Saturday night, May 6, session, when educational administrators take a "verbal" look at radio and TV, will be presided over by Dr. Howard L. Bevis, president of Ohio State U. Dr. Bevis is chairman of the radio committee of the National Assn. of State Universities and the Assn. of Land Grant Colleges and Universities. Speakers at the session will include: Dr. Herman Wells, president of Indiana U.; Dr. Charles E. Friley, president of Iowa State College, and Miss Ira Jarrell, Atlanta, Ga., superintendent of schools.

Closing event of the four-day session will be the institute dinner on Sunday, May 7, at 2:15 p.m., with H. V. Kaltenborn, noted radio commentator, delivering the major address.

'Firsts' Scheduled

Several "firsts" are on the institute's agenda. One is a special-interest group meeting featuring a progress report on educational television chaired by Willett Kempton of American U., Washington.

Participants will be Richard B. Hull, radio-TV director, Iowa State College; Sydney W. Head, chairman of the U. of Miami's radio and TV department; Martha Gable, Philadelphia public schools, and Leon Levine, CBS director of discussion broadcasts.

Resource personnel will include: Paul A. Walker, vice chairman of the FCC; Sterling Fisher, NBC manager of public affairs and education; David E. Weglein, WBAL Baltimore, public service counselor; Hale Aarnes, chairman of radio education department, Stephens College, and Kenneth Bartlett, director of the Syracuse U. radio and television center.

The first IER group meeting to be given over exclusively to TV training in colleges and universities will be under the chairmanship of William Sener of the U. of Southern California. Another is the first group session to be devoted entirely to TV writing and production, in charge of Caroline Burke, TV supervisor of NBC's public affairs and education department.

The effect of video on youngsters will be explained by three Columbus school children from elementary and junior and senior high school classes on the TV panel, to be conducted by Dr. Leland B. Jacobs of Ohio State. He will introduce panelists representing commercial broadcasters listening councils, high school administrators and parents. Speakers will include Beulah Zachary, producer of *Kukla, Fran & Ollie* on NBC-TV, Betty Ross, assistant director of public affairs and education at NBC Chicago; Mrs. Clara S. Logan, president, Southern California Assn. for Better Radio and Television; Phillip Lewis, assistant principal, South Shore High School, Chicago, and Thomas Rishworth, Radio Chairman, National Parent Teachers Assn. and director of broadcasting, U. of Texas.

'TELL TO SELL'

Clair Outlines Techniques for WHYU Salesmen

BOOKLET designed to "sell" salesmen at WHYU Newport News, Va., titled "How You Can Sell Radio Time," has been compiled by Frederic Clair, WHYU station manager.

Using as its theme the slogan, "Each Salesman Is His Own Paymaster," the 15-page mimeographed guide begins with basic material such as "What is a Radio Station?", "Why Sell Radio Time?" etc. Manual then delves into the nature of prospects, method of presentation and the sales process.

Included is a prepared, "proven sales talk" based on the theory that the "only solution to sales—granted good price and a needed product—is frequency and multiplicity of contact" with the merchant. Helping the client "*tell* to *sell*" can result in a "better job, dollar for dollar, than that by any other medium," Mr. Clair stresses.

"Sales-making," according to Mr. Clair, "is just like splitting a log. You don't stick a wedge in a log and try to drive it all the way down. You place a half-dozen wedges and then tap each in turn, lightly and firmly. . . ."

Outlines Answers

Taking five basic negative answers, Mr. Clair provides his salesmen with one positive answer to each:

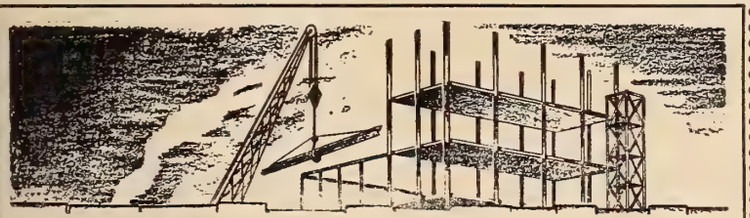
1. "Don't want it now. Come back and see me later." A.—. . . Even in the worst depression everyone buys *some* merchandise. Someone has to sell it. It can be you. Radio leaves a lingering impression, and the first impression is the strongest. . . . You should start now . . . to get the first punch in on your competition, then increase your advertising later. . . .

2. "Not interested." A.—You have to . . . buy right merchandise, price it right, and tell 'em about it. You are not in business to keep it a secret . . . (Radio) is one of the best ways to *tell* to *sell*.

3. "Can't *afford it*." A.—You can't afford not to. As times get worse the smart merchant is better off to keep less stock and move it. . . . The more you need business the more you must advertise. . . . Every dollar in radio can move $10 in stock, and I know you don't want to operate a warehouse. . . .

4. "No results." A.—Can you afford a poll. Those who *can* buy radio five to one . . . (Radio) has a strong emotional appeal that lingers. . . . I'll bet that nearly 10 years after, you still remember that "Lucky Strike Green Has Gone to War." That's what radio does.

5. "Newspaper is better." A.—Of course *you* read your ads. You can clip and save a newspaper ad, but you're really spending an awful lot of money for a scrapbook. . . . If a newspaper has 20,000 subscribers . . . how can you prove they *read* it? You can't get inside their heads and test "attention." We believe we can get 20 *listenings* for every "read" they can get. Newspapers have been telling people for 100 years that they get results, until the merchants believe it. In less than a lifetime radio has *proved* that it gets dollar volumes.



Sell Ohio's Third Largest Market

with

50,000 watts FM 105.1 FM — WFMJ — 5,000 watts AM 1390 AM

Youngstown, Ohio

Headley-Reed Co., national representatives

Available!

Play-by-Play MAJOR LEAGUE BASEBALL

KFRM has just signed with Liberty Broadcasting System for play-by-play Major League baseball. Participating announcements now available!

Here's a "red-hot" natural that will "hypo" your sales in an area with more than a million potential listeners.

For full details, wire The KMBC-KFRM Team, Kansas City, Mo., or phone any Free & Peters "Colonel."

KFRM for Rural Kansas

Programmed by KMBC From Kansas City

ACTIONS OF THE FCC

APRIL 18 to APRIL 26

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

April 19 Applications . . .

ACCEPTED FOR FILING

License for CP

WQAN Scranton, Pa.—License for CP to increase power, change hours operation etc.

Modification of CP

Mod. CP new FM station for extension of completion date: KFAC-FM Los Angeles; WLOK-FM Lima, Ohio.

TENDERED FOR FILING

AM—1330 kc

KVOL Lafayette, La.—Mod. CP AM station to change from 1330 kc 1 kw unl. DA-N to 1330 kc 5 kw-D 1 kw-N DA.

April 20 Applications . . .

ACCEPTED FOR FILING

Modification of CP

Mod. CP new FM station for extension of completion date: KRPO San Jose; WJBK-FM Detroit.

TENDERED FOR FILING

STA—1550 kc

KENT Shreveport, La.—Request for STA to operate on 1550 kc 1 kw DA-N until XENT-XEML Nuevo Laredo situation is cleared up.

APPLICATION DISMISSED

Winston O. Ward, Waco, Tex.—DISMISSED April 11 application for new AM station on 1010 kc, 1 kw.

April 21 Decisions . . .

BY COMMISSION EN BANC

License Renewal

WCLE Clearwater, Fla.—Granted renewal of license for regular period.

KNOG Nogales, Ariz.—Granted renewal of license for period ending Feb. 1, 1953.

WCVI Connellsville, Pa.—Granted renewal of license for period ending Feb. 1, 1953.

License Extension

Following stations granted extension of licenses on temporary basis for period ending Sept. 1: WMRO Aurora, Ill.; WAAT Newark, N. J.; WDAY Fargo, N. D.; WFMD Frederick, Md.; WGL Fort Wayne, Ind.; WGOV Valdosta, Ga.; WPAT Paterson, N. J.; WSBT South Bend, Ind.; WSPA Spartanburg, S. C.; WJAR & aux. Providence, R. I.; KAKC Tulsa; KELP El Paso; KROW Okland, Calif.; KVOB Alexandria, La.; WCEN Mt Pleasant, Mich.; WCNX Middletown, Conn.; KXOC Chico, Calif.; WHAK Rogers City, Mich.; WPRP & aux. Ponce, P. R.; WCOC Meridian, Miss.; WORA Mayaguez, P. R.; WPEN Philadelphia; WBCK Battle Creek, Mich.; KRAM Las Vegas, Nev.; KOLO Reno, Nev.; WARC Rochester, N. Y.

Renewals Granted

Following stations were granted renewal of licenses for period ending May 1, 1953: KDSH Boise, Idaho; KFSG Los Angeles; KFXJ Grand Junction, Col.; KGHI Little Rock; KJR & aux. Seattle; KRKD Los Angeles; KRRV Sherman, Tex.; KSAL Salina, Kan.; KSDN Aberdeen, S. D.; KSEI Pocatello, Idaho; KTMS Santa Barbara; KVAN Portland, Ore.; KXLY Spokane; WARE Ware, Mass.; WBAA W. Lafayette, Ind.; WBBB Burlington, N. C.; WCAE & aux. Pittsburgh.; WCMB Lemoyne, Pa.; WCOP & aux. Boston; WCSH & aux. Portland, Me.; WDAE & aux. Tampa, Fla.; WDBJ & aux. Roanoke; WEAV Plattsburg; WEOL Elyria, Ohio; WFDF & aux. Flint, Mich.; WFLA Tampa; WIBX & aux. Utica; WJBO Baton Rouge, La.; WJMX Florence, S. C.; WJRD Tuscaloosa, Ala.; WONE Dayton, Ohio; WRCS Ahoskie N. C.; WTCH Shawano, Wis.; WTRY & aux. Troy, N. Y.; KALL Salt Lake City; KCKY Coolidge, Ariz.; KECK Odessa, Tex.; KGKL San Angelo, Tex.; KHBC Hilo, T. H.; KOVO Provo, Utah; KPAC & aux. Port Arthur, Tex.; KRIO McAllen, Tex.; WAVE Louisville; WBOC Salisbury, Md.; WBRC Birmingham, Ala.; WGBI & aux. Scranton; WJHL Johnson City, Tenn.; WKCT Bowling Green, Ky.; WRFC Athens, Ga.; WRRF Washington, N. C.; WSNW Seneca, S. C.; WEBR Buffalo; KXL Oakland, Calif.; KWSC Pullman, Wash.; WHA Madison, Wis.; KUSD Vermillion, S. D.; WLBL Stevens Point, Wis.; WJAX & aux. Jacksonville, Fla.; KAAA Red Wing, Minn.; KFEL Denver; KFRD Rosenberg, Tex.; KFSA Ft. Smith, Ark.; KFVS Cape Girardeau, Mo.; KIMP Mt. Pleasant, Tex.; KITE San Antonio; KLER Rochester, Minn.; KMBC & aux. Kansas City, Mo.; KNEB Scottsbluff, Neb.; KOIN Portland, Ore.; KPOF Denver; KPRC Houston; KROF Abbeville, La.; KTKN Ketchikan, Alaska; KTLW Texas City, Tex.; KWAD Wadena, Minn.; KWAT Watertown, S. D.; KWBC Fort Worth; KXJK Forrest City, Ark.; WAAF Chicago; WABI Bangor, Me.; WAPO & aux. Chattanooga; WBEN & aux. Buffalo; WBRM Marion, N. C.; WCNR Bloomsburg, Pa.; WELI & aux. New Haven; WGGH Marion, Ill.; WICA Ashtabula, Ohio; WKLF Clanton, Ala.; WKNA Charleston, W. Va.; WKRT Cortland, N. Y.; WKY & aux. Oklahoma City; WLOF Orlando, Fla.; WMTR Morristown, N. J.; WNOW York, Pa.; WPBC Minneapolis; WPFB Middletown, Ohio; WREN Topeka; WRNL & aux. Richmond, Va.; WRUN Utica; WSAZ Huntington, W. Va.; WSBA York, Pa.; WSIX Nashville; WSLI Jackson, Miss.; WSUI Iowa City; WTAD Quincy, Ill.; WTAW College Station, Tex.; WTCO Campbellsville, Ky.; WTMA & aux. Charleston, S. C.; WTTM Trenton; WTYC Rock Hill, S. C.; WWNH Rochester, N. H.; WWST Wooster, Ohio; WWWR Russellville, Ala.; WWYO Pineville, W. Va.

Application Dismissed

KSTV Stephenville, Tex.—On request, dismissed application for consent to assignment of license from Doyle E. Collup to Stephenville Bcstg. Corp.

Hearing Designated

No. Ala. Bcstg. Co., Guntersville, Ala, and Attalla Bcstg. Co., Attalla, Ala.—Designated for consolidated hearing application of North Ala. Bcstg. Co. for new station on 940 kc 250 w d with that of Attalla Bcstg. Co. for new station on 930 kc 1 kw D only; hearing to be held in Washington on Aug. 7. Further ordered that, if as result of consolidated proceeding, it appears that, were it not for issues pending in hearings regarding Clear Channels, and in hearing regarding Daytime Skywave Transmissions and Commission's policy pertaining thereto as announced in Public Notices of Aug. 9, 1946 and May 9, 1947, public interest would be best served by grant of application of North Ala. Bcstg. Co., then said application shall be returned to pending file until after conclusion of said hearings regarding Clear Channels and Daytime Skywave Transmissions at which time it will be considered in connection with any other pending applications with which it may then be in conflict.

Midwest Bcstg. Corp., Montevideo, Minn.—Designated for hearing in Washington on Aug. 2, application for new station on 1450 kc 250 w unl.; and granted petition of KFAM, St. Cloud, Minn., to make it party to proceeding.

WRFC Athens, Ga.—Designated for hearing in Washington on Aug. 9, application to change facilities of WRFC by increasing hours from D only to unl., using 500 w. DA-N; and upon petition of KMA Shenandoah, Iowa, made it and WDBJ Roanoke, Va., parties to proceeding.

CP Granted

WTVB Coldwater, Mich.—Granted CP to change from DA to non-directional ant. employing east tower for non-DA operation and make changes in ground system.

Hearing Designated

WGRD Grand Rapids, Mich.—Designated for hearing on Aug. 4 in Washington, application to change hours from D to unl., change power from 1 kw day to 5 kw day and night and install DA-N; made WELL Battle Creek, Mich., and WRMN Elgin, Ill., parties to proceeding.

Mod. License Granted

KFAC Los Angeles;—Granted mod. license to change from employing DA-DN to non-DA-D and DA-N, provided applicant agrees to satisfy legitimate complaints of blanket interference occuring within 250 mv/m contour.

Application Granted

Zenith Radio Corp., Chicago—Granted in part application for new trans. for experimental TV station KS2XBS, with effective radiated power of 1 kw vis and 500 w aur. and change in location of trans. to 135 South La Salle Street, Chicago, to be used in conducting Phonevision tests.

April 24 Decisions . . .

BY COMMISSION EN BANC

Mod. License Granted

WABB Mobile, Ala.—Granted mod. license to change from DA-DN to DA-N only.

Hearing Designated

KPET Lamesa, Tex.—Designated for hearing application to change hours of operation from D only to unl.; hearing to be held in Washington on Aug. 11.

Application Granted

WBBR Staten Island, N. Y.—Granted application to specify main studio location of WBBR as 124 Columbia Heights, Brooklyn, N. Y., and to use Staten Island as aux. studio.

Hearing Designated

Scranton Radio Corp. and David M. Baltimore, Scranton, Pa.—Designated for consolidated hearing in Washington Aug. 14, application of Scranton Radio Corp, with that of David M. Baltimore, each requesting new station on 1400 kc 250 w, unl. time, (contingent on WARM relinquishing 1400 kc); made WEST Easton, Pa. party to proceeding.

KSD St. Louis, Mo.—Designated for hearing on Aug. 16 in Washington, application to allow use of KSD's old main trans. for aux. purposes with 5 kw D, 1 kw N and made WKRC Cincinnati party to proceeding.

KTMS Santa Barbara, Calif.—Designated for hearing on Aug. 18 in Washington, application for CP to change trans. site and ant. system.

KGDE Fergus Falls, Minn.—Designated for hearing on Aug. 21 in Washington, application to change frequency from 1230 to 1250 kc, increase power from 250 w to 1 kw and use DA-N.

Extension Granted

KGFN Grass Valley, Calif.—Granted final extension of authority to remain silent to April 30 for financial reorganization.

Extension Denied

KWBB Wichita, Kan.—Denied application for extension of completion date (for mod CP to operate on 1410 kc 1 kw unl. DA), to Oct. 10, advised applicant that, if hearing is desired, request therefor should be made within 20 days.

Extension Granted

WOKO Albany, N. Y.—Granted extension of SSA on 1460 kc 1 kw to local sunset, 500 w-N, to Oct. 10; also granted application for extension of SSA to use Western Electric type 106-B trans. for aux. purposes with power of 500 w, until Oct. 24.

April 24 Applications . . .

ACCEPTED FOR FILING

AM—680 kc

WINR Binghamton, N. Y.—CP AM station to change from 1490 kc 250 w unl. to 680 kc 1 kw-D 500 w-N DA-DN.

AM—860 kc

WOAY Oak Hill, W. Va.—CP AM station to change from 860 kc 1 kw unl. to 860 kc 10 kw unl. AMENDED to request 5 kw unl.

License for CP

WGSV Guntersville, Ala.—License for CP new AM station.

WHVR Hanover, Pa.—License for CP AM station to change hours of operation install DA-N.

License Renewal

WWSW Pittsburgh, Pa.—Request for license renewal AM station.

Modification of License

WHOM Jersey City, N. J.—Mod. license AM station to change main studio location from Jersey Journal Bldg., Journal Sq., Jersey City to 136 W. 52d St., New York.

Modification of CP

WNOE New Orleans—Mod. CP AM station to change frequency, power etc. for extension of completion date.

WBNL Boonville, Ind.—Mod. CP AM station to show studio, trans. and ant. locations as Indiana Highway #61.

Mod. CP new FM station for extension of completion date; KPFA Berk-

(Continued on page 78)

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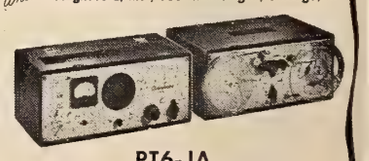
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FCC Actions

(Continued from page 76)

eley, Calif.; WRCM New Orleans.

TENDERED FOR FILING

KLIX Twin Falls, Ida.—Mod. CP AM station to change from 1310 kc 1 kw unl. DA-2 to 1310 kc 5 kw-D 1 kw-N DA-2.

AM APPLICATION RETURNED

WHBT Harriman, Tenn.—RETURNED April 19 application for acquisition of control of licensee corporation thru sale of 32 sh. common stock from J. B. Brewer, Bennie Hamilton, J. M. Hickman, Neil Shields and L. A. Shivers to F. L. Crowder.

TV APPLICATION RETURNED

Durham Radio Corp., Durham, N. C. —RETURNED April 24 application to request change in frequency from Ch. 4 (66-72 mc) to Ch. 5 (76-82 mc). Returned non-compliance with frequency assignment for area.

April 25 Decisions . . .

BY THE SECRETARY

WCUO Cleveland, Ohio—Granted license for new FM station; Chan. 277 (103.3 mc) 14 kw, 575 ft.

WJAC-FM Johnstown, Pa.—Granted license change in existing FM station (95.5 mcs); 8.3 kw, 1,070 ft.

KSUM Fairmont, Minn.—Granted license new AM station, and specify studio location; 1370 kc, 1 kw, unl. DA-2.

WHNC-FM Henderson, N. C. — Granted license for new FM station (92.5 mcs); 9 kw; 260 ft.

Lewistown Bcstg. Co., Lewistown, Pa.—Granted CP new remote pickup KA-6414.

Lewistown Bcstg. Co., Lewistown, Pa.—Granted CP for new remote pickup KGB-233.

KOB-TV Albuquerque, N. M. — Granted mod. CP for extension of completion date to 11-1-50.

WKNA-FM Charleston, W. Va. — Same to 11-10-50.

A. H. Belo Corp., Area Dallas, Tex.—Granted license for new experimental TV Relay KA-3991.

WJLK Asbury Park, N. J.—Granted license aux. trans. Chan. 232 (94.3 mc, 1 kw, 250 ft.

WJFR Caguas, P. R.—Granted mod. CP for extension of completion date to 10-18-50.

WFMR New Bedford, Mass.—Granted license change in existing FM station; Chan. 251 (98.1 mc), 20 kw, 330 ft.

WBUY-FM Lexington, N. C. — Granted license new FM station; Ch. 232 (94.3 mc), 300 w, 210 ft.

KISW Seattle, Wash.—Granted license new FM station; Ch. 260 (99.9 mc), 2.1 kw, 350 ft.

WJW-FM Cleveland, Ohio—Granted license new FM station (104.1 mcs); 19 kw, 510 ft.

WNAV-FM Annapolis, Md.—Granted license new FM station; Ch. 256 (99.1 mc), 16.6 kw; 370 ft.

Mitchell Bcstg. Assn., Mitchell, S. D. —Granted license new remote pickup KA-3600.

Hagerstown Bcstg. Co., Hagerstown, Md.—Granted license new remote pickups. KGA-558-9.

Eugene P. O'Fallon Inc., Denver, Col. —Granted license new remote pickup KA-5669-70.

Wescoast Bcstg. Co., Wenatchee, Wash.—Granted licenses for new remote pickups KA-5746, KOA-994, KA-5745.

Mahoning Valley Bcstg. Corp., Youngstown, Ohio—Granted CP and license new remote pickup KA-6313.

Tucson Bcstg. Co., Tucson, Arizona—Granted CP and license new remote pickup KA-3530.

Maine Bcstg. Co., Bangor, Me. — Granted CP and license for new remote pickup KA-2114.

Calcasieu Bcstg. Co., Lake Charles, La.—Granted CP and license new remote pickup KA-2312.

Allen B. DuMont Labs Inc., New York—Granted CP and license new remote pickup KA-4039.

The Journal Co., Milwaukee, Wis.—Granted mod. licenses KA-3043-4-5 to change frequencies from 33.38, 35.02, 37.62, 39.82 mcs, to 26.15, 26.25, 26.35 mcs.

Lynchburg Bcstg. Corp., Lynchburg, Va.—Granted CPs for new remote pickups KIA-589, KA-3641, KIA-588.

United Bcstg. Co., Ogden, Utah—Granted CP new remote pickup KOB-281, KA-6391.

Eastern Idaho Bcstg. & Television Co., Area Idaho Falls, Ida.—Granted CP new remote pickup KA-2476.

WTVN Columbus, Ohio—Granted license new commercial TV station and to indicate change in trans. as proposed. Chan 6 (82-88 mc) 3.25 kw aur. kw; 6 kw vis.; 525 feet.

KCLF Clifton, Ariz.—Granted license new AM station and change studio location: 1400 kc 250 w unl.

WKAQ San Juan, P. R.—Granted license install new trans.

WTNJ Trenton, N. J.—Granted license change trans.

WVMI Biloxi, Miss.—Granted license new AM station; 570 kc, 1 kw, D.

KUNO Corpus Christi, Tex.—Granted license new AM station; 1400 kc, 100 w unl.

KRMG Tulsa, Okla.—Granted license new AM station and specify studio location. 740 kc, 50 kw-D, 10 kw-N DA-2, unl.

KXRO Aberdeen, Wash.—Granted license change frequency, increase power, install new trans. and DA night use. 1320 kc, 1 kw, DA-N, unl.

WAFB Baton Rouge, La.—Granted license increase power, install new trans. 1460 kc, 5 kw-D, 1 kw-N DA-N.

WAFB Baton Rouge, La.—Granted license to use old main trans. at present site of main trans.—to be used for aux. purposes with power of 1 kw, employing DA-N.

KWBG Boone, Ia.—Granted mod. license to change studio location.

Rogers City Bcstg. Co., Rogers City, Mich.—Granted CP new remote pickup KA-6377.

KHQ Inc., Spokane, Wash.—Granted CP and license new remote pickup KA-6378.

Broadcast Management Inc., Bethesda, Md.—Granted CP new remote pickup KA-6379.

Covington News Inc., Covington, Ga. —Granted CP new remote pickup KA-3533.

KCOM Bcstg. Co., Sioux City, Ia.— Granted CP new remote pickup KA-6380.

Studebaker Bcstg. Co. Inc., San Diego, Calif.—Granted CP new remote pickup KA-6381.

Mercantile Bcstg. Co., Miami Beach, Fla.—Granted CP and license new remote pickup KA-2965.

Alexandria Bcstg. Co. Inc., Alexandria, La.—Granted CP and license for new remote pickup KA-2110.

WGAF Valdosta, Ga.—Granted mod. CP for extension of completion date to 10-10-50.

KGAR-FM Garden City, Kan.—Same to 10-24-50.

WSFL-FM Springfield, Mass.—Same to 10-1-50.

ACTION ON MOTIONS

By Commissioner E. M. Webster

FCC General Counsel—Granted petition for extension of time to May 10 to file Exceptions to Initial Decision issued in proceeding upon application WRIB Providence, R. I.

M. R. Lankford, Princeton, Ind. — Granted continuance of hearing re application from April 24, to June 27 at Washington, D. C.

WFBC Greenville, S. C.—Granted leave to amend application so as to revise directional array and specify new trans. site; application as amended is removed from hearing docket.

Southeastern Bcstg. System, Waycross, Ga.—Granted leave to amend application so as to specify 980 kc 1 kw D in lieu of 790 kc 1 kw D only; application as amended, is removed from hearing docket.

KXRO Aberdeen, Wash.—Granted leave to intervene in hearing upon application of KCRA Inc., Sacramento, Cal.

Savannah Radio Council—Granted extension to April 21 to file reply to "Further statement of E. D. Rivers, Jr." in proceeding re Rivers application, Savannah, Ga. Action taken April 18.

Radio Station WOW Inc., Omaha, Neb.—Granted extension of time in which to file Exceptions and request Oral Argument in proceeding upon application of KID Idaho Falls.

Booth Radio and Television Stations Inc., Saginaw, Mich.—Granted leave to amend application so as to eliminate request for authority to make changes in ant. system, and for removal of application, as amended from hearing docket.

Easton Pub. Co., Easton, Pa.— Granted leave to amend application so as to show redistribution of common stock and changes in officers and directors.

WEST Easton, Pa.—Granted leave to amend application so as to show current information concerning officers, directors and stockholders and balance sheet as of Feb. 28.

WLCS Baton Rouge, La.—Dismissed petition of March 2 requesting review of Examiner's ruling permitting KJAN Bcstg. Co., Baton Rouge, La., to amend application.

Syndicate Theatres Inc., Columbus, Ind.—Granted dismissal without prejudice of application.

FCC General Counsel—Granted extension of time to file Exceptions to Initial Decision issued in proceeding re application of WMAW Milwaukee, Wis. to May 10, 1950.

By Examiner Fanney N. Litvin

KAVR Havre, Mont.—Granted leave to amend application so as to request operation with power of 5 kw-D 1 kw-N using DA-DN in lieu of 1 kw, unl. using DA-N to change engineering proposals in accordance with requested change in daytime power and use of DA; to submit current information with respect to finances, program plans, interests of stockholders in other radio stations, and changes in proposed staff.

Northwestern Ohio Bcstg. Corp., Lima, Ohio—Granted continuance of hearing from April 28 to May 15 in Lima, Ohio, in proceeding re application and that of Sky Way Bcstg. Corp., Columbus, Ohio.

By Examiner Elizabeth C. Smith

KXLR North Little Rock, KWAK Stuttgart, KWEM W. Memphis, Ark.— Granted joint petition of KXLR and KWAK insofar as they request reasonable postponement of hearing in proceeding re their applications; hearing continued from May 1 to July 24 at Little Rock, Ark. denied petition of KWEM insofar as it requests indefinite postponement of hearing in this proceeding.

By Examiner Basil P. Cooper

Lakeland Bcstg. Corp., Wausau, Wis. —Granted motion to admit James E. Doyle, Esq. to practice before Commission for purpose of taking testimony in proceeding re application and that of John R. Tomek, Wausau, Wis.

By Examiner J. D. Cunningham

FCC General Counsel—Granted indefinite continuance of hearing now scheduled for May 1 in proceeding re petition of John J. Dempsey for revocation of license of station KOB Albuquerque, N. M.

(Continued on page 83)

FORDHAM SCHOOL
Radio-TV Faculty Complete

FACULTY at Fordham U.'s fourth annual Summer Institute of Professional Radio and Television, July 5 to Aug. 11, will be made up of well-known network officials, directors and producers, according to William A. Coleman, chairman of the university's radio-TV division.

Teaching staff will include: Richard Linkroum, producer of CBS-TV shows, on television production; Ernest Ricca, president of Radio-Television Directors Guild and director of network radio shows, on radio direction and production; Bill Hanrahan, NBC microphone technique; Rod MacLeish, ABC-TV script editor, scriptwriting; Judson La Haye Jr., of Fordham's WFUV executive staff, station operation and management, and Edward Stasheff, director of TV, New York Board of Education outlet, teaching radio and TV.

Among authorities in the field who will lecture in the symposium on communications are:

Clayton (Bud) Collyer, president, American Federation of Radio Artists; Fred Coe, manager of program development, NBC-TV; Joseph A. McDonald, vice president and general attorney, ABC; Dr. Franklin Dunham, director of radio and TV, U. S. Office of Education; Foy Kohler, chief, State Dept's International Broadcast Div.; Irving Mansfield, CBS radio-TV director; James Sauter, president, Air Features Inc., and Abe Burrows, CBS writer-comedian.



FULL SEASON of baseball is promised Detroit Tigers fans by this contract signing calling for broadcasting of all Tigers' games by WJBK Detroit. L to r: Edwin J. Anderson, president, Goebel Brewing Co., sponsor; C. E. Carey, Goebel vice president, and Richard E. (Dick) Jones, general manager, WJBK-AM-FM-TV Detroit.

PHILIP MORRIS & Co. sales in year ended March 31 were highest in company's history, firm announced. Sales of $255,752,000 were recorded, 12% increase over preceding year. Net earnings after taxes were $15,303,184, amounting to $7.26 per share on common stock, as compared with net earnings of $12,498,058 or $5.38 per common share year before.

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MARCH 12-18, 1950
EXTRA WEEK

Current Rank	Previous Rank	Program	Current Rating Homes %	Current Rank	Previous Rank	Program	Current Rating Homes %
EVENING, ONCE-A-WEEK							
1	1	Lux Radio Theatre (CBS)	24.1	11	5	Mystery Theatre (CBS)	17.3
2	4	Jack Benny (CBS)	23.7	12	16	Bing Crosby (CBS)	17.0
3	3	Amos 'n' Andy (CBS)	21.4	13	27	Bob Hope (NBC)	15.9
4	2	Godfrey's Talent Scouts (CBS)	20.6	14	24	Fanny Brice—Baby Snooks (NBC)	15.5
5	11	Charlie McCarthy (CBS)	19.0	15	39	Our Miss Brooks (CBS)	15.2
6	13	Fibber McGee & Molly (NBC)	18.6	16	26	Day in the Life of Dennis Day (NBC)	14.9
7	6	Walter Winchell (ABC)	17.8	17	10	Gene Autry Show (CBS)	14.8
8	7	My Friend Irma (CBS)	17.7	18	9	Mr. Keen (CBS)	14.7
9	12	You Bet Your Life (CBS)	17.4	19	44	Hallmark Playhouse (CBS)	14.5
10	29	Red Skelton (CBS)	17.3	20	46	Horace Heidt (CBS)	14.3

NATIONAL NIELSEN-RATINGS TOP PROGRAMS
MARCH 19-25, 1950

Current Rank	Previous Rank	Program	Current Rating Homes %	Current Rank	Previous Rank	Program	Current Rating Homes %
EVENINGS, ONCE-A-WEEK (Average For All Programs)			(9.9)				
1	1	Lux Radio Theatre (CBS)	24.2	6	13	Ma Perkins (CBS)	9.0
2	2	Godfrey's Scouts (CBS)	21.7	7	10	Wendy Warren (CBS)	8.7
3	3	Jack Benny (CBS)	20.8	8	8	Road of Life (NBC)	8.6
4	11	Charlie McCarthy Show (CBS)	18.2	9	9	Arthur Godfrey (Gold Seal) (CBS)	8.6
5	6	Amos 'n' Andy (CBS)	17.9	10	12	Stella Dallas (NBC)	8.6
6	10	You Bet Your Life (CBS)	17.5	DAY, SATURDAY (Average For All Programs)			(5.9)
7	12	McGee & Molly (NBC)	17.3	1	1	Armstrong Theatre (CBS)	13.5
8	5	My Friend Irma (CBS)	17.2	2	5	Let's Pretend (CBS)	11.7
9	8	Walter Winchell (ABC)	17.1	3	2	Grand Central Station (CBS)	11.1
10	4	Mystery Theatre (CBS)	15:6	DAY, SUNDAY (Average For All Programs)			(4.3)
EVENING, MULTI-WEEKLY (Average For All Programs)			(6.4)	1	1	True Detective Mysteries (MBS)	12.0
1	1	Beulah (CBS)	13.3	2	3	Martin Kane, Private Eye (MBS)	11.4
2	4	Counter-Spy (ABC)	11.4	3	2	Shadow (MBS)	11.0
3	2	Oxydol Show (CBS)	11.1				
WEEKDAY (Average For All Programs)			(6.2)				
1	1	Arthur Godfrey (Ligg. & Myers) (CBS)	11.9				
2	2	Arthur Godfrey (Nabisco) (CBS)	9.9				
3	5	Romance of Helen Trent (CBS)	9.3				
4	3	Right to Happiness (NBC)	9.3				
5	4	Pepper Young's Family (NBC)	9.2				

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NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

LORAIN DISPUTE

Government Sums Up Case

BRIEF summing up the Government's charges against the *Lorain Journal*, involving alleged discriminatory practices against advertisers who used the facilities of WEOL Elyria-Lorain, Ohio, has been filed in Cleveland.

The anti-trust case involves the newspaper and four executives of the Lorain Journal Co.—Samuel and Isadore Horvitz, who own the *Journal*, and D. P. Self and Frank Maley—as defendants. The trial was completed in Cleveland last March [BROADCASTING, March 20] after Judge Emerich Freed heard 66 witnesses for the government and one for the defense.

The defense had until April 28 to file its brief. Authorities expressed belief that a decision would be handed down sometime between early May and July.

Government has charged that the *Journal* had refused or threatened to refuse advertising of merchants who also bought time on WEOL. Additionally, the newspaper was charged by WEOL President Roy Ammel with refusing to print station's logs as paid advertising.

The government said further in its brief that "the First Amendment does not immunize anyone from prosecution for violations of the general laws of the United States in which the media of free speech or press have been used in perpetration of the crime."

The *Journal* had contended that a newspaper cannot be compelled to take advertising; that it did not restrain interstate commerce channels; and that conviction would infringe on freedom of the press.

Gates has it
IF IT IS FOR A
BROADCASTING STATION
GATES RADIO COMPANY
QUINCY, ILLINOIS
TELEPHONE • 522
WASHINGTON, D. C.
TEL. METROPOLITAN 0522

European Study Tour

KENNETH BARTLETT, dean of University College at Syracuse U. and director of radio and television, and Sam J. Slate, head of BBC program operations in New York, are organizing European study tour of broadcasting systems for industry personnel, the school has announced. Mr. Slate will conduct a course on foreign radio, while Mr. Bartlett will outline the American system. The tour, sponsored by Syracuse U., leaves New York by plane July 2 and returns July 31. Students will visit England, The Netherlands, Luxembourg, Germany and France.

HR-7310 COPIES

NAB Blocks Distribution

EFFORT of Gordon Brown, WSAY Rochester, N. Y., to distribute copies of proposed law (HR-7310), to require licensing of networks, among the delegates at NAB convention, Chicago, was temporarily blocked fortnight ago by NAB (WSAY isn't member) and Stevens Hotel officers.

Undismayed, Mr. Brown discovered that 10-foot area of ramp between Stevens ballroom and Eighth St. Theatre actually is classified by the city of Chicago as an alley. He stationed scantily-clad model in "alley" to hand out literature as delegates went to and from meeting room.

The bill was introduced Feb. 15 by Sen. Sheppard (D-Calif.) and referred to the Committee on Interstate & Foreign Commerce.

STANFORD-NBC

Courses Begin June 22

FOURTEEN courses in the eighth annual Stanford-NBC Radio-Television Institute, opening at Stanford U. June 22, were announced last week by John W. Elwood, general manager of KNBC San Francisco.

Institute is designed for professional radio men, teachers, advertisers, community leaders and advanced college students. Tuition is $200 for students seeking academic credits, $135 for non-academic students. Classes end Aug. 19.

Two courses, U. S. broadcasting and broadcasting lab, will be required of all students, Mr. Elwood said. Optional courses will cover announcing, acting, production, writing, directing, news, special events, selling and advertising, planning, program scheduling and radio survey work. Emphasis will be on latest radio and TV developments and techniques.

Instructors for the Institute are drawn from the Stanford faculty and KNBC department heads. Number of students will be limited, as in past years, to 75, Mr. Elwood said.

COLUMBIA Pacific Network and KSDO San Diego join Southern California Broadcasters Assn. Group now numbers 47 stations and networks in 16 cities, in addition to FM and TV affiliates of members.

QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
OVER 230,000 POPULATION
Largest population market in Illinois and Iowa, outside Chicago.
Family income tops $5,650 per year.
Farm machinery manufacturing center of the nation.
Delivering more listeners at a lower cost . . .
WHBF
5000 Watts Basic ABC
AM • FM • TV
National Representatives . . Avery Knodel, Inc.

CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Commercial manager for 5 kw midwest Mutual. National sales experience essential. Box 956E, BROADCASTING.

Manager—250 w station one year old. Thriving community. Adequately financed local business men. City of 9000. Excellent opportunity. T. C. Gregory, Box 1068, Alliance, Nebraska.

Salesmen

Network station with both AM and TV operation has opening for staff salesman. Must have radio sales experience. Attractive salary and commission plan. Send complete particulars, including photo, references, experience, to Box 831E, BROADCASTING.

Salesman for transit radio and functional music station in Pennsylvania. Guarantee plus commissions. All information plus salary requirements first letter. Box 840E, BROADCASTING.

Time salesmen—two. We operate three stations in upper Michigan and northern Wisconsin. Single station markets, no outside competition. All stations network. Trade very radio minded. Living costs extremely low in America's vacation land. Liberal drawing account and commission that won't be cut. Company in business 20 years. Beautiful opportunity to make money. Not interested in floaters. Send all information first letter. Box 963E, BROADCASTING.

Sales manager-salesman wanted for 5 kw network station in one of midsouth's top markets. Interested in producer, not desk executive. Good man will make money with liberal commission. Do not apply if less than five years experience. Box 980E, BROADCASTING.

We want a salesman with radio experience, knowhow, aggressiveness without high pressure, saleable ideas and a desire to work. Ours is a long established, highly accepted ABC affiliated station. If you're looking for a better deal, here's a fine opportunity and a good income for a man who can produce. Send complete details to KWNO, Winona, Minnesota.

Salesman—Opportunity for steady hard working local salesman on dominant network regional station. Complete details and references with application. WFDF, Flint, Michigan.

Veterans newspaper in Kansas City sponsoring weekly radio program needs advertising phone salesman. Advertising man with initiative and ideas can write own ticket. Minimum earnings $100 weekly up comm. Don Wilson, Gateway Publishing Co., 319 W. 9th St., (Victor 0457).

Announcers

Announcer-sportscaster, excellent opportunity open for experienced young announcer-sportscaster who wants to step up to 1,000 watt, network affiliate operation. Graduated wage scale, talent. Michigan location. Send audition disc, photo and letter of qualifications to Box 807E, BROADCASTING.

1000 watt independent near Chicago has opening for versatile staff announcer. Personal interview required. Box 856E, BROADCASTING.

Announcer with first class license. Send disc, photo and salary requirements. Car necessary. Box 905E, BROADCASTING.

Midwest ABC affiliate has opening for announcer. Salary $55 per week. Send full details, audition and picture. Box 961E, BROADCASTING.

Announcer with first class phone license. KSUE, Susanville, Calif.

Help Wanted (Cont'd)

Announcers—Four with first class licenses. Also all-round man for announcing, copywriting, traffic, sales and service. Excellent climate. Starting salary dependent on experience and ability. Send disc or tape and background immediately. Single men preferred, but married men will be considered. Apply directly to Manager, Box 1419, Albuquerque, N. M., the fastest growing state in the Union.

Wanted—Experienced announcer with first class license for combination position. Starting salary $60.00 week. Ed Anderson, Station WBBO, Forest City, N. C.

Experienced morning man for 250 watt station with regional FM. 45 hours per week. Call Program Director or Manager, WFNC (Phone 4848), Fayetteville, N. C.

Disc jockey with good southern accent or other attractive accent or style. Excellent incentive salary. Send tape or disc to Franklin, 3823 N. 52nd Street, Milwaukee, Wisconsin.

Situations Wanted

Managerial

Manager, accent on sales. Young, aggressive, 12 years grass-root experience in all phases of radio. Record of successful operation. College graduate. Box 814E, BROADCASTING.

Manager, program director, public relations 20 years radio experience. 18 successful years with middlewest 50 kw station. Exceptional references as to ability and character. Box 952E, BROADCASTING.

Sales manager—who in twenty years has personally sold millions of dollars in local time seeks job as commercial manager of substantial station or manager of a smaller station. 1½ years of television. 45 years old, married and have two children. Complete references. Box 953E, BROADCASTING.

Manager. Proven sales record, currently commercial manager, wealth of radio experience, 37, excellent health, family man, civic minded, enjoys working. Box 960E, BROADCASTING.

Background that's necessary for a smooth, successful operation. 12 years in radio—all departments. Interested in investment in small market station. Can fully staff. Over a year's TV experience. Can schedule personal interview. Box 967E, BROADCASTING.

Eight years of radio including commercial and station manager, owner, can mean clean, efficient operation for your station, Present situation secure. What can you offer? Box 972E, BROADCASTING.

Salesmen

Sales comm. mgr. College education. Agency, promotional experience. Strong on sales. Box 926E, BROADCASTING.

Sales manager-salesman, 33, married, proven record, high earnings. Also write, announce. Box 949E, BROADCASTING.

My sales have been tops and I'm happy. We can get together if your future will equal my talents. Box 973E, BROADCASTING.

Salesman: 5 years topflight insurance agency, now trying radio. Graduate leading broadcasting school. Announcing, board, writing, travel. Raymond Dormer, 90 Saratoga Avenue, Yonkers, N. Y.

Smiley Wilson entertainers. Western music-entertainment. Phil Edwards, Deland, Fla.

Salesman, announcer—experienced, age 26. Good producer, travel anywhere. Mark Stanton, Penthouse Club, 62 Pitt Street, New York City.

Situations Wanted (Cont'd)

Announcers

Newsman-announcer. Experienced. Just graduated Northwestern University. Trained in all phases of broadcasting. Looking for radio or TV job with a future. Will travel anywhere. Disc, picture, full details upon request. Box 846E, BROADCASTING.

Professionally trained announcer, some experience, age 22, will travel. Disc and photo available. Box 855E, BROADCASTING.

Experienced combination man wants position with progressive station. Box 869E, BROADCASTING.

Announcer, newscaster. Available now. BA Degree, single, have car. Will travel. Disc, photo on request. Box 895E, BROADCASTING.

Sportscaster-announcer. Desires permanency. Six years experience, play-by-play, newscasting, commercial. Married, 29. South or west coast—will consider all. Box 900E, BROADCASTING.

Experienced announcer - program director major network and independents experience. Best references. Single, available immediately, anywhere in United States. Box 915E, BROADCASTING.

Young, aggressive, announcer-engineer. One year experience. Operate Western Electric and RCA consoles. Presently employed, would like to relocate in Great Lakes area, preferably near Chicago. Box 916E, BROADCASTING.

Looking for an experienced, hard working, dependable announcer and operator? I'm available. Single, 22, college graduate. Travel anywhere. Salary secondary. Box 921E, BROADCASTING.

Newscaster. A newspaperman with a voice. Gather, write, deliver. Best references. Disc, details upon request. Box 923E, BROADCASTING.

Announcer-engineer. Good voice. Experienced in 1 kw net and 250 indie. Married. Have a car. Available now. Midwest or northwest only. Box 927E, BROADCASTING.

Capable, hardworking — broadcasting degree. Just need a chance. Play-by-play my desire but will accept position with chance for sports announcing eventually. Will go anywhere. Disc, photo, references available. Box 929E, BROADCASTING.

Announcer, experienced in announcing, disc jockey, newscasting, sportscasting. Three years experience sales promotion. Knowledge of board. Will travel. Box 930E, BROADCASTING.

Announcer, experienced in announcing, disc jockey, news, continuity writing, five years sales promotional work. Knowledge of board. Dependable, sober. Box 931E, BROADCASTING.

Announcer-writer. Vet, single, will travel, college grad with BA Degree. Available immediately. Some experience in announcing. Have written and produced a radio series aired over a major N. Y. metropolitan station. Box 932E, BROADCASTING.

Looking for that first break as announcer and disc jockey; no experience but ambitious and willing to work. Single, disc available. Box 933E, BROADCASTING.

Available immediately—two highly versatile announcers — excellent voices. Written, directed and enacted several shows for N. Y. stations. Can write own copy. Information, discs available. Box 934E, BROADCASTING.

Announcer, staff experience New York. All-round, newscaster, deejay, etc. Will go anywhere. References. Box 935E, BROADCASTING.

If your prescription calls for youth and experience, I may be just what the doctor ordered. Can give your station a shot in the arm. Send case history. Box 936E, BROADCASTING.

Attention major city stations. Major city voice for sale. Have done every pattern of announcing chore long and successfully. Presently employed. Will audition in person. Now in N. Y. C. Box 937E, BROADCASTING.

Situations Wanted (Cont'd)

South Texas preferred. Announcer three years experience. Heavy on news-DJ-continuity writing. Looking for permanent position with programming future. Can you use me? Box 940E, BROADCASTING.

Want experience? 11 years announcing, accent on sports plus 1 year sports and studio director on television plus sales experience. 7 years with last employer. Prefer midwest, available now. Box 945E, BROADCASTING.

Need a sincere hard worker around? I'll swap that for DJ experience. 4 years college, major management, 24, 2 years sales, have car, salary secondary, anywhere. Box 947E, BROADCASTING.

Announcer: Recent graduate of radio school. Can operate console, college graduate, ambitious, hard worker, need that all important first job. Will send disc and photo if interested. Box 962E, BROADCASTING.

Newscaster—Ten years experience with large network affiliate, distinctive voice and delivery, former Army correspondent, can do creative writing or rewrite, solid radio background and serious student of TV, top references, college grad, available May 1st for personal interview and audition. Box 970E, BROADCASTING.

Attention Virginia and North Carolina. Experienced announcer with accounting background wants position with a small station handling all books and announcing. Age 25, married, child, sixty dollars. Box 971E, BROADCASTING.

Baseball play-by-play man. Not too late to get a warm, informal, but exciting style which brings sales to sponsor, listeners to station and fans to club. Available immediately. Thoroughly experienced all phases broadcasting. College graduate. Box 975E, BROADCASTING.

Announcer, including news, popular and hillbilly, DJ. Knows board, single, go anywhere, anytime. Box 976E, BROADCASTING.

Morning team (2 males). Travel, specialize, news, DJ. Topflight play-by-play all sports. Board, sales, graduates leading New York school. Box 977E, BROADCASTING.

Announcer-veteran-graduate of leading broadcasting school. Have had acting training. Operate console, salary optional, prefer upstate New York, New England area. Available. Box 978E, BROADCASTING.

Announcer—can sell, write commercial copy—specialize in baseball play-by-play, know board. Box 979E, BROADCASTING.

Announcer, 2½ years network, independent experience, versatile, single, 24. B.A. Degree. Dependable, responsible. Experience commercials, news, popular, classical music. Desire permanent position. Jack Erthal, 11402 Superior Avenue, Cleveland, Ohio.

Announcer, 32, single, experienced good all-round man, deep resonant voice. Can handle board. Will travel. Disc, photo, available. John Gary, 635 Hemlock St., Scranton 5, Pa. Phone 2-1180.

Announcer-engineer—First class phone (also class A amateur); M.A. in English (Columbia University); now teaching English; available about middle of June; prefer N. Y., N. J. or Pa. George Hirshfield, 403 Dechman Avenue, Peoria 4, Illinois.

Announcer—Graduate of leading announcing school. Midwest preferred, but will consider any offer. Record upon request. Cecil Muir, 319 E. Chicago St., Elgin, Ill.

Top announcers; top newscasters; top writers; available now. Write, phone or wire Pathfinder School of Radio. 1222-A Oak St., Kansas City, Mo., HArrison 0473.

Announcer. Jack Rock, 2076 Turnbull Ave., New York 61, N. Y. Talmadge 2-4037.

Combination announcer-engineer, first phone, disc on request. Available immediately. Ed Sullivan, 80 Amsterdam Avenue, N. Y. C.

Anxious to get started—good voice. Some experience combinations. What can you offer? Recent grad good school, excellent references. Arthur Zarn, 1561 Fulton Avenue, Bronx 57, N. Y.

Technical

Young, single man desires engineering position. Two months experience, very reliable, able to go anywhere. Box 788E, BROADCASTING.

Situations Wanted (Cont'd)

Engineer—26 months experience transmitter, remotes. Graduate leading radio school. Army radar experience. Will travel. Box 819E, BROADCASTING.

Chief engineer with extensive and above average experience in AM and FM transmitter, directional antenna and studio construction, maintenance and operation seeks position with progressive established employer. Excellent record with personnel. Recommended by leading consultants in addition to past and present employers. Box 850E. BROADCASTING.

Attention midwest—I'd like my application in your files so that when you need an experienced engineer with announcing experience you can call on me. Presently employed. Box 918E, BROADCASTING.

Chief engineer, 17 years experience seeks change to more progressive station. Best of references. Box 924E, BROADCASTING.

Chief engineer—Construction and operation 5 kw with directional antenna and TV installation experience. Complete control room and studio installation. Licensed since 1936. All inquiries answered. Box 938E, BROADCASTING.

First phone license. Transmitter, console, remotes. Married, car. Want to settle with northeastern station. Box 939E. BROADCASTING.

Engineer available on short notice—consider only 5-50 kw stations. Best references. Box 925E, BROADCASTING.

Engineer or combination. 1st phone vet. Married. Broadcast experience. Have house trailer. Prefer southwest. Disc. Box 948E, BROADCASTING.

Engineer—First phone. Three years broadcasting experience. Console, transmitter and some construction. Have car. 28 years old. Currently employed chief engineer. Box 958E, BROADCASTING.

Experienced consulting engineer, now employed by Washington firm, wants permanent chief engineer job with regional network or expanding station. Box 959E, BROADCASTING.

Young experienced combination man holding first phone, second telegraph licenses available June. Box 964E, BROADCASTING.

Licensed operator, commercial first phone, ten years experience other than commercial broadcast desires position in midwest or south. Single, age 44. First two weeks without compensation. Very willing to learn and perform additional duties. All replies answered. May I be of service? Box 969E, BROADCASTING.

Engineer, first—experienced, married, car, available immediately. Earl Davis, 506 E. York, Olney, Illinois.

Engineer, first phone, no experience, vet, married, age 31. Willing to travel. G. Elliott, 45-06 39 Place, L. I. C.

Vet, 25, single, first phone and telegraph, 2 years cw, 7 months broadcast experience. Have car. Desire permanent position with future. Scranton and vicinity and Eastern Seaboard. Sal Giammanco, 624 Hendrix St., Brooklyn 7, N. Y.

Experienced engineer-announcer seeking permanent position in home state of Minnesota. References, photo and recording available on request. Presently employed. Clifford D. Hatch, 902 East First Ave., Williston, North Dakota.

Engineer with first phone license, wishes position, will work anywhere. No experience. A. D. Kirschbaum, Cairo, Nebraska.

Position wanted as broadcast operator. Experienced. Chester Stromswold, Waterville, Minnesota.

Experienced engineer, studio and transmitter, electrical background, age 40 years, single, sober. Claude Thomas, Vandalia, Missouri.

Seven years training in radio and electronics. BS in EE, graduate of Navy electronics school and National Radio Institute. First phone. Seek engineering position in south or southwest. Robert B. Wilson, Lake Cormorant, Miss.

Situations Wanted (Cont'd)

Production-Programming, others

Woman commentator. Director. Versatile. Experienced all phases radio. Seeks connection offering bona fide opportunity for growth. Advancement. Personality, record, background just right for aggressive operation following strong public service line. Box 717E, BROADCASTING.

Ambitious assistant program director of five kw network station looking for opening as program director. Previous experience: announcing, continuity, programming, promotion, production. College grad with five year record of successful radio. Sober, reliable . . . highest references. Box 919E, BROADCASTING.

Secretary for you. Save executive's (your) time—handle customers with deft touch, promote goodwill for your firm, sell your product and service. Attractive, brains, courteous. Box 928E, BROADCASTING.

Continuity writer, sports to comedy skits—experienced as time salesman. Wants writing job with station or agency. Box 959E, BROADCASTING.

Traffic manager who can fill the bill. I have six years experience in traffic, copy. Available immediately eastern or southern station. Box 951E, BROADCASTING.

Program director position desired in New England or upstate New York, by staff man currently employed 50,000 watt independent. Please state rate of remuneration. Box 957E, BROADCASTING.

Seek combination program director-sales appointment; creative mind; know station operation thoroughly; now, successfully operating radio ad agency; can meet people and sell 'em; young, mature, hard worker; network announcer-actor; highest references. Box 965E, BROADCASTING.

Experience? Yes. Program director, announcer, news, disc shows all types, ad-lib, remotes, board, all-round, net and independent. Available immediately. Bill Steen, 3430 Orange Ave., Long Beach, California. 422-89.

Television

Managerial

Successful commercial and station management has paid me well. No TV knowledge, but a yen to learn. Let's talk. Box 974E, BROADCASTING ● *TELECASTING.*

Salesman

Crack radio salesman wants TV. College graduate. Three years radio, 1000 w to 50,000 w. Three years advertising and promotion, newspapers, theatre, agencies. Proven record, references. Box 920E, BROADCASTING ● *TELECASTING.*

Announcers

Reliable, ambitious, talented university graduate with 2 years radio-TV training and 1 year experience all phases of radio. Ready for TV. Box 941E, BROADCASTING ● *TELECASTING.*

Production-Programming, others

Young man, 28, television school graduate seeks opportunity with station, packager or agency as writer, production trainee or producer's errand boy. Studied medium two years. Owns six money making program ideas and more growing. Has own typewriter and television library. Family man, honest conscientious. Will travel. Salary secondary to opportunity. Box 946E, BROADCASTING ● *TELECASTING.*

For Sale

Stations

Stock available, possibilities to 30% independent AM northwest major market. Prefer participating investor commercial experience. Box 902E, BROADCASTING.

Equipment, etc.

Complete setup for FM station, including 1 kw Western Electric transmitter. Box 792E, BROADCASTING.

Best offer takes complete recording setup consisting of 2 Presto 6N turntables and cutting lathes, equipped with automatic disc equalizers—one Presto 92-A recording amplifier—all in A-1 condition. Write Radio KOOL, Phoenix, Arizona.

For Sale (Cont'd)

For sale, Magnecord tape recording equipment. Complete set, two recorders, one rack amplifier, one portable amplifier. Includes two PT6A, one PT6P, one PT6R. Like new condition. Cost over $1400, first $1,000 takes it. Write A. D. Gillette, WCKY, Cincinnati, Ohio.

$11,500 savings. Complete FM transmitting equipment. 106.9 mc. Like new. Includes GE BT-2-B 1 kw transmitter, spare tubes, crystal; WE 5-A monitor; GE BY-6B 6 bay circular antenna with mast; 100' Wincharger type 300 guyed supporting tower; A-3 lighting equipment; 140' Andrew 1⅝" type 451 transmission line with accessories. Available at site $4,900. WENY, Elmira, New York.

Lehigh galvanized self-supporting tower 254 feet, Locke insulators. Tower now in service. Excellent condition. For additional details write or phone K. R. Cooke. Chief Engineer, WGBI, Scranton, Pa.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Stations

Four veterans, total twenty years experience, wish inclusion in staff, southwestern AM station through partial or complete purchase. Box 955E, BROADCASTING.

Equipment, etc.

One kilowatt FM transmitter, prefer Western Electric. Reply Box 908E, BROADCASTING.

Wanted—FM frequency and modulation monitor in good condition. State make, model and age in replies. Box 917E, BROADCASTING.

Wanted—Part or all equipment in new condition for 500 w AM station with two 200' guyed towers. Mail list and best price. Box 922E, BROADCASTING.

Wanted. General Radio range extension filters for use with General Radio 732-A distortion and noise meter. Box 966E, BROADCASTING.

Wanted — RCA type 76B consolette; RCA type 70C turntable, preferably with preamplifier. State age, condition, exact type and price. Box 968E, BROADCASTING.

Wanted—One RCA WX-2B or WX-2C field intensity meter in good serviceable condition. Radio Station WLAP, Lexington, Ky.

Miscellaneous

We offer, frequency measuring service, commercial quartz crystals, new, regrinding or repairs. Frequency monitor service. "14 years experience." Eidson Electronic Co., Box 31, Temple, Texas. Phone 3901.

Employment Service

N-O-W! OPEN—
*Home economist—women's dir.
*Lady deejay (1st fone lic.)
*Lady copywriter-director & sales.
*SALESmen (No order takers).
N-O-W! AVAILABLE—
*Topnotch chief const. engr. (15 yrs. exp.)
*AM-TV program dir. (20 yrs. exp.)
*Executive manager (heavy on SALES).
*Several GOOD sportscasters.
N-O-W! YOU too can be serviced—by:—
*RRR - RADIO - TV EMPLOYMENT BUREAU
*P.O. Box 413, Philadelphia 5, Pa.
*FREE—to employers—screened personnel!

Situations Wanted

Announcers

ANNOUNCER-SALESMAN

Sober, mature man with desire to enter radio field. Can't get thank you for letters sent to stations. Reason I presume not enough experience. I'll surprise you as to my ability. Radio school graduate, taught by men active in radio. Speech training for radio and have good sales record in another field. Some experience in news and baseball play-by-play, both live and recreations, at 5000 w station. Graduate Geo. Barr Umpire School to help me in baseball play-by-play broadcasts. Veteran, married, 33 years old, religious.

BOX 944E, BROADCASTING

Situations Wanted (Cont'd)

Technical

DIRECTOR OF ENGINEERING OR GENERAL MANAGER

Engineering executive now chief of transmitter section of major broadcast equipment manufacturer seeks position as director of engineering for a progressive broadcast organization now in TV or with TV plans.

Over 18 years experience in AM-FM-TV and an outstanding record of design, construction and administrative engineering including two years TV operational experience as director of our own 5 kw experimental TV station. Also interested in investment. Present employer will provide top reference.

BOX 943E, BROADCASTING

Television

Production-Programming, others

TV PRODUCTION ASSURANCE
PRODUCER-WRITER
3 years radio, 2½ years TV
Commercially experienced in all studio and remote operations
Excellent references
BOX 942E, BROADCASTING

AZRAEL AGENCY

Alters Giveaway Show

NEW VERSIONS of the social security card giveaway program operated by Azrael Adv. Agency, Baltimore, adapting the plan to small-town stations, were announced last week by the agency.

Number of participating stations has risen to 83, according to Maurice Azrael, president of the agency. The plan covers the reading of a social security card number, with holders of numbers entitled to collect a prize ranging up to $100 [BROADCASTING, March 13].

A new scale of prizes ranges from $25 to $100 depending on frequency of awards and size of city. Station fees range according to size of city. Minimum rate is $45 a week in cities under 50,000, providing for a minimum of one $25 cash award a week. Maximum fee is $200 a week in cities over 400,000, providing a minimum of one $100 prize a week.

Mr. Azrael said WKMH Dearborn, Mich., had six winners in one week and KSON San Diego five in a week. WWDC Washington has expanded the program to 12 times daily, using auto registration as well as social security numbers because large numbers of listeners in the area do not have social security cards.

Old NAB Bldg. Sold

OLD NAB building, across the street from present Washington headquarters, has been sold for about $60,000, double purchase price early in the war when association was forced out of downtown quarters. Building was bought for $30,000. Purchaser is District of Columbia Chapter, American Institute of Banking.

THE HAYWARD FOOTNOTE

Former Network Star Sells Homes on WGAC

A DETAILED footnote is being written at WGAC Augusta, Ga., to the radio career of a former network star, Joyce Hayward, who is making local history by producing and starring in a successful show of her own.



Miss Hayward

It was radio that precipitated her exodus from Broadway's bright lights and from the sets of millions of radio homes where she was heard as a leading character in daytime serials. She left New York when she married Edgar Kobak Jr., part owner and general manager, WTWA Thomson, Ga., and settled down to a quiet life in the South.

But life—via radio—soon took on a look of anything but peace. Joyce Hayward's fame had preceded her to Georgia, and in March, the Knox Corp., Augusta builder of prefabricated Knox Homes, a new entry in radio, purchased her show. Since that time, the program has been paying off for Knox, both in prestige and in the amount of traffic through its model homes.

The *Joyce Hayward Show* is a woman's program tailored to the informal touch with the star and her announcer, Warren Hites, visiting places of historical note and frequently interviewing visiting personalities. In the daily chit chat, Miss Hayward and Mr. Hites present recipes and household hints while passing-on daily party ideas. The program is broadcast Monday through Friday, 11:30-11:45 a.m.

Program Spark Plug

Sparkplug of the program, of course, is Miss Hayward who makes arrangements for the show and produces it with the assistance of Mr. Hites. This is a new type of role for the actress who has had the lead in a score of top radio dramas, including *Mystery Without Murder* (as Amy Riddle); *Young Dr. Malone* (as Barbara Hale) and *Backstage Wife* (as Vi Waters).

On Broadway she played the theatre as a member of the cast of "Liliom," which starred Burgess Meredith and Ingrid Bergman. She was the original "Miss Television" at the New York World's Fair and later played in TV shows including *Kraft Theatre* and *Philco Playhouse*. As an author, Miss Hayward has contributed to national magazines and to network shows.

While helping Knox to sell its homes, she finds a second career in her own home where Mr. and Mrs. Kobak have a baby girl, Stella-Celeste.

On All Accounts

(Continued from page 16)

tinues to be music, and he can be heard occasionally on the Cleveland air waves or the back row of the Singer's Club. Since 1940 when he worked on the Wilkie campaign in a special phase of labor relations, with emphasis on broadcasts of well-known labor leaders, Bromley has participated in political activities. He classes these political interests as "good opportunity for consumer research."

In spite of his busy agency life and political doings Bromley finds time to be president and district governor of the Exchange Club of Cleveland, is active in the American Legion, Chamber of Commerce, Elks, Eagles and the Cleveland Church Federation. In addition the Houses have just moved into a new ranch home in the Cleveland suburbs and are trying to find time to plant a few shrubs.

"Radio must adhere closely to fundamentals to be successful advertising," says Bromley. His primary headache today is producing television and radio commercials that will meet the standards of the agency and fit the budget of local and regional sponsors as well.

Top Network Station

One of the midwest's dominant facilities. This property has everything that a leading regional needs. It is well established, shows a continuous record of growth and is just beginning to capitalize on its number one position in the market. Is in an excellent position for TV. Price $375,000.00. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672



MAL HANSEN, WOW Omaha's farm service director, is now "Big Chief Sagwa" after being so designated by the 216 members of the recent WOW New South Farm Study Tour [BROADCASTING, March 20]. On the final night of the trip, the group surprised Mr. Hansen by presenting him with this certificate and $65 to buy himself a present. Members of the tour said "Sagwa" means "Moses, Leader of the Tribe."

HOLMES AWARDS

To Cite Western Adwomen

FOURTH annual Frances Holmes Achievement Award for outstanding advertising achievement has been announced by Los Angeles Advertising Women, in cooperation with Advertising Assn. of the West. Contest is open to any woman in the 11 western states and British Columbia who has originated, planned, developed, executed, supervised or participated in advertising produced between April 1949 and April 1950. Total of 14 awards in that number of different advertising categories, including two radio and two television groups, will be presented. Winning entries from each classification will be judged for top Frances Holmes Outstanding Achievement Award.

Presentations, in form of "Lulu" statuettes, will be made for best work in following categories: (1) Radio Commercial Campaign; (2) Sponsored Radio Program Series; (3) Television Commercial Campaign; (4) Television Program Series; (5) Copy Series; (6) Layout Series; (7) Mechanical Production; (8) Research Project; (9) Finished Art Series; (10) Direct Mail Campaign; (11) Publicity or Public Relations Campaign; (12) Commercial Film; (13) Outdoor or Transit Advertising; (14) Complete Campaign.

Entries will be judged for idea, grasp of problem, ingenious use of space or medium, style, execution, good taste, soundness of appeal, and overall effectiveness.

There will be five judges, two who have not yet been named. Chosen are Herbert Kirschner, president of AAW and head of Kirschner & Co., San Francisco; Dana Jones, head of Dana Jones Co., Los Angeles; Ivan Shun, of Advertising Counselors of Arizona, Phoenix.

Contest closed April 26 with awards to be made at presentation luncheon May 21 at the Ambassador Hotel, Los Angeles.

BOND DRIVE

Treasury Set on Radio-TV

RADIO-TV plans for the U. S. Treasury Dept.'s May 15-July 4 "Independence Drive" to sell savings bonds are reported nearing completion by the Treasury's Savings Bond Division [BROADCASTING, April 10].

Cornwell Jackson, Hollywood vice president of J. Walter Thompson Co., has been named national radio consultant to Treasury while David Levy, radio-TV director for Young & Rubicam, New York, has been named national television consultant, Treasury announced. Mr. Jackson is handling arrangements for the four-network kick-off broadcast on May 15 while Mr. Levy is arranging its TV counterpart, now slated for NBC-TV.

Both the AM and TV shows will feature pickups of President Truman and Secretary of the Treasury John W. Snyder. The AM program otherwise will present some 20 top radio-movie personalities and a half-dozen name orchestras. The TV show, styled as an "open house with Arthur Godfrey," will feature leading talent to be introduced by various government officials, including FCC Comr. Frieda B. Hennock.

Special series of Treasury's regular *Guest Star Parade* transcriptions, now heard on more than 2,800 stations weekly, is being prepared for the drive. TV announcement films are being readied by G. M. Basford Co. Additional radio-TV announcement copy also is in preparation.

Recordings of the Liberty Bell, symbol for the drive, will be sent all stations. Fifty-two exact replicas of the original bell, minus its crack, are being cast in France and will be sent on tour during the drive.

CHILDREN'S SHOWS

N. Calif. Group Lists Top 15

FIFTEEN "family listening" programs have been judged as "excellent" in the second annual report released by the Children's Committee of Radio Listeners of Northern California. The committee, in considering 43 programs, listed 10 as good, five as fair and 13 as poor for children's listening.

"Modern radio meets perhaps one twentieth of the needs of today's children," the report stated. The committee deplored the fact that because of the relatively few children's programs on the air today, children are constantly tuning in on adult programs. The shows judged as excellent, and the San Francisco stations presenting them, were listed as follows:

Fred Waring, Signposts for Young Scientists, Standard School Broadcast, Junior Jingles, NBC Theatre and *Cavalcade of America*, all on KNBC; *Let's Pretend, Gold Rush Days*, both on KCBS; *Quizdown, Schoolcast* and *Mr. President*, all on KGO; *Story Teller* and *Youth Symphony*, both on KFRC; *Les Malloy*, KYA; *Tunes for Tots*, KSFO.

Docket Actions . . .

FINAL ORDER

Terrell Bcst. Corp., Terrell, Tex.—Adopted order granting petition for reconsideration and grant without hearing of application of Terrell Bcst. Corp., for new station on 1570 kc, 250 w day. Principals in corporation include Frederick I. Massengill Jr., D. W. Massengill and Carl Tegler. Frederick Massengill is general manager of Tribune Pub. Co. Estimated construction cost at time application was filed in 1947 was $13,200. Decision April 24.

INITIAL DECISION

Falls County Public Service, Marlin, Tex.—Initial decision issued by Examiner J. D. Bond to grant application of Falls County Public Service for new station on 1010 kc, 250 w daytime only. Initial decision April 20.

WBAT Marion, Ind., Chronicle Pub. Co. Inc., Marion and Kokomo Pioneer Bcstrs., Kokomo, Ind.—Initial decision issued by Examiner James D. Cunningham to grant application of WBAT to change from 1600 kc, 500 w day to 1400 kc, 250 w unlimited and to deny applications of Kokomo Pioneer Bcstrs., for new station at Kokomo and Chronicle Pub. Inc., for new station at Marion, Ind. both requesting 1400 kc, 250 w unlimited. Initial decision April 26.

WMRO Auroa, Ill.; WGBF Evansville, Ind.—Initial decision issued by Examiner Jack P. Blume to grant application of WGBF to change from 1280 kc 5 kw day 1 kw night to 1280 kc 5 kw unlimited and to deny application of WMRO to change from 1280 kc 250 w day to unlimited time using 100 w night. Initial decision April 26.

OPINIONS AND ORDERS

Loyola U., New Orleans—By memorandum, opinion and order affirmed staff action in referring to pending files petition of Loyola U. to amend TV application to substitute Channel 4 in lieu of Channel 10 at New Orleans. Commission had previously requested applicants to postpone filing of applications or amendments pending final determination of Rules and Standards and allocations proposed in proceedings. Order April 21.

Non-Docket Actions . . .

AM GRANTS

Litchfield, Ill. — Mid-Illinois Bcstg. Co., granted new station on 1540 kc, 1 kw day. Estimated construction cost $37,653.56. Principals in corporation include: Hayward L. Talley, engineer WOKZ, secretary-treasurer 39.08%; Roy Talley, farmer 14.38%; there are ten minor stockholders. Granted April 21.

Hanover, N. H.—Granite State Bcstg. Co. Inc., granted new station on 1400 kc, 250 w unlimited. Estimated construction cost: $10,150. Granite State Bcstg. is licensee of WTSA Brattleboro, Vt.; WTSV Claremont, N. H.; and WKBR Manchester, N. H. Granted April 21.

San Francisco—Grant R. Wrathall granted new station on 1010 kc, 1 kw, eng. cond. Estimated construction cost: $23,200. Mr. Wrathall is a consulting engineer and holds radio interests as follows: 50% KDON Santa Cruz; KUTA Salt Lake City and KGEM Boise, Ida.; 23.1% Ephrata, Wash.; 15% KOPR Butte, Mont.; 12.5% KIFI Idaho Falls, Ida.; KEIO Pocatello and KLIX Twin Falls, Ida.; 1.5% WLOU Louisville, Ky. Granted April 21.

Corning, N. Y.—Corning Leader Inc., granted new station on 1540 kc, 250 w unlimited. Estimated construction cost: $6,750. Corning Leader Inc., is licensee WKNP-FM Corning and WELM Elmira, N. Y. Granted April 21.

West Bend, Wis.—West Bend Bcstg. Co., granted new station on 1470 kc, 500 w day. Estimated construction cost: $17,368. Principals include: Paul J. Mueller, 2% owner WMIL Milwaukee and ex-chief engineer that station, president 14%; Paul Ripple, WMIL engineer, secretary 12%; Carl Rhode, lab technician for AC Spark Plug Division, General Motors Corp., treasurer 12%; Wendell S. Ciganek, owner Central Radio Parts, Milwaukee, vice president 12%; August C. Berkholtz, theatre and hotel properties at West Bend and Two Rivers, Wis. Granted April 21.

WCEN Mt. Pleasant, Mich.—Granted increase in power from 500 w to 1 kw daytime on 1150 kc. Granted April 21.

WFHG Bristol, Va.—Granted switch in facilities from 860 kc, 1 kw day to 980 kc, 1 kw unlimited, directional night. Eng. cond. Granted April 21.

FM GRANT

Sanford, N. C.—Lee Bcstg. Corp, granted new Class A FM station, Ch. 288 (05.5 mc) ERP 490 w, ant. 340 ft. Lee Bcstg. Corp., is licensee WWGP AM outlet at Sanford. Estimated construction cost $4,119. Granted April 21.

TRANSFER GRANTS

KTOP Topeka, Kan.—Granted assignment of license from T. Hall Collinson tr/as Collinson Bcstg. Co., to Charles B. Axton for $52,500. Mr. Axton has been a radio artist for many years. He is presently sales manager WREN Topeka, Kan. KTOP is assigned 5 kw unlimited on 1250 kc, directional. Granted April 21.

KRSC Seattle, Wash.—Granted transfer of control in Radio Sales Corp., licensee, from P. K. Leberman, Robert E. Priebe and John E. Ryan Jr., to Sheldon Sackett for a consideration of $112,500. Mr. Sackett is owner of KROW Oakland, Calif., 95% owner KOOS Coos Bay Ore., and 77¼% owner of KVAN Vancouver, Wash. KRSC operates with 1 kw unlimited on 1150 kc. Granted April 21.

WORA Mayaguez, P. R.—Granted transfer of 160 shares of stock in Radio Americas Corp., licensee from Mrs. Joefa B. Vda. de Ramirez Arellano to Mr. Alfredo R. de Arellano Jr., her son, for a consideration of $5,000. WORA is assigned 1 kw unlimited on 1150 kc. Granted April 25.

OPERATIONS SUSPENDED

KGFN Grass Valley, Calif.—Joe D. Carroll granted final extension of authority to remain silent to April 30, for financial reorganization. Action taken April 24.

WJEM Springfield, Ohio—Champion City Bcstg. Co., granted request to remain silent for 90 days pending completion of plan for reorganization. Action April 21.

WRGK Brookfield, Ill.—WRGK Inc., granted request to remain silent until June 27. This is final authorization to do so. Extension of completion date for FM station was granted to same date. Action April 21.

(Continued from page 78)

April 26 Applications . . .

ACCEPTED FOR FILING

License for CP

KALE Yakima, Wash.—License for CP new AM station.

Modification of CP

KVOL Lafayette, La.—Mod. CP to change frequency power etc. modified to increase daytime power from 1 kw to 5 kw etc.

WSYR-FM Syracuse, N. Y.—Mod. CP FM station to change ERP to 10 kw, ant. to 482 ft.

WLYC Williamsport, Pa.—Mod. CP new FM station to change name from Lycoming County Bcstg. Co. to Lycoming Bcstg. Co.

TENDERED FOR FILING

WXLW Indianapolis, Ind.—CP to change from 1590 kc 1 kw D to 1130 kc 1 kw D.

FOR INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA, INC.
366 Madison Avenue, New York
Murray Hill 2-8755

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO APRIL 26

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,120	2,094	186	*	302	267
FM Stations	709	498	267	3	23	13
TV Stations	104	37	72		351	182

* Two on the air.

* * *

CALL ASSIGNMENTS: KCJB Minot, N. D. (North Dakota Bcstg. Co. Inc., 910 kc, 1 kw unlimited); KILA Hilo, Hawaii changed from KOLU (Island Bcstg. Co.); KRIB Mason City, Ia. changed from KICM (Mason City Bcstg. Co.); WATH Athens, Ohio (A. H. Kovlan & J. D. Sinyard, 1540 kc, 1 kw day); WDBL Springfield, Tenn. (Springfield Bcstg. Co. 1430 kc, 1 kw day); WERH Hamilton, Ala. (Marion County Bcstg. Co. 970 kc, 1 kw day); WPRB Jackson, Ala. (The Jackson Bcstg. Co., 1290 kc, 1 kw day); WKBI St. Marys, Pa. changed from WSMP (The Elk County Bcstg. Co.).

* * *

Deletions . . .

FOUR FM AUTHORIZATIONS were reported deleted last week by FCC. Total to date: AM 17; FM 41; TV 2.

WTNB-FM Birmingham, Ala.—Pilot Bcstg. Corp. CP March 7. Forfeiture.

WMSL-FM Decatur, Ala.—Tennessee Valley Bcstg. Co. Inc. CP Feb. 28. Forfeiture.

WSUA-FM Bloomington, Ind.—Radio Station WSUA Inc. CP March 7. Forfeiture.

KVNJ-FM Fargo, N. D.—Northwest Bcstg. Co. License April 20. Cancelled AM operation.

New Applications . . .

AM APPLICATIONS

Pocahontas, Ark.—Pocahontas Radio Inc., 1420 kc, 1 kw day. Estimated construction cost: $19,281. Principals in corporation include: A. J. Baltz, owner Blatz Implement Co., and holder of real estate and farming interests, president 41⅔%; Rufus D. Haynes, doctor of optometry, vice president 33⅓%; Adrian L. White, sales manager KDRS Paragould, Ark., 25%. Filed April 21.

Atlanta, Tex. — Ark-La-Tex Bcstg. Co., 900 kc, 1 kw day. Estimated construction cost $14,321. Principals include: Herman H. Wommack, vice president Wommack's Inc., men and boys clothing store, 85%; David A. Wommack, chief engineer KTFS Texarkana, Tex., 15%. Filed April 21.

Pottstown, Pa.—East Penn Bcstg. Co., 1370 kc, 1 kw daytime. Estimated construction cost $16,975. Principals include: David W. Jeffries, plant manager WESB-AM-FM Bradford, Pa., 50%; Joseph V. Lentini, salesman for Joseph F. Ventura, wholesalers, 50%. Filed April 20.

Campbellsville, Ky.—Taylor County Bcstg. Co., 1450 kc, 250 w unlimited. Estimated construction cost: $20,950. Principals include: R. P. Thompson, owner and operator Walker & Thompson Drug Store (Walgreen agency), president 33⅓%; Ray Smith, co-owner Scott & Smith Dept. Store (retail dry goods), vice president 33⅓%; M. M. Hall, medical doctor, secretary-treasurer 33⅓%. Filed April 19.

Walton, N. Y.—Delaware County Bcstg., 1270 kc, 1 kw day. Estimated construction cost: $20,150. Principals include: Dr. E. Odgen Bush, dentist, president 25%; Elmer Kellam, Member of Assembly of New York State, vice president 25%; Hyman E. Mintz, assistant attorney general New York State, secretary 25%; Muriel M. Kyle, housewife and school teacher, treasurer 25%. Filed April 19.

Nashville, Tenn.—H. C. Young Jr., 1470 kc, 1 kw day. Estimated construction cost $20,700. Mr. Young is owner of Salesmen Outdoor Advertising Co. He was previously announcer at WKDA and WMAK Nashville, and program director WKEU Griffin, Ga. Filed April 19.

FM APPLICATIONS

Mesa, Ariz.—Sun Valley Bcstg. Co., Class B FM station, Ch. 284 (104.7 mc), ERP 50 kc, ant. 142 ft. Estimated construction cost $18,016.75. Applicant is licensee of KTYL AM outlet at Mesa. Filed April 19.

Lexington, Ky. — American Bcstg. Corp., Class B FM station, Ch. 233 (94.5 mc), ERP 5 kw, ant. 350 ft. Applicant is licensee of WLAP AM outlet at Lexington and this is application for reinstatement of previously held CP. Filed April 19.

Kalamazoo, Mich.—Western Michigan College of Education, noncommercial education FM station, Ch. 216 (91.1 mc) ERP 400 w. Filed April 20.

TV APPLICATION

St. Louis, Mo.—220 North Kingshighway Inc., Ch. 7 (174-180 mc) ERP 48.6 kw vis., 24.3 kw aur., ant. 509 ft. Estimated construction cost: $332,050, estimated first year revenue $125,000 to $150,000. Principals in corporation include: Sam Koplar, president Embassy Invesment Co., board of directors San Janet Apt. Hotel Co., Forest Park Hotel Co. and Hotel Management Inc., president 5%; Harold Koplar, vice president Hotel Management Inc., vice president and general manager Chase Hotel, treasurer and general manager Forest Park Hotel, vice president 45%; Jeanette Koplar, treasurer and member of board of directors San Janet Apartment Hotel, president Montgomery Investment Co., treasurer 10%; Lillian Koplar Shenker, attorney, 15%; Betty Dolores Koplar, student, 20%; Morris A. Shenker, lawyer, secretary 5%. Filed April 21.

TRANSFER REQUESTS

KMED Medford, Ore.—Assignment of license from Mrs. W. J. Virgin, licensee to Radio Medford Inc. for $290,000. Principals in new corporation include: H. B. Murphy, stockholder in Pinnacle Packing Co. Inc. (fruit growers, packers, storage, etc.), treasurer 20%; Dwight Findley, physician and surgeon, assistant treasurer 20%; V. J. Robinson ⅓ interest in Daniels-Robinson Ins. Agency, president 10%; Winifred J. Robinson, ⅓ interest Daniels-Robinson Ins. Agency, 10%; B. L. Lageson, dentist, assistant secretary 20%; J. L. DeArmond,, 50% owner Ross & De Armond Lumber Co. Inc., vice president 10%; William M. McAllister, attorney and 51% stock holder in Medford Tank Lines, secretary 10%. KMED operates with 5 kw day, 1 kw night on 1440 kc. Filed April 26.

KRUX Glendale, Ariz.—Acquisition of control in Radio Arizona Inc., licensee, by Renee S. Donnet Cushman through purchase of 315 sh. of stock from Gene Burke Brophy for $31,500. Mrs. Cushman recently acquired 10.27% interest in KRUX (Broadcasting, April

(Continued on page 84)

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Published by Broadcast Music
DOWN THE LANE
On Records: Russ Morgan—Dec. 24986; Jo Stafford-Gordon MacRae—Cap. 969; Lyn Duddy Singers—MGM 10702; Modernaires—Col. 38791; Del Casino—Caravan 302; Chuck Cabot—Atomic 1005; Claude Thornhill—Vic.*
On Transcription: Alan Holmes—Associated.
* soon to be released.
BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

COMMERCIALS

Maschmeier Defends Radio

A NEWSPAPER story by Columnist Robert C. Ruark approvingly speculating about a new "advertiser killer"—a gadget designed to tune out commercials—last week aroused WPTR Albany's Program Director H. W. Maschmeier to retort that Mr. Ruark should take a look at his own medium before talking about radio.

"Yes, Mr. Ruark," he said, "and all you other scribes of press, magazines and other printed media, don't crow about over-commercialism in radio (or TV for that matter)—not until you have a much smaller ratio of 'commercial' to news space in your own media."

Mr. Maschmeier's answer, sent to BROADCASTING, suggested that "as a matter of fact, it might not be a half-bad idea for all of us in radio to plug the fact that radio is 'less commercial' than practically any other medium of mass communication."

Why The Victim?

"While we're on the subject," he said, "let's think of all the swipes taken by press and magazines in the immediate postwar period on the so-called 'over-commercialism' of American radio. On that one, ask the millions of GI's who had to listen to the dull programming of the BBC during the war, and [who] sent, many, many letters to those of us with the American Forces Network in the ETO, asking us to put in some of the commercials they missed from USA radio.

"Radio, without the right to editorialize (until recently, then in half-fashion only) has been unable to answer these attacks. This, of course, has been the good fortune of press and magazines, since where do you find more over-commercialism than in those fields (have you tried reading *Time* or *Life* lately?).

"For that matter, thanks to the listing of columnists and news departments on the front of the *World Telegram*, I can sometimes, with the aid of my tri-focals and three lamps, find the news and columns in among the mountains of ads and commercials."

Ziv Moves N. Y. Office

FREDERIC W. ZIV Co.'s New York offices effective today (May 1) will move to 488 Madison Ave. The company will occupy a 20-office suite on the fifth floor of the building.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

1873 Frank Ramsay McNinch 1950

FUNERAL services for Frank Ramsay McNinch, chairman of the FCC from 1937 to 1939, were conducted Sunday, April 23, at Second Presbyterian Church of Charlotte, N. C., with burial in Charlotte's Elmwood Cemetery.

Mr. McNinch, who would have been 77 last week, died in a Washington hospital on April 20 [BROADCASTING, April 24]. He had been in ill health and his condition worsened the preceding day when he developed pneumonia.

Drafted by President to "clean up the mess" at the FCC, Mr. McNinch initiated a reorganization of the agency after he assumed office on Oct. 1, 1937. He was named to fill the vacancy created by the death of Chairman Anning Prall on July 2 that year.

Under his direction the division system of organization was abandoned, the posts of division directors were abolished, and the examiners division was eliminated. He was frequently accused of planning a strict censorship, but denied the charges.

Mr. McNinch joined the Commission with a wide reputation as an administrator, having served as a member of the Federal Power Commission since 1930 and as its chairman since 1933. When his FCC nomination was first announced in August 1937 as an answer to Congressional demands for an FCC investigation, it was thought he would take a leave of absence from the power agency and return upon completion of the FCC assignment. He subsequently decided to resign the FPC post, however.

Went To Justice Dept

He left the FCC on Aug. 31, 1939, to become a special assistant to the Attorney General. He continued as a special advisor to the Justice Dept. until his retirement in 1946. His home was in Westmoreland Hills, Md.

Mr. McNinch was born in Charlotte on April 27, 1873. In 1900 he began the practice of law in Charlotte and five years later entered politics, winning election to the North Carolina House. He later served two terms—1917-21—as Charlotte's mayor and finance commissioner, and then returned to private law practice.

Although a Democrat, he supported Herbert Hoover against Alfred E. Smith in the 1928 Presidential election. As leader of the anti-Smith forces in North Carolina he figured prominently in that state's going Republican for the first time since Civil War days. He accepted President Hoover's appointment to FPC in 1930, after once rejecting it.

His liberal views on control and use of electric power—he advocated Government ownership of power sites, and strict regulations on private power procedures—also won



Mr. McNINCH

* * *

the approval of President Roosevelt, who promoted him to FPC chairman in 1933.

FCC Resolution

Following his death, the present FCC members adopted a resolution expressing "deep sorrow" at his passing and paying tribute to his service as FCC chairman until his health forced him to resign.

"His tenure as Chairman of the FCC for two years was a brief but important part of a lifetime almost exclusively devoted to the service of his state and his nation," the Commission declared.

"He brought a high standard to the performance of his public functions and was most exacting of himself in the conscientious performance of his duties. We mourn his loss as one who has fruitfully devoted his life to the public service."

Mr. McNinch leaves his wife, Huldah Groome McNinch, and two sons and three daughters.

FCC Roundup

(Continued from page 83)

10, p. 88), in addition she has extensive ranching interests. Mrs. Brophy will retain about 25% interest in station. KRUX operates with 250 w unlimited on 1340 kc. Filed April 26.

KXLO Lewistown, Mont.—Assignment of license from William G. Kelley and Victor J. Morgan d/b as Montana Bcstg. Co., to William G. Kelley tr/as Montana Bcstg. Co. for consideration of $8,500. KXLO operates with 250 w unlimited on 1240 kc. Filed April 5.

WGTN Georgetown, S. C.—Assignment of license from John T. Assey, Helen M. Assey and Harmon L. Duncan a partnership to a new corporation Georgetown Bcstg. Co. New members include J. B. Delzel, Sylvan L. Rosen, Lewis F. Freeman and Carol Eve Witt who provided necessary funds and made advances for construction and operation of station to the effect that a corporation would be formed. WGTN operates with 250 w unlimited on 1400 kc. Filed April 5.

TRANSFER REQUESTS

KBRL McCook, Neb.—Assignment of license from The McCook Bcstg. Co., licensee, a partnership composed of William J. Cox, LeRoy W. Lenwell, Edward Cooper and Arthur V. Henri to a corporation The McCook Bcstg. Co. Inc. New corporation involves no money transaction or change of stockholders. KBRL is assigned 250 w unlimited on 1450 kc. Filed March 30.

NAB's Manager

(Continued from page 24)

is higher in the upper brackets. The surplus is now building up again."

Judge Miller said Mr. Ryan's job will be an "inside position," having been created so the day-to-day operating functions could be handled while the president is out of Washington on high-level association business. This will leave him free to take part in a large number of functions in which NAB is active and carry the broadcasting industry's case to all corners and all elements of the political and economic life of the nation. He will repeat to the board next June an offer he made in February, 1949, at New Orleans, and has repeated at subsequent meetings, to register as a lobbyist.

As in past years Judge Miller will attend the autumn district meetings if individual district directors desire his participation. This will not affect management of the association since Mr. Ryan will remain on the job in Washington. Judge Miller has been asked by the U. S. Advisory Commission on Information and the State Dept. to inspect U. S. information services in Latin American nations but the matter was deferred by the board at its Chicago session. The trip would prevent his attendance at district meetings.

To Name Field Director

One of Mr. Ryan's earlier chores will be selection of a field director. The job was set up by the board last fall and carries a $10,000 salary ceiling. The field man will be expected to solicit memberships and contact present members. Among names already mentioned, it is understood, are Robert Enoch, retiring board member and formerly of KTOK Oklahoma City, and Edward M. Kirby, at one time NAB public relations director.

A few changes in the NAB staff are occurring, though Mr. Ryan is not exepected to make a sweeping overhaul [CLOSED CIRCUIT, April 24.] C. Meryl Sullivan, assistant director of research, has resigned effective May 1. Robert M. McGredy, assistant director of BAB, is understood to be leaving to accept a key post at WCAU-TV Philadelphia.

Dr. Kenneth H. Baker, NAB research director, will start spending two or three days a week at NAB headquarters now that the BMB Study No. 2 has been completed (See separate BMB story page 23).

These are some of the items facing the new general manager, as he takes to NAB headquarters well over a decade of broadcast management experience.

ANPA Meet

(Continued from page 28)

zines . . . a potential for newspaper gains well worth going after."

And go after them the Bureau's salesmen did. First, they proposed that Sinclair use comic strip ads, which the continuing study of newspaper reading showed had attracted far greater average readership than other ads of the same size. Next, they arranged for readership tests in newspapers of Sinclair ads and kept working with the company and its agency until phenomenally high readership was obtained. When a change in Sinclair's distributing methods killed hopes for a nation-wide cartoon campaign, the bureau continued to work on the account, hammering home their argument that newspaper advertising can be used only in the markets desired by the advertiser and that they reach everybody in those markets. After several more disappointments, perseverance paid off. A test newspaper campaign produced good results and in this year of 1950 newspapers are Sinclair's No. 1 medium, a $1 million campaign using 235 newspapers in 145 cities.

Concluding this presentation, Sylvester M. Morey, president of Morey, Humm & Johnstone, the Sinclair agency, praised the bureau for "its farsightedness in developing the continuing study of newspaper reading."

Another of the bureau's success stories described how newspapers got the beet sugar campaign after the agency, Foote, Cone & Belding, had proposed "starting off with a strong blast in newspapers and then switching to radio to get heavy repetition of our message." Stressing the interest of women in food news in newspapers (another use of continuing study data), the bureau argued, according to the dramatization: "If you're going to break down long standing public prejudice and get over the various points about beet sugar that you need to cover, you will automatically be forced to use pretty long-winded commercials if you go on the air. That's pretty dull going on the radio. Also, you have a highly regional marketing problem and, as you well know, it's hard to buy good local spots whenever and wherever you need them."

How another type of research information, Industrial Surveys data on regional variations in the consumption of the various types of soft drinks, was used to get more than $3 million of Coca-Cola advertising into newspapers this year, substantially more than in 1949, was described in another bureau presentation. Others dealt with methods used to get the National Biscuit Co. and the various chain store organizations to increase their use of newspaper space.

While few broadcasters would find the arguments presented by the bureau convincing proof of the superiority of newspapers to radio as an advertising medium, the success of this cooperatively supported organization in increasing billings for newspapers should encourage the publisher-broadcasters who attended the session to give their strongest support to BAB and its work on behalf of the whole radio industry.

Irwin Maier, publisher of the *Milwaukee Journal* (WTMJ-AM-TV) and vice chairman of the bureau, concluding speaker of the session, told the publishers that "it's too early to say with certainty what effect television will have" and warned them against making any premature conclusions until they have enough facts to go on.

The question of the effect of TV on newspaper circulation was raised at Tuesday's meeting of the publishers of newspapers of from 10,000 to 50,000 circulation, to whom Matthew G. Sullivan, circulation manager of the Gannett newspapers, reported that a survey he had conducted produced little evidence of any harmful effects of TV on the sale of papers. The publishers from cities with video service corroborated this conclusion and seemed to agree that circulation losses reported in some West Coast cities were probably due more to raising the price of papers to seven cents a copy than to television.

ANPA reported a total of 778 newspaper members, of which 567 have circulations of less than 50,000, 151 of less than 10,000 and 38 of less than 5,000.

Hereafter all directors will be elected for three-year terms. The 28th place on the board is automatically held by the president of ANPA.

Directors elected Wednesday are:

For one-year term ending April 1951.

E. Bartlett Barnes, *Bristol* (Conn.) *Press*
W. A. Butler, *Holland* (Mich.) *Sentinel*
Sidney F. Harris, *Ottawa* (Kans.) *Herald*
P. L. Jackson, Portland *Oregon Journal* (KPOJ-AM-FM)
Samuel H. Kauffmann, *Washington Star* (WMAL-AM-FM-TV)
John G. Meilink, *Cleveland Press*
Roy D. Moore, Brush-Moore Newspapers (WHBC-AM-FM Canton, Ohio)
Eugene C. Pulliam, *Indianapolis Star* (WIRE)
Irwin Maier, *Milwaukee Journal* (WTMJ-AM-FM-TV)

For two-year term ending April 1952.

Philip Chandler, *Los Angeles Times* (KTTV (TV))
L. N. Bitner, *Elmira* (N. Y.) *Star-Gazette* (WENY-AM-FM)
Lester G. Bradley, *San Diego Tribune-Sun & Union* (KSDO-FM-AM)
E. M. Dealey, *Dallas Morning News* (WFAA-AM-FM)
F. M. Flynn, *New York Daily News* (WPIX (TV))
D. R. Merrill, *The Detroit News* (WWJ-AM-FM-TV)
Linwood I. Noyes, *Ironwood* (Mich.) *Globe*
George F. Russell, *Tacoma News Tribune* (KTNT-AM-FM)
Richard W. Slocum, *Philadelphia Bulletin* (WCAU-AM-FM-TV)

Mr. Slocum also was elected chairman of the Bureau of Advertising board of directors.

For three-year term ending April 1953.

Chesser M. Campbell, *Chicago Tribune* (WGN-AM-FM-TV)
Stuart M. Chambers, *St. Louis Post-Dispatch* (KSD-AM-FM-AV)
Williams Chandler, Scripps-Howard Newspapers
Clarence Hanson Jr., *Birmingham News & Age-Herald (WSGN-AM-FM)*
William R. Hearst Jr., *New York Journal American*
E. B. Stahlmean Jr., *Nashville Banner*
J. Hale Steinman, Lancaster (Pa.) Newspapers (Steinman Stations)
Joyce Swan, *Minneapolis Star & Tribune*
Walter White, *Lincoln Star* (KFAB)

Ex-officio: Edwin S. Friendly, president, ANPA.

730 KC GRANT

Easley Files Protest With FCC

PROTEST against FCC's grant of 500 w daytime on 730 kc to Arthur Wilkerson at Lenoir City, Tenn., has been filed with the Commission by Robert L. Easley, consulting engineer at Columbia, S. C., and 30% owner of WRNO Orangeburg, S. C. He asked the grant be set aside.

Mr. Easley charged the station, WLIL, had been built and unlawfully operated prior to FCC's grant and that the applicant later "used a false statement and influence on certain of the Commission's staff to promote a grant without hearing" and "without a complete investigation having been conducted." The petition alleged Mr. Wilkerson told FCC he had been "incorrectly informed and ill-advised" by Mr. Easley, who had prepared part of the application, assisted in building the station and supplied certain equipment.

Mr. Easley charged he had correctly informed Mr. Wilkerson of the Commission's rules several times and warned of violations. He contended the contrary representations allegedly made to FCC were being widely circulated by the applicant and unless corrected would damage his engineering practice. The petition said Mr. Easley traded "engineering services and broadcast equipment for merchandise and money" with Mr. Wilkerson and alleged the latter "tried to collect again" for the merchandise "claiming falsely he had not been paid." Mr. Easley has caused a state arrest warrant to be issued and the matter "has not yet been determined," the petition said.

Wilkerson Reply

In a reply brief, Mr. Wilkerson admitted he did erect the station prior to grant of the permit, but stated he acted "pursuant to the advice and counsel" of Mr. Easley and "denies most emphatically" that Mr. Easley "warned him not to proceed with this work." Mr. Wilkerson told FCC he did not know of the violation until so informed by Commission field engineers, at which time he took down the tower, removed the transmitter building and dug up the ground system.

The WLIL owner contended that if Mr. Easley had known the actions were violating FCC rules he should have reported them to FCC. Mr. Wilkerson alleged Mr. Easley "was personally testing the transmitter when detected."

Mr. Wilkerson further denied making false representations to FCC concerning the matter at any time and did not attempt to avert a full investigation. He also asserted he "has not widely circulated any reports or statements concerning" Mr. Easley "which are not true."

The reply stated Mr. Wilkerson has charged Mr. Easley with "fraudulent breach of trust" in Loudon County, Tenn., and that Mr. Easley has been indicted by the grand jury of that county. The brief said the consulting engineer is under $2,000 bond and his trial is set for the week of May 22.

Concerning the warrant for arrest which Mr. Easley said he has caused to be issued, Mr. Wilkerson stated he has not been served. He added he was served with two other such warrants but that Mr. Easley in each instance failed to appear at the preliminary hearing with the result both were dismissed for want of prosecution.

SCOTT RUSSELL

WESC President Dies

SCOTT RUSSELL, 54, president and treasurer of WESC and WESC-FM Greenville, S. C., died suddenly at Greenville on April 21.

He was majority stockholder of Greenville Broadcasting Co., the licensee firm, which founded WESC in 1947 and WESC-FM in 1948. Two sons, James S. and Ben S., are among the minority stockholders.

Mr. Russell, a native of Atlanta, was an attorney and manufacturing executive before entering the radio field. He formerly practiced law at Macon and was executive vice president and subsequently president of Bibb Mfg. Co., Macon, until he resigned in 1943 to become counsel for the Senate Committee on Postwar Economic Policy and Planning.

He later served for a time as manager of the Aeronautical Chamber of Commerce of America and practiced law in Washington from January 1945 until he moved to Greenville to operate WESC.

Upcoming

May 9: BMB board meeting, New York.

May 9-11: IRE-AIEE-RMA Conference, Dept. of Interior Auditorium, Washington.

May 22-23: North Carolina Assn. of Broadcasters annual convention, Chapel Hill, N. C.

May 25-26: Virginia Assn. of Broadcasters annual meeting, Tides Inn, Irvington, Va.

May 31-June 2: Forty-sixth annual convention, Advertising Federation of America, Statler Hotel, Detroit.

June 1-3: Assn. of Women Broadcasters seventh annual convention, Hotel Cleveland, Cleveland.

June 5: Pennsylvania Assn. of Broadcasters annual membership meeting, Bedford Springs, Bedford, Pa.

BASEBALL
SOUND EFFECT RECORDS
5 D/F SPEEDY-Q DISCS COVER ALL REQUIREMENTS $10. or [2. ea]
Order C.O.D. today while supply lasts
CHAS. MICHELSON, Inc.
23 WEST 47th ST., N. Y. 19
PL 7-0695

At Deadline...

DAYLIGHT TIME UNDER WAY WITH SPLIT NETWORK SYSTEM

FOUR national networks invoked split network system to cope with arrival of daylight saving time many places in country at 2 a.m. yesterday (April 30). System like that in use in former years, with programs being fed as usual to cities going to DST and recorded for rebroadcast hour later to cities remaining on standard time [BROADCASTING, April 17].

Purpose is to keep shows arriving at accustomed hours locally. Exceptions to system are ABC's *Stop the Music*, which because of telephone call format will be broadcast live throughout nation, and Mutual's daily baseball broadcasts. MBS will feed games live everywhere except to West Coast, where recorded rebroadcasts are scheduled.

Washington, D. C., radio and TV schedules scrambled by Congressional delay in putting through legislation authorizing DST. WWDC, independent, not affected and all programs will be at usual hour. CBS network programs from WTOP will come by way of Chicago with no local disruption. WMAL (ABC) programs not affected but WMAL-TV will lose on network shows 7 to 8 p.m. *Super Circus* telecast Sunday at 5 p.m. scheduled one hour earlier. Some programs will be kinescoped and run week later.

WEAM, MBS affiliate, will be provided with both daylight and standard program service entailing no schedule changes. WOIC (TV) will telecast all shows one hour earlier. WRC using recordings via Chicago to carry NBC programs at same time but WNBW (TV) NBC-TV programs carried hour earlier. Some local WNBW programs unchanged.

House of Representatives late Thursday agreed by unanimous consent to consider today (Monday) daylight saving time for District of Columbia.

HUFFINGTON RESIGNS

B. WALTER HUFFINGTON, general manager of WSAP-AM-FM Portsmouth, Va., has submitted resignation to board. He based action on long period of disagreement over operating policies. Before joining WSAP he had been national radio director of American Red Cross and prior to that had been with southeastern stations. Jack Norfleet, of WSAP sales staff, has assumed managerial duties.

GOP ASKS EQUAL TIME

EQUAL TIME requested by Republican National Committee on four national networks May 16, 11:30-12 midnight, to reply to President Truman's May 15 address in that period climaxing National Democratic Conference and Jefferson Jubilee in Chicago. At BROADCASTING press time both ABC and MBS had advised GOP time requested was reserved for their use. Earlier in evening, May 15, President Truman is to be on four networks also to help launch Treasury Dept.'s Independence Drive for Savings Bonds.

AT&T RELAY PROJECT

RADIO relay between Denver and Omaha, to provide two broad-band TV channels each direction, proposed by AT&T Thursday at FCC. Commission reported it has accepted AT&T's revised interconnection rules for inter-city TV relay services.

TV SYSTEM PANEL STARTS UHF TRANSMITTER STUDY

SPECIAL PANEL of National Television System Committee has launched "intensive investigation" of transmitter requirements for both UHF and color television, NTSC announced Thursday. Study is one of several being undertaken by NTSC looking to preparation of report and recommendations to FCC with respect to technical basis for "a truly nation-wide television service in both monochrome and color," it was pointed out. Transmitter panel is headed by P. J. Herbst, RCA Victor. Membership was announced as follows:

A. Talamini, DuMont Labs., vice chairman; W. F. Bailey, Hazeltine Electronics Corp.; D. L. Balthis, Westinghouse; F. J. Bingley, Philco; Dr. J. G. Brainerd, Moore School of Electrical Engineering, U. of Pennsylvania; R. D. Chipp, DuMont Labs.; L. Morgan Craft, Collins Radio Co.; William E. Evans, Stanford Research; Frank G. Kear, consulting radio engineer; C. D. Kentner, RCA; R. M. Morris, ABC; John Siebert, NBC; Harry Smith, DuMont Labs.; W. P. Short, Raytheon Mfg. Co.; I. R. Weir, General Electric; N. H. Young, Federal Telecommunications Lab.

NTSC, industry-wide group organized by RMA, is headed by Dr. W. R. G. Baker, GE vice president.

MAX BALCOM ELECTED SYLVANIA BOARD CHAIRMAN

MAX F. BALCOM, with Sylvania Electric Products since 1918, elected chairman of board succeeding late Walter E. Poor. Frank A. Poor, founder of company, was elected vice chairman. Mr. Balcom is past president of Radio Mfrs. Assn. and is chairman of RMA's Television Committee.

Sylvania sales of $29,347,911 in first quarter of 1950 set alltime record, with earnings of $1,225,844 equal to 77 cents per share after deducting preferred dividends. Orders for first quarter nearly 30% in excess of shipments, building up backlog in several lines. Second quarter seasonal decline expected to be less severe this year.

CBS LOS ANGELES PLANS

PROBABILITY that CBS will acquire own television station as well as large studio facilities in Los Angeles arose from reports of shopping tour in West of William S. Paley, CBS board chairman, last week. At least two stations—Don Lee's KTSL (TV) and *Los Angeles Times*' KTTV (TV)—considered by Mr. Paley. CBS already owns 45% interest in KTTV, has reportedly advised *Times* it would buy other 55% at right price but *Los Angeles Times*, 55% owner, says it is not for sale. Network known to be hopeful of building up own television facilities in Los Angeles as soon as possible.

McAVITY GETS POST

TOM McAVITY, for 20 years radio producer-director and now directing CBS *Corliss Archer* and MBS *The Saint*, May 8 joins CBS Hollywood as radio production supervisor. He will work directly with Harry Ackerman, CBS Hollywood vice president in charge of network radio and television programs.

WSGW NAMES PEARSON

WSGW Saginaw, Mich., has appointed John E. Pearson Co. as national representative, according to Robert W. Phillips, vice president of Booth Radio & Television Stations Inc. and general manager of WSGW. The station expects to go on the air early this month on 790 kc as 1000 w fulltime outlet and MBS affiliate.

Closed Circuit

(Continued from page 4)

Gen. Walter Bedell Smith, former Ambassador to Russia, and Maj. Gen. Walter G. Farrell, USMC retired (see early story page 27).

NAB planning mid-June "indoctrination" course for 10 new board members to replace proposed May 12 session. Scheduling of Washington catechism adjacent to June board meeting saves cost of extra trips and gives new headquarters regime chance to prepare training material.

MOTOROLA Inc., Chicago, television sets, starting spot announcement test campaign in three markets this month through its recently appointed agency, Ruthrauff & Ryan, New York. In addition agency is looking for network television program.

YOU CAN expect sharp retorts to article in May *Harper's* by Producer-Writer John Houseman, that with development of TV, radio will fulfill "minor, but useful" faction as carrier of music and disseminator of cultural items. Article, based on Audience Research polls, says theory that TV is "novelty that will wear off" is erroneous.

GOAR MESTRE, owner of Radiocentro, operating three of Havana's largest stations as well as CMQ Network, is in United States in connection with plans for launching television operations in Cuba. He is visiting stations along the eastern seaboard as well as equipment and program suppliers.

AMERICAN CIGAR & CIGARETTE Co., New York (Pall Mall cigarettes), through its agency, Sullivan, Stauffer, Colwell & Bayles, New York, preparing schedule of spot announcements in secondary markets to start in mid-May wherever its network program *The Big Story* does not saturate.

ALTHOUGH horse racing is made main issue of federal crusade against gambling, independent studies indicate that there are more bets placed on play-by-play baseball and basketball games in "bookie" establishments than on horses.

METRO-GOLDWYN-MAYER top brass will visit Chicago within fortnight to discuss possible leasing of feature films to Zenith Radio Corp. for its Chicago Phonevision test next fall. Comdr. Eugene F. McDonald Jr., president of Zenith, still declines to give names of film firms which will supply movies for test but admits turndowns from 20th Century-Fox, RKO and Paramount.

KANS WINS FIRE AWARD

NATIONAL Board of Fire Underwriters announced KANS Wichita was winner of gold medal award for "outstanding public service in fire prevention" in 1949. Honorable mentions awarded to WEBR Buffalo, WJEF Grand Rapids, KONO San Antonio, KELO Sioux Falls and KSYC Eureka, Calif.

SPORTS RADIO TAX PROTEST

NEW JERSEY Broadcasters Assn. will discuss plans to oppose state bill to levy 10% tax on radio and TV rights at boxing and wrestling matches when group meets May 5-6 at Haddon Hall, Atlantic City. Bill already has passed House and is pending in Senate. Commissioner Robert F. Jones, of FCC, to be principal speaker with Carl Mark, WTTM Trenton, presiding as NJBA president.

SHOW WINS PLACE

in best-bet televiewing tips

No "dark horse" is Melody Showcase. It's top-notch video entertainment because WLW-Television has the talent, the facilities, the know-how to produce such shows.

In fact, WLW-T is the only station in this *red-hot* video market, and one of the few in the Midwest, which can offer programs of "major network caliber."

So small wonder that the three micro-wave-linked Crosley stations—WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus—have an average Share of Audience of *52.0% from 11 AM to 11 PM, seven days a week.* Compare this to an average of 29.0% for the other five TV stations located in these three cities.*

Compare costs, too. There is only one other market in the Midwest in which advertising impressions can be delivered for less than those delivered by WLW-Television . . . as low as 18c per thousand set owners.

If you're planning an advertising campaign, investigate simulcasts on the three WLW-Television stations—the ideal method of showcasing your product in the

3RD LARGEST TV MARKET IN THE MIDWEST
7TH LARGEST TV MARKET IN THE NATION**

For complete details, contact any of the WLW-Television Sales Offices in Cincinnati, New York, Chicago, Hollywood, Dayton or Columbus.

* Videodex Reports, March, 1950
**NBC Television Data Chart, March 1, 1950

VARIETY

Wednesday, March 1, 1950

MELODY SHOWCASE
With Rita Hackett, Peter Grant, Ann Ryan, Bob Shreve, Corky Robbins, Betty Clooney, Gene Griffin, Joe Lugar's Orch
Producer: Jim Hill
Writer: Rita Hackett
30 Mins.; Sun., 7 p.m.
CROSLEY APPLIANCES
CROSLEY-TV, from Cincinnati

This Sunday supper musical refresher is the most pretentious video work originating in Cincy. It is smooth, fast moving and packs showmanship of major network caliber. Talent includes seasoned Crosley staffers.

Jim Hill's production is top-notch. Several sets are used and special backdrops spice atmosphere for theme of continuity with timely pointing. Similar application goes for demonstration plugs on Crosley TV receivers and refrigerators. Sponsorship locally is by the Modern Distributing Co. and Pogue's department store. For show relays to the two other Crosley video stations, the tagging is by the Miami Valley Distributing Co. on Dayton's WLW-D, and by Scioto Sales, Inc., on WLW-C in Columbus, O. Rita Hackett and Peter Grant attend to the blurbing in style.

Joe Lugar's full-complement orch does a swell job of backgrounding.

Stanza caught depicted railway travel to locales of featured songs. Corky Robbins, roly-poly Baldwin thumper and warbler, socked "Georgia On My Mind." Bob Shreve, above-par tenor, registered "It's a Lovely Day" in a duet with Betty Clooney, vivacious chirper. Shreve also supplies the small portion of comedy injection. In this instance he soloed "Boots and Saddles" while rolling a cigaret and toying with a lariat in cowboy costume.

Ann Ryan, standout songstress, took care of "April in Paris" with polished dramatics. Gene Griffin, handsome and up-and-coming tenor, teamed with Miss Clooney on "Wind and Rain in Your Hair." Shreve and Miss Ryan doubled on "Beyond Blue Horizon."

Miss Hackett and Grant emcee the proceedings quite cleverly.

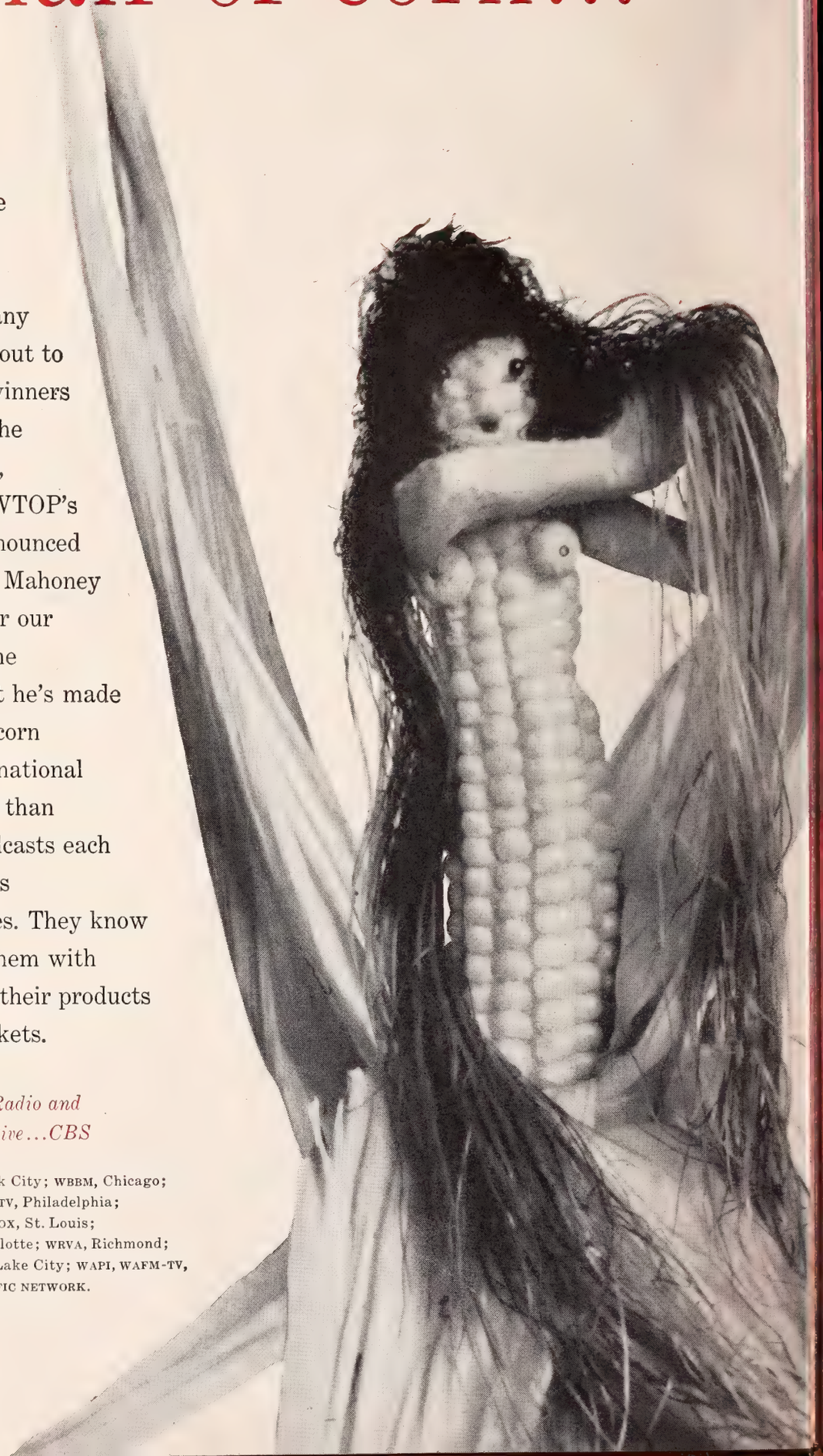
Koll.

WLW-TELEVISION

WLW-T CINCINNATI **WLW-D** DAYTON **WLW-C** COLUMBUS

Television Service of The Nation's Station • Crosley Broadcasting Corporation

Longhair or corn...



It's got to be right for the ears of your customers to make them buy. As a well-known baking company illustrated when they set out to sell more bread to breadwinners in Washington, D. C. At the suggestion of Radio Sales, they put their dough on WTOP's Claude Mahoney. And announced soon afterwards: "Claude Mahoney is the perfect salesman for our bread in Washington. Some people call him corny. But he's made more friends for us than corn has kernels." No wonder national spot advertisers use more than 750 local live talent broadcasts each week on the radio stations represented by Radio Sales. They know Radio Sales can furnish them with the right program to sell their products ...in 13 of their best markets.

RADIO SALES *Radio and Television Stations Representative...CBS*

Representing WCBS, WCBS-TV, New York City; WBBM, Chicago; KNX, KTTV, Los Angeles; WCAU, WCAU-TV, Philadelphia; WCCO, Minneapolis; WEEI, Boston; KMOX, St. Louis; KCBS, San Francisco; WBT, WBTV, Charlotte; WRVA, Richmond; WTOP, Washington; KSL, KSL-TV, Salt Lake City; WAPI, WAFM-TV, Birmingham; and THE COLUMBIA PACIFIC NETWORK.

MAY 8, 1950

BROADCASTING TELECASTING

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Page 29

TELECASTING
Begins on Page 47

The Newsweekly
of Radio and
Television.

7.00 Annually
5 cents weekly



WOR is the only major New York station whose nighttime ratings are higher than a year ago!*

It's just another reason why . . .

WOR is first in gross billings — first in number of accounts — first in total audience — first in market coverage — first in news listening — first in mail results — first in sales results.

**according to March PULSE, new york report*



FASTEST GROWING TWO-YEAR-OLD IN RICHMOND

After two years, television has lost none of its magic in Richmond, though much of its mystery. From the moment WTVR, the South's first TV station, was unveiled it became the most sought-after guest in more homes than set makers could frequently supply.

Today, more than 27,000 Richmond homes are television-equipped and the number continues to grow in beanstalk-like fashion.

In Richmond your most important step for national sales is to get in step with the Havens & Martin stations, pioneers in AM, TV and FM. Ask your nearest Blair man for particulars.

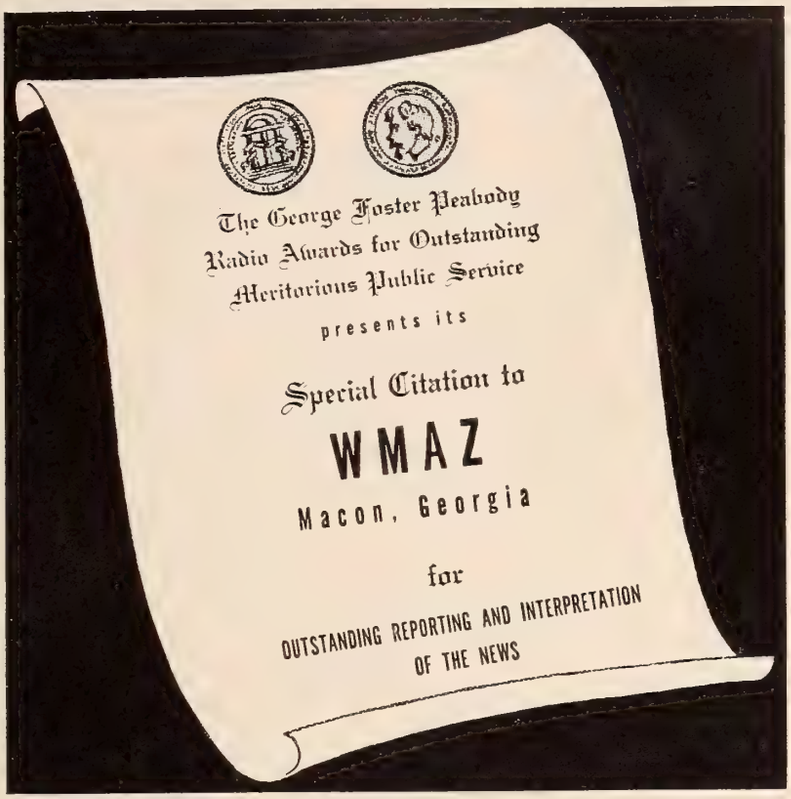
Havens & Martin Stations are the *only* complete broadcasting institutions in Richmond.

WMBG AM
WTVR TV
WCOD FM

FIRST STATIONS OF VIRGINIA

Pioneer NBC outlets for Virginia's first market.
Represented nationally by
John Blair & Company.

ANOTHER NATIONAL AWARD FOR WMAZ



We acknowledge with sincere appreciation, one of the highest honors in broadcasting.

This makes WMAZ the only station in the entire South ever to win both a Du Pont and a Peabody award—top achievements in the field of radio.

We are grateful to the Du Pont and Peabody groups and to those others who have filled our walls with thirty-odd citations and scrolls for service. But our deepest thanks go to the listeners and advertisers whose continued loyalty for 28 years has made all this possible.

10,000 W. • 940 KC • CBS
MEMBER THE GEORGIA TRIO

WMAZ
MACON, GA.

REPRESENTED BY
THE KATZ AGENCY, INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Closed Circuit

CBS SHORTLY will announce new affiliate—WKOW Madison. Wisconsin station is headed by Stewart A. Watson and managed by Ralph A. Ammon, operates on 1070 kc with 10,000 w day, 5,000 w night, is now on MBS and is represented by Headley-Reed.

WITH settlement of strike at Chrysler plant in Detroit, radio advertising plans will be revived in near future. Ruthrauff & Ryan, New York, understood to be preparing spot announcement campaign as well as TV network show for Dodge Division.

NOTE TO AM-is-a-dead-duck zealots: Important group of businessmen, with $2 million bankroll, has commissioned well-known radio firm to find half-dozen network-affiliated stations in Southeast (NBC or CBS preferred). No TV strings are attached, and one acquisition said to be in signing stage.

RMA presidential bee still buzzes but with no indication as to where it will light. There are dozen serious possibilities, but no meeting of nominating committee minds since Gen. Lucius Clay turned them down fortnight ago. When committee does meet, it's certain it will consider such names as FCC Chairman Wayne Coy (who hasn't been formally contacted); Lt. Gen. Edmund B. Gregory, former quartermaster general, and perhaps Ray Cosgrove, now honorary president, who might be prevailed upon to accept on interim basis until heat is off and new funds raised.

WITH UNCONTESTED naming of Frank T. Bow, former counsel of House Select Committee to investigate FCC and ex-Portsmouth, Ohio, newspaperman and commentator (WPAY), as Republican candidate for House from 16th Ohio District, you can look for radio issue to be strongly injected in campaign. His opponent is incumbent Rep. John McSweeney (D-Wooster, Ohio). If elected in November Mr. Bow will introduce resolution to investigate FCC with emphasis on broadcast matters.

SULLIVAN, STAUFFER, COLWELL & BAYLES, New York, has recommended summer spot radio campaign to its client, Lever Brothers, for Lifebuoy soap.

IT'S NIP AND tuck whether Cuba will attend upcoming NARBA conference looking toward equitable distribution of AM broadcast facilities among North American nations. Official and private opinion in Cuba, it's reported, is divided and no determination yet has been reached as to participation after February-March bilateral conference fiasco.

WITH NARBA sessions planned for August in U. S.—probably Washington—talk already has developed concerning possible "TV-NARBA" whereby television facilities would be allocated among North American nations

(Continued on page 78)

Upcoming

May 9: BMB Board meeting, BMB Hdqrs., New York.

May 9-11: Joint Conference on Electronic Components, Dept. of Interior Auditorium, Washington.

May 10-11: CBS Affiliates Advisory Board, 1950 session, CBS Hdqrs., New York.

May 18-20: Georgia Assn. of Broadcasters Radio Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

(Other Upcomings on page 40)

Bulletins

CLARK GRIFFITH, owner of Washington Senators and a founder of American League, said Friday telecasting of team's games would be discontinued next year, and said he anticipates similar action by other major league teams. He cited recent attendance at games as reason.

MBS has total of 950 local and regional sponsors for *Game of the Day*, Monday through Saturday baseball series, Bert Hauser, MBS research director, announced Friday.

HOUSE APPROVAL GIVEN FCC BUDGET

FCC budget of $6,600,000 for 1950-51 approved Friday without amendment in House consideration of overall appropriations for fiscal year beginning July 1. Budget awaits routine House passage of package bill, then goes to Senate where Appropriations subcommittee hearings temporarily disrupted. No schedule set for FCC appearance. Group holding own sessions preparatory to study of House bill.

FCC operating budget cut estimated $227,000 below this year's figure, $287,000 under President's budget estimates, though Commission is given additional $25,000 for employment of outside consultants to plan staff reorganization program. "Cut" stems from fact that FCC must absorb salary and per diem boosts provided by Congress in 1949. [BROADCASTING, March 27].

D. C. LOCAL NETWORK

FORMATION of Metropolitan Network by five Washington (D. C.) area daytime stations to offer programs for joint sale was announced Friday. Network at outset will offer one-hour program daily: 7-8 p.m. musical show originated by WARL Arlington, Va. and picked up from WARL-FM and rebroadcast by other network members—WPIX Alexandria, Va., WFAX Falls Church, Va., WGAY Silver Spring, Md., and WBCC Bethesda-Chevy Chase, Md. Negotiations for formation of network were handled by Howard B. Hayes, WPIK; Raymond W. Baker, WARL; Joseph L. Brechner, WGAY; Lamar A. Newcomb, WFAX; Willard D. Egolf, WBCC.

Business Briefly

SHAMPOO PROSPECT ● Joseph H. Katz Co., New York, looking over availabilities for possible radio campaign on behalf of Mini-Poo shampoo.

LOOKING OVER TV ● Illinois Meat Co through Arthur Meyerhoff, Chicago, thinking of buying TV spot series starting in New York and Chicago next fall.

DAIRY SPOTS ● Fletcher D. Richards New York, preparing four-week spot announcement campaign for Foremost Dairies, Jacksonville (Triple Goodness ice cream bars).

GENERAL FOODS BREAKS ● General Foods, New York (Post Sugar Crisp), has bought one-minute station breaks in 14 cities starting today (Monday), five to seven weeks Agency, Benton & Bowles, New York.

COY, WALKER ADVOCATE IMPROVED PROGRAMMING

NATIONWIDE campaign by listeners and lookers to improve radio-TV programming advocated by FCC Chairman Wayne Coy and Vice Chairman Paul A. Walker Friday in speeches at Institute for Education by Radio Columbus, Ohio (also see early story page 26)

"It is high time for the American radio listener to stop being a Casper Milquetoast," Chairman Coy said in transcribed speech urging formation of listener councils. "It is time for him to stop accepting supinely anything the broadcaster chooses to dole out to him or snapping off the switch and sulking silently . . . Broadcasting is too important to be left to the broadcasters. The listener—not the broadcaster, not the advertiser and not the government—is the most important party in the American system of free radio."

Comr. Walker, on educational TV panel questioned wisdom of spending billions on education and yet permitting TV to be "employed extremely for time-wasting, numbing or shoddy entertainment, crime and horror, while educational programs are given short shrift." TV's advent, he suggested, marks time for government, public, and industry to "re examine the public service standards of broadcasting."

He was "personally anxious to see some provision for noncommercial educational [TV] stations," and suggested educators might prepare for TV operation by starting with FM. "We are going to need sound broadcasting no matter how television expands," he said.

Chairman Coy reiterated hope that TV freeze may be lifted by year's end. Comr. Walker thought "thaw" may bring one of biggest booms in American industrial history with possibility of 2,000 stations on air in five years if construction can resume early next year.

MEDIA POST TO HACKETT

JOHN J. HACKETT, formerly with media department of Calkins & Holden, has joined Marschalk & Pratt, New York, as assistant media director.

IN DETROIT . . .

MORE POWER

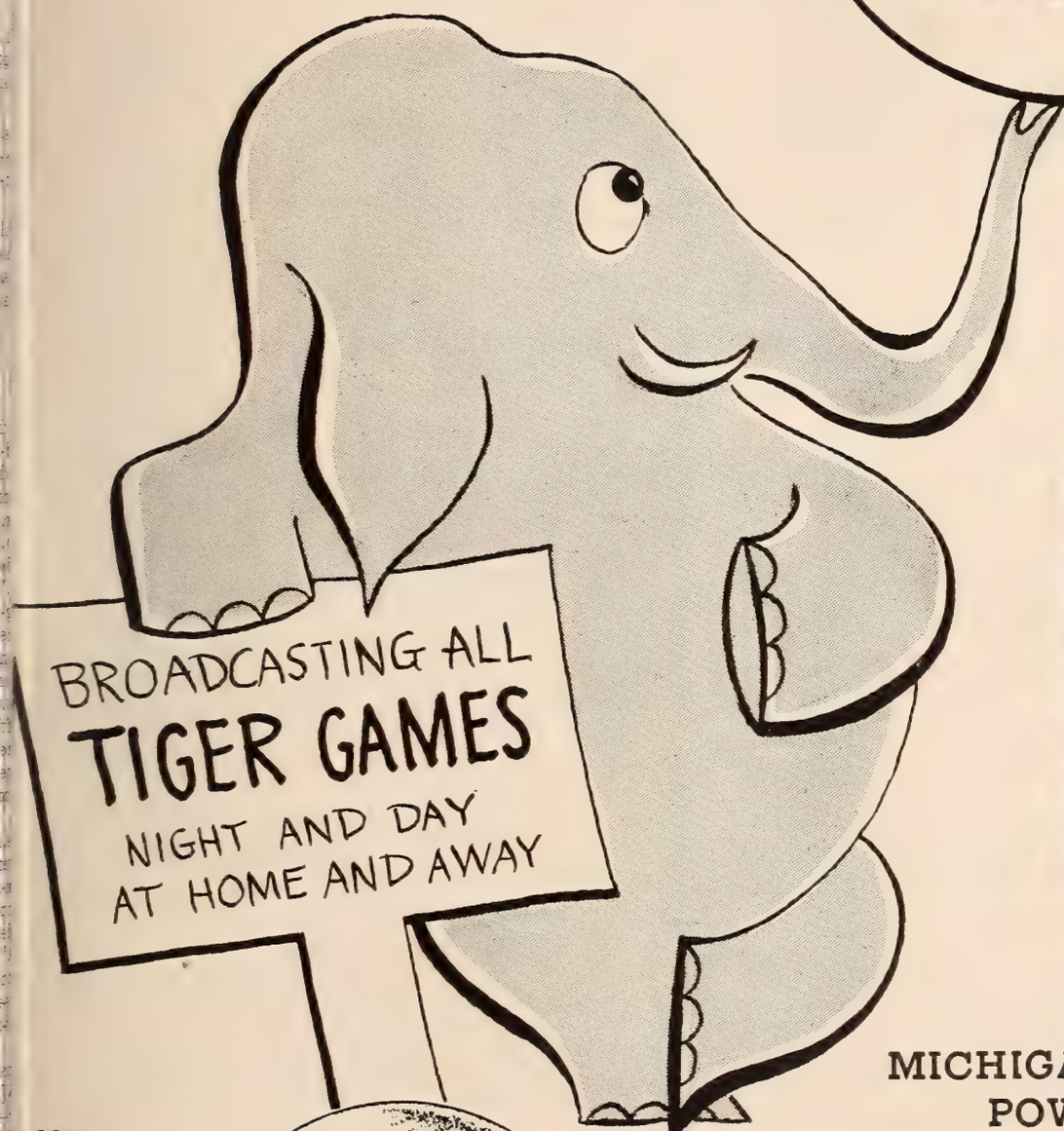
for

WKMH

now . . .

5000

WATTS



MICHIGAN'S MOST POWERFUL INDEPENDENT

- Music
- News
- Sports

5000 WATTS

WKMH

1310 KC

Multiply by five that aggressive sales job WKMH did as a thousand-watt fulltimer. Now 5000 watts, there's plenty of power for Detroit and a lot to spare for bonus areas. You liked that 33¢ per 1000 before. You know what five times more power means. . .more listeners, more times, less cost. Weed's got the story. Get it today.

BONUS: Ann Arbor, Pontiac, Ypsilanti Toledo and Sandusky, Ohio.

Fred A. Knorr
President & Gen. Mgr.

Weed and company
National Representatives

the *Long Island* story

LATEST CONLAN RADIO REPORT

-- SHARE OF AUDIENCE --

	Morning Periods	Afternoon Periods
"A" Network—50 Kw.	27.6	26.5
WHLI	**26.7**	**25.9**
"B" Network—50 Kw.	10.2	8.1
"C" Network—50 Kw.	14.3	14.3
"D" Network—50 Kw.	10.8	13.1
"E" Independent—50 Kw.	2.0	2.2
"F" Independent—10 Kw.	2.3	1.5
All Others—FM-TV	6.1	8.4

Survey Periods: Monday thru Sunday—8:00 A.M. to 5:30 P.M.—February 1950, Hempstead, Long Island, New York.

• AND IN HEMPSTEAD 63% B M B •

"THE VOICE OF LONG ISLAND"

WHLI 1100 on your dial
WHLI-FM 98.3 MC
HEMPSTEAD, LONG ISLAND, N.Y.
ELIAS I. GODOFSKY, President

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

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WASHINGTON HEADQUARTERS

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NEW YORK BUREAU 250 Park Ave., Zone 17, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin.
Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8131;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

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*Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

with great pride

WWJ AM-FM

ACKNOWLEDGES RECEIPT OF THE

George Foster Peabody Award for 1949

"For outstanding public service by a regional station . . . in at least four series of programs."

Protect Your Child . . . . *"An intelligent approach to sex crimes."*

The Best Weapon . . . . . *"Dealt wisely, but not alarmingly, with the polio epidemic."*

Meet Your Congress . . . *"Brought . . . an understanding of problems and issues of joint interest."*

World Forum . . . . . *"Carried listeners beyond national horizons."*

WWJ was also the proud recipient of the coveted
Alfred I. du Pont Award for 1949

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
Associate Television Station WWJ-TV

WWJ AM-FM

Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS FM—CHANNEL 246—97.1 MEGACYCLES

ANY ADVERTISER

Can...

MOST ADVERTISERS

Should...

USE

SPOT RADIO



ON APRIL 28, 1950, the headquarters of Edward Petry & Co., Inc., moved to the new office building at 488 Madison Avenue. The new telephone is MUrray Hill 8-0200.

Our new enlarged headquarters, our increased staffs and our new departments are designed to give the maximum in efficient service to advertisers, advertising agencies and the stations we represent.

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
	Ft. Worth	ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE NETWORK
TEXAS QUALITY NETWORK

Represented Nationally by

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT
ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA

Radio is the biggest thing in Boston!

Boston is Boston... and there's no place like it. Take radio. Today 99.2% of all homes in metropolitan Boston—the largest percent for any city area in the world—are *radio* homes.

More Boston families are listening than ever before. In 1948, there were 210,599 families listening to radio during the average evening quarter hour between 6 PM and midnight, all week long. In 1950, there are 229,077... a 9% increase! And...

WEEI is the biggest thing in Boston radio. Bigger than ever! Today, the number of families listening to WEEI during the average quarter hour between 6 and 8 PM is *50% greater* than in 1948. Between 8 and 10 PM—*20% greater*. Between 10 PM and midnight—*43% greater*. Today, WEEI delivers not only more listeners than any other Boston station—but also bigger audiences than ever. And WEEI sponsors get more for their money than ever before!

Sources: BMB, 1949; Pulse of Boston, Jan.—Feb., 1950

The station is

WEEI

Columbia's Friendly Voice in Boston
Columbia Owned



Agencies



WILLIAM J. GREEN, formerly radio director for Knollin Adv., Los Angeles, and before that production manager of WRNL Richmond, Va., named radio and television director of Lewis Edwin Ryan Adv., Washington. **BETTE MURPHY** appointed radio and TV copy chief. **GORDON MANCHESTER,** formerly radio director, becomes fulltime account executive.

ROBERT W. ROBB, formerly with N. W. Ayer & Son Inc., joins Calkins Holden, Carlock, McClintock & Smith Inc., New York, as director of public relations.

EDWARD MOTTERN, copy chief of Raymond Spector Co., New York, appointed vice president in charge of all creative activities. He joined firm year ago after having been member of plans board of Roy Durstine Inc.



Mr. Mottern

CHARLES F. METZGER joins copy staff of Grant Adv. Inc., New York. He was previously associated with Vick Chemical Co., New York.

R. R. RULLMAN appointed vice president in charge of Los Angeles office of Caples Co. He was previously manager of same office.

IRVING LEHRER, formerly head of his own public relations organization in New York, appointed director of public relations and sales promotion for Brisacher, Wheeler & Staff, San Francisco. He also will work with New York and Los Angeles branches of agency.

LINCOLN LEWIS SCHEURLE joins television-radio division of Hugo Wagenseil & Assoc., Dayton. He was with CBS for three years and is experienced television-radio producer-director-writer.

JAMES T. SHAW joins Henri, Hurst & McDonald, Chicago, as assistant radio and television director. He formerly was producer at Brand Productions, same city, handling *Action Autographs* on ABC-TV.

FRANK H. BARR appointed vice president and general manager of Harry R. Despard Adv. Ltd., Toronto.

RICHARD M. DUNN, radio and television producer-director with N. W. Ayer & Son for past nine years, named manager of radio and television department of Stockton-West-Burkhart Inc., Cincinnati. After month in Cincinnati, he will headquarter at agency's New York office, to be opened about June 1.

GLADYS BLAIR, account executive at J. Walter Thompson Co., Chicago, elected president of Women's Advertising Club of Chicago for next year. Serving with her are **Mrs. LAURA OMAN,** J. R. Pershall Co., first vice president; **Mrs. JEAN SIMPSON,** Leo Burnett Co., second vice president; **LEONA MURPHY,** Glenn, Jordan, Stoetzel Inc., recording secretary, and **KATHARINE FITZSIMMONS,** McCann-Erickson, treasurer.

CLARENCE E. BURDETTE, formerly with Foster & Kleiser Adv., Los Angeles, joins Campbell-Ewald Co., Los Angeles, as account executive.

GILMAN SULLIVAN, former vice president and account executive of Federal Adv. Agency, New York, joins Geyer, Newell & Ganger as assistant to president.

WARNER M. WILSON, formerly with Foote, Cone & Belding, joins Dancer-Fitzgerald-Sample, New York, as account executive.

DEANE E. WITT appointed to new business department of Fred Gardner Co., New York.

ANDERSON, BEVER, GRANT Inc. formed in Los Angeles by **K. W. ANDERSON,** formerly owner of Anderson Adv.; **GLENN BEVER,** formerly president and general manager, American Releasing Corp. (TV film releasing agency), and **U. S. GRANT** of U. S. Grant Supply Corp. Mr. Anderson acts as president; Mr. Bever and Mr. Grant as vice presidents. Offices are at 2900 East 11th St. Phone: Angelus 3-7171.

JOHN CHRIST, formerly radio director and producer, J. Walter Thompson Co., Hollywood, joins The Bogerts as radio and television director. Mr. Christ had been with Thompson Co. for past 20 years, first joining New York office of agency.

COMMERCIAL RADIO SERVICE, New York, changes name to **Luotto Adv. Agency.**

TURNER, LEACH & Co. formed by **HAWLEY TURNER,** former vice president of Lennen & Mitchell, and **DONALD A. LEACH,** former head of Lindstrom,

(Continued on page 21)

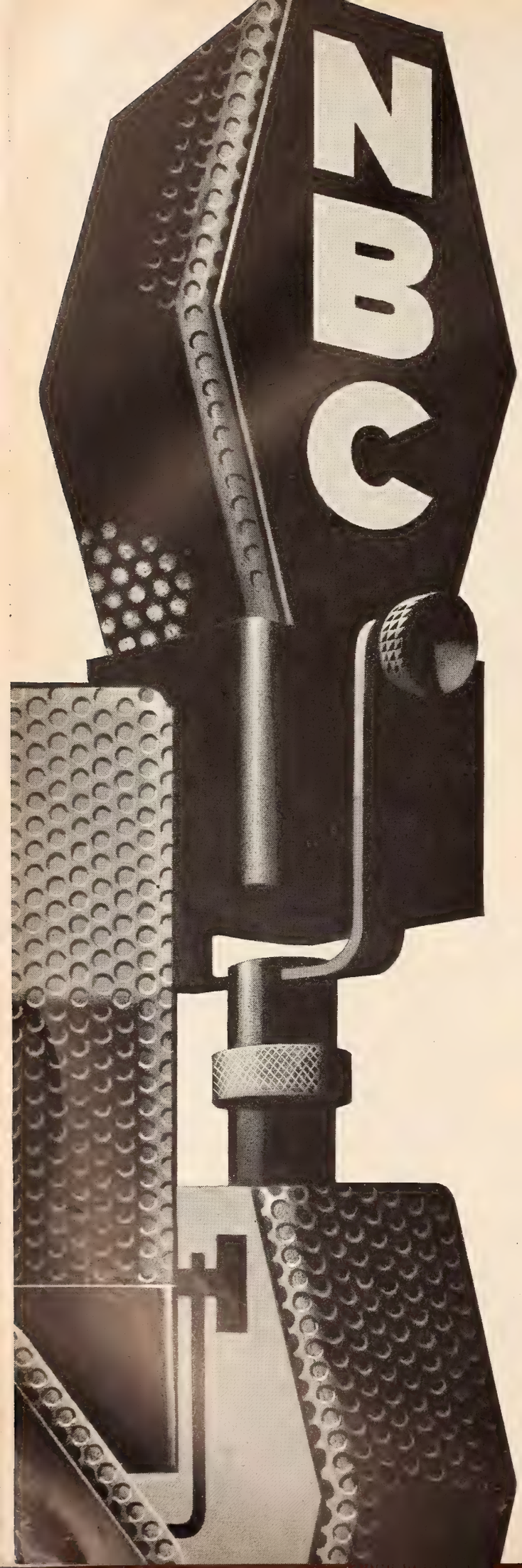
TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives
JOHN BLAIR & CO.



TODAY Network Radio is the *only* medium that's 95% as big as America — 40,700,000 radio families, up 12 million in 10 years—and 86 million sets, twice the 1940 total. It is a *selling* force of fabulous appeal and influence.

And as always in Network Radio—the first choice is NBC. Because NBC is Bigger, Busier, More Economical.

Today, more than eve

BIGGER According to Broadcast Measurement Bureau, Study No. 2, NBC has the biggest audience in all radio—day and night.

Specifically: the combined total *weekly* daytime audience of the stations of the NBC Network is 35,430,000 families—3,000,000 more than the second network. At night the figure is 37,750,000 and that's 4,870,000 more than the second network.

NBC's margin of leadership on the basis of *daily* audience is 12% more families daytime and 14% more families at night than the next network.

BUSIER In 1949, advertisers invested more money in NBC than in any other network.

And in 1950, advertisers are again making NBC their first choice. One recent record-breaking example: General Mills has signed with NBC to sponsor 65 evening half-hour programs to run through the summer.

More Economical NBC today costs about 15% less per 1,000 homes reached than it did 10 years ago.

Even more important to the advertiser: NBC today reaches more people at lower cost than any other national advertising medium—including the other networks.

sell America you need **NBC**

America's No. 1 Advertising Medium

A service of Radio Corporation of America

WDSU NEW ORLEANS

Announces

That with its new facilities, it is completely equipped to produce both local and network radio shows. Far from selling radio short, WDSU has devoted almost 50% of its new Studio Building to spacious, well-planned AM studios and equipment.



"DIXIE JAMBAKE"—ABC Network—April 24th

Ask Your JOHN BLAIR Man!

AM TV FM WDSU NEW ORLEANS

New Business



DAVID EVANS COFFEE Co. purchases *Korn Kobblers* quarter-hour disc series from Frederic W. Ziv Co. for five-weekly use 52 weeks, in 20 mid-western markets. Agency, Gardner Adv., St. Louis.

MIDLAND MFG. Co. (plastic toys) appoints Denman & Betteridge Inc., Detroit, to handle its advertising. Early plans call for test of television in several Midwestern markets. **Harry W. Betteridge** is account executive.

ACACIA MUTUAL LIFE INSURANCE Co., Washington, is mapping radio-TV spot campaign in all major markets served by firm. Radio announcements are 20-second spots; TV, one-minute. Possibility of extending campaign to other states, to total of 38, by next year. Acacia appoints Lewis Ryan Adv., Washington, as its agency. **Gordon Manchester** is account executive.

KWIKLY Inc., Los Angeles (food processors), through Charles Ross Adv., that city, will expend $50,000 for three months' radio and television campaign to start about May 15 in Southern California markets to introduce its processed Italian style spaghetti and meat balls.

H. P. HOOD & Sons Inc. (dairy chain) purchases *Time for Beany,* Paramount TV Network's across-the-board children's show. Beginning June 5, for 26-weeks, dairy company will sponsor show on three New England stations WNAC-TV Boston, WJAR-TV Providence and WNHC-TV New Haven. Harold Cabot & Co., Boston, is agency.

Network Accounts . . .

UNITED STATES STEEL will renew sponsorship of *The Theatre Guild on the Air,* on NBC, Saturday, 8:30-9:30 p.m., beginning Sept. 10 for 39-week period. Current series of program goes off the air for summer hiatus on June 4. On following Saturday, (June 11) U. S. Steel will sponsor NBC Symphony Orchestra as summer replacement in same time slot, for 13 weeks. BBDO, New York is agency for U. S. Steel.

FRIGIDAIRE Div. of General Motors will sponsor Bob Hope's second telecast Saturday, May 27, with one and one-half hour show on NBC-TV from New York. Variety program is scheduled to start at 10 p.m., CST, and will replace New York portion of *Saturday Revue.* Show will be aired live on 29 stations and by kinescope on 28. Foote, Cone & Belding is agency.

SEEMAN BROS. Inc. (Air-Wick) signs 52-week renewal contract with ABC continuing its sponsorship of *Monday Morning Headlines* over 261 stations Sunday, 6:15-6:30 p.m., EDT.

LINCOLN-MERCURY'S *Toast of the Town,* CBS-TV, Sunday, 8-9 p.m., adds seven new outlets, which brings to 31 total number of stations carrying show. New stations are: WDAF-TV Kansas City, Mo., WKY-TV Oklahoma City, KOTV (TV) Tulsa, KRLD-TV Dallas, WMCT (TV) Memphis, KLEE-TV Houston and WDSU-TV New Orleans.

NORTHERN CALIFORNIA CHEVROLET DEALERS sign through Campbell-Ewald Co., San Francisco, for sponsorship of Dave Scofield's thrice-weekly newscasts on 11 Northern California Don Lee stations.

ADVANCE PATTERN Co., ARTHUR BIER & Co., SCHWARZENBACH HUBER Co., B. BLUMENTHAL & Co. and **PHILBECK Corp.** sponsor *Sewing Can Be Fun* on CBS-TV, Mon., Wed., Fri., 3:45-4 p.m.

COLGATE-PALMOLIVE-PEET Co., through William Esty, New York, purchases series of spot announcements for two of its detergents, Fab and Vel, over Alaska Broadcasting System network.

Adpeople . . .

JACK PETTERSEN, former advertising and sales promotion manager of G. E. Supply Corp., Chicago, appointed assistant advertising manager of Motorola Inc. At same time **N. H. (Terry) TERWILLIGER,** with company for past year, appointed sales promotion manager.

GERRY BRANT, formerly director of advertising for National Assn. of Manufacturers, named promotion director of Tea Bureau Inc.



***your perfect customer prospect:**

***she's going..... bye...buy!**

transit radio

NOW AVAILABLE IN ALL THESE MARKETS (AND COMING SOON IN SCORES OF OTHERS)

Allentown, Pa. WFMZ
Baltimore, Md. WMAR-FM
Bradbury Heights, Md. WBUZ
(and suburbs of Washington, D.C.)
Cincinnati, Ohio WCTS
(and Covington, Ky.)
Des Moines, Ia. KCBC-FM
Evansville, Ind. WMLL
Flint, Mich. WAJL-FM
Houston, Tex. KPRC-FM
Huntington, W. Va. WPLH-FM
Jacksonville, Fla. WJHP
Kansas City, Mo. KCMO-FM
Minneapolis-St. Paul
Omaha, Neb. KBON-FM
Pittsburgh, Pa. WKJF
St. Louis, Mo. KXOK-FM
Tacoma, Wash. KTNT
Topeka, Kans. WIBW-FM
Trenton, N.J. WTOA
Washington, D.C. WWDC-FM
Wilkes-Barre, Pa. WIZZ
Worcester, Mass. WGTR-FM

Now you can reach a radio audience in transit – Workers – Shoppers – while they are on their way to earn money or spend money!

Transit Radio is the new, economical effective way to: • deliver your commercials within minutes of point of purchase • reach listeners with all the impact of the spoken voice • get a counted, guaranteed audience of transit riders and the FM home audience which is great now and growing larger • make every advertising dollar count, at the lowest cost-per-thousand.

For full information—rates, audience, success stories, sample schedules—call or write

KXOK FM
transit radio

TRANSIT RADIO, INC., NATIONAL REPRESENTATIVES 12th AND DELMAR • ST. LOUIS 1, MISSOURI • CHESTNUT 3700

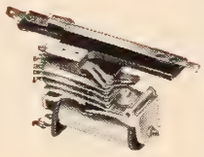
250 PARK AVE., NEW YORK, N.Y.—MU.H. 8-3780 • 35 E. WACKER DR., CHICAGO, ILLINOIS—FINANCIAL 6-4281 • UNION TRUST BLDG., CINCINNATI, OHIO—DUNBAR 7775

New Era in Video -via REMOTE



Complex TV program continuity is reduced to a simple push-button operation with an RCA TS-20A System.

This Relay Switching System does what RCA's Audio Relay Systems have



This video relay system removes all switching restrictions from equipment operations. It imposes no limitation on equipment installation—no matter where you set up your units. It provides unlimited flexibility—enables you to add facilities as your station grows, *without losing a penny's worth of your original equipment investment.*

Actual switching in the RCA TS-20A system is done by d-c operated relays *located in the video line itself!* Designed by RCA for this special service, these relays are controlled by simple d-c lines from any point you choose. No expensive coaxial line required to and from control points. No extra cable connectors needed. You can rack-mount the relays wherever you want them. You can set up your control positions wherever you like. There are circuit provisions for sync interlocks and for tally lights.

The RCA TS-20 System provides complete master or studio facilities for program monitoring, production talk-back, and video switching between studio camera, film camera, remote pick-up and network programs. For example, you can fade or lap

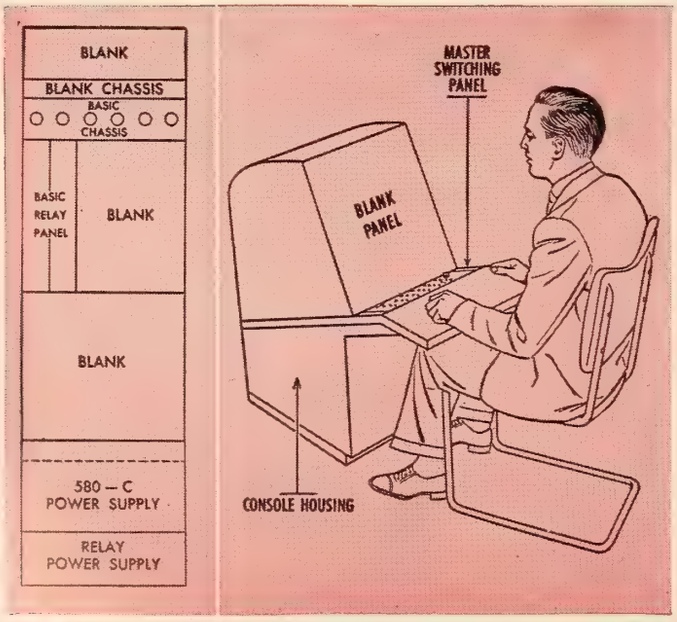
TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

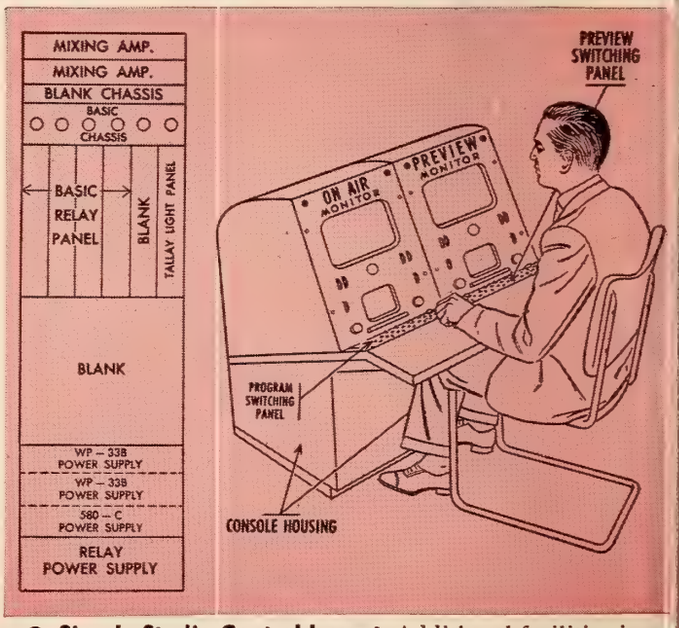
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

3 OF THE MANY ADD-A-UNIT SET-UPS POSSIBLE WITH



1. Minimum Master Control arrangement. Combines simple operation with economy. Provides switching of 6 inputs to either of 2 outputs.



2. Simple Studio Control layout. Additional facilities include: Preview monitoring and line monitoring, fades, lap dissolves, and superimposition.

Switching RELAYS!

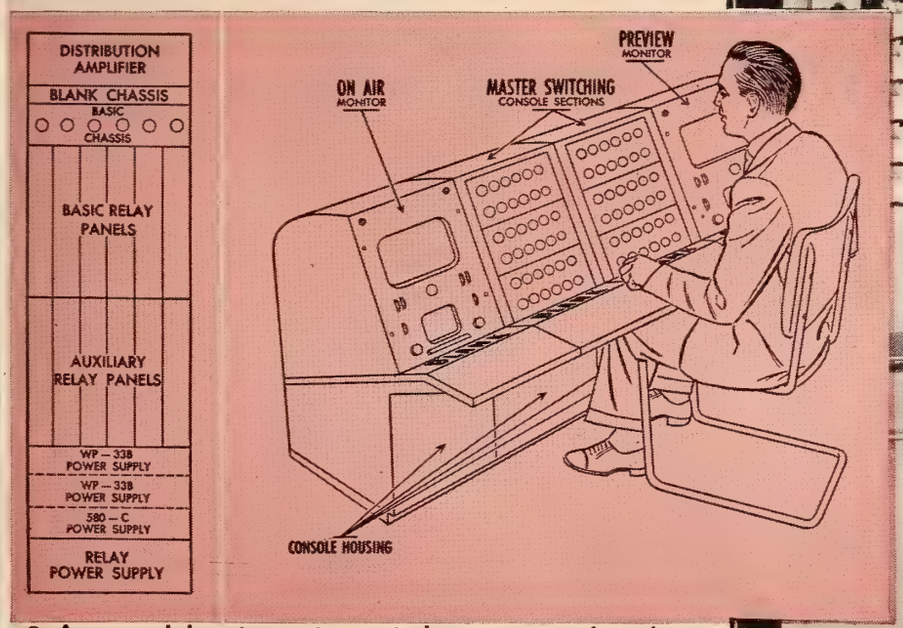
for TV master or studio control done for aural broadcasting.

dissolve between studios. You can set up for program previewing and other monitoring functions (up to 5 program monitors available). You can combine the TS-20A System with audio switching *and presetting,* so that the sound switches with the picture *automatically!*

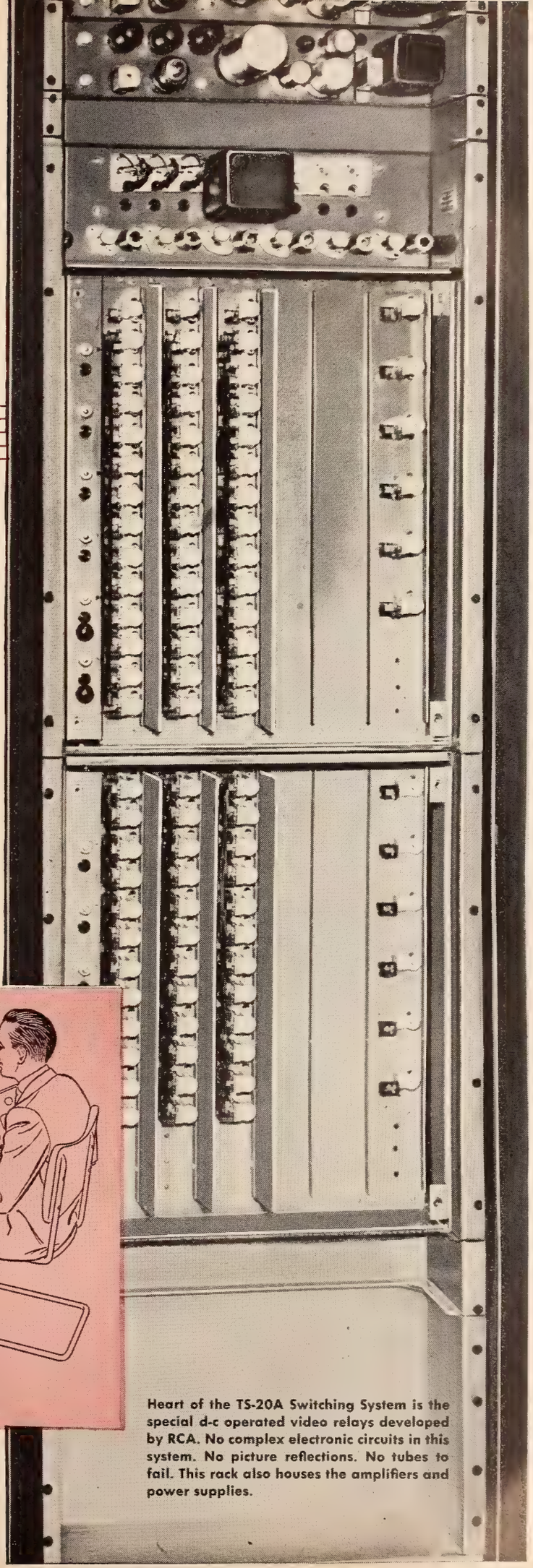
• • •

For long-range planning of your TV programming facilities, overlook none of the advantages of this revolutionary new relay switching system. Ask your RCA Broadcast Sales Engineer about it. Or write Dept. 19 EB, RCA Engineering Products, Camden, N. J.

RCA'S TS-20A SYSTEM.



3. A more elaborate master control room set-up than shown in No. 1. Switches any of 12 inputs to any of 5 outgoing lines. Includes preview and line monitoring.



Heart of the TS-20A Switching System is the special d-c operated video relays developed by RCA. No complex electronic circuits in this system. No picture reflections. No tubes to fail. This rack also houses the amplifiers and power supplies.

Mr. Advertiser . . .

In Cleveland, it's now

WDOK

Serving . . .
Ohio's 1st Market
24 Hours A Day

5000 *watts fulltime*

1260 *kilocycles*

Represented by Everett-McKinney

Feature of the Week

TWO sportscasts and a three-hour record show have combined to make Don Dahl, staff announcer at KDAL Duluth, Minn., the triple-threat star of radio in the western Great Lakes region.

With his two daily *On the Line* sportscasts, the "Minnesota Irishman" keeps a finger on the high school and college sports pulse in the KDAL tri-state listening area. Station reports he has built up a large following, particularly in the rural, small-school regions, through which he has made repeated trips.

These journeys into the "hinterland" permit Mr. Dahl to interview coaches, talk shop with outstanding athletes and for station-fan relations, giving him the chance to address school gatherings.

Mr. Dahl's brain child, however, is the KDAL "Band Stand," a completely portable turn-table and p. a. system that brings the name bands, via recordings, to the area's teen-age dances. He thought up the idea as host on KDAL's three-hour *Open House* record show each Saturday afternoon. Proof of the show's draw, KDAL reports, is the flow of more than 4,000 letters received each month, all on a write-in request basis, and advance bookings for "Band Stand" throughout the northern portions of Wisconsin, Michigan and Minnesota.



On stage ready to present his KDAL "Band Stand" is Don Dahl.

With all these matters to keep tabs on, the versatile Mr. Dahl sees no let up in the future, reports KDAL. The "Band Stand" has hit its stride and Mr. Dahl now spends at least two nights a week entertaining enthusiastic teen-agers.

On All Accounts

AROUND Salt Lake City it has been said of Ed Kash of the David W. Evans Advertising Agency: "For one guy he sure casts a large shadow in radio and television circles." Edward Ellery Kash has been casting such a shadow in Utah's capital for only two years, but in that short space of time he has won several citations. Included was grand first prize for group beamed radio programs in the National Retail Dry Goods Assn. radio contest taken by one of the agency's clients.

Despite his comparatively brief service in Utah radio, Ed stands out for his capability in the field and also has become a recognized leader in television.

The course he took to achieve his position has been a varied one and, looking at the record, a harsh and arduous one at times.



ED

Ed Kash got his first taste of advertising by selling space for a college yearbook. He attended Cornell U. as a freshman and St. Mary's College, Moraga, Calif., as a sophomore. Ed then went to the Pasadena Community Playhouse. From there he took a job as announcer at a Southern California station and later left for a writer-announcer spot at another outlet.

Next, he accepted a production job at XMHA Shanghai, China. Showing his ability to inject a little American blood into what had been British dominated programming, he convinced a British brewery it should sponsor baseball broadcasts of an American league made up of American businessmen, the Navy's Yangtze Patrol, Chinese and Japanese teams. Broadcast simultaneously on long-wave and shortwave, the games were heard in China, Japan and even in Singapore.

In addition, Ed recalls the Ewo Brewery increased its sales tremendously in China and opened up new sales outlets in areas never before attempted.

In 1941 Ed wrote and produced *Commentator's Clearing House*, a weekly news show on which American foreign correspondents in China collaborated. This program attracted the attention of Generalissimo Chiang Kai-shek who retained Ed to write a 15-minute show to be broadcast weekly from Chungking.

Ed vacated China just before the outbreak of war and was in Manila the day of Pearl Harbor. He later became co-director of the *Voice of Freedom* broadcast which origin-

NETWORK BOXSCORE

Number of commercials on four nationwide networks, March 31	267
Number of commercials starting on networks during April	7
Number of commercials dropped from networks during April	6
Number of commercials on four nationwide networks April 30	268

April Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
General Foods	Brooklyn Dodgers Home Games	CBS	Sat. afternoons	Young & Rubicam
Longines-Wittnauer Watch Co.	Festival of Song & Choraliers	CBS	Sun., 2-2:30 p.m.	Victor Bennett
Pillsbury Mills	Arthur Godfrey	CBS	M.W.F., 10:15-10:30 a.m.	Leo Burnett
Richfield Oil Corp.	Escape	CBS	Fri., 10-10:30 p.m.	Morey, Humm & Johnstone Inc.
Colgate-Palmolive-Peet Co.	Strike It Rich	CBS	Mon. Fri., 3:30-4 p.m.	William Esty
Brock Candy Co.	Brock Bar Ranch	CBS	Sat., 7-7:30 p.m.	Liller, Neal & Battle
Campbell Soup Co.	Double or Nothing	NBC	Mon.-Fri., 10:30-11 a.m.	Ward Wheelock

April Deletions

Borden Co.	County Fair	CBS	Sat., 2-2:30 p.m.	Kenyon & Eckhardt
Toni Co.	Arthur Godfrey	CBS	T. Th., 10:15-10:30 p.m.	Foote, Cone & Belding
Wm. H. Wise & Co.	Get More Out of Life	CBS	Sat., 2:30-3 p.m.	Thwing & Altman
Libby, McNeill & Libby	My True Story	ABC	M.W.F., 10-10:25 a.m.	J. Walter Thompson
Anahist Corp.	True or False	MBS	Sat., 5-5:30 p.m.	Foote, Cone & Belding
Whitehall Pharmacal Co.	Hollywood Star Theatre	NBC	Sat., 8-8:30 p.m.	Sullivan, Stauffer, Colwell & Bayles

April One-Timers

Hotpoint Inc.	Dinner at Eight	CBS	April 9, 5-6 p.m.	Maxon Inc.
General Mills	Welcome Back Baseball	CBS	April 15, 10-10:30 p.m.	Knox Reeves
Ford Motor Co.	Lum 'n' Abner	CBS	April 12, 19, 10:30-11 p.m.	J. Walter Thompson
Ford Motor Co.	Pursuit	CBS	April 18, 10:30-11 p.m.	J. Walter Thompson
Ford Motor Co.	Adventures of Philip Marlowe	CBS	April 11, 10-10:30 p.m.	J. Walter Thompson
Ford Motor Co.	Broadway's My Beat	CBS	April 21, 9:30-10 p.m.	J. Walter Thompson
Gifts By Mail Inc.	Modern Romances	ABC	April 18, 11, 4, 11-11:30 a.m.	Huber Hoge & Son
Ford Motor Co.	Date With Judy	ABC	April 20, 8:30-9 p.m.	J. Walter Thompson
Ford Motor Co.	Blondie	ABC	April 13, 8-8:30 p.m.	J. Walter Thompson
General Mills	Welcome Back Baseball	MBS	April 16, 7-7:30 p.m.	Knox Reeves
Ford Motor Co.	Dangerous Assignment	NBC	April 10, 24, 10:30-11 p.m.	J. Walter Thompson

ated at Corregidor. At the time of the Corregidor surrender he was among those captured.

For 42 months Ed was a prisoner of the Japanese. After being released from Toyama pirson in Japan, it took him two years to recover.

Deciding to return to radio work, he joined David W. Evans Advertising Agency, in early 1948. In his two years there he has been responsible largely for the firm's winning five first, two second and two third place awards in the National Retail Dry Goods Assn. radio competition, plus BAB's special commendation for best overall radio job for retail store advertising in 1948 and the grand first prize for group beamed radio programs in 1949. The client was ZCMI, classed as an outstanding department store.

Makes Hollywood Study

Ed supervises all radio and TV activities for the Evans agency in a department which has grown from one (himself) to four people. Only a short time ago he spent considerable time in Hollywood studying television technique.

The 26 accounts he directs include leading business houses of the area and cover a wide range of products. To mention only a few who use radio, in addition to ZCMI and ZCMI Wholesale Distributors: Milk White frozen chicken, Milk White eggs, Rheem Mfg. Co., State Savings & Loan Assn., Utah-Idaho Sugar Co., Utah Lumber Distributor, Utah Symphony Orchestra Assn.

Ed says he finds little time for clubs because of his agency demands but manages to get to an Ad Club meeting occasionally and is a member of the Disabled American Veterans.

Ed found time eight months ago, however, to take an important step in his life—marriage. His wife, the former Miss Von Ekins, in her own right is a talented radio and television personality.

For a hobby, Ed dabbles in the kitchen, brought on partially by his conviction that he could, someday, be a great amateur chef.

Carolyn Turner

CAROLYN TURNER, 46, senior timebuyer of radio and television for Young & Rubicam, New York, died Saturday, April 29, at Harkness Pavilion, New York. She had been with the agency for the past eight years. Surviving are her parents, Mr. & Mrs. Henry C. Turner Sr.; a sister, Mrs. John Guyon, and a brother, Henry C. Turner Jr.

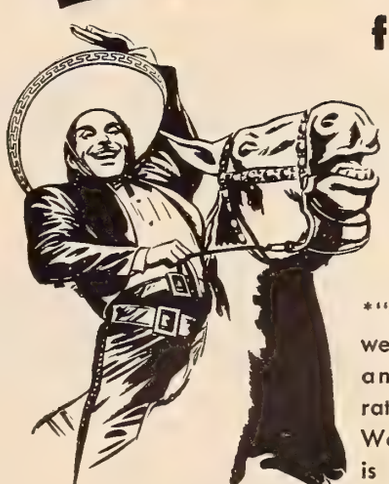
HERE'S THE SENSATIONAL LOW-PRICED WESTERN THAT SHOULD BE ON YOUR STATION!

Out of 47 West Coast regional shows

"THE CISCO KID"*

moved up to.. 9.4 (Third place . . . a tie . . . in December, 1949)

from... 8.9 (Fourth position . . . achieved in November, 1949)



For the same period, "Cisco Kid" outrated all other ½-hour Westerns by 50%!

*"Cisco Kid" is aired three times weekly — Monday, Wednesday and Friday. It is the highest-rated show in its time period on Wednesday and Friday . . . and is second only to "Bob Hawk" on Monday! Write, wire or phone for proof of Cisco Kid's record-breaking, sales-producing performance.

SENSATIONAL PROMOTION CAMPAIGN — from buttons to guns—is breaking traffic records!

This amazingly successful ½-hour Western adventure program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI
NEW YORK

'Spot' Breakdown

EDITOR, BROADCASTING:

I am very much interested in your article "Spot's All-Time High" . . . April 17 issue of BROADCASTING with particular regard to spot radio expenditures.

Our management is very much interested in the activity in this medium, not only as to total expenditures for product groups, but by total expenditures for individual products or companies.

D. E. Velso
Advertising Dept.
Lever Bros. Co.
New York

[EDITOR'S NOTE: Next spot survey will be geared to include this data.]

* * *

Cites Duty to Farmers

EDITOR, BROADCASTING:

. . . Radio can greatly benefit the farmers and ranchers in the fight against soil erosion across the nation. And, personally, I believe soil and agriculture work is one place where about 75% of the nation's stations are falling down on the job. If we don't support and help our nation's farmers and ranchers the backbone of our national economy will have a tendency to collapse. Then what happens to US? . . .

Jim Hairgrove
General Manager
KFRD Rosenberg, Tex.

[EDITOR'S NOTE: Story on KFRD winning a small stations' Scripps-Howard award for soil conservation efforts is in this issue.]

Open Mike"



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Sears' Promotion

EDITOR, BROADCASTING:

I give credit to BROADCASTING for helping to make a very excellent sale for WGEZ (Beloit, Wis.) due to the last article you carried on Sears—you can't do too much of this type of thing and I am glad that you are moving to more of it. . . .

. . . Sears' saturation campaigns are helping to make more and more Beloit area merchants promotion minded. . . .

It is this type of success story that is of immeasurable help to the small station manager — I know from the sad, digging on barren ground, experience in several medium markets.

Gordon Allen
General Manager
WGEZ Beloit, Wis.

[EDITOR'S NOTE: Mr. Allen refers to BROADCASTING, March 27, which featured the sales success story of Sears, Roebuck & Co. in Burlington, Vt.]

* * *

Keep Idea File

EDITOR, BROADCASTING:

. . . On the day of the opening of major league baseball we had four lovely ladies parade up and down the business section of town, listening to portable radios tuned to KSJO. The comment was terrific.

We got the idea from BROADCASTING . . . Some other station in the East did it, and although I can't remember the call letters, I would like to thank them for the idea . . .

Speaking for the station, your magazine is a wonderful help. We keep all the programming and publicity ideas . . .

Jerry DeHaan
Manager
Merchandising & Promotion Dept.
KSJO-AM-FM San Jose, Calif.

[EDITOR's NOTE: Not one but countless stations use this sure-fire gimmick for big sports events—one of the many good ideas that BROADCASTING relays through its Promotion column.]

* * *

Cites WCCO Campaign

EDITOR, BROADCASTING:

Wow—page 11 issue April 17, 1950—

Wow-Wow — page 52 — WCCO story.

What some smart newspaper space salesman will do with that.

WCCO, whose great signal covers the Northwest and 17 other counties, spends $25,000 in a NEWSPAPER campaign—to tell radio listeners to "take along your portable."

Where's Mitchell?

Bert Wick
Director
KDLR Devils Lake, N. D.

CHILDREN'S SHOWS
Coy Gets Bay Area Analysis

CRITICAL analysis of radio programs for children in the San Francisco area was sent to FCC Chairman Wayne Coy last week by Mrs. Frances L. Mitchell, chairman of the children's committee of Radio Listeners of Northern California [BROADCASTING, May 1]. Mr. Coy released the report "because of the general interest I am sure there will be in the manner in which you are attempting to raise the standards of children's programs in your community."

The report, which explored the questions of whether radio meets the needs of and has a moral obligation toward children, concluded radio bears the "heaviest responsibility" of all media of communication since "children spend more hours at the radio than in the classroom." It found San Francisco's eight stations "devote less than 3% of their time to children."

Of 43 programs in the area studied, the report judged 15 as excellent, 10 good, 5 fair and 13 poor.

WBT delivers a bigger share
Hooperated 50,000-watt

...has better than 60%



JEFFERSON STANDARD BROADCASTING COMPANY • 50,000 WATTS

Milestones

► Kate Smith celebrated her 20th year as a coast-to-coast network personality with her broadcast on May 1 of *Kate Smith Speaks*, on MBS. Concurrent with the anniversary broadcast Miss Smith began her 13th consecutive year as commentator for the show.

► Don McNeill, toastmaster of ABC's *Breakfast Club*, five-a-week, 8 to 9 a.m. CST, and his colleagues observed their 5,000th consecutive broadcast in Chicago April 21 before an SRO throng at the network's Civic Studio. Mr. McNeill was given a distinguished service citation by the Chicago Assn. of Commerce and Industry. The show, on the air since June 1933, is sponsored by Swift and Co., Philco and General Mills.

► KGO-TV San Francisco celebrated its first anniversary May 5 with a filmed telecast of the origination and development of its TV facilities in the city's famed Sutro Mansion.

► Ernie Swan, chief engineer of CKEY Toronto and its predecessor CKCL, May 1 marked 20 years with the station. He has been in radio since 1920.

► In recognition of its 18th year on the air, NBC's *One Man's Family* was presented an honorary scroll by the Los Angeles Church Federation's Commission for incorporating "within its structure the finer principles of family life, characteristic of what the Church would envision." Carlton E. Morse is creator, writer, director and producer of the program which is claimed to be the longest running radio family story on the air.

► *Mr. District Attorney* celebrated its 10th anniversary on NBC under sponsorship of Bristol-Myers with its April 19 broadcast. The series first took the air on April 3, 1939, on a five-a-week basis, then changed to half-hour, once-a-week format the following June. Ed Byron has been producer-director of the program since 1940, except for wartime service. The chief actors, Jay Jostyn, Len Doyle and Vicki Vola, have been with the show almost since its inception. Program is aired Wednesday, 9:30-10 p.m.

► Billy Leach, baritone star of WBBM Chicago and CBS network programs, celebrates his fifth year as member of the WBBM staff early in May. Mr. Leach had been associated with WMBJ Wilkenburg, Pa., as announcer, arranger and producer, and as vocalist with the Raymond Scott and Guy Lombardo orchestras before joining WBBM.

► Howard Neumiller, music librarian at WBBM Chicago, has begun his 20th year as station staff member.

Agencies

(Continued from page 11)

Leach & Co. New agency will be located at 10 East 40th St., New York.

ALFRED N. MILLER Adv., New York, expanding service to include radio and television department, with **HAL BROWNE** as director. Mr. Browne formerly with WMCA New York and transcription companies.

ROBERT KIBRICK, former director of research for *New York Sun* and previously research analyst with New Jersey State Chamber of Commerce, joins Kenyon & Eckhardt, New York, as business manager of research department.

GEORGE JOHNSON joins copy department at Doremus & Co., Chicago.

New Addresses: WANK & WANK ADV. moves to new quarters at 425 Bush St., San Francisco. Telephone: GArfield 1-2921.

ELLIS ADV. Co., Buffalo, expands to larger quarters in Erlanger Theatre Bldg. New department of publicity and promotion opens under direction of **JO WILLIAMS.**

BLOCK'S SHOW
Elicits Official Praise

VOICE of America's international radio program, *Make Believe Ballroom*, featuring Disc Jockey Martin Block elicited plaudits from Capitol Hill and State Dept. alike on the occasion of its first anniversary last Monday.

Rep. Jacob K. Javits (R-N. Y.) singled out the show in an issue of the *Congressional Record*, which included a statement from the State Dept. on the nature of Mr. Block's program and its international popularity.

Mr. Block volunteers his services, recordings and facilities for the show, beamed to Europe, Latin American and the Far East. Program is designed to popularize American music, the American way of life and to complement the Voice's overall schedule, and has attracted thousands of letters from the world over according to State Dept. Anniversary was celebrated Monday by a special one-hour program which featured congratulations and greetings from leading American entertainers.

of audience than any other

station in the country*...

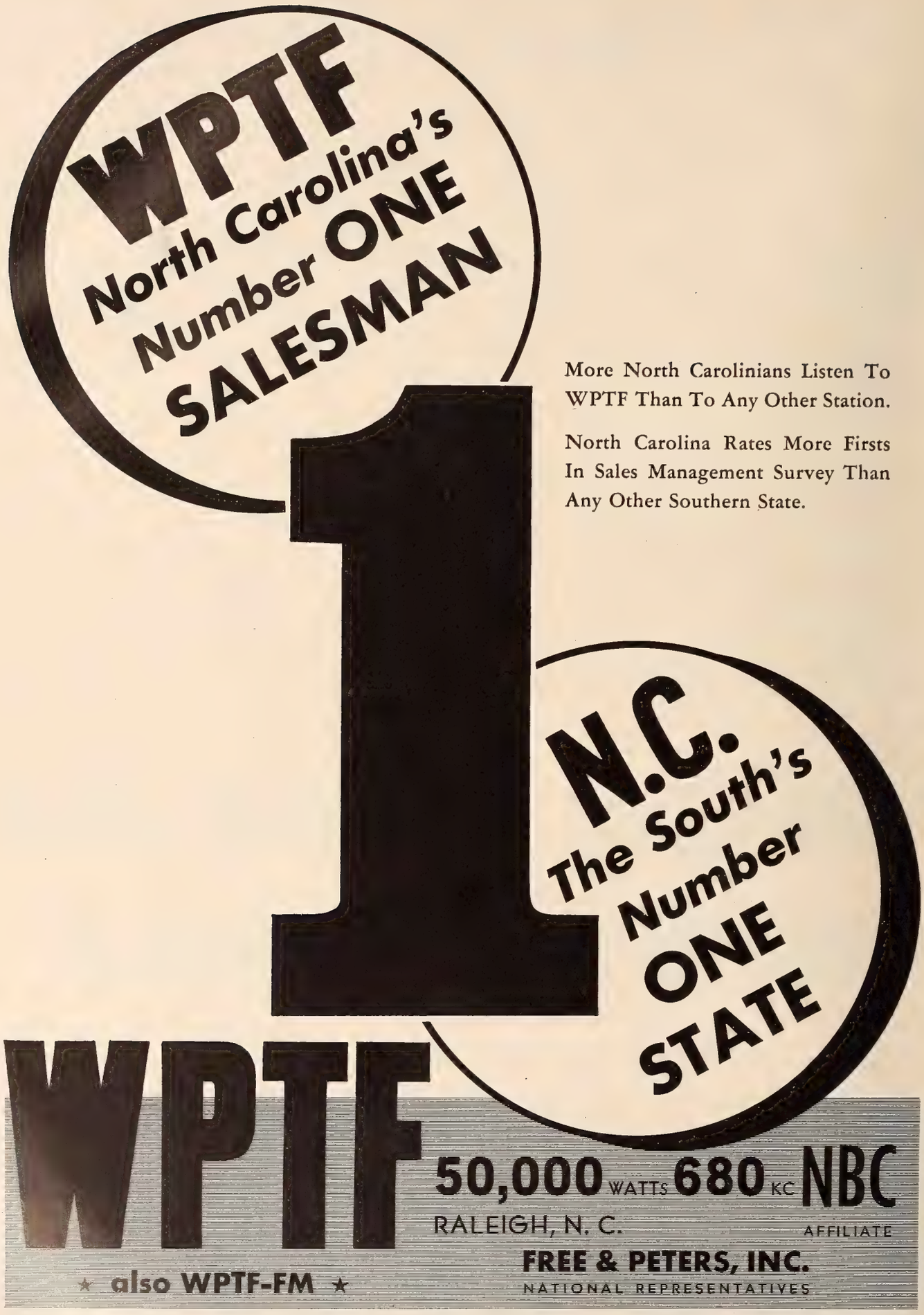
*Charlotte Hooper Station Listening Index, Jan.-Feb. 1950

of the audience in Charlotte—morning, afternoon and evening!

try WBT for size!



CHARLOTTE, NORTH CAROLINA • REPRESENTED BY RADIO SALES


WPTF
North Carolina's
Number ONE
SALESMAN
1
More North Carolinians Listen To WPTF Than To Any Other Station.
North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.
N.C.
The South's
Number
ONE
STATE
WPTF
50,000 WATTS 680 KC NBC
RALEIGH, N. C.
AFFILIATE
★ also WPTF-FM ★
FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

BROADCASTING
TELECASTING

Vol. 38, No. 19 WASHINGTON, D. C., MAY 8, 1950 $7.00 A YEAR—25c A COPY

$100,000 FOR ARMY SPOTS

Will Use Over 1,400 Stations

A NATIONWIDE $100,000 radio spot announcement campaign over 1,400 stations in 1,124 cities was disclosed officially last Thursday by the U. S. Army and Air Force recruitment office [BROADCASTING, March 6, Feb. 27].

In another branch of the armed forces—the National Guard—there also is activity affecting radio. Either today (Monday) or tomorrow a new agency is expected to be named, succeeding Gardner Advertising Co., St. Louis.

The selection will be made when a board of officers meets to study a list of less than a half-dozen agencies competing for the account. Last fall National Guard radio expenditures were in the neighborhood of $50,000.

The Army-Air Force expenditure, a Pentagon spokesman told BROADCASTING, is in line with its revised radio policy. The latter calls for more spending in the advertising budget for radio time purchases than for the costs of producing programs for public service broadcast [BROADCASTING, April 10].

Drive Starts May 15

Additional details encompassing the new campaign are:

- Drive gets underway in about a week with May 15 set as the tentative target date.
- Announcements are one-minute long and on a paid time basis.
- The spots are being placed nationwide, augmenting local spot announcement campaigns being handled concurrently through the six Army commands.
- The recruiting messages will be offered adjacent to baseball broadcasts or sports summaries, and will run on consecutive game days for intensive coverage.
- Placement is being handled by Gardner Advertising, of Chicago, which has been the Army-Air Force's agency since last January.

The Army-Air Force officials said the joint drive is being conducted coincidental with the spring college and high school graduation period. It is designed to attract graduates to the Aviation Cadet Training program and to numerous other careers open in the Air Force and the Army.

Acknowledging in effect the complaints of stations who have been using public service recruiting programs on a free-time basis, the spokesmen said announcements would be placed on stations "carrying public service recruiting programs (but) who have not participated in any paid time programs so far this fiscal year."

It also was revealed that the $100,000 expenditure will come out of the 1950 Army-Air Force recruitment advertising budget. The services' year is computed on a July to July basis, as are all government budgetary operations. Accordingly, this concentrated spot campaign is expected to end the first or second week in July 1950.

The spot announcements, the Pentagon said, are in addition to advertising being placed in other media and will tie in with themes directed to graduates in national magazines, newspaper supplements, local newspapers, direct mail and public service radio programs during the same period.

Lt. Col. Donald J. Wilkins, Air Force officer concerned with recruitment advertising media, told BROADCASTING the monies allotted for the radio spot campaign "vindicates" the services' position. He said it contradicts reports circulated a few months ago that the Army and the Air Force "were not going to buy any more radio."

On the contrary, Col. Wilkins said, the two services have not deviated from a charted course—that of buying time in peak recruitment periods on stations which carry public service programs produced by the services and placed on a free-time basis.

May Spend More

Also revealed to BROADCASTING was an indication that the $100,000 now planned for the campaign is not a static sum but regarded as the minimum amount to be expended. It is possible, according to spokesmen, that the total amount spent for the campaign will top the $100,000 figure. Such a development would occur if rebates are received from other expenditures in the overall recruiting program, it was explained.

Col. Wilkins said the drive, as in past years, has been "timed for when it will be the most effective." The policy, he said, was to saturate the market with an intensive spot campaign at an opportune period.

The colonel pointed out that the effectiveness of the campaign is tested through reliable research surveys—such as the services' Information and Education Division which conducts a "Troop Attitude Research" survey—and independent checks such as that made by the agencies.

Use Local Agencies

While Grant Advertising is directing placement of the national drive, local agencies, it was pointed out, are handling supplemental purchases made by the six field armies.

The spot campaign will take the radio advertising program of the two services through to about mid-July. However, all radio placement after that time is conjecture, spokesmen said, as it is dependent on the 1950-51 budget. As in the case of the National Guard, Congress must set appropriations.

Realignment of the recruiting program's radio policy was made known to the industry only last month. It followed a series of meetings by Maj. Gen. T. J. Hanley Jr., chief of personnel procurement for services, with Charles Batson, of Broadcast Advertising Bureau, and various members of the NAB including its president, Judge Justin Miller. Also present were executives from the Grant agency.

In the last meeting, Gen. Hanley

(Continued on page 40)

BARRY TO NBC

Would Be Radio Program Chief

CHARLES (Bud) BARRY, ABC vice president in charge of programs, will be appointed radio program chief of NBC, BROADCASTING learned Friday. Although NBC would neither confirm nor deny the appointment, it was learned authoritatively that announcement of Mr. Barry's joining that network would probably be made this week.



Mr. Barry

NBC was understood to have offered Mr. Barry the position at a salary of more than $40,000 a year to entice him to leave ABC, where he has been a vice president since July 1947.

As ABC program vice president, Mr. Barry last year was paid $36,666.56, which represented a salary increase of nearly $8,000 over his earnings the year before.

Whether Mr. Barry would join NBC with the rank of vice president could not be learned at the time this story was written. Elections to officership must be made by the NBC board of directors. The NBC board was in session when this page went to press.

McCray Shift

NBC has been considering a number of candidates for chief executive of its radio programming, a job created by the network's decision to shift Thomas C. McCray, now national program director, to Hollywood.

Mr. McCray has been awaiting the appointment of a program chief at network headquarters before proceeding to the West Coast, where he will be in charge of network shows and other operations.

Mr. Barry, who is 38 years old, entered radio in the NBC employ.

He joined the network in Washington in 1937 as a sports and special events announcer. Before that time he had been, progressively, a publicity director of a Boston department store, a copywriter for Montgomery Ward in New York, and advertising manager of Grosner's, Washington, D. C.

In 1938 he became night manager of WRC and WMAL Washington, then both NBC stations. In 1941 he was made New York assistant program manager of the Blue Network, and a year later became national director of programs, a position he kept when Blue became ABC.

In 1945 he returned to Washington as a representative of ABC and in July 1947, he became the network's vice president in charge of programming.

ADVERTISING

Barry Accents Big Role

ADVERTISING will continue "to play a big job in getting more goods to more people at less cost in terms of their outlay of money or energy," Walter R. Barry, vice president in charge of merchandising for General Mills, said Friday. He spoke to members of the Advertising Week Forum, sponsored by the Advertising Club of Syracuse (N. Y.) and the U. of Syracuse.



Mr. Barry

Asserting that "dynamic distribution," backed up with advertising sales and service, will maintain an expanding American economy, Mr. Barry said "distribution channels are adequate, but we must not make the fatal blunder of regarding distribution solely as a pipeline through which commodities flow automatically."

Manufacturers who believe in and use advertising "have made and will make a tremendous contribution in the field of new products," Mr. Barry said. "Without this leadership, daring, risk of development expense and the willingness to spend in advance of demand, there could not be the much needed expanse of production and of markets."

Mass production, with lowered costs, "is only possible through mass distribution, in which advertising plays a vital part," he said.

Advertising, however, "must keep pace with the quantitative growth of the country, and must always herald news of improvements . . ."

PNR NETWORK

Being Organized in Wash.

NEW Pacific Northwest Regional Network, consisting of AM stations in Washington and Oregon, is being organized with Glasco Branson, commercial manager of KMCM McMinnville, Ore., elected chairman pro-tem.

A joint sales and production center, to cover adjoining areas, will be established. The group also has offered to link with the recently formed Pacific Regional Network in California [BROADCASTING, April 24].

Facilities of KPFM (FM) Portland will be made available for programming and for direct feed by FM carrier to affiliating stations, it was said.

Court Delays Hearing

LATEST extension in the case of Salt River Valley Broadcasting Co. (KTUC Tucson, KOY Phoenix) against CBS for $225,000 damages carries the hearing to May 29 in Chicago Federal District Court. CBS petitioned for ar extension April 28.



Drawn for BROADCASTING by Sid Hix

"Good afternoon. We bring you a special broadcast from an accident on Route 120."

BMB STUDY

Book Proposal Mulled

PROPOSAL to publish a 3,000-page area book showing coverage maps of subscriber and nonsubscriber stations as shown by Study No. 2 of Broadcast Measurement Bureau will be submitted to the BMB board at a meeting tomorrow (Tuesday) in New York.

Individual state books or books covering groups of states would be obtainable for the 630 subscriber stations and the 1,170 nonsubscriber stations covered by the 1949 study.

Availability of these reports, it is believed, would help BMB clear its original $95,000 debt to NAB, which actually was an underwriting of the project. Already some of the debt has been paid back, and sale of area books would make BMB solvent, it is suggested.

The BMB board is scheduled to take up plans for dissolution of the bureau and transfer of assets and liabilities to the recently incorporated Broadcast Audience Measurement Inc., set up by a half-dozen broadcasters under a plan drafted by the NAB board last autumn [BROADCASTING, May 1].

J. Harold Ryan, Fort Industry stations, is to preside at tomorrow's BMB board session as chairman of the board. Dr. Kenneth H. Baker, NAB research director, is dividing his time between BMB as acting president and NAB headquarters. Target date mentioned for BMB's dissolution is June 31.

Norton Sells Stock

JOHN HALE NORTON Jr., ABC vice president, sold 500 shares of his ABC stock April 21, it was learned last week. Mr. Norton took advantage of a sudden rise in ABC prices on the New York Stock Exchange—following an optimistic report at the annual stockholders' meeting. His holdings, after the sale last month, amounted to a total of 2,100 shares.

TUBE SALES

RMA Reports Record High

SALES of tubes for radio receivers set an alltime record in March, according to Radio Mfrs. Assn., totaling 33,663,494 compared to 24,856,546 in February and 14,505,349 in March of 1949.

Tube sales in the first quarter doubled those of the same period in 1949, increasing from 40,658,043 to 80,801,064, RMA reported. Of March production, 26,274,558 tubes were for new sets, 6,102,167 for replacements, 1,204,765 for export and 82,004 for government agencies.

March sales of TV picture tubes to manufacturers totaled 642,986, an alltime record, compared to 427,189 tubes in February and 636,953 in the entire first quarter of 1949. RMA said 37% of all picture tubes sold in March were 14 inches and larger, with 98% 12 inches or larger.

First Quarter Totals

TV picture tube sales in the first quarter of 1950 totaled 1,506,427 compared to 1,317,088 in the fourth quarter of 1949. Dollar volume of March picture tube sales to manufacturers was $15,588,979. Including all types of cathode tubes, March sales comprised 676,524 units valued at $16,539,346.

Dairy Takes Ziv Show

FREDERIC W. ZIV'S transcribed package, *Guy Lombardo Show* has been sold for a 52-week period to Pet Dairy Products, through Robert E. Clarke & Assoc., Atlanta. Markets to be used in North Carolina, South Carolina, Virginia, West Virginia, Tennessee and Kentucky, total 28. The show has also been sold for 52-weeks to Smith Grocery Co., Detroit, George Byers' Sons, Louisville, and the Haas Brewing Co., for broadcast on WHDF Houghton, Mich., according to the program transcription firm.

HOFFMAN NAMED

Is KOB-AM-TV Manager

APPOINTMENT of Phil Hoffman, former vice president, general and sales manager of WOL Washington, as general manager of KOB-AM-TV Albuquerque, N. M., has been announced by T. M. Pepperday, publisher of the *Albuquerque Journal* and owner of the KOB properties. Mr. Hoffman succeeds R. R. Seal, who has resigned. The AM outlet is a 50 kw NBC affiliate.



Mr. Hoffman

Mr. Hoffman started in radio in Iowa in 1927, first as an announcer with the old KTNT Muscatine. He later served at KFJB Marshalltown and WMT, then in Waterloo, and joined the Cowles organization as manager of WIAS Ottumwa. WIAS was later merged with another Cowles-owned outlet, KWCR Waterloo, which with acquisition of WMT Waterloo, was destined to become WMT Cedar Rapids. He later went to KSO Des Moines and in 1935 joined the Cowles organization's KRNT Des Moines.

In June of 1948, Mr. Hoffman, as vice president of the Cowles Broadcasting Co. and superintendent of operations of KRNT and WNAX Yankton-Sioux City, went East to become vice president, general and sales manager of the Cowles-owned WOL. He served in that capacity until early this year when WOL was purchased by WWDC Washington.

WLW POSITION

'War' Not Planned—Dunville

STATEMENT that WLW Cincinnati is not declaring war on any station, or group of stations, in spite of a WLW presentation currently being shown to various agencies and sponsors, was voiced last week by R. E. Dunville, president of Crosley Broadcasting Corp., which owns and operates WLW.

Mr. Dunville said that although the presentation predicts a decline in listening to local stations within the next four years, "we have meticulously avoided singling out groups of stations in an effort to transfer business from those stations to WLW.

"The presentation," he continued, "does state that, in our opinion, based upon the trends in the past two years, plus a projection of those trends to 1954, the small, local stations located within television areas will suffer the most; and further, that stations outside of the television areas will undoubtedly suffer because of the retrenchment of national funds on spot radio for pinpoint markets."

Railroads Get a Bonus

Selling Good-Will and Traffic Too

By J. FRANK BEATTY

ONE of the greatest industry stories ever sold—the story of the nation's $28 billion railroad network — is producing an unexpected bonus for its narrators, the Assn. of American Railroads, sponsoring *The Railroad Hour* on NBC.

This bonus, gratifyingly enough, is highly mercenary. It consists of an identifiable increase in rail traffic despite the fact that the two-year-old broadcast is designed purely to acquaint the public with the railroads' role in the national economy and to hold the friendship of the citizenry.

In a critical phase of the industry's 120-year-old career, its organized directorate has been utilizing the power of the spoken word to gain intimate contact with 150 million Americans through their 90 million radio receivers.

Via these loudspeakers the railroads are routing entertainment plus the friendly story of the service they provide and the problems they face.

It's a story that is told, and sold, every Monday evening to an audience of 15 million select and intelligent citizens who listen because they want to hear the show and, perhaps surprisingly to some of the carriers, because they want to hear what the railroads have to say.

The first year of railroad broadcasting produced an outstanding example of goodwill building by a large industry [BROADCASTING, Oct. 3, 1949].

Approaching the end of the second year, the men who man the Iron Horse have stopped to take stock. What they have found is good. Reduced to capsule form, they have learned:

● This institutional program is starting to sell passenger traffic, and showing signs of selling freight business.

● The audience growth is swift —not skyrockety but steady.

● Radio's flexibility was used in an emergency to bring a message to the public within a few minutes of a major development.

● The audience is of high quality and friendly, and the association can prove it.

● It's a consistent audience, with new people coming in every week.

● In less than two years the carriers have built up one of industry's most powerful public-opinion instruments.

● The closing 20-second commercial has amazing potency.

The commercial side of this purely institutional broadcast is getting a lot of attention at the Assn. of American Railways headquarters in Washington. First of all, the program is designed to tell the railroad industry's story, not to sell rail traffic. The association doesn't peddle goods off a shelf to buyers, so it can't measure sales as easily as a single-company sponsor.

Since the main goal of *The Railroad Hour* is to convince the public that the roads are doing a good job and can do a better one, the original institutional theme is still followed.

But something quite new, and effective, has been added to the basic theme, a reminder slogan with a touch of financial pastel: "It's Good Business to Do Business With the Railroads."

Don't get the idea that this vast service industry is adopting the LS/MFT technique of hammering over and over, and then over some more. On the contrary, it has adopted a quasi-institutional way of inserting a use-our-facilities

(Continued on page 42)

ONE YEAR ago the Assn. of American Railroads knew it had hit on a successful public relations formula in its 30-minute versions of operettas and musical comedies. Having just completed an exhaustive study of the program, AAR now has discovered that a year ago it really didn't know its own radio strength, though it began to suspect this power when some 600 listeners went to the trouble to mail Christmas cards to the association. AAR has developed a tremendous entertainment enterprise. Is it paying off? The answers are supplied in these columns.

Advertiser, Agency and Network Evaluate the Program's Effect

WILLIAM T. FARICY
President
Assn. of American Railroads

ANOTHER year's experience with *The Railroad Hour* has served to confirm our original impression that such a program offers an effective connection between the railroad industry and the public it serves.

This is evidenced by the public response both to the program and the favorable reception of its commercial messages as indicated by the literally thousands of unsolicited letters we have received from listeners who had no other reason to write than to express their appreciation.

We believe the program is definitely helping to accomplish our major objective of a better public understanding of the railroad industry, its progress and its problems, and that it is serving as a stimulus to traffic.

* * *

JOSEPH H. McCONNELL
NBC President

IT is particularly appropriate that the *Railroad Hour* with its splendid portrayals of famous operettas and light operas should be the springboard for NBC's two hours of good music every Monday night. We are looking forward to a long association with the Assn. of American railroads.

The popularity of the *Railroad Hour* is the best possible testimonial to its worth. We are very proud of this fine program, and it is, of course, an additional source of pride to us that the Assn. of American Railroads has chosen the facilities of NBC to reach the American people.

* * *

CLARENCE B. GOSHORN
President
Benton & Bowles

ALTHOUGH there are innumerable records of the effectiveness of radio in product selling, this story of *The Railroad Hour* is perhaps unique in it sthorough documentation of the power of radio to communicate ideas and win friends and customers for a whole industry.

While we speak of *The Railroad Hour* as "institutional," its purpose is essentially no different from that of other programs—to enlist the attention of a selected audience, provide an appropriate atmosphere to tell people about ourselves and, if they feel we deserve it, gain their approval and support.

We trust them to pass on their confidence to others, because they know *why* they are our friends. Its accomplishment should be stimulating both to other industries and to those associations with commodities rather than brands to promote.

* * *



Mr. FARICY

* * *



Mr. GOSHORN

* * *



Mr. McCONNELL

IER MEET

Hennock Hits Programming at Ohio State

FRIEDA B. HENNOCK, FCC Commissioner, last week sharply criticized the present level of radio programming in America during the opening general meeting of the 20th Ohio State U. Institute for Education by Radio at Columbus. She spoke Thursday during a symposium which had as its theme "Do We Need a New National Policy for Radio and Television?"

Other chief speakers were Ralph Hardy, NAB director of government relations, Washington; Morris Novik, AFL radio consultant and president of WLIB New York, and Dr. H. Gordon Hullfish, professor of education at Ohio State.

Sounding an affirmative note, the Commissioner said: "As long as the objectives of American broadcasting are commercial it isn't going to go very far to make radio a creative force in our society."

Comr. Hennock praised the institute for "doing some of the most important work in American broadcasting" by attempting to raise the level of programming which, she said, "is far from satisfactory."

Public Service Role

As to radio's public service role, Comr. Hennock said that in her opinion the foremost function of a broadcasting system is to "aid in the development of an enlightened public opinion." Toward this end, she said, radio must be used to give the public information on all matters in which it is vitally interested and that "all responsible points of view on any question of public importance must have a chance for expression."

She sounded a note of warning to station managers stating: "We [FCC] have not in the past denied licenses solely because of inadequacies in programming, but the Commission is undeniably . . . giving closer scrutiny to this facet of each station's operations."

Comr. Hennock reminded the educators that expansion of television is about to begin and that they should explore its possibilities and participate in TV broadcasting from the beginning. She congratulated the licensees of educational AM and FM stations and asked "where are the titans of our educational system now that the time has come for you to demand your rightful place in the television picture?"

Dr. Hullfish warned against "official controls" of mass communications, but added that restrictions do not always flow from official sources. He said: "We want no iron curtain. But neither do we want a town crier who is free to limit his voice to the service of a special group." He further stated that "the matter of responsible ownership of facilities of mass communications is a major public concern."

Three other general sessions, nearly 40 smaller group meetings and the annual IER dinner on Sunday were to make up the IER four-day program.

American Exhibition of Educational Radio Awards

IMPROVED programming in aural broadcasting was reflected in the list of awards announced for the 14th annual American Exhibition of Educational Radio programs, sponsored by the Institute for Education by Radio. A total of 119 awards, each with a citation, was announced last week at the 20th annual institute in Columbus, Ohio. This was the second largest list of honors awarded in any one year by the Exhibition. It was exceeded only by last year's list of 125 awards.

The awards covered programs in four general classifications heard during 1949 in the U. S. and Canada. The judges made 53 first awards as compared with 57 last year. A total of 59 programs won honorable mention certificates—the same number awarded in 1949—and there were seven special awards compared with nine last year.

The network program classification was judged live by a New York board. NBC had seven firsts in aural broadcasting plus three in television, three honorable mentions, and one special citation. CBS and CBC had five firsts and three honorable mentions each in aural broadcasting and CBS won two in television. They shared one special citation and CBS took two specials of its own. MBS won three firsts and a special citation, while ABC was recognized with three honorable mention awards. In the network classification there were 25 firsts, 12 honorable mentions and five specials.

It was the second year that judging had been decentralized, giving a number of committees in various metropolitan centers the final word on awards.

More than 700 programs were entered and of these approximately 200 were network shows.

National Networks and Organizations

Religious — *Eternal Light* (NBC), *Catholic Hour* (NBC) and *Family Theatre* (MBS), all three first awards. Special commendation to *Stories from the Bible* (CBC)—Citation: ". . . series conspicuous in filling a long standing need for a religious program designed for children.

Agricultural—*RFD America* (NBC) first award. *American Farmer* (ABC) honorable mention.

Cultural (excepting music)—*Stage '49-'50* (CBC) and *NBC Theatre* (NBC), both first awards. *Invitation to Learning* (CBS), honorable mention. Special award to *CBC Wednesday Night* (CBC) — Citation: "For its courageous experiments with radio themes, techniques and writing, and for the excellence of its music and production."

Cultural Music—*Pioneers of Music* (NBC) and *CBS Symphony* (CBS) both first awards. *Metropolitan Opera* (ABC), honorable mention. Special award *Symphonies for Youth* (MBS) —Citation: "This well-planned series of well-chosen musical programs, with more vitality in both content and delivery of the commentary, would fill more fully an urgent need. A series like this is valuable to young people throughout the country to broaden their musical horizons."

Public Affairs, Drama—*In Search of Citizens* (CBC) and *You Are There* (CBS), both first awards. *Cross Section* (CBC) and *Living 1949-1950* (NBC), both honorable mention.

Public Affairs, Talks-Discussions—*In Search of Ourselves* (CBC) and *Meet the Press* (MBS), both first awards. *University of Chicago Round table* (NBC), *You and the World* (CBS), and *America's Town Meeting of the Air* (ABC), all three honorable mention. Special award *Memo from Lake Success*, United Nations radio broadcast over CBS and CBC—Citation: "The story of the United Nations, with its happenings and achievements, is brought to the American people in an informative, human manner through this series."

Children's Programs—*Let's Pretend* (CBS), *Cuckoo Clock House* (CBC) and *Mind Your Manners* (NBC), all three first awards. *Maggie Muggins* (CBC), honorable mention.

One-Time Broadcasts—*Eleven Memory Street* (UN Radio over MBS) and

(Continued on page 46)

RCA EARNINGS

First Quarter Net Up 89.4%

CONSOLIDATED gross income of RCA for the first quarter of 1950 amounted to $127,369,550, an increase of $35,041,723 or 38.0% over the gross of $92,327,827 for the like period of 1949. David Sarnoff, chairman of the board of RCA, made the announcement at the annual stockholders meeting last Tuesday. Held in NBC's Studio 8-H in the RCA Bldg., New York, the session was the largest in company history, with approximately 900 in attendance.

RCA net profit for the first quarter, after providing $7,709,000 for federal income taxes, was $11,236,231, up $5,304,148 or 89.4% over the 1949 first quarter net profit of $5,932,083, Gen Sarnoff reported. After provision for preferred dividends, earnings per common share were 75.3 cents, compared with 37.1 cents a share for the first quarter of 1949.

Dividend Declared

On the basis of these earnings and the prospects for the rest of the year, Gen. Sarnoff said that the board had declared an extra dividend of 25 cents a share on the RCA common stock, first extra dividend in company history [BROADCASTING, April 10].

Television, " the greatest single contributor toward making 1949 the most successful year since RCA was founded in 1919," accounted for approximately half of the gross income last year and for nearly 60% of the gross for the first quarter of 1950, Gen. Sarnoff reported. "Considering the fact that television as a major industry is less than three years old, this is most significant," he stated.

Arthur E. Braun, chairman of the board of The Farmers Deposit National Bank of Pittsburgh; John Hays Hammond Jr., president, Hammond Research Corp.; Harry C. Ingles, president, RCA Communications, and Gen Sarnoff were re-elected directors for three-year terms. Ruth Bryan Rohde, former U. S. minister to Denmark, was nominated for a place on the RCA board from the floor of the meet-

(Continued on page 41)

April Box Score

STATUS of broadcast station authorizations and applications at FCC as of April 30 follows:

	AM	FM	TV
Total authorized	2,281	756	109
Total on the air	2,127	708	103
Licensed (All on air)	2,099	496	39
Construction permits	182	256	64
Conditional grants		2	
Total applications pending	957	178	404
Requests for new stations	304	23	350
Requests to change existing facilities	267	38	15
Deletion of licensed station in March	1	7	
Deletion of construction permits		6	
Deletion of conditional grants			

WHO'S HIT BY TV?

All Media, Not Just Radio, Krueger Stresses

By HERBERT KRUEGER
COMMERCIAL MANAGER
WTAG WORCESTER, MASS.

THERE'S nothing like digging your own grave—and paying for the privilege!

This television, . . . it's doing an awful job on radio audiences!

Everyone knows that! I know it, you know it, Young & Rubicam knows it, BBDO knows it and the proprietor of Helen's Hatte Shoppe on Main St. knows it!

And that, broadcasters, is what I mean when I say we are digging our own graves, and paying for the privilege!

In our city there are no television stations. We are in a "fringe listening" area. Before television our Hooper reports showed the usual negligible rating under the "Others" column. Then came "FM & Others" and the rating was still small. Then came "FM, TV & Others" and that started small, but kept growing and growing.

Certainly it wasn't the "Others" or the "FM" that caused the increase. It was television. Looking at a current index and comparing it with the same period a year ago, one gets quite a shock.

For years we've used Hoopers as a sales tool. Took them out, showed the client, rubbed our hands and said, "See, I told you you had something there!" We still take out the Hoopers and show them to customers. What happens? The proprietor owns a television set in his home. Thousands and thousands of people in our city don't own television sets. But this fellow does—and he uses it. He looks at the Hooper, runs his finger horizontally along the page and says, "Wow!, Television is sure cutting into your audience, isn't it?"

Client's Decision

Right there the client decides two things. First, he's going to be darn sure to use TV if it ever comes to his city. Second, maybe he'd better cut down on his radio expenditure and pour a little more back into good old newspaper advertising.

The salesman comes back to the office and says, "What can I tell him?" So you again point out the growth of your audience, you get out the new BMB, you repeat the stuff about impact and the many tried and true sales plusses of radio. You tell the salesman that television is a glamour gal reaching only a minority, and a small minority when it stacks up against other advertising media.

Then you admit that a person looking at a television screen can't be listening to a radio program. But, he also can't be reading a newspaper, or a magazine, or be out riding around looking at billboards, or reading his mail . . . or even going to the movies, playing bridge, working in the garden, or anything else. You point out that television has an impact on everything, not just on radio.

So the salesman passes all that along to the client. He nods, but he isn't convinced. Maybe television viewers don't read the newspaper so much, but the "solicitor" from the paper was just in and showed him the ABC report and it looked pretty good. There was nothing in there about television. Nothing in the line of figures to show that.

Wait a minute! What, then, are we doing with TV figures on our Hoopers? Drop that shovel—let somebody else dig the grave.

As broadcasters, we have become victims of our own zealousness. We have always led the advertising field in research for our clients. So maybe it was a natural and logical step to drift into Hoopers, or Nielsens, or Pulses, or whathaveyous that gradually noted the trend toward television.

But if we become objective in our viewpoint we recognize the radio and television and magazines and newspapers are all competing media. Our relationship with television is certainly closer than with the others in that it is "broadcast" advertising. However, we must realize that we do compete with television, whether we own it or somebody else owns it.

A Word on Research

The next step then, is a suggestion that the research firms recognize this competition also. When we order a Hooper survey, we order a Hooper *radio* survey. It will give us the breakdown and division of the *radio* audience. When Hooper interviewers call a home and the respondent says the radio is not turned on because he is reading a magazine, or a newspaper, or playing Canasta, that doesn't show up in the Hooper. Why then should the Hooper go out of its way to ferret out the television viewers?

Maybe the sets-in-use figure will change, and maybe the overall proportion will be altered somewhat, but the result will be a fair picture of how many people are listening to radio programs—and that's what the survey was ordered to show.

In television markets there can be television surveys and radio surveys; order one, or order both. Each will give a fair picture of its own particular audience.

'Evaluate All Media'

If advertising agencies then want to find out the facts about competing media in a given market, let them gather their own data, at their expense, or at least at the expense of the respective media. Let them evaluate all media covering the market, each in its own relative position.

That radio is not alone in the steamroller path of television is borne out by two recent statements from newspaper trade journals.

In *Editor & Publisher* of April 1, 1950, was the following:

Television's effect on newspaper circulation is apt to exceed the 4.7% readership decline noted in the Washington, D. C. survey, in the opinion of Charles Thieriot, manager of the "San Francisco Chronicle's" KRON-FM and KRON-TV.

Addressing a luncheon session of the Western Conference of Circulators here this week, Mr. Thieriot pointed to the algebraic growth of video and predicted similar impact on newspaper advertising and on newspaper size. Circulation-wise, convention delegates privately estimated inroads on newspaper sales as high as 17%.

In the *Editor & Publisher* of Feb. 25, 1950, in a story concerning the report of a survey by the National Retail Dry Goods Assn., Howard P. Abrahams, manager of NRDGA's sales promotion division, is quoted as saying:

Several retail admen believe that evening newspapers are securing less minutes of family readership than they did before. If this continues, these retailers plan to reduce their advertising in these newspapers.

How many newspapers do you think are rushing around to show their advertisers these findings?

For years the chief aim of farseeing and aggressive broadcasters was to convince advertisers, and the majority of their fellow broadcasters, that the advertising power of radio was priced too low. In face of the growth of radio as an advertising medium, rate structures failed to keep pace.

Now, just when the idea is about to sink in, along comes television, and broadcasting has the problem of maintaining its rate structure instead of increasing it.

Intra-station competition, leveling of consumer sales conditions, and the fact that orders ceased coming in over the transom made us all easy prey for the present television scare. Here and there a few broadcasters announced "new Class A rates," or "time-bonus packages," and the cold war became a hot one. Who can blame the advertisers for jumping on the band wagon and doing all they can to knock down the rates for broadcast advertising?

Radio Bigger Than Ever

Running like a frightened rabbit, the broadcaster hasn't time to stop and look at the facts. Radio today is bigger than it ever was, with nearly 90 million sets in use. It's a rare home with only one radio set. It's a rare car without a radio set. It's also a rare station or network that has increased its rates in accordance with the tremendous increases in delivered audiences.

Meanwhile, other media, at the drop of an ABC report, will announce an increased rate, backing it up solidly with circulation data. It's happened with newspapers; it's happened with magazines; and if you've had any printing done lately you'll find it's happened in direct mail.

And radio, delivering fuller impact, non-divided attention, the smoothest and most effective type of advertising to *more* and *more* and *more* people every day, is cutting rates!

INDUSTRY sales problems have held the attention of Herbert Krueger for many years. As a member of the NAB Sales managers Executive Committee he was active in the association's steps to improve the industry's advertising position. When the All-Radio Presentation was set in motion over two years ago he was given the job of handling finances. The NAB sales managers group spawned the idea that led to formation of the present Broadcast Advertising Bureau. At WTAG Worcester, Mass., Mr. Krueger is commercial manager. He raises in this article a point that all broadcasters should recognize, and appreciate.



Mr. Krueger



SEN. Edwin C. Johnson (D-Col.) (l), president of the Western League, discusses Wichita, Kan., return to organized baseball for the first time in 18 years, as well as baseball in general, with Sportscaster Glen Perkins of KFH Wichita. Occasion was the Perkins sports review on KFH prior to the opening game April 18 between the Wichita Indians and the Pueblo Dodgers.

TV AUTHORITY

Starts Recognition Drive, Presents 'Code'

TELEVISION Authority, an amalgam of live talent unions, last week started a drive to gain recognition from the television industry and to establish wage scales and working conditions.

TVA, which despite protests of the screen guilds has been granted jurisdiction over TV by the Associated Actors & Artistes of America, parent body of AFL talent unions, last week held its first meeting with representatives of television networks and the American Assn. of Advertising Agencies.

Although TVA had prepared a full "code" of wage scales and working conditions which it proposed to seek as a basis of bargaining, it was learned that industry representatives at the meeting raised the question of whether or not TVA could claim to represent all talent in television.

Although both are members of the Associated Actors & Artistes of America, the Screen Actors Guild and Screen Extras Guild have repeatedly protested the 4A's action in granting jurisdiction to TVA and have announced they would continue to represent performers in television film.

Film Also Covered

The "code" presented by TVA embraced proposals covering television film, and the perplexing question as yet to be settled is whether the industry could enter an agreement with TVA covering film performances while the screen Guilds' claim to jurisdiction in this regard is still unresolved.

The TVA proposals for wages and working conditions were detailed at length in a letter distributed to members of the various performers' unions.

The TVA proposed a union shop for all television performers, and limits each collective agreement to one year.

It further espouses the principle that any film or kinescope used more than once in any area "must require additional payment of fees to the performers involved."

Specific wage minimums sought by TVA are:

(1) For one hour telecasts: Minimum fee of $115 plus rehearsal fees, with rehearsals not to extend over more than nine consecutive days including the day of presentation.

(2) For half-hour telecasts: Minimum fee of $85 plus fees for rehearsals that are not extended over more than five consecutive days including day of presentation.

(3) Quarter-hour telecasts; Minimum fee of $70 plus fees for rehearsals that shall not extend over more than three consecutive days including show day.

Rehearsal fees are set at $6 an hour, with no rehearsal to be less than three hours in any one day. TVA seeks a schedule of no less than a three hour minimum call for 15-minute shows, a six-hour call for half-hour programs and a nine-hour call for hour programs.

After minimum rehearsal periods, fees are $3 per hour or any part of an hour, computed in half-hour periods.

All foregoing fees apply for live telecasts, except standard acts that are defined as "any performer or group of performers who render and perform a self-contained theatrical performance with material and theatrical routines furnished by the producer-employer." "Such performances must have been previously rehearsed and/or used by such standards prior to their engagement by the television producer-employer."

The TVA set minimum scales for standard acts as $201 for singles, $300 for groups of two, $400 for groups of three and $500 for groups of four.

Minimum Scales

"To all these payments there must be added all prescribed rehearsal fees at regular rates, plus 2% of the minimum fee for each station carrying the show by live, kinescope or similar device," the TVA proposed. "These minimums are to apply to any show regardless of the length of the program."

TVA also seeks to set scales for filmed telecasts, defined as those which are "filmed prior to and for transmission by or from a television transmitter and may be used for telecasting purposes only."

Film Fees Set

Minimum fees for filmed programs will be the same as those pertaining to live performances, except that there must be an eight-hour required call in any one day, less one hour for meals. "No film telecast may be used more than once in an area," the TVA proposal adds, "without payment of additional compensation as provided for in the collective bargaining agreement."

Repeat telecasts of any kind of television performance, live film or kinescope, require payment to performers of fees equal to those they received for the first telecast.

An exception to that proposed rule is made in the instance of a live repeat performed "for the purpose of supplemental coverage of the same network within 48 hours of the original performance and for filmed or kinescoped telecasts used within 30 days of the original performance."

Retakes on films or kinescopes will mean payment of additional fees to performers, computed at a rate of one-half of the program fee plus any rehearsals.

TVA seeks to prohibit telecasts from any television studio or elsewhere that admission is paid.

The TVA "code" of proposals also embraced provisions covering "commercial inserts, doubling, rest periods, demonstrations, auditions, previews, after-shows, television screen tests, walk-ons, extras, sportscasters, understudies" and other activities.

Preliminary Meeting

The meeting with industry representatives last week was described as preliminary in nature. Another meeting is scheduled late this week. It was made clear by television management representatives who attended that there were many difficult problems of procedure, in addition to that of TVA or screen guild jurisdiction, to be settled before discussions with either of the two union groups reach a negotiational stage.

RADIO NEEDS SPARK

Jones Hits 'Inertia'

AN ANTIDOTE for what he called "inertia . . . one of the greatest dangers to sound broadcasting," was enunciated by FCC Comr. Robert F. Jones, principal speaker at last Friday's New Jersey Broadcasters Assn. spring meeting held in Haddon Hall, Atlantic City.

At the same time, he reminded broadcasters that this is no time "to don your sackcloth and ashes for sound radio." Comr. Jones said more than 40 million American families—or 95% of the total — own radio receivers. "Poor radio," he mused, "it has only 5% to go to completely saturate America!"

Comr. Jones reviewed the "facts" of broadcasting—AM, FM and TV—in the state of New Jersey. He acknowledged that in the first category, New Jersey is covered "like a blanket with multiple services" in view of the powerful competition from clear channel stations in New York City and Philadelphia. The latter stations, he said, "skim off the sweet cream of the advertising dollar," while less powerful outlets compete "for the skim milk of radio advertising with a national appeal."

Looking at the future of radio, Comr. Jones observed there are "definite improvements" which the smaller station can make to level its sights at the "critical job . . . of reducing the cost of operation and increasing the sales income."

These, he said, are: (1) Blueprint jobs necessary to operate an efficient station, (2) offer regular training to personnel, (3) urge training in selling methods since "radio advertising today . . . requires salesmen with outstanding training and qualifications," (4) make it easier for the advertiser to buy, such as more than one station selling a single package to meet big station competition, (5) re-evaluate station's promotion—keep the old as well as the new advertiser informed of the station's progress, and (6) let the community know of the job the station is performing.

Example of 'Inertia'

As an example of radio's "inertia," Comr. Jones retold an experience of an NAB delegate, who, he said, found the broadcast business suffering from "a form of myopia from internal politics and accumulated inertia—which in the human structure is called hardening of the arteries."

In view of the growing importance of TV, he said, the economic factors must be considered. But, he asserted, "don't set your sights on national statistics when you know your local financial condition contradicts the predictions and conclusions reached on a national basis." Localized radio stations have had to become, he said, "that which in my judgment, the Communications Act of 1934 contemplated — media of local self-expression, as important to your community as your daily newspapers and as integral a part of your local institutions as your schools, churches and town halls or beer parlors."

Admonishing the extreme pessimists who find radio on the way out because of television, Comr. Jones said "radio and TV can live side by side." Although values and times may change, he said, "no wide awake medium of intelligence has ever gone into complete eclipse because of the introduction of a new medium."

". . . Radio every year has achieved new records, if what I read in the BROADCASTING Yearbook is so," he continued. ". . . Our own FCC figures show that television, even at this early age, has tapped 'new money' to a greater degree than it has raided the incomes of other media."

The FM picture was not painted a rosy hue by the Commissioner who admitted that "fitting FM into your picture is a problem." However, he said, the low powered FM properties of stations can serve an area several times as far as many an AM facility because of the latter's severe limitations at night. "In terms of square miles of nighttime coverage free from interference, FM stations often serve areas that are from 10 to 100 times as large as the coverage of the associated AM station," Comr. Jones noted.

PEABODY WINNERS

Five Stations, Three Networks Honored

SELECT 1949 radio and television programs, including those of five stations and three networks, were honored last Thursday at the 10th annual presentation of the George Foster Peabody Radio Awards at a Radio Executives Club of New York luncheon, held at the Roosevelt Hotel.

Awards were presented by Edward Weeks, editor of *The Atlantic Monthly* and Chairman of the Peabody advisory board. John J. Karol, CBS sales manager and REC president, presided at the luncheon. Dean John E. Drewry, Henry W. Grady School of Journalism, U. of Georgia, introduced the speakers.

WQXR New York broadcast the award presentations (1:30-2 p.m.) and the proceedings were taped for broadcast later that day by CBS (5:30-5:45 p.m.), ABC (10:45-11 p.m.) and NBC (11:30-11:45 p.m.).

WWJ Detroit Lauded

WWJ Detroit was lauded for its public service programming as a regional station. Cited were four programs in a series which showed an "admirable appreciation of social responsibilities of broadcasters." The programs were *Protect Your Child*, an "intelligent approach" to the sex crime problem; *The Best Weapon*, dealing with a polio epidemic; *Meet Your Congress*, presenting problems and issues of joint interest, and *The World Forum*, similarly an aid to a better understanding of world events. Don De Groot, WWJ public affairs manager, was commended for his part in arranging the series.

Public service award for a local station went to KXLJ Helena, Mont., based on the station's *Legislative Highlights* broadcasts which spanned sessions of the state legislature. A point was made of KXLJ donation of transcriptions of the series to the state library and the station's publication of a book suitable for school and library use. Programs demonstrated "democracy in action through the medium of broadcasting," the citation said.

In the reporting world, Eric Sevareid, chief CBS Washington correspondent, was commended for his "rich background and understanding" of events he reports or interprets. He reveals a "depth and clarity, a perspicacity and lucidity . . ." when reporting, according to the citation.

Similar citation was awarded Erwin Canham, editor, *Christian Science Monitor*, for his reporting and analyses on ABC's *Monitor Views the News*. Both Mr. Canham and the program were named. The program was underscored because ABC aired "the only news program on which the editor of a major U. S. daily is the chief spokesman."

Also cited was WMAZ-CBS Macon, Ga., for its news coverage, particularly on local news. Station devoted 140 of 1,170 minutes of broadcast time each day to news, spending some $50,000 during the year on local news coverage and discouraging advertising support "which might in any way jeopardize unbiased reporting of the facts," the citation explained. The Peabody Committee suggested, "this station may well serve as a model for those that would do a better news job."

Entertainment Winner

Chosen as standout in the entertainment and drama field was Jack Benny, CBS radio comedy star, for avoiding "habit, staleness and artificiality" in his show. The award noted the "masterly timing and delivery" of Mr. Benny's lines and his "good sense in subordinating his role in the interest of many a comic situation. . . ."

A special unclassified citation was awarded ABC's *The Greatest Story Ever Told* which dramatizes teachings from the New Testament. The Committee noted that the program maintains a high degree of integrity, free of denominational

(Continued on page 45)

Winners of George Foster Peabody Awards

Radio

- **Public Service by a Regional Station—WWJ (NBC), DETROIT.**
- **Public Service by a Local Station—KXLJ (NBC) HELENA, Mont.**
- **Reporting and Interpretation of the News—ERIC SEVAREID, CBS Washington, D. C. Citations to WMAZ (CBS) MACON, Ga., and ERWIN CANHAM and the program "THE MONITOR VIEWS THE NEWS," ABC.**
- **Entertainment and Drama—JACK BENNY, CBS. Special unclassified citation to "THE GREATEST STORY EVER TOLD," ABC.**
- **Entertainment in Music—WQXR NEW YORK.**
- **Educational Program—"AUTHOR MEETS THE CRITIC," ABC.**
- **Children's Program—Citation to WTIC (NBC) HARTFORD, for "MIND YOUR MANNERS."**
- **Outstanding Contribution to International Understanding—NBC's UNITED NATIONS PROJECT.**

Television

- **Entertainment—"THE ED WYNN SHOW," CBS.**
- **Education—"CRUSADE IN EUROPE," ABC.**
- **Reporting and Interpretation of the News—CBS's COVERAGE OF UN's GENERAL ASSEMBLY. (Sponsored by Ford Motor Co.)**
- **Children's Program—"KUKLA, FRAN, AND OLLIE," NBC.**

Special Citations

To CARTOONIST H. T. WEBSTER, for his weekly "Unseen Audience."

To the UN and AMERICAN BROADCASTERS IN GENERAL, as represented through NAB, for contributions to better international understanding.

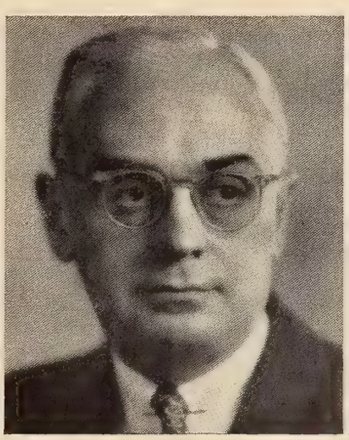
To HAROLD ROSS and THE NEW YORKER for their successful Grand Central campaign in behalf of the rights of the so-called "captive audience."



Don DeGroot
WWJ Detroit



Jack Benny
CBS Comedian



Elliot Sanger
WQXR New York



Paul W. Moreney
WTIC Hartford



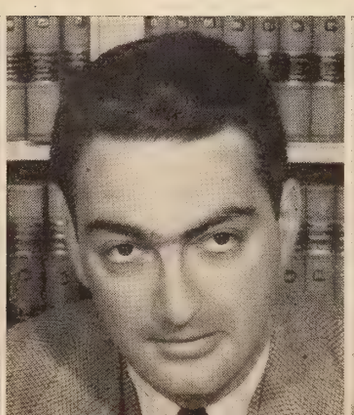
Ed Craney
KXLJ Helena, Mont.



Eric Sevareid
CBS Commentator



Wilton Cobb
WMAZ Mason, Ga.



Martin Stone
'Author Meets the Critic'



Sterling Fisher
NBC Public Affairs



Erwin Canham
ABC Commentator

'GAMBLING' HEARING

CESSATION of three-week Congressional hearings on Justice Dept.'s bill to prohibit interstate transmission of gambling information and Senate approval of a far-reaching crime probe highlighted developments on Capitol Hill last week.

Meanwhile, speculation that the Senate Interstate Commerce communications subcommittee might subpoena radio and television broadcasters appeared to have subsided, for the time being at least, as Subcommittee Chairman Ernest McFarland (D-Ariz) announced Thursday that further hearings were recessed "subject to call of the chairman."

The announcement followed Senate approval of a $150,000 sweeping crime investigation proposed by Sen. Estes Kefauver (D-Tenn.) which some authorities felt would only touch on phases already covered by the McFarland subcommittee in its communications probe.



BEFORE leaving for Washington to take over his new post of general manager of NAB, William B. Ryan was feted by his KFI-AM-FM-TV staff. His secretary, Winifred Scott (l) makes the presentation of luggage while Mrs. Ryan looks on. Mr. Ryan has been general manager of KFI for the past seven years, and of KFI-TV since its start two years ago.

The Kefauver plan (S Res 202) calls for a five-man committee, three members from the Senate Interstate Commerce group, and two from the Senate Judiciary Committee. While selection of members rests with Vice President Alban Barkley, it was generally believed that Sen. Kefauver would be named chairman of the special group, to include Sen. Edwin C. Johnson (D-Col.), Sen. Charles W. Tobey (R-N. H.) and Sen. McFarland, as well as Sen. Alexander Wiley (R-Wis.).

Authorities close to Sen. Kefauver said last week that the probe probably will not get underway for at least one or two weeks pending compilation of necessary data and addition of staff personnel.

Communications Secondary

It was believed most of the witnesses already called by the Senate Commerce subcommittee would not be invited by the special committee to testify but rather that the communications phase would be secondary to the overall crime investigation, in which Sen. McFarland is expected to take part.

Meanwhile, possibility was held out that the Senate communications subcommittee might hold further hearings, but they would not be extensive, authorities felt. The subcommittee will review testimony given during the past three weeks and compile necessary data with a view to preparing its report on the proposed Justice Dept. bill [May 1, April 24, 17, 10], which might be used by the special Kefauver committee.

Sen. McFarland declined to comment on what action his subcommittee would take but already has indicated it may adopt a compromise version of the FCC plan and Justice Dept. bill (S3358). The subcommittee disclaimed any intention last week of subpoenaing broadcasters, with hearings now recessed, though Sen. McFarland twice expressed surprise during Wednesday's session that none had requested to appear. Once he remarked, "I take it that they favor the legislation."

Chairman McFarland's comment came during testimony by Elmer Davis, president of Radio Correspondents Assn., who opposed the measure, as did representatives of AT&T Long Lines Dept., Western Union, Armstrong Daily Sports Inc., U. S. Independent Telephone Assn., AP, INS and Transradio Press Service Inc., and others.

Four days running, Monday through Thursday, the subcomittee heard further views on Justice Dept.'s proposed bill which would outlaw interstate transmission of gambling data on sports events; require that stations delay broadcast of details at least an hour after completion of horse races, and limit stations and networks to one horse race broadcast per day—not including "special events."

FCC's plan would eliminate transmission of all information on bets, odds, or prices paid in betting on any sports event in interstate commerce. The Commission's version seeks to limit definition of "gambling information" and would enable radio-TV stations to carry as many horse races as they chose if they abide provision on odds, bets and prices paid.

Implications Outlined

Mr. Davis told the McFarland group that ". . . If the principle is established that the transmission of certain kinds of news may be prohibited or delayed because evil men may use it for an evil purpose, you could prohibit the transmission of any other kind of news if Congress is persuaded that an evil purpose could be frustrated thereby."

Recalling his opposition to similar bills on newspapers and contending that arguments advanced for the Justice Dept. bill could logically apply to them, Mr. Davis alluded to the lottery law governing broadcasting.

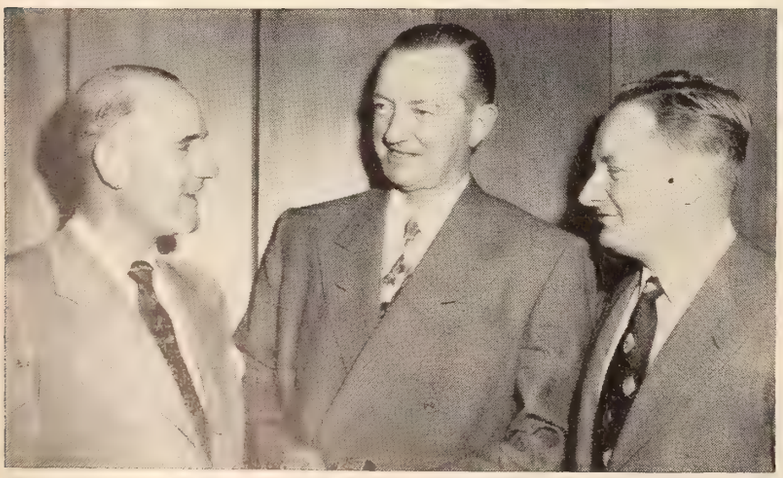
"This served an undoubtedly worthy purpose; it also got the camel's nose inside the tent. S 3358 would get his ears inside too and about half his neck, and after that there is no telling where he would stop."

Mr. Davis, appearing at the direction of the association's executive committee, said he thought FCC's proposed limitations on bets, odds and prices in all media would be "less obnoxious though the principle would be just as bad." Furthermore, since it would apply to newspapers as well, that would serve to unite them and kill the bill itself, he noted, adding that was "the wrong way to fight gambling, however."

Mr. Davis said he had no opinions on the proposed hour time lag but felt that permission to publish such news with the time lag requirement would be "useful to the publishers of evening newspapers, which would no longer be in danger of being beaten on racing news."

Chairman McFarland told Mr. Davis his subcommittee had received no requests from radio or television stations opposing the legislation "to appear and comment on it" and remarked: "Evidently they favor it." Mr. Davis said he didn't know whether they favor it or not but countered that "so far

(Continued on page 44)



William B. Ryan (center), formerly general manager of KFI-AM-TV Los Angeles, and now general manager of NAB, was honored guest at a farewell luncheon in Los Angeles before his departure for Washington. On hand to pledge cooperation in his new assignment were William J. Beaton (l), general manager of KWKW Pasadena, and Calvin J. Smith, general manager of KFAC Los Angeles. Mr. Beaton is president of Southern California Broadcasters Assn., luncheon hosts. Mr. Smith is NAB 16th District director.

Senate Plans Probe RICHARDS CASE

Cunningham To Preside

FCC EXAMINER James D. Cunningham was designated late last week to succeed the late Examiner J. Fred Johnson Jr. as presiding officer in the G. A. (Dick) Richards news policy case, and it appeared likely FCC would be asked to start the hearings anew.

Counsel for Mr. Richards, owner of KMPC Los Angeles, WGAR Cleveland and WJR Detroit, reportedly were set to petition for a fresh start in the hearing as a result of the death of Examiner Johnson (see story page 77).

Three weeks of the hearing have been held, devoted to presentation of FCC's case in support of charges that Mr. Richards ordered KMPC staff members to slant newscasts against members of the late President Roosevelt's family and certain minority groups [BROADCASTING, March 20, 27, April 3, 10].

Judge Johnson had been scheduled to resume the hearings in Los Angeles May 15, but upon his death FCC postponed the resumption to June 5.

A major contention of Mr. Richards' counsel relates to the credibility of FCC's witnesses. Counsel therefore are expected to insist upon a complete new start so that the presiding officer will be able to evaluate all witnesses' testimony for himself.

Hugh Fulton, Washington and New York attorney who is chief trial counsel for Mr. Richards, was understood to be prepared to cite court decisions supporting the contention that failure to grant a new start would violate due process rights.

Joined FCC in '34

The new examiner designated for the case is a government career man who has served with FCC since December 1934, except for almost six years' service with the Army, from which he was separated in May 1946 with rank of colonel.

Among the many FCC cases in which Mr. Cunningham has participated are the WMEX Boston renewal proceedings and the hearings on the charge of Homer P. Rainey, then a candidate for governor of Texas, that four Dallas stations conspired to deny him the use of their radio facilities.



"It seems that the new sales manager has a brother with another agency"

Well, don't take it so hard, old man. Clients change agencies for all kinds of reasons.

And here's a helpful hint about how to keep your clients happy in Baltimore—you buy W·I·T·H, the BIG independent with the BIG audience.

Then you're sure of getting more listeners-per-dollar than from any other station in town. Then you're sure of low-cost results.

If you'd like to know all about W·I·T·H, just call in your Headley-Reed man today. He'll give you the whole story.

W·I·T·H

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* **HEADLEY-REED**

GET THE STORY...

How just one announcement brought . . .

10,000 REQUESTS FOR "CISCO KID" MASKS

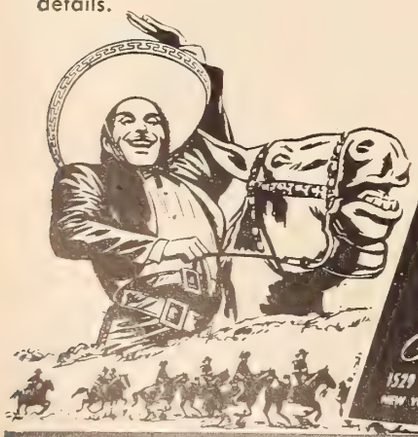


Holsum Bakery reports "Cisco Kid" is a terrific bread salesman! A single offer of "Cisco Kid" masks stampeded the kids. Although these masks were to be distributed by dealers, the following day, impatient youngsters stopped Holsum trucks that same evening—demanding masks! Next day, the entire supply of 10,000 masks was distributed! The station reports: "Could have used 40,000!"

All over the country, the "Cisco Kid" is breaking sales records for many different products and services. Write, wire, or phone for details.

SENSATIONAL PROMOTION CAMPAIGN — from buttons to guns—is breaking traffic records!

This amazingly successful ½-hour Western adventure program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship.



FREDERIC W. ZIV COMPANY
Radio Productions
1520 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

International WAVE

ATMOSPHERE at WAVE Louisville is taking on an international tint. By request of the United Nations' Paris office, Bill Hodapp, WAVE continuity editor, and Clarence R. Graham, Louisville public librarian, are preparing a 3,500 word article which will be translated into all foreign languages and circulated at a UN meeting in Sweden this summer. Paper will compile suggestions as to how foreign nations can benefit from WAVE-Louisville-Public Library efforts in field of education, public service and audio-visual aids. Choice of the writers grew out of their collaboration on an article, "Television's Town Hall," published in *Library Journal* last year.

GEORGIA MEET

Mitchell Institute Speaker

ADDRESS by Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau, demonstration of the effect of radio advertising on sales and a showing of the radio promotion film, "Lightning That Talks," will highlight the fifth annual Radio Institute at the U. of Georgia May 18-20, the institute has announced.

Mr. Mitchell, secretary of the committee which produced the film, will speak following the film showing. Also scheduled is a panel discussion on radio advertising led by Mr. Mitchell and Allen M. Woodall, WDAK Columbus, past president of the Georgia Assn. of Broadcasters and currently a member of NAB's board of directors.

Previously announced institute speakers are Malcolm Johnson, Pulitzer prize winning reporter now with INS, and John M. Cooper, director of radio for INS, who will lead a session on radio news.

The institute is held annually under the sponsorship of Georgia U.'s Henry W. Grady School of Journalism. Institute committee is headed by Lewis A. Doster, WGAU Athens.

Arthur Rubicam

ARTHUR RUBICAM, 50, account executive of Morey, Humm & Johnstone Inc., New York, died April 27 at his home in Upper Montclair, N. J. Born at Plymouth Meeting, Pa., Mr. Rubicam attended New York U., and was associated with several advertising agencies until 1943 when he joined General Electric as advertising and promotion manager of the heating equipment division. In June 1949 he joined Morey, Humm & Johnstone. Surviving are his wife, his sister and his mother.

LEVER ELECTS

Babb To Succeed Luckman



Mr. Hancock Mr. Babb

JOHN M. HANCOCK, partner of Lehman Bros., was elected chairman of the board of directors of Lever Bros. Co., and Jervis J. Babb, executive vice president of S. C. Johnson & Son Inc., was elected president at an annual meeting in New York on May 2.

The new board of directors of Lever Bros. will consist of Messrs. Hancock and Babb, and the following: William H. Burkhart, vice president of Lever Bros. Co.; J. Laurence Heyworth, director of Lever Bros. & Unilever Ltd.; Franklin J. Lunding, president of the Jewel Tea Co. Inc.; Charles A. Massey, president of Lever Bros. Ltd. (Toronto); Robert B. Smallwood, president of Thomas J. Lipton Inc., and Louis F. Watermulder, vice president of Lever Bros. Co. Other officers of the company, and of the Pepsodent and Jelke divisions will remain the same.

Succeeds Luckman

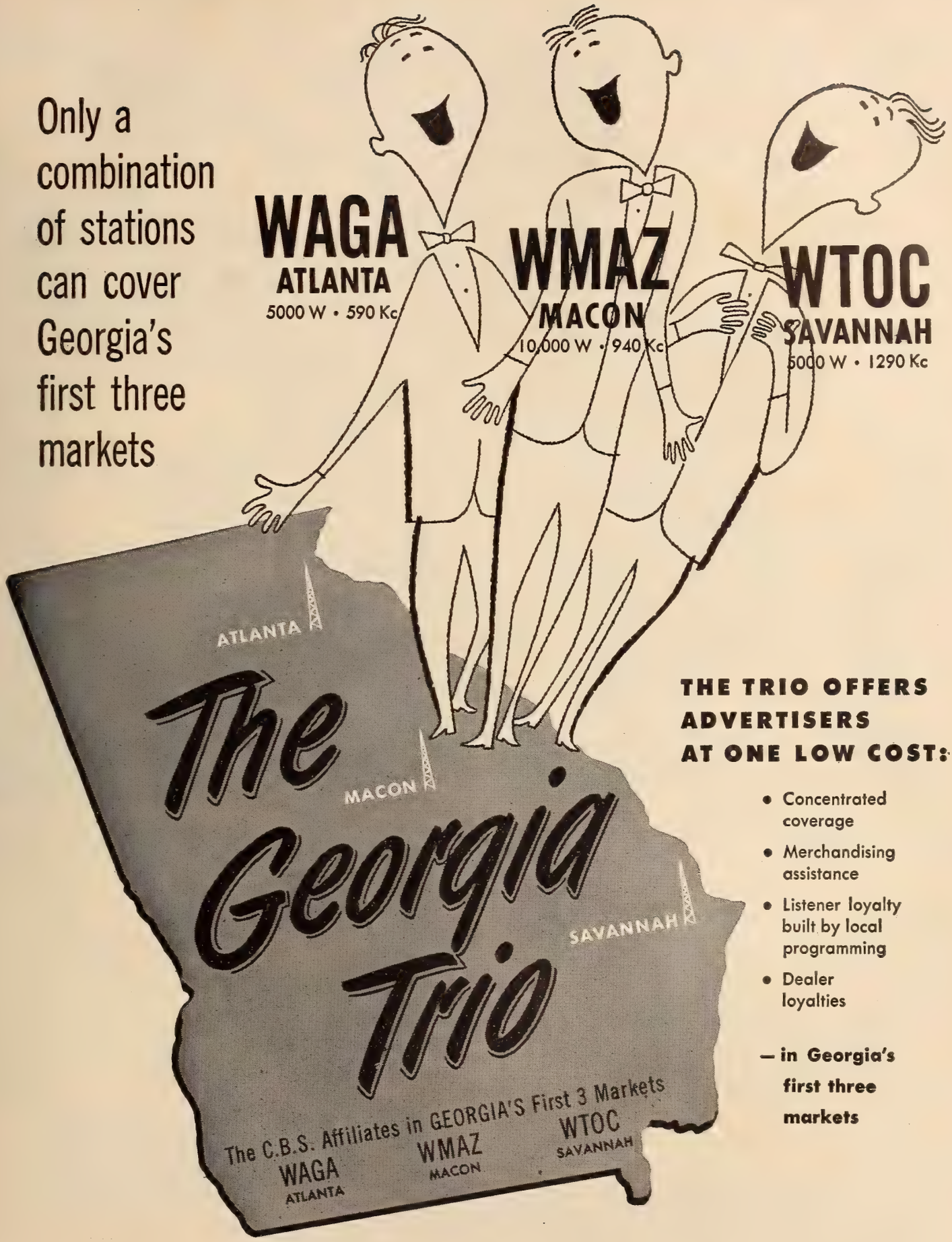
Mr. Babb succeeds Charles Luckman, who resigned two months ago. The new Lever president who is expected to assume office in about 60 days, was born in Pennsylvania and graduated from Haverford College in 1921 and from Harvard Business School in 1924. In 1931, Mr. Babb joined Standard Oil Co. of Indiana where he was manager of sales research and then manager of retail sales. He became vice president and general manager of the Booth Fisheries Corp., Chicago, in 1941 and in 1944 went with S. C. Johnson Son Inc. as executive vice president and director.

Mr. Hancock, a director of a score of leading U. S. corporations, including Sears, Roebuck & Co., International Silver Co., and American Lines, graduated from the U. of North Dakota in 1903. He served in the Navy during the first World War and in 1919 was named vice president of the Jewel Tea Co., president in 1922, served as chairman of the board from 1924 to 1942 and was re-elected in 1948.

He joined the firm of Lehman Bros., bankers, as a partner in 1924. He became a member of the War Resources Board in 1939 and was Bernard M. Baruch's alternate as a member of the U. S. delegation to the United Nations Atomic Energy Commission in 1946.

MORE than 50 AM and FM stations in New York State currently are broadcasting transcriptions produced by State Radio Bureau concerning state income tax and disability benefits law.

Only a combination of stations can cover Georgia's first three markets



THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:

- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

— in Georgia's first three markets

Represented, individually and as a group, by

THE KATZ AGENCY, INC. New York • Chicago • San Francisco • Dallas Atlanta • Detroit • Kansas City • Los Angeles





Neighboring States Love Him Too

Powered by 50,000 watts, WWL's programs include varied rural fare—weather and market reports, on-the-scene rural broadcasts, 4-H Club programs. Plus services like herd improvement contests win strong listener loyalty throughout this rich Deep South market.

South's Greatest Salesman wins Hearts...and Hoopers

WWL's evening share-of-audience exceeds that of next two stations, *combined.* WWL features CBS—and CBS features the world's greatest array of top-flight stars. And the whole family loves the South's greatest salesman.

WWL keeps families tuned in hour after hour—with more favorite programs in all age groups, headline shows, local shows of network quality, more complete reporting of local news and events.





His Listener Promotion Is Greatest Ever

Already far in the lead, in all forms of listener promotion, WWL now adds the biggest, most highly concentrated station newspaper campaign New Orleans has ever seen. WWL gives you more of *everything* to build sales!

South's Greatest Salesman

WWL

NEW ORLEANS

50,000 WATTS

CLEAR CHANNEL **CBS AFFILIATE**

DEPARTMENT OF LOYOLA UNIVERSITY

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Editorial

THE VENEER continues to wear off that story that TV is taking its toll exclusively from radio. Latest word is that Bulova is cancelling its space in large weekly consumer magazines while retaining its radio station breaks and adding TV.

Phrase That Never Fails

"PUBLIC interest, convenience and necessity."

If you've been in radio more than a week, you must have collided with it dozens of times. It is the catch-all phrase in the Communications Act of 1934 which the FCC uses to justify its action in any case. It can be a grant or a denial, left or right, up or down.

It used to be even more ambiguous. In the original Radio Act of 1927 it was ". . . *and/or necessity.*" Then, in the 1934 act, major surgery was performed to eliminate the diagonal (/) and the *or*.

What is the public interest? Let's take a look at the current record.

WWJ Detroit has been on the air continuously for 30 years. Only one other station can make that claim (KDKA Pittsburgh). Last week WWJ won the coveted Peabody Award, for outstanding "public service." A few weeks earlier it had received the equally significant duPont Award. It has won a half-dozen other awards for service during 1949—all because of public service programming.

WWJ is on the FCC carpet, hat in hand. The UAW-CIO has asked the FCC to cite the station for renewal proceedings because it had refused to sell or allot time to argue the union case in the Chrysler strike. The refusal came after the station had asked Chrysler whether it would use equivalent time—a proffer that was declined. The station wanted balanced discussion, in keeping (it thought) with the intent and spirit of the Communications Act, and of FCC policy. Indeed, its position seemed affirmed by the FCC ruling a few weeks ago involving WLIB New York wherein it said it was the affirmative duty of the station to seek out the other side on another controversial issue—FEPC.

Here you find "public interest, convenience and necessity" in action. It rides down both sides of a one-way street in either direction. It means what the FCC says it means either way, and on virtually the same set of circumstances. It does not mean what the *public* says it means in handling to WWJ, for example, all of the public service awards worth winning.

What a job Gilbert & Sullivan could have done with: "The public interest, convenience, and nec-ess-ity!"

NOW THAT Congress has killed the administration proposal for a 10% excise tax on TV sets—recognizing that it could torpedo a new industry so important in the national economy—it behooves all-concerned to press for elimination of that discriminatory impost on sound radio. Radio is no longer a new medium, what with 95% of the nation's homes equipped. The 10% tax falls in the "luxury" class. Radio is as much a luxury as the food we eat and the clothes we wear.

John's Other Bull

YOU WOULD think that in these breathless days of hot heads and cold wars; of Marshall Plan vexation and the quest for American dollars to save Europe from collapse, that the British would forget their crusade to BBC-ize what's left of this democratic world.

Unhappily, that does not appear to be so. Indeed, there is evident a resurgence of activity, channeled through either misguided or naive pedagogues, or others with axes to grind.

One would have to be small pickin's indeed if he didn't receive during the past two or three weeks either:

(1.) a reprint from the "BBC Quarterly" of a bombastic article by Robert M. Hutchins, chancellor of Chicago U. and erstwhile boy wonder of higher education, taking U. S. radio to the cleaners and vigorously supporting "subscription radio"; or

(2) a letter, plus enclosures, from Dean Kenneth G. Bartlett of Syracuse U. soliciting a group for a junket to Europe, under BBC auspices to "study European broadcasting systems in action."

The Hutchins diatribe is just so much anti-commercial radio eye-wash. It was mailed from Chicago, whether by the University itself or by proponents of "subscription radio" we just haven't bothered to ascertain.

That junket smells like a Trojan horse of another breed, though it may have trained in the same stable. Prof. Bartlett candidly says the study was developed by Sam Slate, head of BBC in New York, who in mid-April was in London completing details. It is perhaps significant that more than half of the time on the continent would be spent in London covering BBC activities.

If British leadership is seriously bent upon stemming its declining economy by increasing home consumption, it would do itself a favor by inviting American broadcasters, advertisers and agency executives over to show BBC how it's done the American way. Unfortunately, the BBC career bureaucrats always prevail and always seem to have enough funds to carry on their world-wide proselyting.

The Peabody Beautiful

NOT ANOTHER moment should pass without a round of applause for the Peabody Awards Committee, a body possessed of such astonishing energy that it not only can easily dispose of its job of judging all the broadcasting of 1949 but has enough strength left to investigate activities in other fields as well.

Or perhaps it was because the committee had two citations left over after completing its admittedly noteworthy radio and television awards, and flung them forthwith, before they burned a hole in its pocket, to Harold Ross, a magazine editor, and H. T. Webster, a newspaper cartoonist.

Mr. Webster admittedly is a talented cartoonist whose work is admired by those he lampoons, but we doubt that any program was ever inspired or influenced by his drawings.

Mr. Ross, who edits a magazine that is a cherished oasis of articulateness, humor and reason in the publishing field, may have performed a St. Georgian effort in slaying the monster of Grand Central Terminal, but his prey was not of the *genus* radio. He may deserve an award for creating a magazine or a trophy for disposing of the loudspeaking system in the railroad terminal, but it is not the province of a radio awards committee to grant him either.

This journal has often stated its belief that most broadcasting awards are shallow, inane and meaningless. The Peabody and duPont awards, in the past, have been excepted. Another batch like those presented last week and the Peabodys will look like most of the others.

Our Respects To—



VICTOR THANE NORTON

VICTOR THANE NORTON, who became NBC's vice president in charge of administration last January, moves with such sudden propulsion that he sometimes startles himself.

He is remembered at Northwestern U., for example, as a student who rushed through his studies so rapidly that he enrolled for his fourth year without knowing he had graduated at the end of his third.

The premature climax of his college career was a miscalculation, Mr. Norton recalls. He had decided to clean up most of his courses during his first three years at Northwestern so that he might be lightly encumbered with academics in his fourth. He had not, however, intended to complete the curriculum at the end of his junior year and hence was distressed to learn he had overtaken himself and was without reason to prolong his university residence.

The blow was so severe that Mr. Norton retired to his native Ridgway, Pa., to hunt, fish and restore his perspectives before tackling a job.

He had grown up in Ridgway, having been born there Jan. 15, 1904. Upon returning to his home, to spend an unhurried period in deciding what course of business to pursue after leaving Northwestern, Mr. Norton learned that the high school in nearby Johnsonburg was in need of a teacher of physics and chemistry and a football coach.

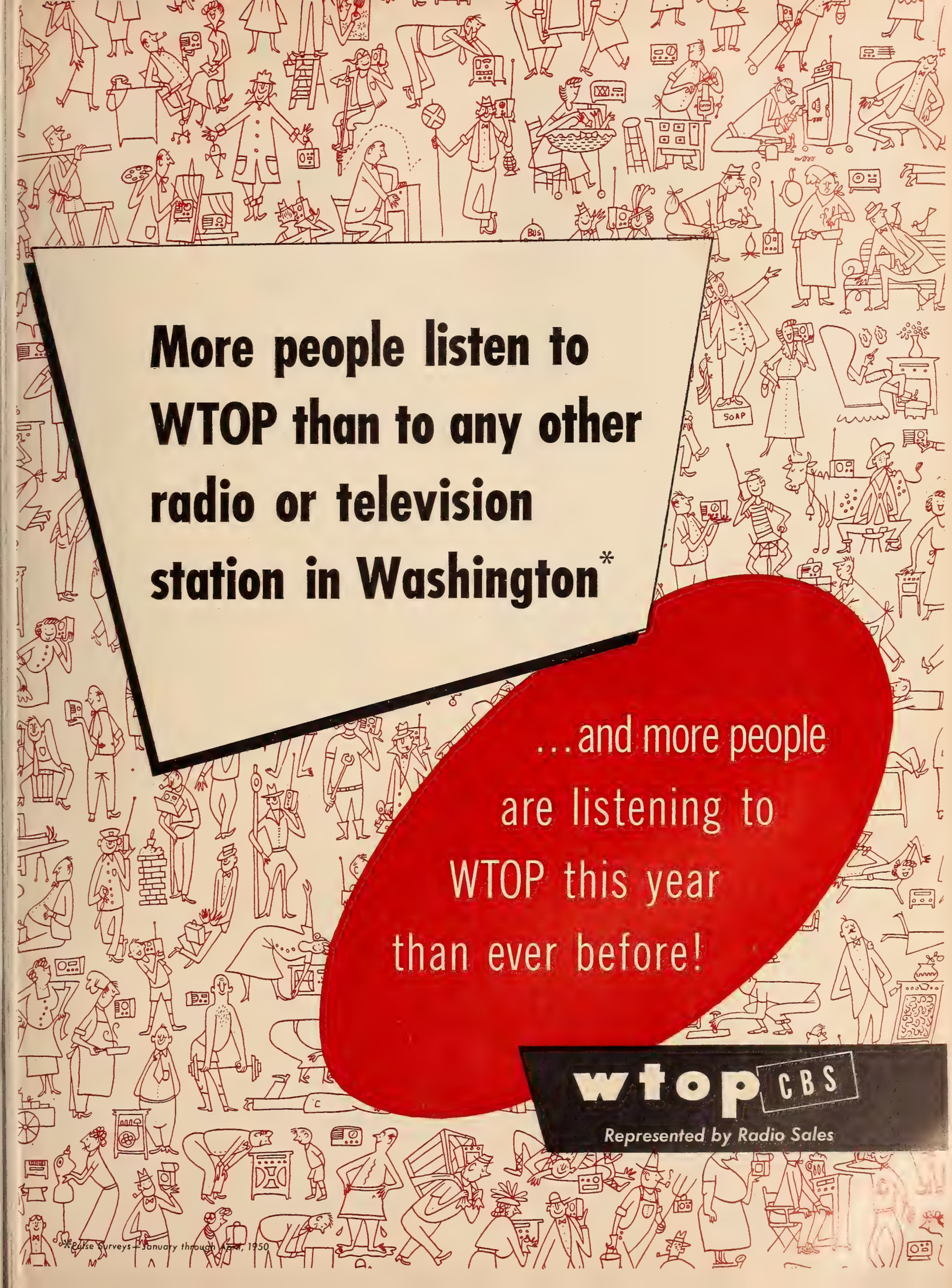
He applied for the two jobs and got them. He had graduated from college as a civil engineer and had played football until an unfortunate accident caused him to quit the game. In his sophomore year at Northwestern he had broken his neck in a scrimmage.

The principal reason, Mr. Norton says now, for his deciding to work in Johnsonburg, although until that moment he had never considered a teaching career, was that the fields and streams of that region abounded with game and fish.

For a man who sped through college with such spectacular haste, he was astonishingly deliberate in deciding on his eventual career. For a year he pursued the ruffed grouse and the speckled trout, taught chemistry, physics and football to the Johnsonburg young, and brooded about his future.

It was not an easy task for Mr. Norton to decide which job to settle on—he had been offered positions by seven different companies before he left Northwestern. Further, he was not sure which of several types of business he would follow. As an undergraduate he had been not only an engineer but also had man-

(Continued on page 38)


More people listen to
WTOP than to any other
radio or television
station in Washington*
...and more people
are listening to
WTOP this year
than ever before!
wtop CBS
Represented by Radio Sales
*Pulse Surveys – January through April, 1950



Cited for Americanism by Catholic War Veterans

"...BECAUSE he represents fearless American reporting of actions, background and reasoning which contribute to the movements of world events—and

"BECAUSE he has always recognized that all men are equal in the plan of Our Creator—never stooping to tinge with religious or racial association the contents of his reports—and

"BECAUSE he indicates by his workmanship that he—in accepting the privilege of 'Freedom of Expression'—is always conscious of the responsibility of protecting that Freedom for himself and all who equally appreciate it..."

The DEPARTMENT OF NEW YORK, CATHOLIC WAR VETERANS OF THE UNITED STATES OF AMERICA awarded a Scroll of Honor to Fulton Lewis, Jr. He is the first radio commentator to be cited in the 12-year history of the awards, which are presented annually to individuals who have distinguished themselves as outstanding citizens during the year.

* * *

The Fulton Lewis, Jr. program, currently sponsored on more than 300 MBS stations, is available for sponsorship in some localities. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

Management

MAURICE CONDON, formerly with Roy S. Durstine Inc., New York, as director of radio-TV, and with WGAR Cleveland from 1931 to 1944, appointed business manager of WEOL Elyria, Ohio, effective May 15. He succeeds **H. A. SEVILLE,** resigned. Mr. Condon was radio director of Cincinnati office of Durstine Inc. for a year; transferred to New York office in 1945 as associate radio director and was named radio-TV director in 1948. Mr. Seville's future plans have not been announced.



Mr. Condon

GORDON GRAY, vice president of WIP Philadelphia, Pennsylvania Broadcasting Co., named member of board of directors of that company. He joined WIP in February 1947 and was named vice president early following year. He is former regional director of O.W.I. and was at one time director of Nebraska State Network.

DICK JOY, currently Hollywood freelance announcer, elected president of KCMJ Palm Springs, Calif. **DONALD C. McBANIN,** chief engineer of KCMJ, and **GEORGE W. IRWIN,** head of Irwin Adv. Co., elected vice presidents; **ROLAND VAILE,** general manager, appointed secretary-treasurer, and **C. D. RYDER Jr.,** accountant, elected to board of directors.

GENE FRANKEL, formerly chief announcer and sports director at WCFC (FM) Beckley, W. Va., appointed station manager at WERH Hamilton, Ala.

CARL ZIMMERMANN, formerly assistant manager for WFOX Milwaukee, appointed station manager for WRAC Racine, Wis., which is scheduled to take the air about May 14.

WILLIAM A. HANNON, vice president of Employers Reinsurance Corp., Kansas City, and well known in radio, on Apr. 24 was appointed a Knight in the Order of Orange Nassau by the Netherlands Government. Award, made by Dr. E. N. van Kleffens, Netherlands Ambassador to U. S., was given in recognition of Mr. Hannon's service as Counsel of the Netherlands for midwest five-state area.

GENE TIBBETT, general manager of WLOX Biloxi, Miss., elected president of Biloxi Rotary Club.

Respects

(Continued from page 36)

aged several school publications, from both editorial and advertising sides.

At the end of his year at Johnsonburg, he decided to join the Jewel Tea Co., at Barrington, Ill. His first occupation with the firm was in a sub-executive level, sweeping out the warehouse. Soon, however, he progressed to salesman. Before he left, in 1938, he was assistant to the president.

He resigned from Jewel Tea Co. to become general sales manager of the Cudahy Packing Co., Chicago. Later he became vice president in charge of sales and merchandising and was then put in charge of the manufacturing and distribution of the Cudahy packing house, dairy and poultry products, as well as advertising, public relations and research.

He left Cudahy in 1945 to join Kenyon & Eckhardt as merchandising consultant at the agency's New York office. Later he was transferred to Chicago as vice president and director in charge of the agency's office. He then returned to New York as a member of the plans board and supervisor of several accounts.

In 1947 he joined American Home Foods Inc. as executive vice president, and later that year became president. He occupied that position when he was hired by NBC to be its administrative officer.

The position of vice president in charge of administration was created in the reorganization of NBC. Mr. Norton, a staff-level officer, has under his direction: Company-wide financial planning, headed by John H. MacDonald, vice president; staff engineering, O. B. Hanson, vice president; intregrated services, William S. Hedges, vice president; personnel and labor relations, Ernest de la Ossa, director; and staff plans and research, Hugh M. Beville, director.

Married in 1932

Mr. Norton's year in his native regions after his graduation from Northwestern was not exclusively devoted to the pursuit of fish and game. Upon returning to Ridgway, he met Elizabeth Ravenscroft Smith, whose family had moved there during his absence at college. They were married in 1932, after he had ascended securely above his original job with Jewel Tea Co.

The Nortons have three children, Thane, 15; Nina, 12, and Elizabeth, 9. They live in Riverside, Conn.

Mr. Norton describes himself as an incorrigible hobbyist, although he gloomily reports that his time for avocational interests has been sorely curtailed since he joined the reorganized NBC.

At various times he has been an enthusiastic amateur artist, working in oils, water colors and charcoal; a photographer whose work has been exhibited both in the U. S. and abroad, and a general artisan. He makes much of his own fishing equipment and such hunting gear as decoys and gun butts.

His memberships include his college fraternity Beta Theta Pi, the Riverside Yacht Club, the Beaver Kill Club (a New York fishing club), the River Hill Club of Greenwich, Conn. He is a trustee of the Nutrition Foundation and a director of the Grocery Manufacturers of America.

Radio, in Mr. Norton's opinion, is not unlike some of his former associations. All are essentially selling operations, he says. At NBC life is not much different than it was at Jewel Tea, Kenyon & Eckhardt or American Home Foods, except that it raises hobs with hobbies.



AT HOME



AT THE OFFICE



IN THE CAR



AT THE STORE

IN MILWAUKEE

They all "LIS'N to WISN"

Yes, no matter where they are—at home, at the office, in the car, at the store—in Milwaukee they all "LIS'N TO WISN." And why? Because WISN has the finest local and network programs and personalities in the greater Milwaukee area.

Hooperatings continue to show that WISN is the "MOST LISTENED-TO STATION" in Milwaukee. WISN programs for ALL the listeners. WISN leads in Public Service Awards.

WISN

5,000 WATTS DAY AND NIGHT

Gaston W. Grignon, General Manager

MILWAUKEE'S CBS OUTLET

REPRESENTED BY THE KATZ AGENCY

Army Spots

(Continued from page 23)

agreed to change the Army-Air Force accounting system so that the cost of producing programs for free broadcast and the cost of time purchases would no longer be lumped together in reports of radio expenditures.

Among the competing agencies, for the National Guard account, who survived a field of 11 submitting written bids covering advertising services for the Air and Army National Guard, it was learned, are Albert Frank-Guenther Law Inc., Buchanan & Co., Owen & Chappell Inc., and Robert W. Orr & Assoc.

The Gardner Advertising already has announced it will not compete for the account which last fall placed between $45,000 and $50,000 in time over AM-FM-TV station [BROADCASTING, May 1]. Present contract expires June 30, end of the current fiscal year. Gardner had held the account since August 1947.

The current overall NG budget allots $49,500 for Air and $350,000 for Army, with advertising expenditures divided approximately equal between radio, TV, newspaper and other media. Appropriations for 1950-51 have not been set yet by Congress.

Plans have not been completed for a proposed fall recruiting campaign by the guard, but Maj. E. L. Smith, NG information officer, indicated that radio and television will be allotted their shares of the advertising budget once the agency and funds have been determined for the coming fiscal year.

Other agencies who reportedly bid for the contract include Bronson West Advertising, Calkins, Holden, Carlock, McClinton & Smith, J. M. Hickerson Inc., Melamed-Hobbs Inc., Kal, Ehrlich & Merrick Inc., Henry J. Kaufman & Assoc. and Schwimmer & Scott.

Smith Davis Moves

SMITH DAVIS, radio and television station brokerage, has moved from the Waldorf-Astoria Towers, New York, to 9 East 62 St. Mr. Davis, Vincent J. Manno and Howard E. Stark compose the firm doing business as individuals in concern under the name Smith Davis. Telephone at the new quarters is Butterfield 8-2941 and 8-5185.

1893 Alvin Enus Nelson 1950

ALVIN ENUS NELSON, 56, pioneer radio and advertising man, died of a heart attack last Wednesday.

He suffered the fatal stroke in a San Francisco superior court where he was engaged in a civil damage suit. He was believed in good health up to the time of the attack.

At the time of his death, Mr. Nelson headed his own advertising agency, the A. E. Nelson Co., at 300 Montgomery St., San Francisco.

Mr. Nelson was born in Chicago June 9, 1893, and worked his way through Northwestern U. He acquired his interest in radio while still in school.

In 1923 he founded WIBO Chicago and operated the station until 1933 when his wave length was awarded by court order to the State of Indiana.

He then became a trouble shooter for NBC, being first sent to Denver as general manager of KOA. He made the station into one of the most successful in the West.

In 1937 NBC sent Mr. Nelson to Pittsburgh to take over and do the same job for the Westinghouse-owned KDKA. That job accomplished, in 1938 he was moved to New York and named sales manager of the NBC-Blue network. Transferred to San Francisco in 1939, he became general manager of KGO and KPO (now KNBC).

Mr. Nelson promoted and directed the building of NBC's modern Radio City Bldg. in San Francisco and headed the combined operations of the two stations until the Red and Blue networks were separated in 1941, and KGO became an ABC station.

He was an assistant vice president of NBC when he resigned to form his own advertising agency in 1942.

Mr. Nelson is survived by his wife, Ethel Nelson, and a son, Alvin Jr., both of San Francisco; a daughter, Mrs. Jane Bowes, of Denver; a brother, Earl Nelson, and a sister, Mrs. Mae Thorson, both of Chicago.

GOP'S ANSWER

Networks Reserve Time

FOUR major radio networks have agreed to give the Republican Party time to answer President Truman's May 15 address climaxing the National Democratic Conference and Jefferson Jubilee in Chicago. The 11:30-12 midnight (EDT) period May 16 has been reserved for an address by Sen. Robert Taft (R-Ohio).

Spokesmen for the Republican National Committee said the party had asked for time on behalf of the Senate and Congressional Campaign Committees and the parent Republican committee, who selected Sen. Taft. He will speak over combined facilities of ABC, NBC, CBS and MBS from Washington.

WDOK OPENS

Begins 24-Hour Schedule

CLEVELAND's only 24-hour station, WDOK, licensed by the Civic Broadcasters Inc., completed its first week's operation today (Monday). Station made its debut April 30 at 1 p.m.



Mr. Pierce

Station's staff, in addition to R. Morris Pierce, president and general manager, and Frederick C. Wolf, assistant to the president, consists of Wayne Mack, program director; George R. Plagnez, promotion manager and news editor; Stanley Barron, sports editor; and announcers, Sid Garris, formerly with WONE Dayton; Dick Mabry, formerly with WIBG Philadelphia, and Charles Hoover, formerly with WHKK Akron.

Mr. Mack, associated with radio in Cleveland for the past 15 years, previously worked at WGAR Cleveland. Mr. Plagnez wrote sports for the Cleveland *Press*, and Mr. Barron was associated with KFSB Joplin, Mo. Mr. Pierce is former vice president of WGAR Cleveland.

WDOK operates on 1260 kc with 5 kw. Mr. Pierce reported favorable news notices following the station's bow.

COURT REVIEW

House Reports Out Hobbs Bill

HOUSE JUDICIARY Committee last Thursday voted to report out —with limitations—legislation to provide that applicants seeking court review of certain FCC actions could file appeals in a three-judge district court in their home jurisdictions.

Authorities felt, however, that the measure (HR 5487), introduced last year by Rep. Sam Hobbs (D-Ala.), would have little practical significance to the FCC or applicants, since the committee specified it should not apply to Sec. 402 (b) of the Communications Act covering:

(1) Any applicant for a station CP, license or renewal, or for modification of an existing license whose application had been refused by the Commission.

(2) "Any other person aggrieved or whose interests are adversely affected by any decision of the Commission granting or refusing any such application."

(3) Any radio operator whose license has been suspended by the Commission.

Thus, final FCC actions on revocations, transfers, and rules and regulations having an immediate and final effect could be appealed to the special "home" court. Under present procedure they are appealable to statutory three-judge courts, which would be abolished under the Hobbs bill.

The rest of the measure would remain substantially the same as proposed by Rep. Hobbs. The judicial courts and the U. S. Court of Appeals for the District of Columbia would have "exclusive jurisdiction to enjoin, set aside, suspend (in whole or in part), or to determine the validity of, all final orders" of the Commission. Rep. Hobbs' bill supersedes a similar one he had sponsored earlier last year [BROADCASTING, Feb. 28, 1949].

Upcoming

May 22-23: North Carolina Assn. of Broadcasters annual convention, Chapel Hill, N. C.

May 25-26: Virginia Assn. of Broadcasters annual meeting, Tides Inn, Irvington, Va.

May 31-June 2: Forty-sixth annual convention, Advertising Federation of America, Statler Hotel, Detroit.

June 1-3: Assn. of Women Broadcasters seventh annual convention, Hotel Cleveland, Cleveland.

June 5: Pennsylvania Assn. of Broadcasters annual membership meeting, Bedford Springs, Bedford, Pa.

June 5-8: Radio Mfrs. Assn. convention, Stevens Hotel, Chicago.

June 17: Second annual Radio News Editor's conference, Kent State U., Kent, Ohio.

June 19: NAB Board indoctrination, NAB Hdqrs., Washington.

June 20-22: NAB Board of Directors, NAB Hdqrs., Washington.

June 22: Eighth annual Stanford-NBC-Radio - Television Institute opens, Stanford U., Palo Alto, Calif.

June 25-29: Advertising Assn. of the West convention, Ambassador Hotel, Los Angeles.

FIRST 15 HOOPERATINGS NEW YORK—APRIL

ALL HOMES
Sponsored Network Programs

1.	Texaco-Milton Berle	26.2 TV
2.	Godfrey's Talent Scouts	21.6 TV
3.	The Goldbergs	20.1 TV
4.	Toast Of The Town	18.7 TV
5.	Lights Out	16.1 TV
6.	Godfrey & His Friends	15.3 TV
7.	Studio One	15.2 TV
8.	Jack Benny	14.7 Radio
9.	Radio Theatre	13.0 Radio
10.	Godfrey's Talent Scouts	12.7 Radio
11.	Suspense	12.6 TV
12.	Cavalcade-Sports	12.2 TV
13.	Saturday Night Revue	12.2 TV
14.	Bing Crosby	12.1 Radio
15.	Philco TV Playhouse	11.9 TV

RADIO-ONLY HOMES
Sponsored Network Programs

1.	Jack Benny	21.6
2.	Radio Theatre	21.0
3.	Godfrey's Talent Scouts	20.6
4.	Bing Crosby	18.1
5.	Mr. Keen	16.8
6.	Groucho Marx	16.4
7.	Crime Photographer	16.1
8.	This Is Your F.B.I.	15.2
9.	Suspense	15.1
10.	Bob Hope	14.7
11.	Burns & Allen	14.3
12.	Walter Winchell	13.8
13.	Gangbusters	13.5
14.	My Friend Irma	13.4
15.	F.B.I. In Peace & War	13.1

TV HOMES
Sponsored Network Programs

1.	Texaco-Milton Berle	65.5
2.	Godfrey's Talent Scouts	53.9
3.	The Goldbergs	50.2
4.	Toast Of The Town	46.7
5.	Lights Out	40.2
6.	Godfrey & His Friends	38.3
7.	Studio One	38.0
8.	Suspense	31.4
9.	Cavalcade of Sports	30.6
10.	Saturday Night Revue	30.5
11.	Philco TV Playhouse	29.8
12.	Silver Theatre	27.4
13.	Lone Ranger	26.8
14.	Break the Bank	25.9
15.	Man Against Crime	25.9

The average evening broadcast audience this report is 38.6, down 0.7 from last report and up 3.3 from year ago.

RCA Earnings

(Continued from page 26)

ing by Wilma Soss, president, Federation of Women Shareholders in American Business, but did not get enough votes to beat any of the official slate of nominees.

The stockholders also followed the management recommendation in rejecting a proposal for cumulative voting submitted by Lewis D. Gilbert and John J. Gilbert. They also authorized the reappointment of Arthur Young & Co. as independent public accountants to certify the corporation's financial statements for the fiscal year ending Dec. 31, 1950.

Noting that RCA's annual business volume has increased threefold in the last decade, from a level of $128 million in 1940 to $397 million in 1949, Gen. Sarnoff told the stockholders that "the funds required to run the business have grown nearly as fast, from $75 million 10 years ago to $185 million at the end of 1949, or a 10-year growth of $110 million. Capital expenditures have averaged about $15 million a year for the last five years and are likely to so do for the next five," he said.

Profits Plowed Back

"In obtaining these additional funds we did not dilute the equity of the stockholders through the issuance of additional stock," Gen. Sarnoff said. He explained that about two-thirds of the new capital came from profits plowed back into the business and the rest from a long-term loan of $40 million received about a year ago. This sum is the initial portion of a $60 million loan, with the remaining $20 million to be received later this year. This loan, which has an interest rate of 3%, will begin to mature about 20 years from now, he said.

Expressing appreciation for the "splendid work and the spirit of loyalty among our more than 40,000 employes," Gen Sarnoff noted that last year "was the first in which Mr. Frank M. Folsom served as president of RCA. His ability, experience and enthusiasm are reflected throughout the operations of the corporation. Mr. Folsom's contributions to the year's results were of the highest order." A burst of applause indicated stockholder concurrence in Gen. Sarnoff's congratulations to President Folsom.

Turning to television, Gen. Sarnoff reported that in February RCA Victor turned out its millionth TV set and added that there is a shortage of RCA receivers despite all the efforts being made to keep up with demand. He cited industry estimates that five million new TV sets would in 1950 join the four million in operation at the beginning of the year, indicating a total U. S. audience of some 32 million viewers by the end of 1950.

Reporting on the demonstrations of color television made by RCA before the FCC, Gen. Sarnoff declared that the new RCA electronic direct-view color picture tube which was demonstrated publicly for the first time on March 30 [TELECASTING, April 3] "promises to be one of the great inventions of the second half of the century. It is an outstanding development of our time and the master key to practical color television for the home."

He said that new tube gives a color TV set "unencumbered by any mechanical parts or revolving discs" with "no flicker, no color break-up, no whir of discs." He added that the RCA color system has "complete compatibility with the present black-and-white system" and that if the FCC approves it, owners of present day sets can get RCA color broadcasts in monochrome without any alterations or adjustments and without fear of obsolescence.

"Neither has the broadcaster any need to fear obsolescence of his transmitter, nor the loss of his black-and-white audience when he broadcasts RCA color programs," he said. "Because of this feature of compatibility, the RCA color system functions at both transmitter and receiver in complete harmony with the existing black-and-white system."

Color Set

Gen. Sarnoff said that with the new tube TV color sets can be built of the same general size and shape as standard black-and-white receivers. He reported that through new equipment developed by RCA engineers color programs can be sent over existing coaxial cables, insuring network program service from the start if the RCA color system is approved. In answer to a question as to when the public may expect color TV, he replied "within a year or two after the FCC sets the standards for color broadcasting."

For NBC, the year has been one of "notable progress" in both radio and TV broadcasting, Gen. Sarnoff reported. With more than 85 million radios in the nation and "considering the country as a whole, radio broadcasting continues to hold high popular rating." He reported the suggestion of Jack Berch on his NBC show that listeners contribute their Christmas cards for distribution to unfortunates and that this 30-second appeal pulled more than five million cards.

Admitting that the expenses of television had pulled NBC's net income for 1949 below the 1948 level, despite an increase in gross revenue of nearly $2 million, Gen. Sarnoff stated that although "the operation of a TV network is as yet unprofitable, the margin of loss is steadily being reduced. We are confident that television stations and networks will become profitable enterprises within a reasonable time, as the size of the audience, number of advertising sponsors and advertising rates increase."

Gen. Sarnoff reported that the 45-rpm system of recorded music, introduced a year ago, "has won widespread public acceptance and is rapidly becoming the most popular type of phonograph record on the market," with these records now being manufactured by RCA at the rate of more than 30 million a year and turntables for them being turned out and sold by RCA at the rate of more than one million a year.

He departed from his prepared text to state that if RCA had listened to complaints from stockholders and dealers a year ago this never would have happened, stating that the company's management took the course it did because of its faith in the recommendations of the RCA engineers who developed the 45-rpm system. With the 45's established, RCA is now issuing 33⅓ rpm records as well, he noted.

Radio Corp. of America and Domestic Subsidiaries
Consolidated Statement of Income
For the Quarter Ended March 31

	1950	1949
	$	$
Gross Income:		
From Operations	126,986,873	92,014,705
Other Income, including Interest and Dividends from other Investments	167,745	113,122
Dividends from wholly-owned Foreign Subsidiaries	214,932	200,000
Total Gross Income from all Sources	127,369,550	92,327,827
Deduct:		
Cost of Goods Sold, Operating, Development, Selling and Administrative Expenses	105,627,536	80,500,532
Depreciation	2,096,025	1,447,351
Amortization of Patents and Patent Rights	375,000	375,000
Interest	325,758	200,861
Total Deductions	108,424,319	82,523,744
Balance before Provision for Federal Income Taxes	18,945,231	9,804,083
Deduct: Provision for Federal Income Taxes	7,709,000	3,872,000
Net Profit for the Quarter	11,236,231	5,932,083
Preferred Dividend	788,201	788,200
Balance for Common Stock	10,448,030	5,143,883
Earnings per share on Common (13,881,016 Shares)	.753	.371

* * *

WCAP Is Now WJLK

WCAP Asbury Park, N. J., was scheduled to become WJLK at 7 a.m. May 1. The new call letters honor the late J. Lyle Kinmonth, for 50 years editor and publisher of the *Asbury Park Press*, owner of the station. WJLK will operate with 250 w on 1310 kc while WJLK-FM will continue on Ch. 232, 94.3 mc, with 1 kw, according to Thomas B. Tighe, manager.

KPHO REVAMP

Change-Over in Owners

REORGANIZATION of ownership in KPHO-AM-TV Phoenix was announced last week with sale by Rex Schepp of his 43% interest in KPHO for $101,000 and sale by Edward R. Borroff of his 10% holding in the AM station for $20,000 to principals in the TV station. Transfer papers are being prepared for FCC approval.

Mr. Schepp, president and general manager of KPHO, and Mr. Borroff, KPHO-TV general manager and former ABC vice president in charge of the central division, both announced their resignations concurrent with sale of their holdings. Buyers are John C. Mullins, Phoenix attorney; John Mills, owner of Westward Ho Hotel there, and Dr. J. N. Harber, also Phoenix. They plan to divide the interests equally, it was said.

It was expected that Mr. Mullins would be elected president to succeed Mr. Schepp with Carl Wester, KPHO-TV vice president, continuing second in command. KPHO, an ABC outlet, is assigned 5 kw on 910 kc. KPHO-TV, established in 1949, operates on Channel 5 (76-82 mc) and is the only TV outlet in Arizona.

Schepp Stock

Mr. Schepp owned 3,825 of the total 8,750 shares in Phoenix Broadcasting Inc., KPHO licensee, and five of total 11,585 Class A common voting shares in Phoenix Television Inc., licensee of KPHO-TV. Mr. Borroff held 750 shares in Phoenix Broadcasting. Other stockholders in Phoenix Broadcasting include: Mr. Mills, 2,925 shares; Citizen Pub. Co., Tucson, 750 shares; Erskine Caldwell, 400 shares, and George W. Chambers, 100 shares.

Other holders of Class A voting stock in Phoenix Television include: Mr. Mills, 3,750 shares; Mr. Harber, 2,000 shares; Mr. Mullins, 1,750 shares; Phoenix Broadcasting, 500 shares; Citizens Pub. Co., 2,600 shares; Mr. Caldwell, 250 shares; Mr. Chambers, 100 shares; Mrs. R. E. Ellingwood, 200 shares; John Ellingwood, 230 shares. Total of 480 shares Class B common non-voting stock is held by: Mary Harber, 300 shares; Elsa Myers, 100 shares; Carolyn Carelton, 70 shares; Fred and Ethel Kindley, 10 shares.

Berns Joins WJZ-AM-TV

WILLIAM BERNS, former special events director of WNEW New York, and more recently on a special publicity assignment for NBC-TV's *Saturday Night Revue*, has joined WJZ-AM-TV New York, effective today (Monday) as promotion manager. Before his entrance into the radio and television field, Mr. Berns handled special promotion for Warner Bros., Eagle Lion and United Artists.

Selling Good-Will

(Continued from page 25)

hint in a dignified and human narrative.

All the association wants to do is show the public that the railroads have an attractive service to offer those who travel or ship commodities.

The relatively new commercial theme is linked with AAR's general publications advertising. More and more the radio campaign (nearly 50% of AAR's entire public relations budget) and the publications advertising are dovetailed.

Signs of the wisdom of this refined broadcast technique are appearing in AAR's large amount of unsolicited mail, and reflected at the ticket window. More important, in view of the fact that basic railway funds come from freight, is the indication of audience interest in this less glamorous type of service.

A *Railroad Hour* fan, who is general traffic manager of an important industrial concern, wrote to AAR asking for reasons he should ship by rail instead of truck and concluded this way, "I am now thinking of this in the interest of our country as a whole more than individually."

Without trying to stretch this incident into a trend, the association's officials added it to other related comments and incidents and decided to put a trifle more commercial punch into their institutional campaign.

Such changes in the approach of radio messages can be effected quickly and easily due to the medium's flexibility. How quickly and easily was shown just a fortnight ago—April 24.

Radio's Flexibility Used

With a major rail strike imminent, AAR officials were able to take advantage of radio's flexibility when they learned at 7:24 p.m. via Morgan Beatty's NBC news roundup, that the Brotherhood of Railway Trainmen & Firemen had just accepted the mediation offer of a federal board.

Forty minutes later William T. Faricy, AAR president, addressed the nation when *The Railroad Hour's* "Prince of Pilsen" paused for the regular two-minute message from the association.

President Faricy explained what had happened and reviewed the background of the strike threat, calmly and carefully, leaving the facts with listeners so they could draw their own conclusions.

The two-minute message offers an outstanding example of an industry's contact with the public in a crisis.

Had AAR tried to explain this situation in publication advertising it would have required a minimum of 48 hours for anything approaching national coverage.

Of course there's no way of hitching a yardstick or decibel meter to the public's response to the radio message, but it stands up in any public relations man's book as a demonstration of quick, dignified and effective contacting.

A study of AAR's mid-program announcements shows many fine examples of institutional copy. Only recently was it discovered that the 20-second closing billboard had unsuspected impact. The discovery occurred when AAR decided to repeat an audience analysis tried during the *Railroad Hour's* opening season.

After all, AAR is spending $1,150,000 a year on its radio campaign and wants to know who it is reaching, how many of them, and what they are like. When AAR does anything, it does it in a big way and that's what happened when the audience study was started.

Out of the project came one of the top examples of audience dissecting. The technique was simple and scientific, and AAR certainly hadn't the slightest desire to kid itself by shimmering up the results with statistical fantasies.

Details Outlined

It worked this way. On the Jan. 23 broadcast the middle commercial told listeners they would be mailed a railroad question-answer booklet titled *Quiz* if they wrote to *The Railroad Hour*, Transportation Bldg., Washington 6, D. C.

On the Jan. 30, Feb. 6 and Feb. 13 programs the closing 20-second commercial was devoted to the *Quiz* offer.

And what happened? Well, 63,794 persons wrote to AAR for the booklet. Every letter and postcard was checked, showing 98.5% of requests correctly addressed in every detail, even down to the zone number.

AAR thought the original two-minute offer would be the best mail puller but discovered that the three 20-second reminders drew almost as heavily as the middle commercial. As a result this brief windup is getting more attention with Singer Gordon MacRae reading the lines.

This doubling-in-brass idea is working out nicely. Mr. MacRae, who admits he is a "frustrated announcer," handles the lines with sincerity and relishes the intimate chat with the AAR's family of 15 million listeners.

Though AAR made no suggestion of any sort in its four *Quiz* announcements, 11,315 (18%) of those writing took time to comment on the NBC program. Of these, 11,298 were favorable, 1 definitely critical (he once had a dusty train ride) and 16 mixed ("it's a good show, but . . .").

AAR's statistical staff went to work on the 7,161 of the letters that could be identified by occupation of the listener. It found that 61.40% were men, 32.33% women, 5.86% children and .41% unidentifiable. The group included the following:

60 college teachers
199 college students
200 high school teachers
1,305 high school students
440 primary school teachers
2,370 primary school children
101 libraries
216 clergy
313 doctors
47 lawyers
31 writers, editors, commentators
13 bankers
899 businessmen
22 organizations
62 public officials
743 railroad employes
133 service personnel
595 from foreign countries (mostly Canada)

Besides this *Quiz* mail, AAR gets stacks of unsolicited letters of comment. Most of the writers say they enjoy the program and many like the commercials. Every letter is answered, and all suggestions go to AAR's agency, Benton & Bowles.

Audience Studied

With all this information, AAR believes it knows as much about its audience as any sponsor. While the program's results can't be added up at cash registers, the audience is known to be of high quality and ratings prove it is consistent and appreciative.

These conclusions definitely confirm the results of a similar study a year ago, when the *Quiz* booklet was offered on eight programs and drew 49,383 responses. All these figures show composition rather than size of audience.

The Railroad Hour's average share of audience increased from 15.1% in the October-December period of 1948 (pleasing for a new show) to 20.9% in the same 1949 period, rising 38% in a year, based on Nielsen data. The Nielsen rating in late 1948 was 6.3% compared to 8.1% in late 1949, a 29% gain. Highest rating, 13.8%, was attained last Nov. 21. A fan magazine panel classified the program as the eighth most popular on the air, rating above Bob Hope.

A Benton & Bowles study last week showed that during October 1949 through January 1950 the program gained 21% in average audience rating and 33% in share of audience over the same period a year before. The audience remains fairly level throughout the entire 30 minutes whereas a year ago it had declined "almost steadily" when the program lasted 45 minutes.

Interesting comment by the agency was that the program is gaining considerably this year in small cities and rural areas as well as medium-sized cities.

Stimulating interest in *The Railroad Hour* are 1¼ million railroad employes and their families, spurred by the promotional efforts of the individual carriers whose house organs, stations and vehicles carry posters and other material.

As a major advertiser, AAR believes in advertising its advertising, and results show that the formula is paying off on all sides. Even companies selling equipment and supplies to the road are joining in the promotion. A great majority of railroad public relations and advertising directors are enthusiastic over the program and their acceptance is growing.

Through *The Railroad Hour*, AAR is telling the nation about the tremendous increase in railroad efficiency as a result of vast investments in facilities during and since the war, though costs are much higher. The story of improved safety is stressed, along with other advantages of passenger travel.

Current Problems Included

At first the broadcasts had emphasized the railroads' role in the nation, but the messages have been broadened to include current problems as they arise along with more commercial and controversial phases of the industry.

Railroad employe reaction is favorable. The workers, their employers, listeners and the program cast are developing a family feeling. This has convinced many rail executives, long-range minded, they have a public relations and sales instrument that will grow in popularity and influence through the years.

The program is readily adaptable to television, and AAR is looking into the visual medium in a preliminary way pending its eventual development as a fully nationwide service.

AAR's officials are sure they are on the right track. *The Railroad Hour* format will be varied somewhat during the summer months, continuing Mr. McRae and the other talent but shifting May 29 to a musical memory motif.

But the railroad broadcast will carry on its same institutional theme, frosted with a tasty coating of traffic promotion.

And the program will continue to tell the public a great industry's intimate story, telling it with warmth and friendship to millions of persons who listen because they want to listen.



ABOUT to leave New York aboard an American Overseas Airlines flagship for Europe are Ed Wilson, KWK St. Louis personality, and Mrs. Wilson. The couple left April 30 on a three-week tour during which Mr. Wilson will do a series of broadcasts from England, Germany, Switzerland, Rome and France.

Linnea Nelson Speaker

LINNEA NELSON, radio timebuyer for J. Walter Thompson Co., New York, will be guest speaker at the Women's Advertising Club of Washington, D. C., luncheon on Wednesday (May 10) at the Washington Hotel. Mrs. Nelson also is a member of the board of Broadcast Measuring Bureau and the American Assn. of Advertising Agencies free time buying committee.

FELLOWS ELECTED

Heads Boston Radio Club

HAROLD E. FELLOWS, general manager of WEEI Boston and director of CBS operations in New England, was elected president of the Radio Executives Club of Boston at the final business meeting of the 1950-51 season last Wednesday (May 3) at Hotel Touraine. Approximately 150 broadcasters and agency executives attended the session.



Mr. Fellows

Highlight of the meeting was presentation of the all-industry film, "Lightning That Talks," by Maurice Mitchell, director of NAB's Broadcast Advertising Bureau. Mr. Mitchell said that a tighter, 20-minute version called "Lightning That Sells," was being prepared.

Other Officers Named

Other officers elected were: Edmund J. Shea, radio and TV director, James Thomas Chirurg Co., first vice president; Jan Gilbert, radio and TV director, Harold Cabot & Co., second vice president; Elmer Kettell, Kettell-Carter, station representative, treasurer; Rudolph Bruce, advertising manager, New England Coke Co., secretary.

Named to the board of directors were: W. C. Swartley, manager of WBZ-AM-TV, representing Boston stations; Gerald Harrison, president of WMAS Springfield and WLLH Lowell-Lawrence, out of town stations; Paul Provandie, vice president, Hoag & Provandie Inc., advertising agencies; Stacy Holmes, publicity director, Filene's, advertisers; Bert Georges, Transcast Corp., related businesses.

ZUGSMITH SUIT

Court Grants Defense Motion

A DEFENSE motion to amend the complaint filed four months ago by Albert Zugsmith, who is suing Smith Davis, radio stations and newspaper broker, for $2.5 million on charges that Mr. Zugsmith was improperly deprived of his share of revenue from the brokerage firm, was granted last week by federal court.

The defense motion to dismiss the complaint for lack of a cause of action was, however, denied.

Federal Judge William Bondy, sitting in the U. S. District Court, Southern District of New York, ordered that some sections of Mr. Zuzsmith's complaint be clarified "by alleging the facts relied on to sustain the conclusions."

Judge Bondy also granted a motion to quash the service on Smith Davis & Co., an Ohio corporation, and one of the several defendants named in Mr. Zugsmith's suit.

1891 Generoso Pope 1950

A SOLEMN Requiem Mass for Generoso Pope, 59, president of WHOM New York and publisher of *Il Progresso*, Italian language newspaper, who died on Friday, April 28, was offered on Monday, May 1, at St. Patrick's Cathedral in New York.

The funeral cortege was led by 300 New York City policemen and the Police Dept. band. Mr. Pope, who was an honorary Deputy Police Commissioner, was given the funeral honors of that rank. Mayor William O'Dwyer and Police Commissioner William P. O'Brien headed the line of honorary pallbearers.

Italian Born

Born April 1, 1891, in the province of Benevento, Italy, Mr. Pope arrived in the United States at the age of 10 and worked as a water boy for a sand company on Long Island. Fifteen years later he became president of that company. At the time of his death he was president of Colonial Sand and Stone Co. Inc., largest organization of its kind in the world.

In 1928 Mr. Pope purchased the Italian language newspaper and in 1946 acquired WHOM, a station with a large Italian audience. Generoso Pope Jr. is executive vice president and general manager of the station. Whether or not Mr. Pope's death will affect the management of the station is not yet known.

Throughout his life Mr. Pope had been active in many charities and served as chairman of the Committee of Americans of Italian Origin for the American Red Cross. During the last war he was chairman of war bond drives and sold over $400 million worth personally. He also was active in New York political affairs and served as treasurer of the 1949 New York Democratic mayoralty campaign.

Congressional leaders from New York last week paid their respects to Mr. Pope. Tributes were offered on Capitol Hill by Reps. Abraham Multer, Gary L. Clemente and Anthony F. Tauriello, all Democrats, and were inserted in issues of the *Congressional Record.*

Surviving are his wife, and three sons, Fortune R., Anthony J. and Generoso Jr.

KYOS KVCV KHSL

Mrs. McClung Named Head

FOLLOWING the death of Hugh McClung, owner of KYOS Merced, KVCV Redding and KHSL Chico, [BROADCASTING, May 1] his widow, Mrs. Mickey McClung, has been elected president and general manager of the three properties. Active with her husband as assistant manager for several years, Mrs. McClung announced there will be no change in operational policies or organization.

Elsworth Peck will continue as manager of the central offices of the McClung broadcasting stations in Merced. Charles H. Kinsley Jr. is KYOS station manager, with M. F. Woodling continuing in similar capacity at KHSL and Fred M. Stuelpnagel at KVCV.

NAB BRIEFING

Precedes Board's June Meet

SUMMER meeting of the NAB board of directors, to be held June 20-22 at NAB headquarters in Washington, will be preceded by an indoctrination session for new members [CLOSED CIRCUIT, May 1], NAB anounced last week. Eleven new board members will take part in the catechism, scheduled June 19.

Serving as instructors will be NAB President Justin Miller; General Manager William B. Ryan and Secretary-Treasurer C. E. Arney Jr., flanked by department directors from the NAB staff.

Mr. Ryan assumed his NAB post last Monday and devoted the first part of the week to meetings with staff members. He is expected to take part in the scheduled May 15 meeting between NAB officials and representatives of the four networks [BROADCASTING, May 1].

The network meeting will be held at the Waldorf-Astoria Hotel, New York. Tentative agenda as proposed by Judge Miller includes such topics as NARBA, international relations and activities of the various NAB departments.

WFRC PETITION

Cites Economic Factors

WFRC Reidsville, N. C., petitioned FCC last week to designate for hearing the new AM application of Reidsville Broadcasting Co., operator of WREV (FM) there, on grounds the city cannot support two AM outlets.

WFRC, a regional outlet on 1600 kc with 1 kw fulltime, directional, opposed the WREV(FM) bid for a new AM station in the city on 1220 kc with 250 w daytime. WFRC contended the hearing would prove "it is not possible for another radio station to operate in the Reidsville market without both stations slipping below the low water mark permitted by the Communications Act."

Similar Case Cited

The "low water mark" concept was brought out in a similar case in early April, that of WKUL Cullman, Ala. [BROADCASTING, April 10]. WKUL asked the U. S. Court of Appeals for the District of Columbia to set aside an FCC grant for a new Cullman station on grounds the city couldn't support both.

WFRC said in FCC's memorandum opinion, denying WKUL's request that the new Cullman grant be set aside, the Commission indicated it had authority to use its discretion in designating hearings on economic claims, depending on their merit.

WHITE'S YEAR

MBS Honors Its President

FRANK WHITE'S first anniversary as MBS president was celebrated last Monday at a luncheon given by Theodore C. Streibert, president of WOR - AM - FM - TV New York and chairman of the Mutual board.

The directors of the network, Mr. Streibert said, are pleased with the improved outlook in the sales picture and said they all looked forward to Mr. White's continued leadership in the future radio and television operations of Mutual.

Mr. White's executive staff also were guests at the luncheon.

NIELSEN RATINGS*

(TOTAL U. S., INCLUDING SMALL-TOWN, FARM AND URBAN H OMES—and including TELEPHONE and NON-TELEPHONE HOMES)

RANK OF TOP PROGRAMS, EVENING, ONCE-A-WEEK — MARCH 26-APRIL 1, 1950

Current Rank	Previous Rank	Program	Current Rating Homes
1	1	Lux Radio Theatre (CBS)	21.9
2	3	Jack Benny (CBS)	20.0
3	2	Godfrey's Talent Scouts (CBS)	19.8
4	5	Amos 'n' Andy (CBS)	18.4
5	6	You Bet Your Life (CBS)	18.1
6	8	My Friend Irma (CBS)	16.7
7	4	Charlie McCarthy (CBS)	16.7
8	19	Red Skelton (CBS)	15.5
9	7	Fibber McGee & Molly (NBC)	15.1

EXTRA-WEEK

Current Rank	Previous Rank	Program	Current Rating Homes
10	11	Day in the Life of Dennis Day (NBC)	15.1

NOTE! Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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'Gambling' Hearing

(Continued from page 30)

as I know, not a single member of the radio gallery here" deals with racing news.

Pursuing the same tack, Sen. McFarland observed that sports news, odds and even races are broadcast by radio and TV stations and that he had received no request from stations to appear. "I take it that they favor the legislation," he commented dryly.

Mr. Davis acknowledged that "certain kinds of broadcasts do promote gambling at race tracks" but objected that prohibition of news about it "is not the way to go about it."

Sen. McFarland reminded Mr. Davis that he had "deprived some of these radio stations and companies of a free broadcast from you" by banning broadcasts from the committee room. Stations also had tried to record proceedings involving "admitted violators of the law" who testified but the committee felt "that was not a very good thing," he remarked.

Brenner Testifies

Jacob Brenner, president and general manager of *Armstrong Daily Sports Inc.*, told the subcommittee that Armstrong programs are in "great demand" and that stations "solicit" the organization for racing news. "Several requests for the program have been made to us within the past few weeks," he added.

Singling out WTUX Wilmington, Del., Mr. Brenner accused Andrew J. Kavanaugh, Wilmington public safety director, of making "irresponsible statements" before the subcommittee last month and before FCC last year. Mr. Kavanaugh testified that the service was soliciting stations to transmit gambling information by promoting its "tip sheet" [BROADCASTING, April 24].

Mr. Brenner said Armstrong does not buy time from WTUX or other stations, only spot advertising and news announcements, and that "20-odd" other advertisers also buy time during afternoon periods on WTUX. He said that prior to October 1948 when Armstrong news began on WTUX, the station had broadcast a racing news program with results "much more quickly than under the Armstrong sponsorship."

Walter Semingsen, assistant vice president of Western Union Telegraph Co., said the company is "unalterably opposed to any legislation which would place on the common carriers burdens or responsibilities which are unreasonable, impracticable or impossible of fulfillment." The bill would make Western Union a "policing and censoring" agency, he declared. Furthermore, WU did not give preference to racing interests during wartime on use of facilities as mentioned in the FCC report, he added.

Mr. Semingsen said the telegraph company annually derives about $800,000 from its baseball ticker service and another $200,000 from services for football, hockey and basketball. Baseball information is transmitted by WU employes at the ballparks play-by-play, every three-innings or at the end of games. No racing news is carried by the company's CND (Commercial News Dept.) reports, he said.

While he felt that radio has cut down the number of WU subscribers, Mr. Semingsen said the firm has some 2,574 tickers in 529 cities, with transmitting stations at Dallas, Atlanta, Chicago, New York and San Francisco. Up to 3,500 baseball-sports tickers are used during the peak of the baseball season, he estimated.

WU Circuits Shown

He showed a Western Union exhibit of circuits which are leased to both Armstrong Daily Sports Inc. and *Morning Telegraph* who transmit racing news by means of teleprinter. Stations served by the Armstrong circuit included WRIB Providence, R. I.; WSFL Springfield, Mass.; WOKO Albany, N. Y.; WKIB New Britain, Conn.; WMID Atlantic City, N. J.; WTUX Wilmington, Del.; WSID Baltimore, Md.; WDAS Philadelphia, Pa. *Morning Telegraph* serves KBFT Los Angeles, according to the exhibit. Mr. Semingsen described the broadcasts coming "at intervals" or as racing results.

Mr. Semingsen thought it clearly recognized that furnishing or receiving racing news or sports data is not "gambling" and itself illegal, and added that it must be notified by federal or local authorities that the facilities are being used illegally.

(Meanwhile, last week Western Union asked FCC to amend its tariffs to permit it to discontinue acceptance of money or wagers in and out of the state of New Jersey—at the request of the state attorney general who ruled the practice illegal.)

S. Whitney Landon, general attorney, AT&T Long Lines Dept., said that if the Interstate Commerce Committee should approve the bill, "it should be aimed at senders" and not common carriers.

Additionally Mr. Landon felt that it would not be "in the public interest" for telephone companies to be required to censor telephone conversations, which in turn would make them a "law enforcement group." Long Lines has refused to give facilities to sport sheet services, he added.

Similar fears of a possible "communication censorship" were expressed by Clyde S. Bailey, executive vice president, U. S. Independent Telephone Assn., who felt that placing the burden on both senders and receivers would be "unrealistic" and "far-reaching." It would turn companies into "crime detection agencies," he charged.

With respect to the proposed FCC bill to ban outright all betting, odds and price data on all sports, Mr. Bailey thought it had "certain advantages" over the Justice Dept. proposal by providing a "more clear cut definition of the word 'gambling,'" and specifying an offense only when transmission is done "knowingly."

Mr. Bailey contended that "even this leaves much to be desired" and felt the FCC version could give rise to "many vexatious questions" in the determination of whether it is done "knowingly."

Represents Independents

Mr. Bailey's association is a national trade organization representing approximately 5,000 independent companies who are not members of the Bell System.

Herbert Moore, chairman of the board, Transradio Press Service Inc., felt the proposed Justice Dept. bill "skirts so close to the basic problems of freedom of information as to require the most searching scrutiny."

Mr. Moore told the subcommittee that whatever bill (FCC or Justice Dept.) is accepted, radio and television should not be assigned "an inferior role," and expressed doubt if betting has been increased by radio broadcasts of race results. He felt the proposed one-hour time lag after radio broadcasts or telecasts "involves the recognition of a dangerous principle of discrimination against radio versus the newspaper."

Mr. Moore explained that Transradio sports wire subscribers include about an equal proportion of radio, television and newspaper clients, and a general wire which primarily serves radio stations.

Stressing the importance attached to radio as a news channel and pointing to television's rapid strides, Mr. Moore termed broadcasters "timid" in the fight for news freedom because of "investments under government license" and told the subcommittee radio "must look to you, in great part, to defend a free and non-discriminating policy for radio news."

He added warily:

"I'm sure this committee is well aware of the danger of any law which would in any way give the communications companies and the FCC a sort of police function, which I'm sure none of them want and none is equipped to exercise. The FCC's tasks have become so complicated by the vast new developments in radio, television and communications generally as to discourage loading more functions on it."

Frank Starzel, general manager of Associated Press, characterized the bill as "dangerous legislation" and that it is "wrong in principle to prohibit transmisson of news that is legal at its point of origin. He said AP services only one radio station in the West and none in the East with racing and other sports information.



IN recognition of his "valuable services to Greece," J. E. Baudino (1), station manager of KDKA Pittsburgh, is presented with the Insignia and the Diploma of the Cross of the Commander of the Royal Order of the Phoenix by Greek Ambassador Vassilli C. Dendramis. The order was bestowed by the King of Greece who, through the ambassador, cited Mr. Baudino for the moral support he has continually given to Greece and the help he has given in establishing a better understanding between the two nations.

ONE WORLD

Awards to McBride, Murrow

MARY MARGARET McBRIDE, women's commentator on WNBC New York, and Edward R. Murrow, CBS commentator, have been selected as the 1950 radio award winners by the One World Award Committee, it was announced Wednesday by Prof. James H. Sheldon, chairman of the nominating committee.

Mr. Sheldon also announced that Roger Baldwin, international affairs chairman of the Civil Liberties Union, will receive the One World Flight Award and will make a round-the-world trip under the organization's auspices sometime later this year. Quentin Reynolds will receive the press award and William Wyler, producer of "Mrs. Miniver," "Best Years of Our Lives" and other movies, the motion picture award.

The 1950 One World Awards will be presented at a dinner to be held June 7 at New York's Waldorf-Astoria Hotel, when the organization also will present special awards for international statesmanship to Ben Cohen, Assistant Secretary General of the United Nations; Carlos P. Romulo, UN Assembly President, and others.

1930—1950
20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy
in
DANVILLE, VA.
is
WBTM
Rep: HOLLINGBERY
5kw (d) ABC 1kw (n)

Peabody Winners

(Continued from page 29)

bias or prejudice. Its "peculiar niche" (as a religious feature) has been "carved by both quality and popularity," the citation concluded.

Its music entertainment won WQXR New York an award in that category. All types of the "best" in music, the committee said, are brought by WQXR to a half million families in New York plus homes in 14 other states and Canada. Prominent 1949 offering on the station, the committee observed, was *Our Musical Heritage Series.*

Author Meets The Critic was judged tops in educational programs. The program has been heard regularly for the past 10 years over ABC—in 1947 it was aired on both radio and television. The Committee noted perseverance of Producer Martin Stone who stuck with the program even though it often lacked a sponsor. Lauded also was the editorial ability of John McCaffery, program host.

In children's programming, the bell was rung by WTIC-NBC Hartford for *Mind Your Manners,* which underscored the theory that it is smart for teen-agers to have good manners. As a new approach to the juvenile program, the judges found the WTIC program obtaining the approval of parents, teachers and the youngsters themselves.

NBC's UN Project Cited

As an outstanding contributor to international understanding, a commendation was given to NBC's United Nations project. No subject, the committee said, is more vital to the welfare of mankind than international understanding. The program concentrated its effort to explore the "structure, philosophies, and accomplishments of the agency most concerned with world harmony" and has been "an important adjunct to the UN itself in the fulfillment of its far-flung mission," the judges said.

For television entertainment, veteran comedian Ed Wynn, "The Perfect Fool," was voted first place. *The Ed Wynn Show* on CBS-TV, the judges found, brought to the TV screen the "best of the techniques of stage, screen and radio."

As an educational program, *Crusade in Europe,* telecast by ABC-TV, copped honors. Also recognized were the personalities involved in making the program available: Gen. Dwight D. Eisenhower, author of the book by the same title upon which the film was based; Henry R. Luce, editor, *Time* and *Life;* Roy E. Larson, president, Time Inc.; Richard de Rochemont, producer, and Arthur Tourtellot, assistant producer, "March of Time."

In the judgment of the Peabody Committee the most worthwhile TV undertaking in the news area during 1949 was CBS's *United Nations in Action,* a series of programs reporting activities and proceedings of the world body. This program was underwritten by the Ford Motor Co. as a public service.

Video's best children's program in 1949 was NBC's *Kukla, Fran & Ollie,* according to the judges. The puppet show was cited for the "whimsy and general satire of the James Barrie-Lewis Carroll sort."

Special citation was awarded to cartoonist H. T. Webster, for his weekly cartoon, "Unseen Audience," as the most "graphic and civilized criticism of radio." The Herald-Tribune Syndicate releases the strip. Other special citations went to the UN and the American broadcasters in general, as represented through NAB, for broadcast contributions to better international understanding; and to Harold Ross and *The New Yorker* for its successful campaign in behalf "of the rights of the so-called 'captive audience.'"



THE UNSEEN AUDIENCE—Mr. Webster's cartoon last Friday.

SAUDEK ELECTED

Is New REC President

ROBERT SAUDEK, ABC vice president in charge of public affairs, has been elected president of the Radio Executives Club of New York for the 1950-51 season, John J. Karol, CBS sales manager, current REC president, announced at last Thursday's luncheon session.



Mr Saudek

Other officers for the coming year will be: Vice president, Ralph Weil, WOV New York; treasurer, John W. Brooke, Free & Peters; secretary, Claude Barrere, Foreign Language Quality Network. They will be installed at REC's final meeting of the present season, May 18 at the Hotel Roosevelt.

Speaker at that luncheon meeting will be Clarence B. Goshorn, President, Benton & Bowles, and retiring chairman of the AAAA.





IER Awards

(Continued from page 26)

NBC United Nations Report (NBC and UN Radio), both first awards. *People's Choice* (CBS) and *Teddy Is My Son* (NBC), both honorable mention.

News, Analysis-Comment — *Edward R. Murrow and the News* (CBS) and *Howard K. Smith from London* (CBS), both first awards. Special award, *Voices and Events* (NBC)—Citation: "Although not strictly in the category of News, Analysis-Comment, the judges recommended this program in recognition of the creative use of technical advances to bring news to listeners in an informative and educative manner."

Canadian National School Broadcasts —*This Is Newfoundland* (CBC), first award. *Children of the Commonwealth* (CBC), honorable mention.

Television Awards

Programs of various types—*Mr. I. Magination* (CBS), *Studio One* and *Ford Theatre* (CBS), *Meet the Press* (NBC), *Kukla, Fran and Ollie* (NBC), and *Your Show of Shows* (NBC), all five first awards.

Author Meets the Critic (ABC), *NBC Television Opera Series* and *CBS Television Opera Series* (NBC and CBS), *Arthur Godfrey and His Friends* (CBS), *Today with Mrs. Roosevelt* (NBC), *Fred Waring Show* (CBS), and *Escape* (CBS), all six honorable mention.

Regional Networks, Regional Organizations and Regional and Clear-Channel Stations

Religious — *Here's to the Family* (WNBC New York) and committee of Catholic Lay Organizations, first award.

Agricultural — *Modern Farmer* (WNBC New York), first award. *Extension Service of the Air* (WSJS Winston-Salem, N. C.), honorable mention.

Women's Programs—*Martha Deane Program* (WOR New York), first award.

Cultural (excepting music)—*Music for the Connoisseur,* Municipal Broadcasting System, New York, first award. *History and Myth on Stage* (WHA U. of Wisconsin), honorable mention.

Personal and Social Problems—*We Human Beings* (WCOP WCOP-FM Boston), first award. *Everyman's Story* (WNBC New York), honorable mention.

Presenting Public Issues—*Take It From Here: The New England Story* (Lowell Institute Cooperative Broadcasting Council, WHDH WHDH-FM Boston), first award. Also three honorable mentions: *W-I-N-D Forum of the Air* (WIND Chicago); *Murder on the Highway* (WCAU Philadelphia); *Junior Town Meeting* (WJR Detroit).

News Interpretation—*Capital Correspondent* (WPTR Albany), first award. *On the Communist Front* (WOR New York), honorable mention.

Furthering International Understanding — Three honorable mention awards: *After the Atom* (WAVE Louisville); *World and You* (WHDH Boston); *E Equals MC Squared* (Radio House of U. of Texas, KFJZ Fort Worth). Special award—*United Nations Proceedings* (WNYC New York) —Citation: "For unique and consistent endeavor in bringing full coverage of UN sessions to the public. Interpretative background presented with clarity, dignity and showmanship."

One-Time Broadcasts — *Race Prejudice* (WMAQ Chicago) and *PTC Strike* (WCAU Philadelphia), both first awards. *Kidnap* (WWJ Detroit), honorable mention.

Children's (Out-of-School Listening) —*King's Three Ring Circus* (KING Seattle), first award. Honorable mention to *Sounds Fun* (CBL Toronto) and *Carnival of Books* (WMAQ Chicago).

Teen-Agers (Out-of-School Listening)—*Young Book Reviewers* (WMCA New York) and *Young Ideas* (KLZ Denver), both first awards. *Young America Speaks* (KFI Los Angeles), *Family Table* (WIND Chicago) and *River Story* (WAVE Louisville), all three honorable mention.

In-School Use (Intermediate Grades) *Children of Other Lands* (CBL Toronto) and *Tales From the Four Winds* (WNYE New York), both first awards. *Magic Book* (KMBC-KFRM Kansas City), honorable mention.

In-School Use (Intermediate Grades) — *Classmates Overseas* (WSUI-KSUI Iowa State U.), first award. *Dr. Tim, Detective,* (KLZ Denver) honorable mention. Special award *Music Map of America* to Standard Oil of California (KNBC San Francisco and western NBC network) — Citation: "For 22 years of fine service to West Coast elementary school children in presenting unusually high-quality musical enjoyment; for efforts to provide a program which will integrate historical and cultural understanding."

In-School Use (Junior-Senior High) —*Young People's Symphony Preview* (KUOM U. of Minnesota) and *Get the Answer — Right!* (WBOE Cleveland Board of Education), both first awards. *My Neighbor and Me* (CBR Toronto) and *Understanding One World* (KDKA Pittsburgh, both honorable mention.

Local Stations and Organizations

Agricultural—*Indiana Farm Journal of the Air* (KIOU Kokomo, Ind.), first award. *Friendly Farm Chat* (WSTV Steubenville, Ohio), honorable mention.

Cultural (excepting music) — *NBC Theatre* (WAVE, U. of Louisville), first award. *Music of the Nations* (WCFM Louisville Public Library), honorable mention.

Personal and Social Problems — *Syracuse It's Your Problem* (WAER Syracuse U.) and *PTA of the Air* (WIRA Fort Pierce, Fla.), both honorable mention.

Presenting Public Issues—*On the Spot* (KTBC Austin, Tex., U. of Texas), first award. *Brown America Speaks* (WDIA Memphis), honorable mention.

News Interpretation — *Report from Congress* (WAER, Syracuse U.), first award—Citation: "A serious and successful attempt to clarify the issues in the national capital each week through careful research, effective dramatization, skillful use of human interest and introduction of important public figures." *Understand the Peace* (WSPR Springfield, Mass.), honorable mention.

Special One-Time Broadcasts—*For This I Die* (WAER Syracuse U.), honorable mention.

Children's (Out-of-School Listening) —*Children's Workshop* (WTOM Bloomington, U. of Indiana), first award. Also honorable mention to: *Magic Music Box* (WINR Binghamton) and *Playtime for Children* (WEXT Milwaukee).

Teen-Agers (Out-of-School Listening)—*Treasures off the Shelf* (WUOM, U. of Michigan, Ann Arbor), first award.

In-School Use (Primary Grades)— *WBGO Story Hour* (WBGO-FM, Newark Board of Education), honorable mention.

In-School Use (Intermediate Grades) —*Under American Skies* (WABE-FM, Atlanta Board of Education) and *Listen to a Legend* (WMT Cedar Rapids, Iowa), both honorable mention.

In-School Use (Junior-Senior High) —*8-A Quiz* (WBGO-FM Newark Board of Education) and *Teen Topics* (WABE-FM Atlanta Board of Education), both honorable mention.

Organizations Preparing and Distributing Transcribed Series

Religious—*All Aboard for Adventure* (Protestant Radio Commission), first award.

Cultural (excepting music—*University Hour* (U. of North Carolina)) first award. *American Heritage* (Armed Forces Information and Education Div.), honorable mention.

Personal and Social Problems—*VD Radio Project* (Columbia U.), first award. *The American Indian* (American Restitution and Righting of Old Wrongs Inc.), honorable mention.

Presenting Public Issues — *Rutgers University Forum* (Rutgers and New Jersey State U. over WCTC New Brunswick and WAAT Newark), honorable mention.

Furthering International Understanding—*GI Ambassador of Goodwill* (Armed Forces Information and Education Div.), honorable mention.

Special One-Time Broadcast — *The Only Good Indian* (American Restitution of Righting of Old Wrongs Inc.), honorable mention.

Children's (Out-of-School Listening) —*Adventure in Folk Song* (Gloria Chandler Recordings), first award.

Teen-Agers (Out-of-School Listening)—*That Ignorant, Ignorant Cowboy* (Columbia U.), honorable mention —Citation: "For a daring and unique educational experiment in VD control."

In-School Use (Intermediate Grades) —*This Week in Nature* (Cornell U., WHCU Ithaca), first award. *California Stepping Stones* (Junior Leagues of California), honorable mention.

Paul Laven

FUNERAL services for Paul Laven, 43, gag writer on the NBC *Bob Hope Show,* were held in Los Angeles on May 3, with burial in Warrensville Cemetery, Cleveland, Ohio. Mr. Laven died at his Los Angeles home on May 1 following a heart attack. Surviving is his wife, Betty.

Telecasting Insert
Pull Out for Filing

WOC
FIRST in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. 1420 Kc. • WOC-FM 47 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5
22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 9,000 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

Basic NBC Affiliate
Col. B. J. Palmer, President
Ernest Sanders, General Manager



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FREE & PETERS, Inc.
Exclusive National Representatives

CHNS
The Shortest Route To Results in This Area Is Via
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
Contact
JOS. WEED & CO.
350 Madison Ave., New York
5000 WATTS NOW!

MAY 8, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

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Radio's Little David Vs. TV Giant-Blow
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Ifstra College Analyzes TV Sales Impact
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DU MONT

...DID IT FIRST!

...GETS 'EM ALL!

CONCENTRATES!

CUTS THE COST!

Television set ownership is growing at a phenomenal rate. Every day television is paying off more . . . to more advertisers.

Even the time when networking breaks into the black is very near. That's why it is extra important now to remember certain things about television: —

In the beginning . . . there was Du Mont. Yes, *Du Mont did it first* — built the first network between its New York station WABD and its Washington station WTTG. . Now the Du Mont Television Network contains 54 stations from coast to coast.

As for coverage, *Du Mont gets 'em all*— 99% of the nation's telesets are within reach of the Du Mont signal. (And don't forget that Du Mont signals are just as good as anybody's.)

With no vested interest in other media, *Du Mont concentrates* — gives its undivided attention to televison. Du Mont believes in television — with a young-minded singleness of purpose that bodes the best for sponsors.

Du Mont continuous program research pioneers the way to larger audiences, smaller budgets. *Du Mont cuts the cost* of television — labors to deliver more viewers per dollar. And that's only part of the reason why —

You'll get more out of TELEVISION *with* DU MONT!

TELEVISION DUMONT NETWORK

The Nation's Window on the World

515 Madison Avenue, N. Y. 22, N. Y.

A Division of Allen B. Du Mont Laboratories, Inc.

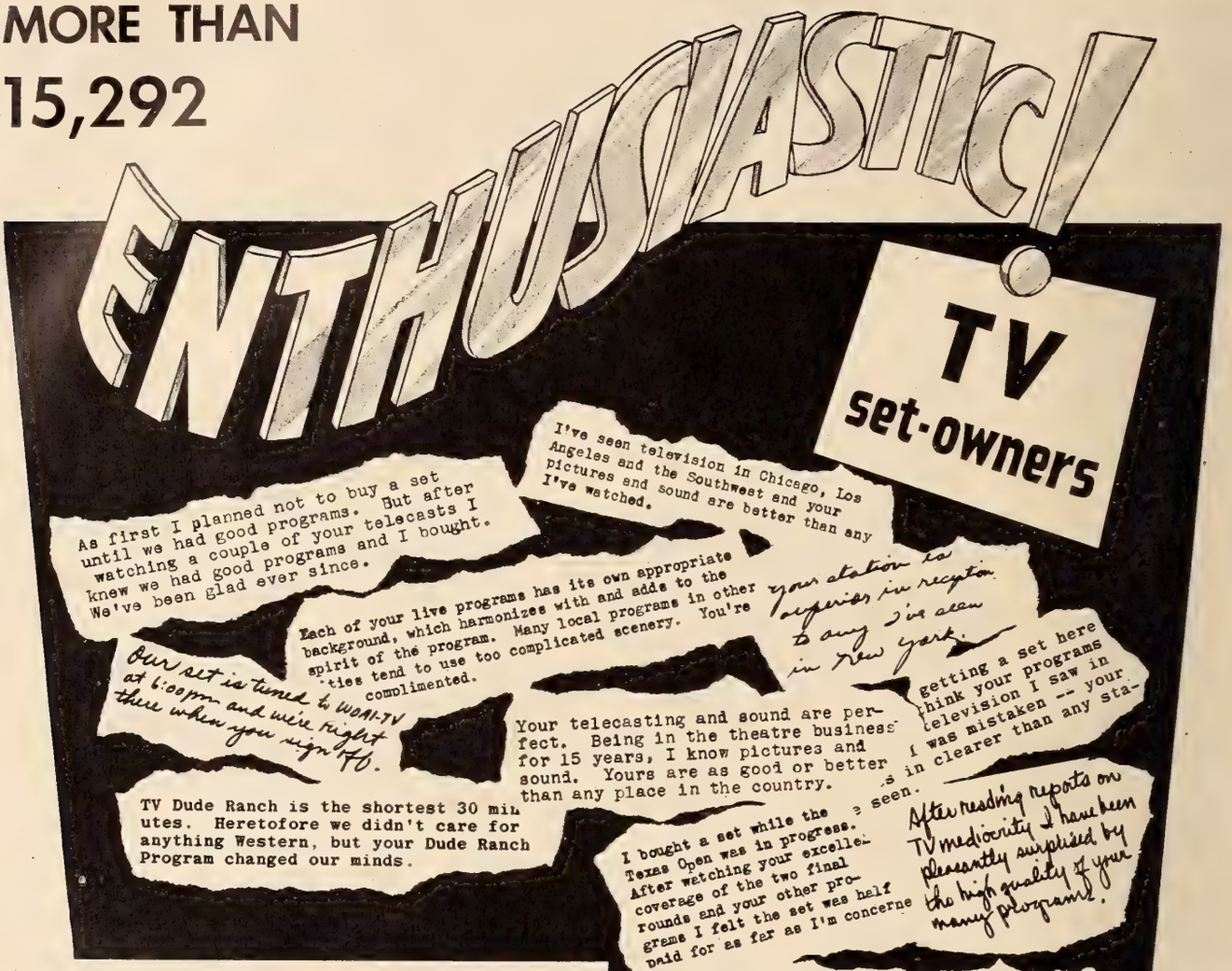
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Large advertiser or small, there is Du Mont time and talent, Du Mont programs and spots suited to you. For the rest of the story — write, wire, phone or run over to:

THE DU MONT TELEVISION NETWORK

IN LESS THAN 5 MONTHS . . .

MORE THAN 15,292



Seeing and listening to WOAI-TV would convince you easier and quicker, but these "pat-on-the-back" letters are the best printed proof we have. We have lots more to show you when you can accept our invitation to visit us soon. To entertain *and sell* an enthusiastic South Texas audience there's no substitute for San Antonio's FIRST television outlet, WOAI-TV. For availabilities, ask Petry.

Sponsors enthused, too!

Four more of WOAI-TV favorite local programs join the ever-increasing list of sponsored shows:

SOLD "Fashions in Your Living Room"
SOLD "Wrestling Personalities"
SOLD "Wrestling from Wrestlethon"
SOLD "Hoffman Hayride"

NBC - CBS - ABC

WOAI-TV

CHANNEL 4

SAN ANTONIO

Represented Nationally By
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New York • Chicago • Los Angeles • St. Louis
Dallas • San Francisco • Detroit • Atlanta

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

MAY 8, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

COLOR HEARING CLIMAX

Set Production by Mid-'51–Sarnoff

THE RCA-CBS color television battle was virtually in the hands of the FCC late last week after Brig. Gen. David Sarnoff, RCA board chairman, wound up major presentations with testimony in which he said RCA could have sets for its system in production by June 1951.

In a move to speed termination of the long-drawn proceedings, FCC meanwhile announced sessions would be held for as long this week as may be necessary to complete cross-examination and rebuttal evidence, leaving only a further demonstration of the CTI system in San Francisco on May 17 and, on May 25-26, CTI cross-examination and rebuttal.

The testimony of Gen. Sarnoff, on the stand in a marathon performance for two days and one evening, highlighted a full week which also produced these developments:

● Dr. W. R. G. Baker of General Electric Co., head of RMA's engineering department, recommended that FCC let the National Television System Committee, which he heads, or some equivalent industry body draft recommended color standards within a broad policy framework to be fixed by the Commission.

● In the same vein, Dr. Thomas T. Goldsmith Jr., research director of Allen B. DuMont Labs, said he thought a group of engineers by "getting in a corner" could do a better job of settling the color controversy than can be done via additional formal hearing procedure.

● It was learned that the Bureau of Standards Committee on color television, set up to study and report to the Senate Interstate and Foreign Commerce Committee, has its report in the "first-draft stage" and, though studies are still in progress, is expected to complete its work and report within a few weeks.

Hearings to Start June 5

● FCC announced that hearings on the next phase of the overall television case—a Bell System proposal to allocate the 470-500 mc band at the lower end of the UHF region to common carrier operations instead of TV — will commence June 5, with cross-examination to follow immediately upon completion of the direct testimony.

● Laying plans for CTI's May 17 demonstration, to be attended by Chairman Wayne Coy and Comr. Rosel Hyde, as well as key staff members, FCC said CTI officials report "a significant improvement" in the operation of their system.

● FCC rejected Hallicrafters Co.'s request for permission to participate in the color hearings, on grounds that the data the company has to offer would not help FCC to write rules and standards. Hallicrafters' request stressed the importance of having a compatible color system and urged FCC to lift the VHF freeze and make UHF assignments.

Gen. Sarnoff, who said he had read all of the estimated 10,000 pages of the color hearing transcript, appeared to have anticipated most of the questions which were put to him, with the exception mainly of detailed interrogation on patents and patent policies.

His appearance Wednesday, Thursday and Thursday evening brought out one of the largest audiences the color sessions have had since their early days last September and October. CBS President Frank Stanton and Executive Vice President Joseph H. Ream were present to hear him castigate the system they propose. RCA President Frank M. Folsom was among the top-level officials of his own organization on hand.

Final Cross Examination

He was preceded by Drs. Goldsmith and Baker, and was to be followed by wind-up cross-examination of Vice President Conway Coe and Drs. E. W. Engstrom and George Brown of RCA; CBS Vice President Adrian Murphy and Dr. Peter Goldmark, developer of the CBS system, and Dr. Goldsmith (see late story AT DEADLINE page).

Gen. Sarnoff was subjected to extensive questioning on patents by FCC counsel, the DuMont attorneys and Comr. Robert F. Jones in particular.

Judge Samuel Rosenman, counsel for CBS, probed pointedly and at length, contending RCA had consistently sought to block CBS color and arousing Gen. Sarnoff to retort that Columbia's announcements of its color systems were intended to retard black-and-white TV.

Chairman Coy revived his query about the possibility of moving all television into UHF, and was told



Gen. Sarnoff testifies. . . .

* * *

VHF definitely should be retained for both color and black-and-white but that steps also should be taken promptly to open and develop UHF for both services. Very little is known about UHF despite the work that has been done in that area, Gen. Sarnoff asserted. He argued that opening of UHF and abandonment of VHF would retard commercial color.

In a gloves-off attack on the CBS system, Gen. Sarnoff called upon FCC to set standards based on compatability, 6-mc bandwidth, and color quality comparable to black-and-white. Standards based on the CBS system, he claimed, would be "a fatal mistake," resulting in a set-sales recession that would bring "ruination and bankruptcy" to many small manufacturers.

On the question of RCA's color manufacturing policies—one of the main points which led to Gen. Sarnoff's appearance—he testified:

● If the RCA system is given commercial approval "soon," RCA would have color sets in factory production at a rate of 200 a week by June 1951, increase the tempo to 1,000 a week by the end of the year

(Continued on Telecasting 8)

UHF Development

STANFORD U. Research Institute announced last Friday it had developed a new high powered UHF transmitter and a completely compatible converter to go with it. The institute has been working on UHF equipment under the sponsorship of John H. Poole, UHF experimenter of Long Beach, Calif. A complete report on the new transmitter and converter is being prepared for early release, institute officials said.

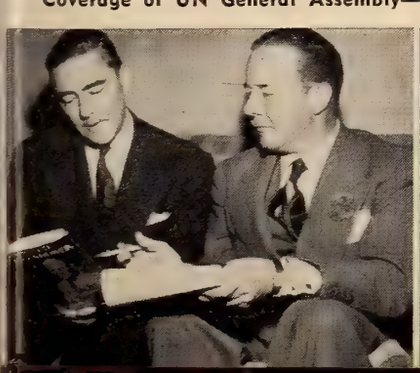
PEABODY AWARDS in television (see story page 29) were conferred on the following:

***Crusade In Europe*—Left photo: Roy Larsen (l), Time Inc., sponsor, and Mark Woods, ABC vice chairman, looking over script.**

Coverage of UN General Assembly—2d photo: Frank Stanton (l), president of CBS, and Henry Ford II, sponsor, at Lake Success.

Ed Wynn—3d photo: Star of Ed Wynn Show.

***Kukla, Fran & Ollie*—Right photo: Burr Tillstrom, creator, and Fran Allison with the puppet stars, the blue-nose Kukla and Ollie the dragon.**









'JERRY'S ANIMALAND' SUCCESS

WKRC-TV Program Uses Recorded Voices, Live Action

SUCCESSFUL test of the practicality of a new television technique by which the audio part of a television show could be recorded beforehand and merely pantomimed by the actors during the telecast, has been announced by the program's joint producers, WKRC-TV Cincinnati and Robert Acomb Inc., Cincinnati advertising agency.

The experimental show, called *Jerry's Animaland*, was taken off the air after a seven-week showing when Robert Acomb, agency president, and Richard von Albrecht, WKRC-TV program director, were satisfied it was practical.

Station reports that one network and a film company have expressed an interest in syndicating the show.

The program told the story of Jerry, the 10-year-old son of a circus animal trainer, and his daily experiences with his animal friends who were being trained by his father.

Working together on ideas, story and direction, Mr. Acomb and Mr. von Albrecht said they were confronted with something new and different in television production. This was because one person was to take the part of all animal voices. They decided to try the technique and planned the experiment.

Mr. Acomb wrote and produced the show. The station, through Mr. von Albrecht, directed and telecast it four times a week, 7:45-8 p.m. At the end of seven weeks both reported the answer was clear that this technique would make TV production better, easier—and less expensive. They found that continuity slip-ups were eliminated, actors were more at ease during the actual telecast and production and talent costs were kept at a minimum.

The part of Jerry was played by Gerald Harris, 10-year-old Cincinnati student. Victor Moore Jr. did all the animal voices so that the two were the only principal characters needed.

During the experimental period, Messrs, Acomb and von Albrecht said, the program caught on rapidly and gained a large following. Adults and children alike wrote to praise the show and ask for more, they reported.

This summer they plan on writing and recording new shows, designing new costumes and creating new scenery, all to be ready by fall. Both will tell you one thing is certain. The experiment substantiated their belief that a TV show, based on this completely different production technique, was feasible, could be worked out, and would keep cost down.

In addition to Messrs. von Albrecht and Acomb; Gerald Harris, and Mr. Moore, other key figures in *Jerry's Animaland* include Margie Shera of WKRC-TV; Richard Ostrander, WKRC-TV production man, and Robert Huber, in charge of camera direction.



Trying their luck by breaking a wishbone before their WHAS-TV debate are Mr. Sholis (l) and Mr. Corum, "the man who couldn't lose."

ASCAP TV MUSIC

Industry Meet Set May 16-18

THE INDUSTRY committee appointed to negotiate per program licenses for the use of ASCAP music on television will meet with the television committee of ASCAP at the society's New York headquarters May 16-18, Stuart Sprague, New York counsel for the TV broadcasters group, announced last week.

Every effort will be made to clear up the remaining difficulties and settle terms of the proposed licenses during the three-day meeting, Mr. Sprague said. Committee was formed last fall after an earlier TV music committee had worked out terms for blanket licenses with ASCAP, but negotiations of the per program forms were delayed while ASCAP was working with the Dept. of Justice on details of its new consent decree.

DERBY TELECAST

WHAS-TV Sponsors Debate

WHAS-TV Louisville sponsored a debate a fortnight ago but it was a case of one of the two principals being *sure* to win.

The debate was between Victor Sholis, general manager of WHAS, and Bill Corum, president of Churchill Downs race track. The question was: "Should the Louisville area have a live telecast of the Kentucky Derby?"

In their debate, both Mr. Corum and Mr. Sholis agreed that neither wanted to kill America's blue-ribbon turf event which was held last Saturday. Mr. Corum, debating on the negative side, was much the one-sided winner because, long before the debate, he and others of Churchill Downs official family had decided and announced the answer: It was: "No" for telecasters.



Taking time out from their chores in connection with Jerry's Animaland *on WKRC-TV are (l to r): front, Gerald Harris (Jerry), Mr. von Albrecht; Mr. Moore; back, Miss Shera, Mr. Ostrander and Mr. Huber.*

WRESTLER STRIKE

Halts Hollywood Arena

WITH wrestlers refusing to perform before TV cameras, wrestling at Hollywood (Calif.) Legion Stadium has been discontinued and the house will remain dark until termination of the present telecasting contract with Don Lee Television on May 26.

Stadium committee, headed by Leonard Jacobsen, made a direct appeal to wrestlers, managers and promoters to permit resumption and uninterruped telecasting of the sport in behalf of needed war veterans' relief. Stadium and Don Lee officials offered to waive any revenues for the balance of the existing contract and turn over that money to such veteran causes as directed.

The wrestlers' "strike" began April 17 when KSTL (TV) Los Angeles moved its cameras into the stadium to telecast matches. Moments before the bouts were to begin, contestants told stadium officials they would not wrestle unless TV cameras were removed. With a stalemate, the stadium cancelled its matches and refunded money to the spectators.

As a result, Legion officials declared they would ask the State Athletic Board to suspend the 10 wrestlers involved for breach of contract.

Mr. Jacobson said the Legion had a contract with Don Lee Television for telecasting of all stadium events. He further declared the wrestlers had signed regular contracts with the arena.

Phonevision to KTTV

KTTV (TV) Hollywood, has contract with Comdr. Eugene MacDonald, head of Zenith Radio Corp., for first rights to Phonevision in the Los Angeles area. Rights permits KTTV to operate the system either on an experimental or commercial basis, if and when it becomes feasible after test scheduled in Chicago next September.

EXTENSIONS

FCC Probe Still Alive

EVIDENCE that FCC has not completely abandoned its investigation of NBC's 2½-hour Saturday night TV series appeared last week in reports from the Commission concerning temporary license extension of several AM stations [TELECASTING, Feb. 27]. Before beginning the series NBC amended certain network provisions to which FCC had originally objected.

FCC explained it issued temporary licenses April 28 to WISN Milwaukee, WWJ Detroit and WMMN Fairmont, W. Va., because television affiliates of these operations were involved in the NBC Saturday night TV case which it expected to have under consideration, for at least another week.

WISN, a Hearst Radio Inc. station, was temporarily extended because of affiliated WBAL-TV Baltimore, the Commission said. Similarly, WMMN was put on temporary license because of WSPD-TV Toledo, Ohio. Both are Fort Industry stations. WWJ is affiliated with WWJ-TV. All of the TV outlets are NBC-TV affiliates.

Observers last week questioned FCC's reasoning in the WISN and WBAL-TV association since only a fortnight ago the Commission granted WBAL a construction permit for a new FM station in Baltimore.

Meanwhile, FCC also reported it had extended the license of NBC's WRC Washington on a temporary basis because of the long pending complaint of the National Assn. of Radio Station Representatives. KFWB Los Angeles was temporarily extended because of the pending policy consideration regarding the movie anti-trust cases.

JOHN MECK INDUSTRIES, Plymouth, Ind., announces marketing of 10-inch table model TV receiver with built-in antenna for $99.90. Model will be released to dealers soon.

APRIL PULSE

Reported for Three Cities

LATEST television reports by The Pulse Inc. show *Godfrey & His Friends* as the top once-a-week show in Chicago. *Texaco Star Theatre* lead the Los Angeles and Philadelphia list.

The report covers the period April 1-7. Television program average ratings for three cities are given by The Pulse as follows:

CHICAGO

Once-A-Week Shows

Godfrey & His Friends	60.4
Texaco Star Theatre	52.8
*The Lone Ranger	52.1
Toast of the Town	42.8
Godfrey's Talent Scouts	40.8
Kraft TV Theatre	35.6
Super Circus	34.1
Stop the Music	33.8
Saturday Night Revue	31.1
Sachs Amateur Hour	30.9

* Including re-broadcast

Multi-Weekly Shows

Howdy Doody	18.3
Kukla, Fran & Ollie	17.7
Lucky Pup	15.0
Wranglers Club	14.9
Small Fry Club	14.7
Paddy the Pelican	13.5
Film Serial	12.8
Mohawk Showroom	12.5
Cactus Jim	11.7
Judy Splinters	10.9

LOS ANGELES

Once-A-Week Shows

Texaco Star Theatre	35.5
Hopalong Cassidy	30.9
The Movies	25.2
Toast of the Town	23.0
Movietown: RSVP	23.0
Fred Waring	22.9
Ed Wynn	22.5
Ken Murray Show	21.5
Baseball	20.1
Alan Young Show	19.0

Multi-Weekly Shows

Time for Beany	17.5
Handy Hints	16.1
*Cowboy Thrills	15.6
Newsreel (7:00)	12.0
Wheeler & Rourke	10.3
Newsreel (10:00)	10.2
Telequiz	9.5
Playtime	8.9
Kukla, Fran & Ollie	8.8
Cyclone Malone	8.7

* 15.2 Mon.-Sat.

PHILADELPHIA

Once-A-Week Shows

Texaco Star Theatre	61.8
Godfrey & His Friends	54.3
Godfrey's Talent Scouts	52.0
Toast of the Town	49.5
Stop the Music	43.6
Kraft TV Theatre	39.8
Fireside Theatre	39.0
Philco Playhouse	37.1
Ford Theatre	36.6
The Goldbergs	36.0
Silver Theatre	36.0

Multi-Weekly Shows

*Frontier Playhouse	31.1
Howdy Doody	28.4
Kukla, Fran & Ollie	22.4
Mohawk Showroom	16.2
Judy Splinters	15.7
Camel News Caravan	15.4
Godfrey & His Uke	15.2
Ghost Rider (11:00 PM)	13.4
CBS-TV News	12.5
Hollywood Playhouse	11.0

* 28.5 Mon.-Sun.

HAYES-PARNELL

Get Film Library Rights

EXCLUSIVE television releasing rights to a library of 3,600 reels of film have been acquired by Sam Hayes, head of Hayes-Parnell Productions Inc, Hollywood, from Hollywood Film Enterprises Inc., that city.

Releasing plans are being set up and pictures will be made available to all stations and networks, with distribution handled by his own organization, Mr. Hayes said. He also pointed out that his contract for TV rights has no time limit.

INTERCONNECTION

Favored In Hearing

INTERCONNECTION of Western Union and Bell System inter-city TV relay facilities was considered generally favorable to the rapid growth of television, with certain exceptions, by five broadcasters appearing last Monday and Tuesday before FCC.

The hearing on the interconnection issue between Western Union and American Telephone and Telegraph Co. was interrupted by the sudden death Tuesday night of the presiding officer in the case, J. Fred Johnson Jr., FCC's chief hearing examiner (see story page 77). The case was continued to an undetermined date later in the week by the Commission.

J. R. Poppele, vice president in charge of engineering for WOR-AM-TV New York and WOIC (TV) Washington, stated he believed the industry "would gain a tremendous advantage by having two competitors" providing inter-city relay facilities. He thought this would bring costs down and improve quality of the service. Many places in the U. S., particularly the "hinterlands" would gain service under competition, he indicated, with plenty of room for both WU and AT&T to operate.

Rodney K. Chipp, director of engineering for DuMont Television Network, also considered WU's 4-mc channel as desirable and saw reversibility "a distinct advantage" over certain circuits such as the New York-Washington link.

Ernest Lee Jahncke Jr., vice president in charge of stations for ABC, favored interconnection and competition between AT&T and WU if it meant lower costs and better service. He offered the same view regarding reversibility. Termination of channels on the customer's premises was considered advantageous only if it eliminated the cost of local loops as required with AT&T service, but Mr. Jahncke said stations would want to keep local loops in most cases anyway for full flexibility in operation.

The ABC executive thought WU's one-year contract imposed less flexibility than AT&T's short term agreements. If both AT&T and WU rates and quality of service were equal, even with interconnection, Mr. Jahncke indicated a station would prefer to do business with only one carrier to avoid problems of divided responsibility.

William S. Hedges, NBC vice president in charge of integrated services, preferred the relay bandwidth which would give the best quality picture and saw advantage to reversibility if it lowered cost. He noted that even the 5-15 second switching time for the WU link would be too slow for some situations, however.

Cites Pros and Cons

Customer premise termination has both advantage and disadvantage, Mr. Hedges indicated. Elimination of local loops would possibly improve quality, he said, but considerable disadvantage was seen in putting control of switching programs into the hands of affiliated stations rather than the common carrier. He preferred to issue orders to the latter for service.

Adrian Murphy, CBS vice president and general executive, said he didn't know if interconnection would actually lower operating costs but said CBS feels it's essential that broadcasters be allowed at all times to interconnect with any common carrier. As to bandwidth preference, Mr. Murphy said station reports show that AT&T's 2.7-mc coaxial appears "satisfactory."

TV SET TAX

House Committee Says No

A UNITED industry stand spurred by Radio Mfrs. Assn. against a Treasury Dept. proposal to tax television receivers last week appeared to have turned the tide in favor of TV manufacturers, distributors, retailers and telecasters.

The House Ways and Means Committee last Tuesday tentatively turned thumbs down on the suggested 10% excise on TV sets, which the Treasury Dept. had recommended in the interest of an estimated additional $45 million annual intake in taxes [TELECASTING, Feb. 20, 13].

Authorities stressed the action was "tentative" and subject to change, but conceded they hope to offset this amount by closing certain "loopholes" in the present tax structure and obtaining revenue from presently non-taxable corporations as recommended by President Truman. RMA had no comment on the action.

The committee reportedly sidetracked a plan to levy a 5% tax on TV receivers, and an earlier one calling for the full 10% based on what some members felt was the "industry's ability to pay." It was pointed out the President had urged general excise cuts throughout the list of items and imposition of taxes on present tax-free firms in his annual budget message to Congress.

Meanwhile, in other action the committee voted to exempt from excise taxes electronic radio receiving sets designed for communication and navigation and sold to the government, and proposed a reduction from 25% to 10% on domestic telegraph, radio and cable dispatches. It was proposed leased wire excises be cut from 25% to 20%.

DON'T SELL AM SHORT

Says Biow

"TELEVISION will not replace radio for a long time to come," Milton Biow, president of the Biow Co., New York, told the Fashion Group at a luncheon meeting last Tuesday at the Biltmore Hotel in New York.

"It will not take money away from radio or newspapers," Mr. Biow said, "television is another sales medium."

Comdr. Mortimer Loewi, director of DuMont Television Network, speaker at the same luncheon, said that color television is still experimental and far from being perfected or standardized. The cost to adapt nearly 8 million sets now in use for color reception through field sequential as developed by CBS, would be $2.5 million to $3 million, Comdr. Loewi estimated.

In addition, he stated color would require expensive equipment changes in the 103 television stations now on the air, and he felt sure that station men across the country were not looking forward to further investment in equipment until they were out of the red.

Mr. Biow also told the group that it was not too important to advertisers whether television is black-and-white or color, but quality of the program was important as it must serve as the stimulant to sales.

Cites Relative Cost

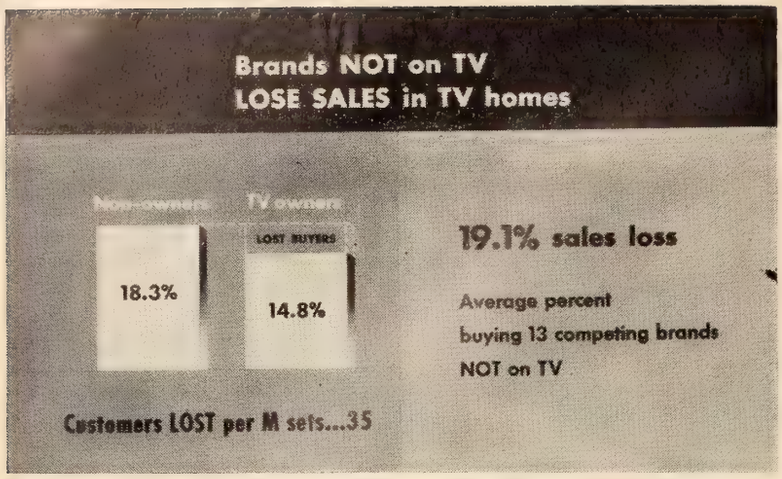
The cost to the advertiser in radio for such programs as *Bob Hope*, is 283 consumers per dollar; for the *Jimmy Durante* program, 202 consumers; for the *Phil Harris* show, 235 consumers, while in television the *Jack Carter Show* was reaching 249 consumers per dollar, Mr. Biow said.

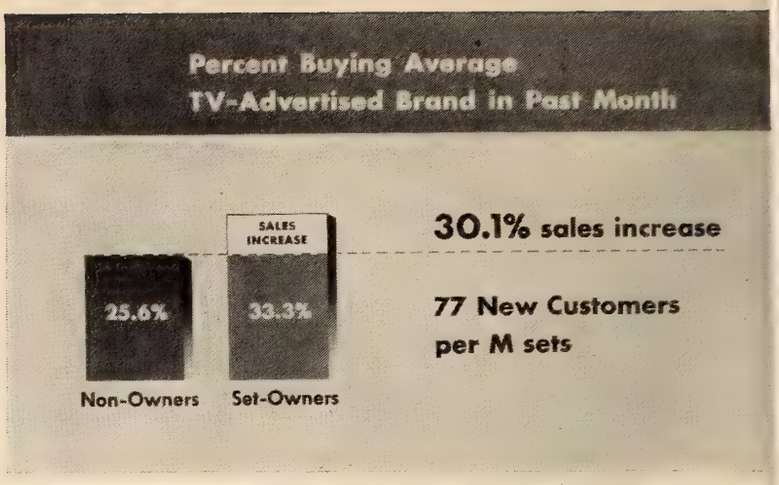
As for commercials, he advised the group to put them on film because that allows for correction and perfection in the final showing.

Referring to TV's lack of threat to radio, Mr. Biow said the rapidly expanding medium has not yet affected radio as an outlet for the sponsors message. With 80 million radio homes as compared to the present 5 million television homes, he said, radio men had no need to worry, although video will continue to follow the course of radio as a competitive medium.

Sponsors should be fully aware that the combined audio visual presentation is extremely strong, he said. Usefulness of the product rather than fine points of construction have more appeal to the potential buyer and he advised sponsors to concentrate to that end in commercials.

Televiewers, Mr. Biow said, spend more than 7½ times as many hours watching as radio listeners spend listening, and he advised would-be sponsors to tailor their programs specifically for the audience they want to reach. Dramatic shows were first, he claimed, in TV ratings, followed by the variety show.





* * *

TV'S SALES EFFECTIVENESS

NBC Releases Hofstra Study

* * *

NBC LAST WEEK began showing advertisers and agencies its new Hofstra study of television sales effectiveness, a painstaking research job that gives substantial testimony to the persuasive selling power of video [CLOSED CIRCUIT, April 24].

The essence of the Hofstra findings is that among television owners the use of television advertised products increases sharply while the use of products not advertised on television declines.

The study, which forms the backbone of NBC's new presentation, was conducted by Hofstra College, Hempstead, N. Y., under commission by NBC. Dr. Thomas Coffin, then chairman of the psychology department of the school, was in charge of the project. Last September he joined the NBC television staff as a research associate.

The technique used in the study was personal interviews of two groups—television set owners and non-owners, matched for neighborhood, age, education, family size, standard of living and buying power.

The two groups, according to NBC, are "statistically indistinguishable."

Compares Groups

"Both have access to the same newspapers, magazines and radio programs," the NBC presentation explains. "Both pass the same billboards. Both shop in the same stores, choose from the same assortment of brands, are served by the same clerks. Both are exposed to the same advertised and unadvertised specials and the same word-of-mouth advertising.

"Consequently if the buying of the non-owner group is taken as the norm, then any difference in the buying by set-owners must be due to television. Other influences have been neutralized as completely as competent research can achieve."

A total of 3,270 personal interviews were conducted, about half of them in the first part of the survey. Four months later Hofstra interviewers revisited the original group and achieved a record of reaching 96.6% of all the people reached in the first survey.

In the first survey 902 non-owners of television sets were interviewed and 749 owners, for a total of 1,651. By the time of the second survey 72 of those who four months before had not owned sets, had acquired them. The breakdown in the second survey was 810 non-owners and 809 owners, for a total of 1,619.

Months after the second set of interviews, Hofstra researchers conducted a pantry-check of 533 new respondents, also consisting of matched owners and non-owners. These were asked the same buying questions used in the former surveys and their answers were checked against brands actually found in the home. Nearly 98% of the purchase claims were confirmed.

Products Surveyed

Fifteen products advertised on television and 13 competing products not on television were investigated. All products were widely advertised in other media, all were well established brands.

Among television-advertised products, the study found the average brand was bought by 25.6% of non-owners of television and 33.3% of the set owners. This represents a 30.1% "sales increase" for TV-advertised brands in TV homes.

"Stated in numerical terms, the difference between the figures for the two groups is 7.7. "This means that for every 100 sets there are 7.7 additional, or new customers—or 77 new customers per thousand sets for the average TV-advertised brand," the presentation states.

Sales increases for TV-advertised goods in TV homes were noted in every product category and for each of the 15 brands.

Among the 13 products not advertised on television, the study found, the average brand was bought by 18.3% of the non-owners and by 14.8% of the owners.

19.1% Sales Loss

This represents a sales loss of 19.1%, NBC points out.

"This illustrates the double-edged effect of television," the NBC presentation says. "Not only does it (TV) increase sales of television-advertised brands in television homes, it cuts down the sales of non-television brands in those same homes.

"Thus the TV advertiser is ahead in two ways: He has obtained new customers for his product, and he has 'saved' some 35 of his previous customers which . . . he would have lost had he not been in television."

Lower sales of non-television advertised goods in television homes were noted in every product category and in each of the 13 brands.

In analyzing the buying habits of the 72 people who acquired television sets between the time of the first interview and that of the second, Hofstra found that "right from the start, owning a television set means more buying of television brands, less buying of competing brands not advertised on television."

Before owning a set 20.4% of those respondents bought the average non-television advertised brand. After acquiring a set, only 12.8% of them bought it. This represents a 37.3% sales loss for these brands after TV entered the home, the NBC presentation says.

Before owning a set 28.9% of those respondents bought the average television advertised brand. After acquiring a set, 40.5% bought it. This represents 40.1% gain in sales of television advertised brands after TV entered the home.

Sales effectiveness of television does not depend upon the novelty factor of recent television acquisition, the Hofstra study found. Indeed, the longer the set is in the home, the more television advertised products are used there.

Length of Ownership Factor

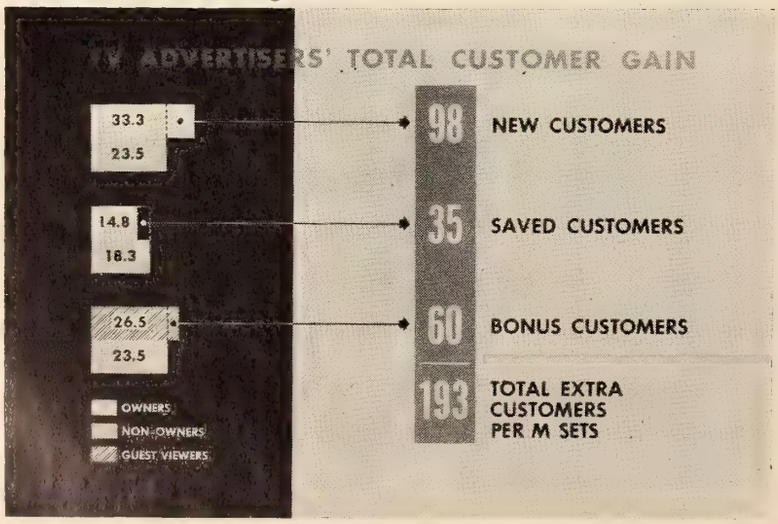
Hofstra found that the average TV advertised brand was bought by 32.9% of owners having sets from one to nine months, by 33.6% of those having sets 10 to 15 months and by 33.9% of those owning TV 16 months and longer.

Another discovery by the study was that television advertising influence was not exclusively exerted on owners of television sets. It was found that two-thirds of the non-owners interviewed had seen television within the previous month, watching it for an average of 7.9 hours.

Only 23.5% of the non-owners who were not exposed at all to television bought the average TV advertised brand. Of non-owners who had seen television 26.5% bought it.

This difference represents 30 bonus customers per thousand non-owner viewers, according to NBC. "Since there were about two non-owner viewers per TV set, this means 60 bonus customers per thousand sets," the presentation adds.

The 23.5% buying of the average



TV advertised brand among non-owners who had no exposure to television, rather than the 25.6% figure applying to all non-owners, whether they had seen TV or not, is "the proper base against which to compare the percent buying in TV homes, for it is the best measure we have of the sales of these brands when there is no exposure to their TV advertising," the presentation says.

On this basis, the percentage of buying among TV owners (33.3%) is 9.8% higher than that among non-exposed non-owners, representing 9.8 new buyers per hundred sets or 93 per thousand.

Figuring in the 35 "saved" customers (the loss experienced by competing brands not on TV and the loss which the TV advertiser would experience if he were not on TV) the 60 bonus customers among non-owner guest viewers, NBC calculates there are a total of 193 extra customers for TV advertised goods per thousand sets.

"This is the closet estimate we can make of the total difference television means to the advertiser as between using and not using the medium," according to the presentation.

Ad Costs Estimated

Adapting those figures to an estimate of advertising costs, Dr. Coffin cited the case of one of the TV advertised products, otherwise unidentified. The weekly cost of its program, including time, talent and commercials, was $11,988. Since two products were advertised on the show, Dr. Coffin charged each with $5,994, or half the total.

On the network carrying this program, New York accounted for 41.5% of the TV circulation, and accordingly its share of the cost was $2,488 per product per week. This figure, converted to cost per thousand sets, was $4.15 per week, or $16.60 per month.

This advertiser gained 257 extra regular users per thousand TV sets, according to Hofstra figures. Dividing the extra users into the cost per thousand sets per month, Dr. Coffin found each extra buyer cost the advertiser 6½ cents per month.

"In other words," Dr. Coffin says, "through television this advertiser could buy an additional customer—over and above those he was already getting though other media—for 6½ cents per month."

Further projecting the figures for this advertiser, Dr. Coffin says that according to national averages, a regular user spends $1.17 per month for this product. Therefore the 257-per-thousand new users acquired through television spend a total of $300.69 per thousand sets per month.

That means that for an advertising cost of $16.60 per thousand circulation per month, the advertiser got $300.69 in new sales—or $18 in new business for every dollar invested in TV, according to Dr. Coffin.

The case was typical of all television advertised brands studied in the Hofstra survey, he said.

The average return for all brands studied was $19.27 in extra sales for every dollar spent in television cost, Dr. Coffin says.

Other elements turned up in the Hofstra survey included the findings that the use of TV advertised brands increases in relation to the frequency of viewing the program on which its commercials are carried, that television products high commercial recall and high commercial liking (seven out of ten who remember commercials say they liked them) and that the more viewers like commercials the more of the advertised products they buy.

TBA CHANGES
New Committee Chairmen Are Named

REORGANIZATION of eight committees of the Television Broadcasters Assn. will follow the appointment of new committee chairmen announced last week by J. R. Popple, WOR-TV New York, president.

Joseph A. McDonald, ABC vice president, general attorney and secretary, will head the newly organized commercial operations and legal committees.

George B. Storer, president of The Fort Industry Co. and Frank M. Russell, NBC vice president, will be co-chairmen of the membership committee, which will launch a drive for members among all TV stations.

Finance committee chairmanship will be taken over by Dr. Allen B. DuMont, president of DuMont Laboratories Inc., and Lawrence W. Lowman, vice president of CBS, will be in charge of the advisory committee on TV programming.

Paramount Television Production's president, Paul Raibourn, was named head of public relations and publicity. Executive committee of affiliates will be headed by Ernest B. Loveman, vice president of Philco Broadcasting Corp., and Edward Cole, professor of drama at Yale U., will act as chairman of the educational and public service committee. Frank Marx, ABC vice president in charge of engineering, has been appointed chairman of the engineering committee, which is at present preparing data with respect to new allocations in the VHF and UHF.

The TBA board of directors has approved for affiliation Standard Rate and Data Service Inc., media service. Representatives to TBA from Standard Rate and Data are C. Lauray Botthof, president, and Albert W. Moss, executive vice president.

Dr. DuMont has announced that he is submitting applications for active membership in TBA on behalf of DuMont's O&O WTTG (TV) Washington and WDTV (TV) Pittsburgh. WABD New York, key station of the DuMont Television network, already is a charter member.

ALEX ROSENMAN
Joins Official Films Inc.

ALEX ROSENMAN, who a fortnight ago resigned as vice president in charge of sales for WCAU Philadelphia [BROADCASTING, April 10], has been named executive vice president of Official Films Inc., film distributor, Aaron Katz, president, announced last Monday.



Mr. Rosenman

Chairman of the board of Official Film is Isaac D. Levy. Mr. Levy and his brother, Dr. Leon Levy, who is a member of the board of the film company, formerly owned WCAU and are important stockholders in CBS.

In his new post, Mr. Rosenman will devote most of his efforts to the expansion of the firm's television operations, working with William Black, vice president of Official Television Inc., a wholly owned subsidiary of Official Films Inc.

VIDEO CODE STUDY
Lowman Heads TBA Unit

PROGRAM principles and policies issued by Television Broadcasters Assn. in 1948 will be reviewed by a new TBA advisory committee on TV programming, established last week by TBA with Lawrence W. Lowman, CBS vice president, as chairman.

Other members of the committee are to be named soon. They will go over the 1948 policies of TBA in the light of video experience since that time.

The principles drafted by TBA in 1948 in essence urge TV broadcasters "to recognize their obligation to observe the highest standards of good taste and fairness in programming their stations" and suggest that until such time as a more specific code may be drafted that they use the motion picture production code and the NAB Standards of Practice as a guide in the general principles of service in the public interest.

KBTV CHANGE
Becomes WFAA-TV May 21

FOLLOWING the stroke of midnight, May 21, KBTV (TV) Dallas will become WFAA-TV. Special inaugural programs are being planned for the call-letter change, Martin B. Campbell, WFAA and KBTV general manager, announced.

Though housed in a separate building in another part of downtown Dallas, the television setup has been integrated with the WFAA-AM-FM operation.

Purchase of KBTV from Oilman Tom Potter by A. H. Belo Corp., owner of the *Dallas Morning News* and WFAA, received FCC approval [BROADCASTING, March 13].



Color Hearing Climax

(Continued from Telecasting 3)

and pick up more momentum after that.

● **If the CBS system alone is approved, RCA would manufacture and sell transmitting equipment, receivers, converters, adapters, tubes, and parts, —including RCA's new tri-color picture tube—but would not, according to present plans, build CBS adapters into regular black-and-white sets in the factory.**

● **If the CTI system alone is approved, RCA policies in general "would be the same as if the RCA system had been adopted."**

● **If multiple standards are adopted, RCA again "would do what I have outlined in the event the RCA system were adopted" and "would manufacture and sell multiple receivers to the extent of public demand," though these would necessarily involve "substantial additional expense to the set owner."**

Gen. Sarnoff made clear that he did not expect FCC to "outlaw" the RCA system. He opposed multiple standards except as a "choice of evils," to be preferred only as an alternative to the approval of an inferior or doubtful system alone.

He said the basic question of the hearing is whether television shall move "forward or backward." The non-compatible CBS system, he charged, would "saddle an all-electronic art with a mechanical harness."

"The adoption of the CBS system, whose obsolescence is already foreshadowed in this fast-developing electronic art, would earn the scorn of the world," and, if adopted exclusively, "would also earn the dissatisfaction of American families," he declared.

He pointed out that American delegates at a current meeting of the International Radio Consultative Committee in London are urging establishment of world TV standards on a basis equivalent to existing U. S. monochrome standards.

"For this Commission to degrade the standards of American television by adopting the inferior CBS system only," he claimed, "would be to show the world that we do not have any faith in the standards which our own State Dept. is recommending to the world," he asserted.

Evaluation Urged

He urged the Commission to evaluate the deeds as well as the words of the color contenders.

"It is significant," he said, "to compare the results of CBS color development with those of RCA. Contrast on the one hand the use of a spinning wheel—hardly an invention of this age—and the 'crispening circuits'—whose ancestry is doubtful—with the development of the RCA color television system with its compatibility; picture dot interlace; dot sequential presentation of color; mixed highs transmission; and the tri-color kinescope.

"Now ask yourselves the question, if you are left in doubt, who has made the real contributions to color television?"

Gen. Sarnoff emphasized that CBS said at the outset of the hearings that its system was fully developed, and that the RCA system could not be improved.

Now, he said, CBS has "borrowed horizontal dot interlace from the RCA system" to improve CBS picture definition, and has welcomed RCA's development of the tri-color tube as a means of eliminating the CBS mechanical disc.

RCA, he said, "has always been in the forefront of color television development" and "the world leader" in development of television generally. At the start of the current hearings, he recalled, RCA "said that its color apparatus could be improved and made simple." Events, he asserted, have shown that "we have done what we said."

On RCA's plans against building adapters into black-and-white sets if the CBS system alone is adopted, he pointed out that present black-and-white production is about 5 million sets a year, and said:

With an estimated minimum figure of $20 for built-in automatic adapters, the public would have to pay more than $100 million a year for an adaptation to a degraded system which is non-compatible.

We do not believe that the public will want adaptation to a degraded CBS picture at this or at any other price. Nor do we believe that the public should be forced to pay this tax of $100 million a year in order to receive the CBS degraded picture.



CBS President Stanton (1) and Vice President Ream at hearing.

* * *

He conceded public demand could dictate a change in RCA policy. "We will have to make receivers with adapters, if future experience proves that this is what the public wants."

Gen. Sarnoff scoffed at the Commission's apparent fear that a decision for CBS might be "frustrated" unless manufacturers commit themselves in advance to produce for the CBS system.

"No Compulsion Needed"

He assumed that if FCC adopted the CBS system it would do so in the conviction that it is "the best" system. "It goes without saying," he asserted, "that no commitment or compulsion will be needed to sell the public 'the best.' . . . The need to apply force would come only from the opposite premise—that Columbia's proposal could not be sold on its own merits."

RCA's confidence in its new tri-color picture tube is "so strong that we are already proceeding with plans for acquiring a new factory and the machinery necessary to produce these color tubes in quantity," he said. He estimated mass production would start by June 1951.

"Within the next six weeks," he disclosed RCA will demonstrate a color converter utilizing the new tube.

Within 60 to 90 days, he said, some 10 development model RCA color sets will be available for field tests in the Washington area, and "during September" RCA expects to start building five or six sets a week for testing purposes and for use of other manufacturers for test and design purposes.

Asked under cross-examination by FCC Assistant General Counsel Harry M. Plotkin whether he thought FCC should accept Dr. Baker's suggestion that NTSC be permitted to draft color standards, Gen. Sarnoff said he considered FCC "competent" and that he was opposed to any procedure that would result in delay.

Gen. Sarnoff estimated the ultimate cost of the tri-color tube at about 50 to 100% more than a comparable black-and-white tube, with the final figure nearer 50% than 100%.

Aside from the tube, he estimated, color sets probably will cost 25 to 50% more than comparable black-and-white sets without picture tubes.

He agreed RCA is no longer advocating the simultaneous system of color television as it was known in 1946-47, but would not agree it was given up because of fundamental defects, as Dr. Baker had suggested. He stressed that RCA's present system employs the principles of the simultaneous system.

He scored CBS' failure to back its system with manufacturing investments.

FCC Patent Attorney William Bauer launched into a lengthy inquiry into RCA's patent position and policies which brought frequent protests from John T. Cahill, RCA counsel and, from Gen. Sarnoff, frequent references to RCA Patent Chief Conway Coe as the proper witness.

Patent Licensing Statement

Gen. Sarnoff had read a statement pointing out that the basic structure of RCA patent licensing was approved by the Justice Dept. and the courts in 1932 and reaffirmed by the courts in 1942.

"I believe that the beneficial nature of RCA's licensing policies are apparent from the assistance which the industry has received as a result of these policies," he asserted.

"I believe it will be conceded by all concerned that we would not have the highly competitive, highly successful television industry that we have today were it not for the affirmative assistance which the RCA has made available through its patent licenses and otherwise."

Because of pending litigation in which RCA is involved, he asked not to be "drawn into detail" on the patent situation.

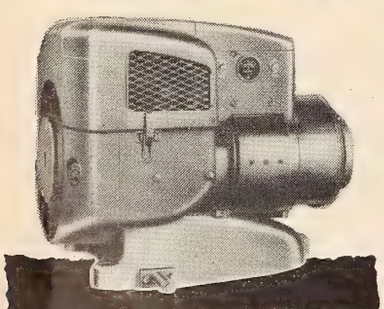
Within limits necessary to protect the company's position in current lawsuits, however, he agreed to answer general questions within his knowledge or designate the officials who know the answers.

RCA needs to acquire patent rights, he said, to avoid infringement suits and to assure its engineers of complete freedom of action in their developmental work. Generally, RCA buys non-exclusive rights under patents rather than the patents themselves, he asserted.

He contended there is "nothing unusual" in RCA's patent agreements with other companies, and pointed out that licensees are free to go to the patent owners, rather than to RCA, to secure rights.

Chairman Coy wanted to know whether RCA's patent structure and policies didn't tend to encourage them, from the standpoint of economy, to go to RCA instead of the individual patent owners. Gen Sarnoff agreed it is to their economic advantage to secure rights through

ELECTRIC POWER
for MOBILE TV UNITS



with ONAN ELECTRIC PLANTS



Quiet-running, vibration-free Onan Electric Plants are compact, lightweight, easy to install in TV, FM, and AM mobile units. Supply power for transmitting, recording, lights and all other needs. Electric push-button or manual starting. Fully shielded to eliminate radio interference. Air-cooled A.C. models range from 400 to 3,000 watts. Water-cooled electric plants up to 75,000 watts.

ONAN STANDBY ELECTRIC PLANTS for transmitter stations, *keep you on the air* and protect against loss through failure of highline power. Fully automatic start and stop. 1,000 to 75,000 watts, A.C.

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RCA, but reiterated there is no compulsion for them to do so.

In a heated exchange between Gen. Sarnoff and Comr. Frieda B. Hennock, on the subject of probable production time tables and costs, the witness interjected that although he respected her acumen and sincerity, he wished she had had experience working in a factory and grappling with production problems.

It will take the better part of a year to get into production on color regardless of the system, he maintained.

Comr. Hennock cited Dr. Baker's suggestion that NTSC be assigned to draft color standards.

Gen. Sarnoff disagreed, retorting that FCC has worked "industriously" on color for nine months and that he thought in accordance with historic precedents "it's time for something to be born."

Comr. Hennock noted that he labeled the CBS picture "degraded" but that she considered it "beautiful." He replied that it is "degraded" when compared with the RCA picture.

Comr. Paul A. Walker asked whether RCA hadn't originally announced its present system was "ready." Gen. Sarnoff said later a review of RCA releases showed the system was described as a "sound basis" for home color TV, and that "neither expressly nor by implication" did the announcement say it was ready for standardization.

Patent Questions Raised

Resuming his patent inquiry Thursday morning, Mr. Bauer sought to learn whether RCA had in its hands in September 1940 "a form of the tri-color tube" it has recently demonstrated. Gen Sarnoff said he did not know the answer.

Mr. Bauer wanted to know whether RCA didn't acquire sublicensing rights to certain Farnsworth patents because RCA needed them in order to maintain a position whereby licensees could get all necessary TV rights from RCA. Gen. Sarnoff protested the "conclusion" contained in the question. He said RCA's patent experts advised him they needed rights to the Farnsworth patents and that arrangements were made to acquire them.

He objected to use of the word "dominance" with reference to RCA and said he resented insinuations about RCA's patent practices and position. The company's practices, he reiterated, have contributed materially to industry development. RCA has bought sublicensing rights to some patents at the insistence of its licensees and charged them nothing for it, he added.

RCA, he declared, spends vast sums for research and development. Out of this, he said, comes "leadership," and with leadership, "recognition." He thought it should be said that its practices have put RCA in a position of "leadership" rather than "dominance," which he felt has come to have a sinister connotation.

When Mr. Bauer asked whether RCA's purchase of rights under the Farnsworth patents hadn't dimmed Farnsworth's incentive for further research, Gen. Sarnoff replied that on the contrary, the money Farnsworth received from RCA had "kept them alive."

Judge Rosenman said CBS which previously had waived all cross-examination rights, felt it desirable to question Gen. Sarnoff because he had (1) "summed up" RCA's case although CBS had understood summing up was not to be permitted; (2) offered a production time table "for the first time" and (3) made "some irresponsible threats" to FCC about bankruptcy and world scorn resulting from a decision adopting the CBS system.

Judge Rosenman read a statement, which he attributed to C. B. Jolliffe, vice president in charge of the RCA Labs Division, asserting confidence in the basic principles of the RCA system although some improvements remained to be made. When Gen. Sarnoff expressed approval of the statement, Judge Rosenman noted that the statement was made in 1946-47 about RCA's sequential system, not about its present system.

Gen. Sarnoff contended the statement was correct when it was made, and that no change has been made in the basic principles of the RCA system. He also quoted testimony of Messrs. Jolliffe and Engstrom in 1946-47 to the effect that much work remained to be done on the RCA system and that standards could not be set at that time.

He said RCA would have worked on its 6-mc color system in a "more orderly" fashion in the laboratory if CBS hadn't announced development of its own 6-mc system.

Judge Rosenman put the RCA chief through a long series of questions designed to show similarities between developments in the 1946-47 color controversy and those in the present proceeding. His purpose, he said, was to show that RCA's sole purpose has been to "rush in after CBS" and block the CBS color system.

Gen. Sarnoff retorted that since CBS questioned RCA's good faith he would make a charge he had intended to pass over—that Columbia's "principal purpose" in announcing its color developments has been to "retard" black-and-white television.

Chairman Coy intervened to say that acrimony was perhaps a natural development in so competitive proceeding, but that FCC actually is little concerned about such matters. He pointed out that no one filed 6-mc color proposals until after the Commission specifically invited it last May.

Judge Rosenman contended Dr. Engstrom, testifying in 1946-47 as an RMA witness, expressed confidence that industry agreement on color standards might be expected in about 18 months. The RCA research chief's more recent estimate that standards might be fixed in six or seven months has "similarly come to naught," he asserted.

Gen. Sarnoff felt that more television sets would be sold if color is available than if it is not, provided the color system is the "right" one. Pressed on the point by Judge Rosenman, Gen. Sarnoff observed: "I can appreciate your difficulty in your unfamiliarity with the radio business."

Gen. Sarnoff agreed that RCA had reprinted and circulated copies of a *Coronet* magazine article, "How Much Bunk in Color Television?", which he said "de-bunked the bunk" about color.

Gen. Sarnoff accused CBS of misstating to the public what it was doing in its winter demonstrations of color. He charged CBS was giving a "degraded" black-and-white picture and called it "a fraud on the public."

Judge Rosenman drew an analogy between RCA's attitude toward CBS color and its promotion of the 45 rpm recording system. Reciting RCA's handling of this development, Gen. Sarnoff contended there was no analogy because the recording industry is not subject to federal licensing.

Cross-examination by W. A. Roberts, DuMont counsel, centered around RCA's patent position and relation to the NBC television network, with suggestion RCA would force its owned stations and affiliates to use RCA equipment. Answering a query by Chairman Coy he guessed RCA produces less than 20% of TV sets and its licensees another 40%. Many questions about patent contracts went unanswered on objection of RCA counsel.

Comr. Jones brought up testimony by Gen. Sarnoff at 1940 and 1947 proceedings, which brought replies that the situations were in no way comparable because TV was an unborn industry in 1940 and color progress in 1947 was relatively slight, especially since the tri-color tube had not been developed.

Gen. Sarnoff refused to be pinned down on his policy toward adapters if the FCC sets standards other than RCA's but promised to cooperate when the FCC hands down its color decision. He recalled bitterly how the FCC had given him the green light on TV a decade ago and then reversed itself a short time later.

Comr. Jones described adoption of 525-line 60-frame color as "freezing," but Gen. Sarnoff said any standard would amount to that. "I don't like scientific standards to be frozen into a legislative strait-jacket," he added.

"I don't know where color begins and ends any more than I know how sound radio will be integrated into television," Gen. Sarnoff said. "RCA must travel with caution.

(Continued on Telecasting 11)

DuMONT PREDICTS

Post-Freeze TV Boom

A PREDICTION that "three out of every four American families will own a television receiver" three years after the freeze is lifted and new stations constructed was voiced Thursday by Dr. Allen B. DuMont, president, DuMont Labs, in an address to the U. of Missouri School of Journalism.

★

Reviewing the growth of television since the end of the war, Dr. DuMont said that there were some four million TV sets in operation in American homes the end of last year and forecast that this total would be more than doubled by the end of 1950, with 1.25 million sets already sold in the first three months of the year.

Anticipating 600 to 1,000 TV stations on the air after the freeze ends, in place of the 103 in operation today, Dr. DuMont said that "every major American city and the surrounding country will have a choice of programs from at least four different transmitting stations. Each of the major television networks will be able to offer its advertisers and sponsors a complete national network whereby they can bring promotion for their products before the eyes and ears of a really vast segment of the American people.

DOUBLE BONUS

Advertisers on WLW-Television are now getting extra benefits from two sources:

1. GREATER MARKET

Set ownership in the WLW-Television Three-Station area jumped from 80,200, Nov. 1, 1949, to 185,400 on March 1, 1950. This is an increase of 131% as against the national growth of 60% for this period.

2. SUMMER DISCOUNTS

With the WLW-Television schedule of summer discounts in effect from May 1 through September, advertisers can earn up to 60% discount.

No better time than now . . . no better way than WLW-Television to sell the markets covered by

WLW-T CHANNEL 4 CINCINNATI **WLW-D** CHANNEL 5 DAYTON **WLW-C** CHANNEL 3 COLUMBUS

Crosley Broadcasting Corporation

Telestatus

Advertest Studies Sales Effects

(Report 110)

TELEVISION advertising not only increases use of the sponsor brand, it also tends to increase use of the product generally. As the length of television set ownership increases so does the use of a video advertiser's product.

These conclusions may be drawn from a Study of Product Usage in Television Homes and the Advertising Effectiveness of Television released by Advertest Research as another report in *The Television Audience of Today* series. Material was gathered during the first 10 days of March in 572 television homes in the New York metropolitan area.

In the homes surveyed, it was found that beer was used to a slightly greater extent by regular viewers of beer-sponsored programs than non-viewers. In this classification, however, non-viewers outnumbered viewers in their use of the advertised brands. As length of set ownership increased so did use of the television advertised brands. Pabst beer, which was used by 5% of the buyer families which had owned a TV set less than six months, was used by 12.4% of those families which had their set for over seven months.

Dish Soap Use

Dish soap was found to be in use in 88.6% of the homes covered. Of these 90.9% who regularly watched *Colgate Theatre* use dish soap as compared to 87.2% use in non-viewing homes. Vel, the advertised product, was used in 11% of the viewing homes as compared to 7.2% for non-viewers. As the length of set ownership increased the use of Vel by buyer families went from 6% (1-6 months) to 9.6% (over 7 months).

Canada Dry was found to be used in 41.6% of the homes where *Super Circus* is viewed regularly as compared to 25.7% in non-viewing homes. In 79% of the TV homes ginger ale was found to be used. Over 90% of the viewers used it compared to 74.3% non-viewers. Use of the advertised brand increased slightly with length of set ownership.

Pipe tobacco, Advertest reported, is used in 28.8% of the homes surveyed—30.7% by viewers of *Martin Kane-Private Eye* and 27.3% by non-viewers. Old Briar, one of the advertised brands, was used by 4.9% of the viewers as compared to 1.2% among non-viewers. For Model, the other brand promoted on the show, 3.7% of the viewers used it as compared to non-viewer use of 4.8%. Length of set ownership increased use from 2.4% for both brands in the 1-6 month period to 4.8% for Model and 3.2% for Old Briar where the set had been in the home for over seven months.

Ivory's Ad Effect

Ivory soap was found in the homes of 40.4% of those who watch *Fireside Theatre* as compared to 21.7% for non-viewers. Toilet soap for the hands and face was used in over 99% of the homes surveyed with less than 1% spread between viewers and non-viewers. Buyer families increased their use of Ivory only slightly as the length of set ownership increased.

In 64.2% of the homes Advertest found candy bars to be used. Power House was the brand in 5.4% of the homes where *Captain Video* is seen as compared to 2.1% among non-viewers. Questions on this category were asked only in families with children.

Two other classifications—powdered scouring cleanser and frozen and concentrated orange juice—also were included. No information on program influence for either group is available and Advertest reportedly plans to use the material for comparison at a later date.

* * *

Television's Status In Milwaukee

ADMIRAL is the most popular make television set in Milwaukee, according to the *1950 Consumer Analysis of the Greater Milwaukee Market* just released by *The Milwaukee Journal* (WTMJ-TV).

On Jan. 1, 25% of the sets in greater Milwaukee were Admiral as compared to 15% at that time last year. When the 1949 survey was made RCA was the leading make with 19.7% and Admiral was second. General Electric was shown in third place for both years. There were 28 different makes of TV sets found in 1949 as compared to 55 the first of this year.

Income and Ownership

The largest number of television sets was reported owned by the income group between $4,000 and $5,999. The largest percentage of ownership falls in the income group above $7,500.

The Milwaukee Journal market analysis shows the most popular tube size to be 10 to 10½ inches, accounting for 40.8% of the sets. The 11 to 12½ inch size is second, appearing on 35.5% of the local sets.

Plans to buy a television set in 1950 were registered by 18.2% of the families. On this basis a potential market for 46,230 TV sets is seen by the *Journal* for 1950. The largest number of sets will be purchased by families in the $3,000-$3,999 income group, the report said.

Additional Data

This is the 27th such yearly survey prepared by *The Milwaukee Journal*. In addition to the material on television, the book also contains similar detailed information on food products, soaps and allied products, drugs and toiletries, beverages, homes and appliances, automotive and a general section.

* * *

Tele-Que Reports On Los Angeles Viewing

MOST popular television program in the Los Angeles area in April was *Hopalong Cassidy*, according to the latest Coffin, Cooper & Clay Tele-Que survey. Survey covered 604 homes during the week of April 2-8. Next four programs in popularity as revealed by the survey were *The Movies, Texaco Star Theatre, Triple Theatre, Lone Ranger.*

SRT-TV SRT-TV SRT-TV

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Weekly Television Summary—May 8, 1950 TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	2,828
Ames	WOI-TV	8,860
Atlanta	WAGA-TV, WSB-TV	32,350
Baltimore	WAAM, WBAL-TV, WMAR-TV	158,089
Binghamton	WNBF-TV	13,000
Birmingham	WAFM-TV, WBRC-TV	14,000
Bloomington	WTTV	5,750
Boston	WBZ-TV, WNAC-TV	339,234
Buffalo	WBEN-TV	84,849
Charlotte	WBTV	14,568
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	457,565
Cincinnati	WCPO-TV, WKRC-TV, WLWT	106,900
Cleveland	WEWS, WNBK, WXEL	200,269
Columbus	WBNS-TV, WLWC, WTVN	57,300
Dallas, Ft. Worth	KBTV, KRLD-TV, WBAP-TV	52,500
Davenport Quad Cities	WOC-TV Includes Davenport, Moline, Rock Island, East Moline	9,375
Dayton	WHIO-TV, WLWD	48,100
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	216,000
Erie	WICU	33,459
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	52,500
Grand Rapids	WLAV-TV	30,000
Greensboro	WFMY-TV	11,475
Houston	KLEE-TV	21,500
Huntington-Charleston	WSAZ-TV	8,500
Indianapolis	WFBM-TV	41,200
Jacksonville	WMBR-TV	9,878
Johnstown	WJAC-TV	18,822
Kalamazoo-Battle Creek	.....	18,926
Kansas City	WDAF-TV	32,347
Lancaster	WGAL-TV	40,720
Lansing	WJIM-TV	12,000
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	496,453
Louisville	WAVE-TV, WHAS-TV	28,322
Memphis	WMCT	34,706
Miami	WTVJ	22,000
Milwaukee	WTMJ-TV	101,016
Minn.-St. Paul	KSTP-TV, WTCN-TV	81,600
Nashville	.....	200
New Haven	WNHC-TV	72,700
New Orleans	WDSU-TV	23,463
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,270,000
Newark	WATV	Incl. in N. Y. Estimate
Norfolk	WTAR-TV	10,008
Oklahoma City	WKY-TV	24,755
Omaha	WOW-TV, KMTV	22,705
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	456,000
Phoenix	KPHO-TV	6,500
Pittsburgh	WDTV	105,000
Portland, Ore.	.....	887
Providence	WJAR-TV	49,140
Richmond	WTVR	29,073
Rochester	WHAM-TV	35,436
Salt Lake City	KDYL-TV, KSL-TV	15,700
San Antonio	KEYL, WOAI-TV	15,292
San Diego	KFMB-TV	37,100
San Francisco	KGO-TV, KPIX, KRON-TV	49,242
Schenectady	WRGB	78,000
Seattle	KING-TV	26,700
St. Louis	KSD-TV	115,000
Syracuse	WHEN, WSYR-TV	38,913
Toledo	WSPD-TV	40,000
Tulsa	KOTV	24,100
Utica-Rome	WKTV	13,200
Washington	WMAL-TV, WNBW, WOIC, WTTG	128,100
Wilmington	WDEL-TV	32,669

* Lancaster and contiguous areas.

Total Markets on Air 61 — Stations on Air 104 — Sets in Use 5,584,344

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committee, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

Color Hearing Climax

(Continued from Telecasting 9)

We must face our stockholders. FCC has no stock outstanding."

Questioned on competitive aspects of color, he declared there is "more competition in radio than a dog has fleas." He claimed CBS has not put any money on the line for manufacturing. As to adapters, he said, "Let CBS put its money on the line and we'll put ours." He told Comr. Jones many laboratories besides RCA's were contributing to TV development, including Bell Labs., General Electric, Westinghouse, CBS, Philco and others.

Chairman Coy asked Gen. Sarnoff which tri-color tube he liked. The RCA chairman said he liked the one-gun tube at demonstrations but that his engineers insisted the three-gun tube also has advantages at this point. Gen. Sarnoff said doubling of color dots on the tube face would bring substantial improvement and that RCA would soon have some new tricks to show.

Chairman Coy asked a series of questions about use of UHF alone, with abandonment of the VHF band, but Gen. Sarnoff said no engineer can build UHF equipment and guarantee the same range.

Opposes Use of Compulsion

Gen. Sarnoff repeatedly said gradual abandonment of VHF for UHF would delay establishment of color as a commercial service. Questioned about installation of adapters in sets, he said the manual shift is not good and the automatic device is expensive. He firmly opposed use of compulsion by FCC in requiring manufacturers to include adapters in receivers but felt it proper for FCC to point out what it thinks is in the public interest.

He agreed it might be a good idea for FCC to ask the Federal Trade Commission to require manufacturers to state if their sets include adapters, feeling the public should have maximum information on the product.

Chairman Coy's query about feasibility of requiring all TV signals to be in color brought the reply that it would relieve broadcasters of some investment in black-and-white.

Opening the Monday session, Dr. Baker recommended that FCC turn the hearing record over to industry —the National Television System Committee which he heads, or an equivalent body—to work out standards for the best possible color system.

He thought this job might be completed in 10 to 12 months, that the result might be a "composite" system embodying the best features of the various techniques under consideration, and that industry would support standards thus achieved.

Under questioning by Comr. Webster, he said he felt FCC, before assigning industry to such a task, should make the fundamental policy decisions as to channel width, compatibility or non-compatibility, and spectrum space to be used.

Chairman Coy and several of his colleagues snapped him up: Did he mean to imply that FCC isn't competent to write color standards itself?

Dr. Baker said he didn't want to use the words "competency" or "adequacy," but that he felt FCC hasn't the time, money, manpower, or access to industry information to write the best possible standards alone. It is not a question of "competency," he said, but of unifying the industry.

Dr. Baker favored compatibility, opposed multiple standards, and reiterated that "I do not think any color system . . . is ready for standardization now."

He said RCA's tri-color picture tube has stimulated wide-spread research on the single tube—which he called "the most critical thing in color."

He said he knew of four other types of direct-view tube now in development, that some might prove superior to RCA's, and that he thought such tubes would be available within a year.

In a heated exchange with Comr. Hennock, he denied industry does not want color. Industry wants it, he insisted, but wants it in "orderly" fashion.

Attacking his plan to have NTSC draft standards, CBS Counsel Richard Salant brought out that NTSC Panel 5 in its first meeting on April 4 went on record in favor of compatibility. He questioned whether NTSC could therefore be called an "impartial body."

Dr. Baker said he knew of Panel 5's action but that it was "just a panel report" and he doubted that the main committee of NTSC would pass upon the recommendation.

Mr. Salant also cited minutes of 1940 NTSC meetings in an effort to show Dr. Baker had been opposed to color.

Dr. Baker said he didn't definitely remember whether RMA testified in the 1946-47 color hearings that industry could be expected to agree on simultaneous systems within 18 months and that then standards could be issued.

Salant's Reply

"You have no recollection," Mr. Salant retorted. "You mean that RMA did its job, color was put on the shelf, and so you have conveniently forgotten it since that—is that correct?"

"No, I would not say that," Dr. Baker replied.

He said it was his understanding that further work on RCA's 1946-47 simultaneous system showed it was not the system to use and that it was dropped.

Under questioning by Comr. Hennock, he said he did not think FCC could lift the VHF freeze until the VHF-UHF allocations hearings have been completed.

Dr. Baker continued on the stand for further cross-examination on Tuesday by Comr. Jones. To questions concerning his views on television during the past decade, he frequently replied, "I don't remember all the details. If it's in the record, then I said that."

The witness vigorously attacked "impressions" that the radio industry has been negligent regarding color TV. He noted the industry's meritorious efforts during the war and cited the two-to-three year period of postwar reconversion as reasons for delay in the development of color TV.

He re-emphasized his suggestion that FCC turn over all TV data accumulated during the hearing to the National Television Systems Committee, which would recommend standards from this material in an estimated 10-month period. Asked by Comr. Jones if manufacturers should thereby benefit from their own negligence, Dr. Baker again denied "negligence" and pointed out the industry really was "offering its shirt."

"Plan" Needed

Asked why no sets were made for field testing of proposed color systems, he told Comr. Jones he was "willing to build sets when I know what I want to build." He indicated GE couldn't afford to "chase fantasies" and indicated development of color TV must be done by a "plan."

Comr. Jones asked the witness where the country would be if every new idea had to go through seven months of hearing before it was given to the public. Dr. Baker replied, "In the stone age."

DuMont's Dr. Goldsmith, cross-examined Tuesday afternoon, commended FCC for the tremendous accomplishment of collecting all the color data it did during the hearing, and said he felt the sessions were necessary, but thought a group of engineers "by getting in a corner" might settle the color dispute better than formal hearing procedure.

None of the three principal systems has shown sufficient picture brightness, Dr. Goldsmith testified, analyzing what he considered major problems of each.

He said none of the systems were ready for final consideration and all needed further field testing.

Film Report

DESILU PRODUCTIONS, Hollywood, formed by **Lucille Ball**, star of CBS *My Favorite Husband*, and **Desi Arnaz**, orchestra leader, for production of television, motion pictures and vaudeville shows. . . . **Larry Finley** has purchased interest of **Larry Kolpack** in **Larry Finley Productions**, Hollywood. Mr. Kolpack has resigned to produce his own TV packages.

Shooting of half-hour audition film of *Secret of the Golden Cave*, starring dog, Sleepy, to get underway this month by **Telefilm Inc.**, Hollywood. Producing film are **Bob McRevnolds, Elizabeth J. Stewart** and **Sherman W. McLeish.** Budgeted under $10,000. Film has Western ranch locale and is considered natural for sponsorship by children's food product. Two networks said to be interested in series.

* * *

Arthur Carlbom joins scenario staff of **Sarra Inc.**, Chicago. Firm's Chicago headquarters producing one-minute and 20-second film commercials for **Campbell-Mithum**, Minneapolis, featuring **Gold Seal Co.** products, Glass Wax, Wood Cream, Self-Polishing Floor Wax and new product that will make debut with TV series. **Tony Marvin**, announcer on Arthur Godfrey AM show which is sponsored by Gold Seal, doing narration.

* * *

Bing Crosby Enterprises, Hollywood, currently doing new series of eight half-hour films for **Procter & Gamble** *Fireside Theatre*. Firm recently completed 10 films for series and plans to have additional 34 completed by end of December. Films cost $12,000 per half-hour segment and will be telecast on NBC Eastern TV stations about September. **Frank Wisbar** is producing series with **Sidney Smith** as associate producer.

* * *

Louis Mucciolo, formerly with RKO-Pathe Inc., has joined staff of **Jerry Fairbanks Inc.**, New York, as studio manager in that city.

TV SET SALES

RMA To Issue Monthly Data

MONTHLY reports showing total TV set sales to dealers will be compiled by Radio Mfrs. Assn., giving a more accurate picture of TV circulation than previous data based on manufacturer sales to distributors.

The new figures will be compiled for 174 important counties in the United States. These counties will be located within 50 miles of cities having TV stations.

In charge of the new project is F. W. Mansfield, Sylvania Electric Products, chairman of the RMA Industry Statistics Committee. Forms already have been sent to manufacturers.

Practically all major manufacturers are expected to take part in the monthly circulation reports, including Admiral Corp., not an RMA member.



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ACTIONS OF THE FCC

APRIL 27 to MAY 4

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

April 27 Applications . . .

ACCEPTED FOR FILING

AM—910 kc

KAVR Havre, Mont.—CP AM station to change from 1240 kc 250 w unl. to 910 kc 1 kw unl. DA-N AMENDED to request 910 kc 5 kw-D 1 kw-N DA-DN.

Modification of CP

Mod. CP new FM station for extension of completion date: KMJ-FM Fresno; WDAE-FM Tampa, Fla.; WCBM-FM Baltimore; WAND-FM Canton, Ohio.

TV APPLICATION DISMISSED

Los Angeles, Calif. — DISMISSED April 24 application Los Angeles Bcstg. Co. Inc. for new commercial TV station on Ch. 13 (210-216 mc) ERP 29.52 kw vis., 14.76 kw aur. Request of attorney.

April 28 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KLIX Twin Falls, Ida.—Mod. CP AM station to change from 1 kw unl. to 5 kw unl. directional, on 970 kc.

WMAY Springfield, Ill.—Mod. CP AM station to change trans. location specify studio etc.

SSA—1550 kc

KENT Shreveport, La.—Request for SSA on 1550 kc 1 kw unl. DA-N for period until XENT-XEML Nuevo Laredo situation is cleared.

AM—1260 kc

Monroe, Wis.—CP new AM station on 1260 kc, 500 w D AMENDED to change name from Nicholas Tedesco to Nicholas Tedesco tr/as The Monroe Bcstg. Co.

Modification of CP

WROW-FM Albany, N. Y.—Mod. CP FM station for extension of completion date.

License for CP

WOAI-TV San Antonio, Tex.—License for CP new commercial TV station.

May 1 Decisions . . .

ACTIONS ON MOTIONS

By Comr. E. M. Webster

KTLW Texas City, Tex.—Granted dismissal without prejudice of application.

FCC General Counsel—Granted extension to May 16 to file exceptions to initial decision issued in proceeding upon application of Independent Broadcasting Co. (KIOA), Des Moines, Iowa.

FCC General Counsel—Granted extension to June 1 to file exceptions to initial decision issued in proceeding upon applications of Kenyon Brown and George E. Cameron, Tulsa, Okla.

Thomas Patrick Inc., St. Louis, Mo.—Granted leave to amend application so as to change name of applicant corporation to KWK Inc.

R. L. Easley—Dismissed as moot petition requesting that Commission accept late filing of required extra copies of petition in proceeding upon application of Arthur Wilkerson Lumber Co., Lenoir City, Tenn.

David M. Segal—Granted dismissal of his application with prejudice.

By Examiner J. D. Cunningham

Gateway Bcstg. Co., Texarkana, Ark.—Granted leave to amend nighttime DA pattern to restrict radiation of proposed station towards Houston, Tex. whereby primary service area of KTHT in that city would be protected against interference.

WSIV Pekin, Ill.—Granted continuance of hearing re application from May 10 to June 12.

By Examiner Jack P. Blume

El Dorado Bcstg. Co., El Dorado, Ark.—Granted continuance of hearing re application from May 3 to Aug. 3.

By Examiner H. B. Hutchison

Coast Bcstrs, Astoria, Ore. and Seaside Bcstg. Co., Seaside, Ore.—On Commission's own motion continued hearing in proceeding re applications of Coast Bcstrs. and that of Seaside Bcstg. Co. from May 1 to May 22 in Washington, D. C.

FCC General Counsel—Granted extension to June 12 to file Proposed Findings of Fact and Conclusions in the proceeding re applications of WCMB Lemoyne, Pa., and WHGB Harrisburg, Pa.

By Examiner Leo Resnick

FCC General Counsel—Granted petition requesting that hearing in proceeding re application of Farmington Bcstg. Co., Farmington, N. M. be continued to June 1.

Atascosa Bcstg. Co., Pleasanton, Tex.—Granted continuance of hearing re application now scheduled for May 5 in Washington, D. C. Hearing continued indefinitely.

By Examiner Fanney N. Litvin

Cascade Bcstg. Co. Inc., Richland, Wash.—Granted continuance of hearing re application and that of Louis Wasmer, Pasco, Wash. from May 22 to July 24 in Washington, D. C.

By Examiner H. B. Hutchison

Pratt Bcstg. Co., Pratt, Kan.—Granted leave to amend application so as to specify operation on same frequency 1230 kc 250 w unl. and to substitute new pages 1 and 2 of Section IV of present application and new program schedule for one now associated therewith, in order to show program service proposed to be rendered during unl. hours of operation.

May 1 Applications . . .

ACCEPTED FOR FILING

AM—980 kc

Southeastern Bcstg. System, Waycross, Ga.—CP new AM station 790 kc 1 kw D AMENDED to request 980 kc 1 kw D.

License for CP

WTSA Brattleboro, Vt.—License to cover new AM station.

AM—1330 kc

WFBC Greenville, S. C.—CP AM station to install DA-1 AMENDED to request DA-N only.

Modification of CP

WSLN Fort Lauderdale, Fla.—Mod. CP new AM station for extension of completion date.

WCBM Baltimore, Md.—Mod. CP AM station to change frequency, increase power etc. for extension of completion date.

WNAM Neenah, Wis.—Mod. CP AM station to change hours operation and install DA-N for extension of completion date.

Mod. CP new FM station for extension of completion date: KECA-FM Los Angeles; KSTP-FM St. Paul, Minn.

License Renewal

WHAI-FM Greenfield, Mass.—Request for license renewal FM station.

FM—102.1 mc

WSMB-FM New Orleans—CP FM station to change ERP to 16.7 kw.

Modification of CP

WGN-TV Chicago—Mod. CP new commercial TV station to change ERP from 11.2 kw vis., 7.3 kw aur. to 29 kw vis. 14.5 kw aur.

FM APPLICATION DISMISSED

Key Bcstg. Corp., Baltimore, Md.—DISMISSED April 28 application new FM station. Failure to prosecute.

May 2 Decisions . . .

BY COMMISSIONERS WALKER, HYDE, JONES, STERLING

Renewal Granted

WGST Atlanta, Ga.—Granted renewal of license of aux. trans. for period ending May 1, 1953.

BY THE SECRETARY

WPEP Taunton, Mass.—Granted license new AM station and change studio location. 1570 kc 1 kw D.

WRGA Rome, Ga.—Granted license mount FM ant. on side of #3 AM tower.

WOW-TV Omaha, Neb.—Granted license new commercial TV station and indicate designation of studio and trans. locations at 3509 Farnam St. Omaha, Neb. in lieu of 35th & Farnam St. Omaha. Chan. 6, 16.2 kw vis. and 8.5 kw aur. 590 ft.

KREW Sunnyside, Wash.—Granted license new AM station 1050 kc 250 w D.

WBCO Bessemer, Ala.—Granted license new AM station; 1450 kc 250 w unl.

WKOY Bluefield, W. Va.—Granted mod. license to change main studio location.

WERH Hamilton, Ala.—Granted mod. CP to change type of trans.

WOKY Milwaukee—Granted mod. CP to change type trans.

Following granted mod CP's for extension of completion dates as shown: WGRY Gary, Ind. to 11-21-50; WNOE New Orleans to 8-21-50; WHDH Boston to 7-21-50.

Warner Bros. Bcstg. Corp., Hollywood, Calif.—Granted renewals of remote pickups on temporary basis to 9-1-50. KA-6513-12.

The Evening News Assn., Area Detroit, Mich.—Granted renewal of remote pickup KA-5486 on temporary basis to Sept. 1.

National Bcstg. Co. Inc., Area Washington, D. C.—Granted renewals of remote pickups on a temporary basis to Sept. 1, conditions: KA-5174, 5, 6, 7,; KA-6514, 15; KA-5469-73; KGA-844.

Board of Regents, U. System of Ga., Area Atlanta, Ga.—Granted remote pickup KA-6516-17 renewals on regular basis to May 1, 1953.

Rio Grande Bcstg. Co. Inc., Albuquerque, N. M.—Granted license for remote pickup KA-3284.

KBRL McCook, Neb.—Granted request for voluntary assignment of license from partnership composed of four equal partners to corporation—The McCook Bcstg. Co.; no monetary consideration involved.

WDAY Inc., Fargo, N. D.—Granted mod. license to change frequencies KA-5606 KAA-994 from 30.82, 33.74, 35.82, 37.98 mc to 26.23, 25.33, 26.43 mc.

WSM Inc. Nashville, Tenn.—Granted mod. license to change frequencies KA-4743 from 31.62, 35.26, 37.34, 39.62 mc. to 26.33 mc.

KBYR Anchorage, Alaska—Granted mod. license to change main studio location.

WDAY Inc., Fargo, N. D.—Granted CP and license new remote pickup KA-3618.

WEBR Inc., Buffalo, N. Y.—Granted CP and license for new remote pickup KA-2259.

WSM Inc., Nashville, Tenn.—Granted CP to make changes in existing remote pickup KIB-339 to change frequencies from 156.75, 158.40, 159.30, 161.10 mc to 153.17 mc; power from 40 to 50 w and change trans.

WCAP Asbury Park, N. J.—Granted CP to change trans. location.

WRCM New Orleans—Granted mod. CP for extension of completion date to 11-27-50.

WWVA-FM Wheeling, W. Va.—Granted mod. CP for extension of completion date to 11-21-50.

WGPS Greensboro, N. C.—Granted license new noncommercial educational FM station; 89.9 mc, 10 w.

KXOA-FM Sacramento, Calif.—Granted license new FM station; 107.9 mc; 13 kw; 170 ft.

Mountain Bcstg. Service, Princeton, W. Va.—Granted license for new remote pickup KA-2945.

WSM Inc., Nashville, Tenn.—Granted license to make changes in existing station KIB-277; frequencies 1606, 2074; 2102 and 2758 kc; 150 w; emission A3; T-L Base, Franklin, Tenn.

WRRZ Clinton, N. C.—Granted request for voluntary relinquishment of control of licensee corp. through transfer of 15 shares of common stock from W. R. Roberson, Sr. to W. R. Roberson, Jr., et al.; no monetary consideration involved.

WRRF Washington, N. C.—Granted request for voluntary relinquishment of control of licensee corp. through transfer of 15 shares of common stock from W. R. Roberson, Sr. to W. R. Roberson, Jr., et al; no monetary consideration involved.

WTAX Inc., Springfield, Ill.—Granted CP and license for new remote pickup KA-6461.

WWHI Muncie, Ind.—Granted mod. CP to change type of trans. and make changes in ant.

(Continued on page 75)

send me



ONE YEAR—$7

☐ I enclose $7.00 ☐ Please bill me

NAME

COMPANY

ADDRESS

CITY ZONE STATE

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

Nat'l. Press Bldg., Washington 4, D.C.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO Monitoring Company
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
PHONE JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

NETWORK CLAIMS

'Creates Confusion'—Stanton

FRANK STANTON, CBS president, charged last week that conflicting claims to leadership, circulated recently by networks, are "creating confusion" and "can be damaging, not only to radio, but to all advertising—since it tends to cast doubt on the validity of research on which many important buying judgments are based.

Mr. Stanton made his remarks in a letter sent to clients and other advertisers.

Mr. Stanton said that "other networks" were basing claims on 1949 information—the 1949 BMB study, 1949 Publishers Information Bureau billings, and 1949 Nielsen Radio Index costs-per-thousand families.

CBS claims to leadership, he said, were based on 1950 circulation.

. . . facts summarize the tremendous shift in network leadership which has occurred during the past 18 months," Mr. Stanton said.

Facts pertaining to former years, circulated in present sales efforts, cause the conflicting claims that can "cast doubt on the validity of research on which many important buying judgments are based," he said.

KATZ ADDITIONS

Four Join Staff

FOUR staff additions were announced last week by The Katz Agency, New York, radio and television station representative.

Robert S. Wilson, formerly with Edward Petry Co., and before that account executive with MBS in Chicago, has joined the New York TV sales staff. William Condon, formerly with Wade Advertising Agency, Chicago, will join the Chicago TV sales staff May 15. Richard H. Coombs, former space salesman for the Midwest farm paper unit, has joined the Katz Detroit sales staff. The company also announced the addition to its research and promotion department of John Hooker, formerly with the Snow Crop Div. of Clinton Food Inc.

Commercial



RALF BRENT, sales promotion manager at WBBM Chicago, named sales manager of station. He is former manager of WGYN (FM) New York and has worked in radio 12 years as announcer, copywriter, producer, program director, sales manager and account executive for five stations. He replaces **ROBERT LIVINGSTON,** resigned.

BERNE W. WILKINS appointed local sales manager of KDYL-AM-TV Salt Lake City. He was formerly sales executive with WNEW and WMCA New York, and was most recently commercial manager of KFWB Hollywood. He also was associated with Music Corp. of America and was radio and TV director of Sterling Adv. Agency, New York.



Mr. Wilkins

RALPH G. ALLRUD, formerly account executive with G. M. Basford Adv., New York, and WSAY Rochester, appointed commercial manager of WDEM Providence, R. I.

WILLIAM H. TANKERSLEY, formerly vice president in charge of sales and promotion for Story-Ad Inc., Hollywood film production unit, named merchandising manager of KNX Los Angeles and CBS Pacific Network. He replaces **ARTHUR M. MORTSENSEN** who becomes account executive. Mr. Tankersley works under direction of **RALPH TAYLOR,** CPN promotion director.

ROBERT SCHROEDER added to staff of WDTV (TV) Pittsburgh, as account executive. For past four years he has been with WCAE Pittsburgh as salesman. He formerly was associated with Gardner Adv., St. Louis.

DONALD L. DAHLMAN, former advertising manager of Adler Co., hosiery manufacturer, joins sales staff of WLWT (TV) Cincinnati.

PAUL WILSON joins sales staff of KFH-AM-FM Wichita, Kan., as account executive. He has been in radio for 13 years, and was formerly with KANS Wichita, as program director.

E. T. (Larry) SHIELDS named commercial manager of KWRN Reno, Nev. He succeeds **JOHN A. LAND,** resigned. Mr. Shields was program director for station for past two years.

CLIFFORD T. LAWSON joins sales staff of WKBN Youngstown, Ohio.

RONNIE LASKEY appointed to sales staff of WPEN Philadelphia. Miss Laskey has been with station for past five years, three of which were spent in sales department, as assistant to **EDWARD C. OBRIST,** general manager of station. **SAM GARRISON,** formerly with *Philadelphia Daily News,* also joins WPEN sales staff.

RICHARD GREGORY CAHILL joins sales staff of WNBQ (TV) Chicago. He is former executive assistant of Armour Research Foundation, and has done sales promotion and publicity work for several Chicago firms.

ROBERT MEEKER Assoc. Inc., New York station representative, appointed exclusive national representative by WHKK Akron, Ohio, effective May 1.

VERNON HEEREN appointed manager of spot sales traffic at NBC Chicago, succeeding **GEORGE CREECH,** who has resigned to go into his own business in Washington.

SCHEPP-REINER Co. appointed national sales representative of WDIG Dothna, Ala.

BEN R. DRAKE named sales coordinator at WBKB (TV) Chicago after working as secretary to program manager since October.

LON KING, KNBC San Francisco salesman, elected member of board of directors of San Francisco Junior Chamber of Commerce.

ROY BACUS, commercial manager of WBAP-AM-TV Fort Worth, Tex., elected president of Forth Worth Advertising Club.

HAL GAISFORD, KSFO San Francisco salesman, is the father of a boy.

Bond Show Cut

TREASURY DEPT.'s kickoff show May 15 for its savings bond "Independence Drive" was cut last week from a full-hour to a half-hour on the four AM networks [BROADCASTING, May 1]. Show now is scheduled 10:30-11 p.m. EDT, Treasury said. Show is expected to top last year's record of 1,981 network affiliates and independent outlets. No change was made in the TV counterpart kickoff, *Open House With Arthur Godfrey,* scheduled 10.11 p.m. on NBC-TV.

STUDENTS of Stamford High School, Stamford, Conn., will operate WTSC-AM-FM that city on May 10. Students will be in charge of complete broadcast day.

AD GUIDEBOOK

Maps Self-Regulation

THE ADVERTISING standards recommended by NAB in its current Standards of Practice, together with similar material from the "codes" of other organizations, are summarized in *Self-Regulation of Advertising,* 68 page "guidebook of major facilities" issued last week by the ANA and AAAA, for whom it was prepared by Verne Burnett, public relations consultant.

In addition to the NAB code material, the book also contains sections on self-guidance helps of the AAAA, Advertising Federation of America, Better Business Bureau, U. S. Chamber of Commerce, Newspaper Advertising Executives Assn., Magazine Advertising Bureau, Associated Business Papers, Outdoor Advertising Assn. of America, Federal Trade Commission, Proprietary Assn., American Medical Assn., National Canners Assn. and the U. S. Supreme Court.

Noting that "improvement and development of advertising through self-regulation has been the concern of various advertisers, agencies, media, national and local organizations and governmental agencies since the early 1900's," the volume's introduction points out that the book "is intended as a guidebook of major facilities available now for self-regulation or voluntary censorship of advertising."

NBC NAMES BOCK

To Coast Artists' Relations

HAROLD J. BOCK, with NBC Western Division for past 15 years, has been appointed to the newly created post of director of artists relations and will continue to be headquartered in Hollywood, according to Sidney N. Strotz, NBC administrative vice president.



Mr. Bock

Prior to his new assignment, Mr. Bock was manager of KNBH (TV) Hollywood, NBC owned and operated television station, and before that was Western Division director of public relations and publicity manager. In his new capacity, he will work with all radio and TV talent as NBC contact in matters regarding artists' relations with the network, press and audience.

AGRICULTURE

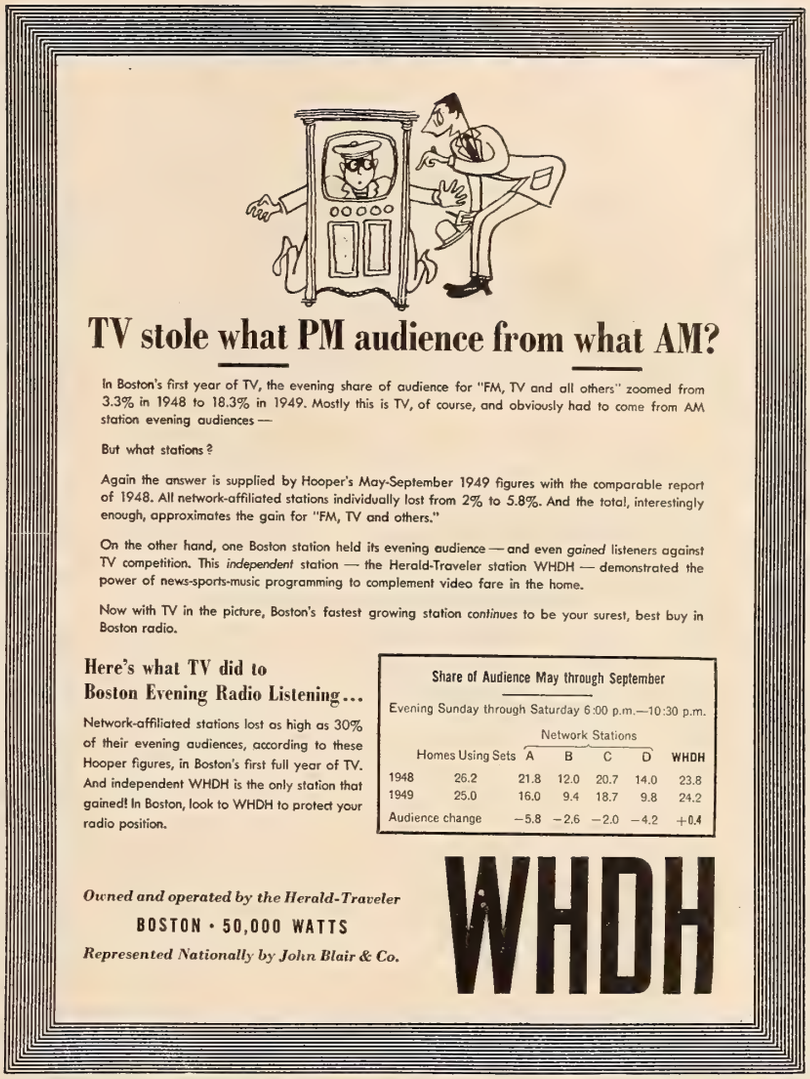
We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Burger Beer . . . .
DOUBLES SALES
in 3 weeks
with "*directed*" advertising
on WGRD
Grand Rapids, Michigan

all time buyers get into fixes like this

And use SRDS to help get out of them



TV stole what PM audience from what AM?

In Boston's first year of TV, the evening share of audience for "FM, TV and all others" zoomed from 3.3% in 1948 to 18.3% in 1949. Mostly this is TV, of course, and obviously had to come from AM station evening audiences —

But what stations?

Again the answer is supplied by Hooper's May-September 1949 figures with the comparable report of 1948. All network-affiliated stations individually lost from 2% to 5.8%. And the total, interestingly enough, approximates the gain for "FM, TV and others."

On the other hand, one Boston station held its evening audience — and even *gained* listeners against TV competition. This *independent* station — the Herald-Traveler station WHDH — demonstrated the power of news-sports-music programming to complement video fare in the home.

Now with TV in the picture, Boston's fastest growing station *continues* to be your surest, best buy in Boston radio.

Here's what TV did to Boston Evening Radio Listening...

Network-affiliated stations lost as high as 30% of their evening audiences, according to these Hooper figures, in Boston's first full year of TV. And independent WHDH is the only station that gained! In Boston, look to WHDH to protect your radio position.

Share of Audience May through September

Evening Sunday through Saturday 6:00 p.m.—10:30 p.m.

	Homes Using Sets	Network Stations A	B	C	D	WHDH
1948	26.2	21.8	12.0	20.7	14.0	23.8
1949	25.0	16.0	9.4	18.7	9.8	24.2
Audience change		−5.8	−2.6	−2.0	−4.2	+0.4

Owned and operated by the Herald-Traveler

BOSTON • 50,000 WATTS

Represented Nationally by John Blair & Co.

WHDH

Such Service-Ads as this in the monthly SRDS Radio Section help Time Buyers pick the right stations

Late one afternoon the agency's top client phoned. Would the Time Buyer ready a list of station recommendations in 22 cities by the next afternoon? The client had just got wind of a competitor's plan to break a test in those cities and wanted to get in at the same time to jam it. Had to work *fast!*

The Time Buyer buckled down to a double day's work. No time to call the reps. No time for looking up information. No time for any help, except his own long experience and the Radio Section of SRDS.

The next afternoon his recommended list was approved.

Many radio stations help Time Buyers working under such pressures by supplementing and expanding the information in their SRDS listings with *Service-Ads*, like the WHDH Service-Ad shown here.

"When I'm using STANDARD RATE," one Time Buyer tells me, "I'm looking for certain things. I'm not *reading*. But, if I see an ad which gives station coverage or other useful facts not in the listing, I make it a point to check it. I have to be familiar with each station. That's what makes SRDS so important to me."

When you're comparing stations, make sure to check the station Service-Ads as well as their listings in SRDS.



STANDARD RATE & DATA SERVICE, Inc.
The National Authority Serving the Media Buying Function
Walter E. Botthof, Publisher
333 NORTH MICHIGAN AVENUE, CHICAGO 1, ILLINOIS • NEW YORK • LOS ANGELES

Note to Station Managers: The SPOT RADIO PROMOTION HANDBOOK reports *in detail* what sort of information helps buyers decide "which stations they want." Copies are available from any SRDS office or representative at a dollar each.

AAW AWARDS
SCBA Sponsors '50 Contest

AWARDS in four categories will be given in the Advertising Assn. of West annual radio commercials competition, it has been announced by Southern California Broadcasters' Assn.

Categories include commercial programs and commercial spot announcements used in cities of 10,000 or over; programs and spots in cities of under 100,000. In addition, one will be chosen from the four winners to receive the top trophy donated by Vancouver Advertising Club.

Contest is open to stations, networks, agencies, advertisers and individuals in the 11 Western states and Western Canada. Entries will be judged on the basis of creative originality, factual information, listenability and sales effectiveness. Awards will be presented at the AAW convention June 25-28 in Los Angeles.

Judges for the contest include: Robert J. McAndrews, managing director, SCBA, chairman; John Weiser, vice president and Pacific Coast manager, Ruthrauff & Ryan, Hollywood; Martha Gaston Bigelow, account executive, KFOX Long Beach; S. S. (Bud) Spencer, Pacific Coast radio and television director, Foote, Cone & Belding; Glad Hall Jones, account executive, KRKD Los Angeles.

WTAG FILM SET
Tells Worcester's Story

MARKET film promoting Worcester, Mass., and prepared jointly by WTAG-AM-FM that city and the *Telegram-Gazette*, will be premiered May 9-10 at a luncheon meeting in New York's Waldorf-Astoria, according to the station. Film runs 25 minutes and is in sound and color.

Called "Worcester — Industrial Capital of New England," the film stars Jeffery Lynn, who introduces his home market area to national advertisers and industrialists. The movie is the initial thrust of a nation-wide selling program designed to present the facts about "New England's third largest market," WTAG reported.

Production

DICK FISCHER appointed program director of WSAI Cincinnati. He was formerly with WHAS Louisville as news director and later program director and has been with WSAI for a year.

CLIFF BADGER, formerly with Perrett Co., Los Angeles agency, joins KTMS Santa Barbara, Calif, as continuity writer.

BETTY ANN HORSTMAN appointed director of women's activities at WING Dayton, Ohio. She joined station last summer, specializing in teen-age talent and disc shows.



Miss Horstman

BILL WOLFF, formerly with WDYK Cumberland, Md., and WONW Defiance, Ohio, joins announcing staff at WHTC Holland, Mich. He succeeds **MILES BASKETT.**

GLENN UHLES promoted to supervisor of office services and personnel at NBC Chicago after working as assistant night manager of guest relations and program traffic since last year. He is former night program manager for ABC Chicago.

HARRY OLESKER and **MORT LEVIN,** writers, join WNEW New York, as senior writers.

KENNY McMANUS, director of Columbia Pacific Network *Meet the Missus* series, appointed CBS assistant director, with headquarters in Hollywood.

FRANK FOX and **JESSE GOLDSTEIN** join writing staff of CBS-TV *Ed Wynn Show.*

DONALD HALL, formerly of WCFC (FM) Beckley, W. Va., named chief announcer at WERH Hamilton, Ala.

EUGENE MARSILI appointed head of ABC Hollywood duplicating and typing department. He is assisted by **CATHERINE STEFFES.**

JAMES N. FLENNIKEN, former eastern representative of Capitol Transcriptions, named program director of WEIR Weirton, W. Va., scheduled to take the air late in June. Mr. Flenniken was station manager and program director for WCAW Charleston, W. Va., for three years, and in same dual capacity at WBRW Welch, W. Va. He was production manager at WKBN Youngstown, Ohio, for three years and was also with WMMN Fairmont, WAJR Morgantown and WBLK Clarksburg, all W. Va.

LEE N. VOGEL, formerly with American Male Concert Chorus, joins staff of KJCK Junction City, Kans., as announcer.

JOHN B. STODELLE, announcer-salesman for KWRN Reno, Nev., promoted to program director for station.

MATT DENNIS, singer-pianist, joins cast of half-hour weekly *Lee's Lair* program on KTSL (TV) Hollywood.

JOE THOMPSON, disc m.c., starts new 55 minute *The Joe Thompson Show* featuring recorded music, commentaries and interviews, on Pacific Regional Network.

ED SULLIVAN, m.c. of *Toast of the Town* on CBS-TV, awarded official certificate of appreciation by Disabled American Veterans "in appreciation for your many services to America's war-disabled veterans."

EDWARD M. GALLOWAY named program manager in charge of production and music for WIL St. Louis. He was staff announcer on WEW and program director of KSTL both St. Louis, before joining WIL.



Mr. Galloway

HERBERT B. CAHAN, program manager of WAAM Baltimore, is the father of a girl, Julie Fellman, born April 26.

GEORGE LOVATT appointed to Canadian Broadcasting Corp. TV staff at Toronto to investigate film and associated equipment for direct photography and kinescope recording. He was formerly in charge of CBC Toronto machine shops.

DON (Creesh) HORNSBY, Hollywood comedian, signs exclusive five-year radio and television contract with NBC.

RAY TREMAINE appointed chief librarian of CKEY Toronto, succeeding **CLIFF BOWERS,** who joins CKRD Red Deer, Alta.

ROY LOGGINS starts five weekly disc program *Blowing With Roy* on KALI Pasadena, Calif. Leo J. Meyberg & Co., Los Angeles (RCA distributor), is sponsor.

JANE QUINN, star of WGN-TV Chicago's *Telephone Quiz* and *Hy-Power Crossword Puzzle,* and **Scott Gordon** were married April 22.

ED REIMERS, KTTV (TV) Hollywood staff announcer, signed by Filmakers to narrate several sequences in forthcoming motion picture "Outrage."

HELEN RAY, member of program department at WTIC Hartford, Conn., and Luther Menge have announced their marriage.

JOHN BRYSON, announcer at WEN AM-TV Chicago, is the father of girl, born April 21.

DORIS ROGERS, switchboard opera with WBBM Chicago, and Richa Carlson have announced their ma riage.

KTHT CASE
FCC Says Power Grant Prop

FCC's 1947 grant to KTHT Hou ton, Tex., for boost in night pow from 1 kw to 5 kw directional 790 kc, was in accord with its e gineering standards, the Comm sion has told the U. S. Court Appeals for the District of Colu bia in a statement of facts a grounds for the decision.

FCC said although KECA L Angeles received interference o side its normal area, it was not e titled to the special engineeri consideration it claimed. The cou had requested the details in October 1949 decision on KEC appeal which remanded the case FCC [BROADCASTING, Oct. 1949].

KECA's appeal was made wh FCC denied the station's requ for a hearing on the KTHT gra The Commission explained KE as a Class III station was entitl to protection to its 2.5 mv/m co tour but prior to the Texas gra was serving to its 1.83 mv/m co tour. KTHT's changed facilit were cited as reducing this to 2. mv/m, effecting a loss of 5.2% KECA's then existing audien KECA made no adequate showi its programs were different fr other services available to the ar lost, hence it was not entitled protection in this outside ar FCC said.

RCA THESAURUS
36 Stations Are Add

RCA'S THESAURUS, transcrib program service, has signed 36 n station subscribers. Stations sign are:

WJJJ Montgomery, Ala.; WD Kansas City, Mo.; WOHI East Liv pool, Ohio; KPOJ Portland, Or KWCR Cedar Rapids, Iowa; KTL Texas City, Tex.; WIBA Madison, Wi WCOJ Coatesville, Pa.; WPCF Panam City, Fla.; WNMP Evanston, Ill.; WF Dallas, Tex.; KCUL Fort Worth; KA Petaluma, Calif.; WCUE Akron, Oh KCRV Caruthersville, Mo.; WA Canton, Ohio; KBIX Muskogee, Okl WFTR Front Royal, Va.; KVI Seatt KGNB New Braunfels, Tex.; WK Muskegon, Mich.; WFAH Allian Ohio; WSBT South Bend, Ind.; WO Ft. Wayne, Ind.; KROX Crookst Minn.; WLBB Carrollton, Ga.; WOW Ft. Wayne; WVMI Biloxi, Miss.; WCE Cambridge, Md.; WTAL Tallahass Fla.; WRAD Radford, Va.; WAC Presque Isle, Me.; WGIL Galesbu Ill.; WKTY La Crosse, Wis.; WK Waukegan, Ill.; and WEIR Weirt W. Va.

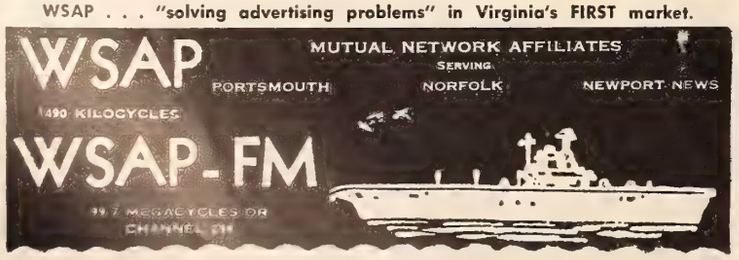
WHY TAKE SECONDARY COVERAGE of Virginia's FIRST Market?

Regardless of claims, if you're trying to cover Greater Norfolk from the outside, nature's terrain made it impossible.

Only Greater Norfolk stations can cover it. And only WSAP can cover it at lowest cost.

Availabilities and costs from Ra-Tel will prove it.

WSAP . . . "solving advertising problems" in Virginia's FIRST market.



B. Walter Huffington, General Manager — Ask Ra-Tel!

FOR INCREASED SPOT BILLINGS contact JOSEPH HERSHEY McGILLVRA, INC. 366 Madison Avenue, New York Murray Hill 2-8755

GraybaR recommends

MACHLETT ELECTRON TUBES



For years, it has been Graybar policy to distribute only the finest in broadcast equipment. It is natural, then, that Graybar offers the Machlett line of tried and tested electron tubes.

Machlett products are backed by more than 50 years of experience and skill—you get a bonus of extra-long life and high-quality performance in every tube.

All types and sizes of Machlett tubes, as well as *any* of your other broadcasting equipment requirements, are quickly and conveniently available from Graybar's nation-wide network of warehouses. For facts, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.* 5056

Distributor of *Western Electric* products

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best . . .

Amplifiers (1,20)
Antenna Equipment (20)
Attenuators, Test Equipment (7)
Cabinets (13)
Consoles (20)
Loudspeakers and Accessories (1,20,22)
Microphones, Stands and Accessories (1,11,12,15,20,22)
Monitors (10,20)
Recorders and Accessories (2,7,17,19)
Speech Input Equipment (20)
Test Equipment (1,10,21)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (6,9)
Transmission Line and Accessories (5)
Transmitters, AM and FM (20)
Tubes (9,14,20)
Turntables, Reproducers, and Accessories (7,17,20)
Wiring Supplies and Devices (4,8,9,11,16,18,22)

Manufactured By . . .

(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Crouse-Hinds
(7) Daven
(8) Fairchild
(9) General Cable
(10) General Electric
(11) General Radio
(12) Hubbell
(13) Hugh Lyons
(14) Karp Metal
(15) Machlett
(16) Meletron
(17) National Electric Products
(18) Presto
(19) Triangle
(20) Webster Electric
(21) Western Electric
(22) Weston
(23) Whitney Blake

There are Graybar offices in over 100 principal cities. *These are the District Graybar Broadcast Equipment Representatives in 19 Key Cities.*

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 0600

CLEVELAND
W. S. Rockwell, Cherry 1-1360

DALLAS
C. C. Ross, Central 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 8-4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
W. G. Pree, Geneva 1621

NEW YORK
F. C. Sweeney, Watkins 4-3000

PHILADELPHIA
G. I. Jones, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkerd, Newstead 4700

Promotion

CAR CARDS placed in public transportation vehicles by LaRosa & Sons, New York (macaroni products), are being distributed now to 400 timebuyers and radio directors in Chicago and New York by C. P. McGregor Inc. as promotion pieces. LaRosa, which sponsors McGregor's *Hollywood Theatre of Stars*, contributed samples of car cards which it displays in 18 markets. McGregor's Chicago and New York sales chiefs, William Mertz Jr. and Nat Donato are promoting 204 different stories in the half-hour show. Colored cards are being delivered in person in Chicago and New York proper, and mailed to peripheral areas.

Tune Title Contest

CONTEST tying in BMI tune written by Bill Copeland of Byer & Bowman Advertising Agency and Geer Parkinson of WBNS Columbus, Ohio, is latest promotion of WCOL Columbus. Conducted by WCOL Disc Jockey Emerson Kimball, contest offers prizes to listeners submitting statement of 25 words or less beginning with title, *If Summer Is Good to Me*, tune written by Mr. Copeland and Mr. Parkinson. Prizes include bicycle, broiler, set of wrenches and theatre passes.

WSM 'Opry' Bookings

WSM Nashville has announced it is now booking its *Grand Ole Opry* for next season. Show, which will celebrate its 25th year in October, is held by WSM to be natural for outdoor promotion. WSM reported over four million people have visited Nashville to see show in Ryman Auditorium and many millions more have seen it in person in all 48 states and in Canada and Canal Zone. For cross-country tours, *Grand Ole Opry* acts use two DC-3 airplanes.

WOIC Promotion

INAUGURATION of new promotion by WOIC (TV) Washington, including newspaper advertisements asking "How's Your Pulse?" has been announced by John F. Hardesty, director of advertising and special events. Promotion is designed to appeal to both TV viewer and prospective sponsor, making primary pitch at viewer and winding up with straight sales "come-on." Advertisement also states WOIC's Channel 9 is home of five of top 10 TV shows and, in addition, has Washington's highest-rated daily locally produced TV program featuring Jim Simpson, 6:45-7 p.m.

NBC's Flying Saucer

TAKING flying saucer for theme, NBC press department has come out with "Radio Editors' Flying Saucer Mail Service." Promotion piece is made up of white saucer-shaped cardboard lettered in red and white and attached to sky-blue square. Sent via airmail, card states on reverse side that flying saucer is attached. Purpose is to call attention to new listening time for *Dimension X*, Saturday, 8-8:30 p.m. (EST), dramatizations of "outstanding science fiction."

WWL Brochure

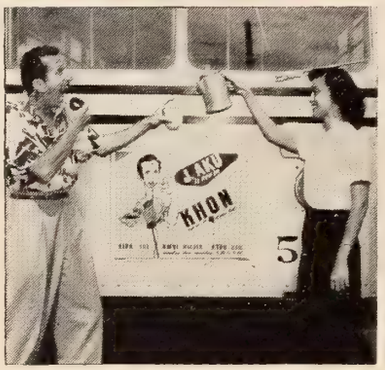
BROCHURE titled "Young Man and a Bull" tells story of how WWL New Orleans "has raised standard of living of whole area, built loyal audience for programs and created market for its sponsors' products." Promotion piece was prepared and sent out to agencies by WWL's national representative, The Katz Agency. In line with project, George Shannon highlights on early morning show, *Farm Front Reporter*, interviews recorded by him on yearly trips through Louisiana, Mississippi, Alabama and Tennessee.

Demonstration Film

QUARTER-HOUR 16mm film to demonstrate KTTV (TV) Hollywood's facilities at its newly acquired studios at Nassour Motion Picture lot in Hollywood prepared by *Los Angeles Times*-CBS owned station for showing to advertisers and agencies. Film, which presents various shots of Los Angeles-Hollywood area, points out central location of its studios, facilities offered there and type of TV programs which can be expected to originate there. Film will be distributed by station's representative, Radio Sales, in New York, Chicago, Detroit and San Francisco, in addition to being booked for local showings by KTTV sales representatives. Ed Reimers, station staff announcer, did narration on film; John Vrba, promotion manager, was producer.

Informational Cards

SERIES of 6x9-inch self-mailer cards describing business activity of WMCA New York being sent by station to all advertising agencies and advertisers. Cards are made up in various colors and carry slogan, "Leading advertisers in every field lead the way to WMCA." In addition, some cards mention contract just signed with advertiser, agency, starting date and program; other cards carry available spots, programs, etc., with rates on each.



J. AKUHEAD PUPULE (Hal Lewis) accepts coffee and a doughnut from a Honolulu Rapid Transit employee while duplicating his pose on KHON Honolulu, T. H.'s outside bus card. The three-color cards were used to publicize Mr. Lewis' switch from KPOA Honolulu, to KHON and the Aloha Network.

Smart Space

YEAR'S contract for space in *TV Digest*, Philadelphia magazine for television viewers, signed by Hohenadel Brewery, Philadelphia. Company runs ad weekly on page listing sport highlights of upcoming week. Form of ad consists of banner head, covering both ad and sports box which says, "Add to your enjoyment." Sales message is beside and under box. Additional promotion sent to clubs and bars in area is reprint of ad and sports highlights on heavy coated stock paper with hole in top for hanging.

Baby Pins

DIAPINS, two large safety pins connected by six-inch link chain for baby's underpinnings, are sent on request by Perfex Co., Omaha (cleaners, starch), which sponsors *Kitchen Club* on more than 30 stations. Edith Hansen mails handy, goodwill promotions with following card verse: "Hi there, little bundle, we're glad that you are here. We think you're really something and we hold you very dear. These Diapins we send you for mother's busy days, will help her manage safely your 'ever changing' ways!"

Advantages Presented

BID for increased spot business made by KRON-TV San Francisco in new direct mail promotion piece headlined: "KRON-TV's program parade holds audiences alert for spots." Copy identifies KRON-TV as San Francisco television station "that does most to help your 'spots' produce." Also listed prominently is complete run down of all types of programs featured by station and on which adjacencies are available.

Best Father Sought

LETTER writing contest sponsored by KDKA Pittsburgh is open to any boy or girl under 16 in area. Contestants are asked to write station on subject, "Why I think my dad is the best father in the world." First prize to winning father is comple wardrobe, worth about $500, and fi prize to son writing letter is $ savings bond and portable radio. Co test is being promoted on *Starlets Parade* show over KDKA. Men's We Guild is placing displays in 250 me wear stores in area and supplyi prizes.

Westinghouse Display

WHEN parent Westinghouse Electr Corp. held recent stockholders' meeti in Philadelphia, KYW that city set Westinghouse display in concourse Pennsylvania Railroad's 30th St. St tion, which greeted stockholders their arrival in city. Display featur latest Westinghouse TV set model and prominently exhibited call lette of KYW.

Race Park Honors WTVJ

HONORING WTVJ (TV) Miami, Gul stream Park April 18 named featu race of day "WTVJ Handicap." Mr Mitchell Wolfson and Mrs. Sidne Meyer, wives of WTVJ's co-owner were in winner's circle to make troph presentation to owner of winnin horse. Handicap was final speci event scheduled in WTVJ's first ann versary week which ran April 12-1 inclusive. WTVJ has telecast Wedne day and Saturday feature races Gulfstream during 1950 meet.

Educational Tours

EDUCATIONAL radio tours for school teachers of Illinois' Jefferso County are now being conducted wee ly at WMIX Mt. Vernon, Ill. Tou through studios, and short talks by a staff members are part of prepare entertainment. Tours will stop at en of school term and resume in fall.

KCOL Coverage

PROMOTION piece extolling coverag by KCOL Fort Collins, Col., issued b station. Four-page leaflet contain frontispiece picture showing Her Hollister, president of KCOL, present ing station's trophy to winning tea in Northern Colorado division shoo for National Rifle Assn. KCOL als emphasizes its business pull in bro chure.

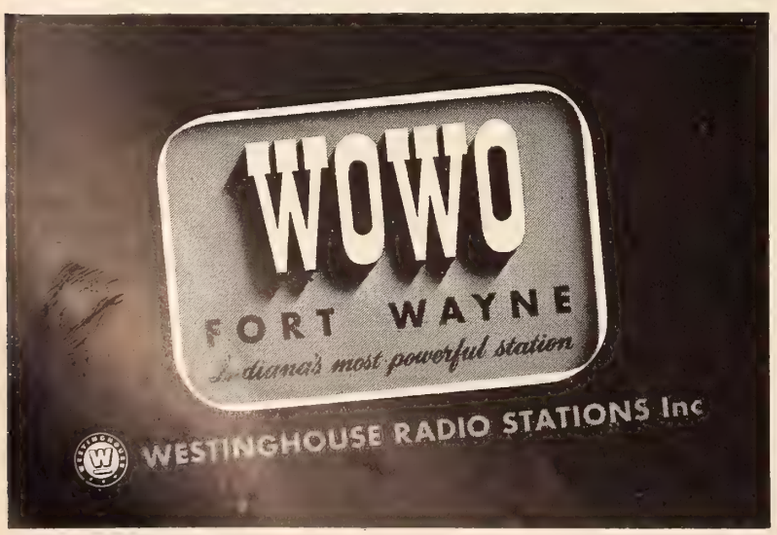
Award Announcement

ANNOUNCEMENT of San Francisc Academy of Television Arts and Sci ences award for outstanding statio achievement to KPIX (TV) San Fran cisco used by station in direct mai promotion card. Under announcemen of award and picture of silver statuett that went with it is copy expressin gratitude to "contemporary station and associates for the high honor . . and for five additional awards in a many program classifications."

Personnel

BOB CHILL, former Chicago *Sun Times* reporter, joins publicity staf at ABC's Central Division. **DO CARRELL** promoted from ABC's mai room staff to promotion department.

MARK FINLEY, Mutual-Don Lee Hol lywood public relations director, is th father of a girl, Kathleen O'Reilly.



BASEBALL
SOUND EFFECT RECORDS
5 D/F SPEEDY-Q DISCS COVER ALL REQUIREMENTS $10. [2. ea] or
Order C.O.D. today while supply lasts
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DST OFFICIAL

Congress Okays for D. C.

WASHINGTON radio and television stations last Thursday resumed normal operating schedules after Congress earlier in the week finally approved Daylight Saving Time for the District of Columbia [BROADCASTING, May 1].

President Truman signed a House-originated bill (HR 6354) after the Senate cleared the bill Tuesday, giving the District DST for 1950 only, a provision which conflicted with a Senate-sponsored bill favoring DST on a permanent basis.

Washington radio - TV logs, scrambled by the delay in launching "fast time," resumed operations calling for listening periods substantially identical to those listed while the region was on Eastern Standard Time.

Television stations were affected, for the most part, during the four-day interim, with Washington televiewers enjoying their network TV fare an hour earlier each day. Capital radio stations generally were not affected on network shows, airing recorded playbacks to listeners at the same periods.

In House debate on the measure last Monday Rep. Joseph P. O'Hara (R-Minn.) charged that "the force behind this bill originates in New York City where the radio people put on their programs" and that radio announcers had "quite frequently" urged District residents to vote for DST. He deplored DST as a "delusion and a myth" in opposing the measure.

FTC Actions

TOTAL of 1,331 out of 77,420 radio continuities examined by the Federal Trade Commission during March were set aside "as being possibly false and misleading," FTC's Division of Radio and Periodical Advertising has reported. FTC conducts monthly survey of radio, TV, magazine, newspaper, mail order and other advertisements looking toward apparent and probably misrepresentations.

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES

Time Simulated

WHEN is a simulcast not a simulcast? Answer: When legislators fail to push up their own clocks and the rest of the country adopts "fast time." That's exactly what happened last week before Congress finally gave the green light to EDT for the District of Columbia—effective four days after the normal national switchover. Washington televiewers of NBC's *Voice of Firestone*, which is usually simulcast, last Monday got the TV version at 7:30 and the radio portion an hour later, because of scrambled radio-TV schedules.

'SAVE THE SOIL'

Awards to Texas Stations

AGGRESSIVE programming on measures to defeat soil erosion has won honors for KFRD Rosenberg, KGNC Amarillo and WFAA Dallas, all Texas, in the fifth annual "Save the Soil and Save Texas" awards program sponsored by Scripps-Howard newspapers in that state. KFRD was named winner of the small-station class for doing the most for soil-conservation in Texas during 1949. KGNC won recognition for its efforts as did WFAA, which received honorable mention.

Awards in the form of bronze plaques will be presented at the annual awards banquet to be held at the Rice Hotel in Houston May 16. Featured speakers are Sen. Clinton P. Anderson (D-N. M.), former Secretary of Agriculture, Gov. Allen Shivers, and other dignitaries. Highlights of KFRD's campaign, General Manager Jim Hairgrove said, included personal interviews tape recorded with farmers, studio interviews with agriculture leaders and regular news releases on soil conservation.

NRDGA SESSION

Radio-TV Panel Set

A RADIO and television panel is scheduled among events at the mid-year conference of the National Retail Dry Goods Assn. at the Hotel Biltmore, Los Angeles, May 31-June 2.

The radio and television panel session will be held at 2 p.m. Wednesday, May 31, in the grand ballroom of the hotel. Chairman of the panel will be E. J. Shurtz, vice president of the Broadway department store, Los Angeles. Participants will be George L. Moskovics, CBS manager of television sales development; Maurice B. Mitchell, BAB director; Mag Zahrt, of BAB; Robert Enders, of Robert Enders Advertising Agency Inc., Washington; and James Rotto, sales and publicity director, Hecht Co., Washington.

WBAT WGBF BIDS

FCC Would Grant Changes

INITIAL DECISIONS to grant WBAT Marion, Ind., change from 500 w daytime on 1600 kc to 250 w fulltime on 1400 kc and to grant WGBF Evansville, Ind., power increase to 5 kw fulltime, on 1280 kc, have been reported by FCC [BROADCASTING, May 1].

Hearing Examiner James D. Cunningham, in recommending approval of the WBAT bid, ruled to deny the new station requests of Chronicle Pub. Co., Marion, and Kokomo Pioneer Broadcasters, Kokomo, Ind. He preferred to grant Marion its first fulltime facility because Kokomo already has such an outlet, WIOU. Since Chronicle Pub. Co. owns both daily papers in Marion, the examiner preferred to approve the application of WBAT, an independent firm. The publishing firm also is licensee of WMRI (FM) there.

In the recommended WGBF grant, Hearing Examiner Jack P. Blume found that only slight interference would occur to KSFT Trinidad, Col. He ruled to deny competitive bid of WMRO Aurora, Ill., for night operation on 1280 kc with 100 w. WMRO, now on that channel with 250 w daytime, was ruled out because it is a Class IV station on the regional facility and did not meet all conditions necessary to entitle it to exception under FCC's rules governing channel allocations.

Kokomo Pioneer Broadcasters is a partnership of Donald A. Burton, William F. Craig and Ralph J. Whitinger. Messrs. Burton and Craig own WLBC Muncie, Ind. The Chronicle Pub. Co. publishes the *Marion Leader-Tribune* (morning), *Chronicle* (evening) and *Chronicle-Tribune* (Sunday).

News

RICHARD C. HOTTELET on May 18 resumes his former post as CBS correspondent in Berlin, succeeding **BILL DOWNS**, who will move to CBS news staff in Washington.

H. V. KALTENBORN replaced on his NBC news commentary show by **RICHARD HARKNESS** during former's vacation from May 26 to Sept. 11.

JACK LEWIS, sportscaster for WTVR (TV) Richmond, Va., is the father of a boy.

BILL MURPHY, news editor and disc jockey for WCKB Dunn, N. C., is the father of a boy, William Bailey Jr., born April 24.

JOE CRYSDALE, sports director of CKEY Toronto, is the father of a girl, born April 21.

Coast Electronic Show

SEVENTH annual Pacific Electronic Exhibit will be held in 1951 at San Francisco Civic Auditorium, Aug. 29-31, according to H. P. Balderson, president of West Coast Electronic Mfrs. Assn. The sixth annual exhibit will be held at Long Beach Municipal Auditorium next Sept. 13-15 inclusive.

NEED MORE COVERAGE?



We make no "bones" about it . . . you get real coverage in this important market when you use powerful KFYR advertising. Out here, listening to KFYR is a habit—based on a quarter century of outstanding service. Ask any John Blair man for the complete story.

KFYR

550 KC 5000 WATTS
NBC AFFILIATE
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FEATURE PROGRAMS, Inc.
113 W. 57th ST., NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

Miss Florence Richards
McCann-Erickson
New York City

Dear Flo:

Well, thin's is really goin' with a bang here in th' home town uv WCHS! Tried ter git down town Sattiday, an' I never seen sech crowds uv peepul aspendin' money! I betcha 1950 is goin' ter be th' biggest bizness year in th' histry uv Charleston, West Virginy, and thet's really sayin' sumpthin', 'cause we've had some mighty big bizness years 'round here! Yes'm, th' coal miners is aworkin' ter beat th' band; th' buildin' trades has a new contract; al' th' contractors is gittin' ready fer a histry-makin' buildin' boom on accounta how th' President signed th' housin' bill; an' th' big plants in th' valley is agoin' full tilt! Flo, hit looks like th' folks 'round here is goin' ter have more money ter spend then you kin shake a stick at, an' you guys and gals what has thin's ter sell cud really do a job for yer clients by usin' WCHS! Hit's th' station folks lissens ter th' most right here where th' money's ter be spent! Thet's good news, ain't it Flo?



Yrs.
Algy

WCHS
Charleston, W. Va.

Programs



COVERAGE of flood in Crookston, Minn., was given listeners by WCCO Minneapolis through staff members who traveled 300 miles for that purpose. Early reports on rising waters and snowstorm which disrupted communications in area were given WCCO by George Grim, newscaster for station, and Bob Sutton, program director, who flew over area. Wiley S. Maloney, news director, Stewart MacPherson, Frank Butler, announcer, and Engineer Harry Larson went to Crookston and telephoned eye-witness accounts to station. Tape recorded interviews with personnel at Red Cross headquarters, men working to save bridge and flood refugees were combined into half-hour show which helped raise funds to aid in emergency work in area.

Sportsman's Award

SPECIAL *Bill Hunter Tribute* broadcast over Columbia Pacific Network, May 5, was occasion for awarding of CBS Pacific Network Sportsman's Award to Willis O. (Bill) Hunter, athletic director of U. of Southern California. Presentation is made annually to Western sports figure who makes greatest contribution to Western sports each year. Howard S. Meighan, CBS vice president and general executive, made award, while Tom Harmon, KNX Hollywood director of sports, narrated program which presented highlights from Mr. Hunter's career.

TV Auction

LEADING Baltimore retailers and manufacturers co-sponsor new show over WMAR-TV Baltimore called *Tele-Sale*. Show is actual auction of merchandise ranging in value from small amounts to hundreds of dollars. Items, all products of sponsors, are open to bids from studio and home audience at same time. San Rea, auctioneer, will conduct shows, taking studio bids while battery of models at telephone extensions in studio take home offers. New, nationally-advertised products are put on block, and highest bidder can secure his goods from sponsor on following day. Show is aired Thursday, 8 p.m. Agency is Harrison-Pitt Inc., Baltimore.

WIP Roundup

TO PIERCE cloak of confusion drawn about Philadelphia's threat of transit strike, WIP Philadelphia obtained exclusive roundup statements from spokesmen and key figures of both labor and management. Separately taped statements and news-interviews which clarified status of events involving Philadelphia Transportation Co. dispute were aired fortnight ago together with similar news from local Pennsylvania Railroad and Bell Telephone Co. of Pennsylvania, each concerned with railroad and telephone labor disputes, respectively.

Future Farmers Feted

FUTURE FARMERS of America, 20 strong, were honored at WLS Chicago *Prairie Farmer* family dinner April 28 during their all-expense-paid three-day trip to Chicago. Annual promotion of station and newspaper since 1944, trips are given to boys from Illinois, Indiana, Wisconsin and Michigan for outstanding achievement in agriculture and scholastic or community leadership. Eight youths discussed current farm topics with Paul C. Johnson, editor of *Prairie-Farmer*, at dinner, and tape recording was broadcast later. Arthur C. Page, WLS farm program director, was toastmaster.

Cup Race

FAMOUS Maryland Hunt Cup point-to-point race telecast by WBAL-TV Baltimore from J. W. Y. Martin estate in Worthington Valley. Station claims "first" in giving viewers direct on-the-spot coverage of event. Special equipment and camera techniques were used. Maggi McNellis, m.c. of NBC's *Leave It to the Girls*, interviewed celebrities and Tom White, newscaster, handled color. Race was described by Humphrey Finney, editor of *The Maryland Horse* magazine.

"Game of Day"

WPEN Philadelphia has started new sports show called *Game of the Day*, broadcast Monday through Saturday from 7:15-7:45 p.m. Program is capsule reconstruction of major league baseball games. WPEN said play-by-play description faithfully reconstructs complete action of outstanding afternoon ball game. Play-by-play, in which every play is re-enacted with proper sound effects simulating live action at ball park, is handled by Del Parks.

WHEB X-Ray Show

NEW HAMPSHIRE's X-Ray Unit, in Portsmouth for recent three-week stay, was used by Lu and Phyl Dumont for their WHEB Portsmouth show, *The Dumonts*. Broadcasting from inside X-ray bus, Dumonts were X-rayed, describing procedure to listeners and then interviewing state health director and his assistant who have been traveling around state giving free chest X-rays to as many citizens as possible. As result of Dumonts' program, and other publicity announcements, bus reportedly broke all previous records for visits and remained in Portsmouth week longer than originally planned.

WCPO Pays Tribute

SHORTLY after death of Archbishop John T. McNicholas of Cincinnati last month, Bob Otto, WCPO Cincinnati news director and a personal friend of the prelate, went on the air with broadcast which, WCPO reported, brought numerous requests for transcripts from both clergy and laymen. Informed of the archbishop's death less than hour after it happened, Mr. Otto, having written brief biography of prelate earlier this year, went to WCPO studios, edited script down to 10 minutes and did broadcast carried on WCPO-AM-FM-TV. Station recorded broadcast so that prints could be obtained by churchmen wanting them.

"Maid of Cotton"

"Maid of Cotton" for 1950, Miss Elizabeth McGee of Spartanburg, S. C., starred in her first TV fashion show fortnight ago over WFMY-TV Greensboro, N. C., Show, reported by station to have been viewed by thousands of shoppers in local stores, was tied in with city-wide cotton sales promotion. Miss McGee, 19-year-old brunette who won "Maid of Cotton" title last January from 400 other contenders, appeared on show telecast from WFMY-TV studios as official goodwill and fashion ambassador for the American cotton industry.

Trans-Atlantic Show

YOUNG PEOPLE of England and the U. S. discussed socialized medicine on trans-Atlantic broadcast of *Junior Town Meeting*, educational show aired by WWVA Wheeling, W. Va., which was beamed to BBC. Two students from each nation argued question, with one representative of each country taking the affirmative, the other, negative. Five additional students from each country formed question panel and quizzed principal speakers during last half of show. Program was aired April 30, 1:30 p.m.

Talent Search

CITY-wide search for television talent being conducted in Chicago by Admiral Corp., Balaban & Katz theatres and B & K's WBKB (TV) Chicago. Search begins today (Monday) and will be made up of daily auditions in B & K theatres, after applicants have secured entry blanks from Admiral dealers. Audition winners appear four nights weekly at theatres and from them eight persons will be chosen by audiences each week to appear on Admiral's half-hour TV variety show, Wednesday, 8:30 p.m. Telecasts are scheduled for 13 weeks, beginning May 17. Twelve weekly winners will compete for one-week Chicago theatre contract on final show.

FIRST of series of scholarships on *Leaders of Tomorrow* show on WWJ Detroit, awarded to Nafe Katter, U. of Michigan student.



KSET KWRZ

FCC Sets Hearing Dates

ISSUES and dates for license renewal proceedings involving KWRZ Flagstaff, Ariz., and KSET El Paso, Tex., have been announced by FCC. The hearings respectively are to commence May 15 in Washington and May 17 in El Paso.

In the KWRZ case, upon request of the station, FCC set aside its earlier order forfeiting the station's license [BROADCASTING, Dec. 12, 1949], and designated the renewal bid for consolidated hearing with the application of Flagstaff Broadcasting Co. for a new station there on KWRZ's assignment, 250 w fulltime on 1340 kc.

The Commission's hearing on the KSET renewal includes inquiry regarding a pending bid to assign the station's license to Rio Grande Broadcasting Co. FCC indicated it wishes to determine whether any unauthorized transfer of KSET has taken place. KSET is assigned 250 w on 1340 kc, fulltime.

Among issues in the KWRZ case, FCC reported the following:

To determine the legal, technical, financial and other qualifications of Grand Canyon Bcstg Co. (KWRZ) to continue to operate station KWRZ and more particularly to obtain full information relating to: (a) the circumstances leading up to and surrounding the cessation of operation of KWRZ on Sept. 30, 1949; (b) the contract, dated Jan. 14, 1949, entered into between the licensee of KWRZ and Selwyn Kirby and Agnes McGillvra by virtue of which the licensee agreed to sell their interest in KWRZ and by virtue of which the buyers would take over as managers and receive profits and losses subsequent to Feb. 1, 1949; (c) the operation of station KWRZ subsequent to February 1, 1949 by Selwyn Kirby and Agnes McGillvra; . . . (g) the plans of Grand Canyon Bcstg. Co. as to the resumption of broadcasting over KWRZ; (h) the circumstances leading up to the bankruptcy of James L. Stapleton on October 1, 1949 and the resultant effect of such bankruptcy on the future operation of station KWRZ.

To determine whether the license for KWRZ, or the rights and responsibilities incident thereto, have been transferred, assigned or disposed of, directly or indirectly, without the consent of the Commission and in violation of Sect. 310(b) of the Act.

To determine whether KWRZ has been operated by persons to whom no license has been issued by this Commission in violation of Sect. 301 of the Act.

Issues in the KSET case included among others:

To determine the legal, technical, financial and other qualifications of the applicant, Sunland Bcstg. Co. (KSET), to continue to operate KSET and more particularly to obtain full information relating to: (a) The circumstances leading up to and surrounding the cessation of operations of KSET on July 31, 1949; (b) The method or methods of financing of the operation of KSET from July 31, 1949, to date and the source or sources of such financing; (c) Two certain contracts, date Oct. 14, 1949, entered into between Sunland Bcstg. Co. and one J. L. Vance, and between Sunland Bcstg. Co., J. L. Vance, and Rio Grande Bcstg. Co., by virtue of which all of the real and personal property of Sunland, including all books of account, ledgers, bankbooks, etc. and "any and all other papers, documents or writings pertaining in any way to the property assigned" was conveyed to Vance and ultimately to Rio Grande; (d) The employment by Sunland of personnel of Rio Grande and particularly the employment of G. C. Hoffman, an officer in Rio Grande, as "operational manager of KSET", together with full information relating to the scope of authority of such employees over the operation and policies of KSET; (e) The authority and control exercised by the stockholders of Commission record of Sunland Bcstg. Co. over the policies and operation of KSET from July 31, 1949 to date.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

NEW MARKET STUDY NOW READY

Gives facts and figures, shows why WDRC is best buy in Hartford by any yardstick! Write for your copy to Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.

CBS



TO reach the transmitter at WHAM Rochester, N. Y., Al Balling, transmitter supervisor; Ken Gardner, director of engineering, and Earl Zimmer, operator, make use of the boat provided by the county sheriff's office. This resulted after spring floods put the transmitter at the center of a lake a mile in diameter. Station did not go off the air, officals said.

W. S. SYMINGTON

Begins Post at NSRB

W. STUART SYMINGTON, former Secretary of the Air Force, has assumed his duties as chairman of the National Security Resources Board, charged with formulating a mobilization program for the nation's resources in the event of emergency. He was sworn in April 26. Presidential Assistant John R. Steelman, had been acting board chairman.

The new NSRB head will be responsible for distribution of potential resources for military and civilian requirements, policy guidance on the stockpiling program including vital radio-TV equipment, civil defense planning and preparedness measures. The board has assigned specific projects to a number of government agencies, including the Munitions Board in charge of procurement of equipment.

Technical

EDWARD E. BENHAM, with station for past 15 months, named assistant chief engineer of KTTV (TV) Los Angeles.

RENE FRENETTE appointed chief operator of Quebec area of Canadian Broadcasting Corp., with headquarters at CBV Quebec. He formerly was with transmission and development section of engineering division of CBC at Montreal.

KARL MESSERSCHMIDT joins TV engineering staff at NBC Chicago.

NICK M. SANCHEZ Jr., engineer at KONO San Antonio, Tex., is the father of a girl, Beverly Jean.

SETCHELL-CARLSON Inc., New Brighton, Minn., producing "unit-ized" television sets, featuring entire chassis organized into eight plug-in units, each performing separate and distinct function, yet synchronized in operation of set.

SHALLCROSS MFG Co., Collingdale, Pa., announces availability of laboratory-type capacitor analyzer meeting need for highly acurate, wide-range, direct-reading measuring instrument capable of determining essential characteristics of capacitors.

W. J. WILLIAMS

Radio-TV Pioneer Dies

WYNANT J. WILLIAMS, 66, pioneer in radio and television, died of a heart attack May 1 while in conference at Rensselaer Polytechnic Institute. Prof. Williams was head of the department of electrical engineering at RPI and also general manager of the school's WHAZ Troy, N. Y. In addition, he served as technical advisor for WTIC-AM-FM Hartford.

An associate of the American Radio Relay League and Croft Lab at Harvard U., Prof. Williams had been active in the supervision of the development at RPI of an all-electronic color TV system which would permit TV sets to receive color transmission. Surviving are his wife; a daughter, Ruth L. Williams of Albany, and a son, Wynant J. Williams Jr. of Hartford.

20 Elected To AP

TWENTY radio stations were elected to AP membership April 27 at a meeting of the AP board of directors. New station members: KUOA Siloam Springs, Ark.; KTHS Hot Springs, Ark.; WLOI La Porte, Ind.; KARE Atchison, Kan.; WFBR Baltimore; WLEW Bad Axe, Mich.; KPBM Carlsbad, N. M.; WWSC Glens Falls, N. Y.; WFTC Kinston, N. C.; WBEX Chillicothe, O.; WERE Cleveland; WICU (TV) Erie; KVMC Colorado City, Tex.; KGNB New Braunfels, Tex.; WRAD Radford, Va.; WCOM Parkersburg, W. Va.; WWGP Sanford, N. C.; WLOH Princeton, W. Va.; KGON Oregon City, Ore.

"A veritable encyclopedia of survey, polling and sampling techniques"

—ADVERTISING AGE

SURVEYS, POLLS & SAMPLES

By MILDRED B. PARTEN, Research Associate, Dept. of Psychology, Univ. of Rochester

Here is the most up-to-date and comprehensive book available on the whole subject of conducting surveys, polls and samples. You will find in it a systematic, step-by-step description and evaluation of every kind of research procedure. It shows you exactly *how* to carry out successfully such investigations as consumer and market surveys; public opinion polls; census type, radio audience and social surveys. In addition SURVEYS, POLLS & SAMPLES analyzes the comparative merits of different methods for handling specific problems.

Elmo Roper says: "I want to commend a judicial and disciplined evaluation of the field in which we work."
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City ..... Zone .. State .....

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0206A

Allied Arts

JOHN WASHBURNE joins Jay & Graham Research, which publishes Videodex, as director of press relations.

ADVERTEST RESEARCH, New Brunswick, N. J., releases copies of new rate structure on two subscription services published by firm. Rates were made available to subscribers during March 1950.

GUS HAGENAH elected vice president of Standard Radio, Chicago transcription service. He has been with firm as Midwest sales representative since 1944. He was SESAC station relations representative from 1947 until 1944.



Mr. Hagenah

KYW Philadelphia and **WOW Omaha** contract with Feature Radio Inc., Chicago for *Feature Foods,* women's participation program. Show, merchandising program at WLS Chicago for 15 years, starts on KYW this week and on WOW Sept. 1. Plan includes local distribution checks by staff members, promotions with key stores, introduction of new products and client service. KYW sells participations for $75 each with minimum of two weekly for 13 weeks. WOW will sell participations for $46.75 each, on same terms. Only noncompeting accounts are accepted, according to **Lyman L. Weld,** president of Feature Radio.

BERT SOMSON appointed distributor for Charles Michelson Inc. program transcriptions for Illinois, Missouri, Arkansas and Tennessee, headquartering in St. Louis.

A. MAXWELL HAGE, creator of *The Better Way,* script series on free enterprise anti-Communist themes, adds 40 new subscribers, bringing total to 110 stations carrying series.

BROADCAST MUSIC Inc., New York, publishes "Lingo of Tin-Pan Alley," 22-page booklet on language and slang of song publishing by **ARNOLD SHAW,** vice president and general professional manager of Duchess Music Corp., affiliate of BMI.

BEN MILLER appointed associate editor of *Television Digest.* He previously was with NAB as assistant director of program department, and before that was program director of WGAC Augusta, Ga., WPID Petersburg, Va., and on the staff of *We The People* with Young & Rubicam, New York.

WORLD VIDEO Inc., New York package producer, announces completion of 12 summer programs, running from drama to children's shows.

HAL LEYSHON & Assoc. Inc., public relations, moves principal executive offices to 292 Madison Ave., New York 17. Telephone is Murray Hill 5-0744.

EXTENSION of its radio audience rating service to start with June reports, announced by **ELLIOTT-HAYNES Ltd.,** Toronto. Expanded service will include rural audience ratings by station and time segment, multiple set listening as index of total audience within home, auto radio listening, out-of-home listening in restaurants, stores, etc., and semi-annual measurement on correlation of program listening to use of advertised products as basis of measuring program's selling effectiveness.

WNBQ (TV), NBC M & O station in Chicago, has subscribed to video rating service of American Research Bureau.

Equipment

CAPT. DAVID R. HULL, USN retired, former assistant technical director of Int'l Telephone and Telegraph Corp., effective May 15 will join Raytheon Mfg. Co., Waltham, Mass., as assistant to **Wallace L. Gifford,** vice president in charge of Equipment Divisions. Before joining IT&T, Capt. Hull was executive vice president and director of Capehart-Farnsworth Corp., and prior to that vice president and director of Federal Telecommunication Laboratories. During World War II, he served as assistant chief of Naval Bureau for Electronics.



Capt. Hull

BOB CHESIRE, formerly with Commercial Distributors, handling TV sales, named assistant eastern regional sales manager of receiver sales division of Allen B. DuMont Labs. He will assist **H. James Tait** in territory.

WILLIAM W. STIFLER Jr. joins application engineering staff of Sprague Electric Co., North Adams, Mass. He formerly was connected in executive capacity with Engineering Research Assoc., Arlington, Va.

LEWIS RUSSEL joins Mitchell Mfg. Co., Chicago, as advertising and sales promotion manager of four divisions, including radio and television sections. He is former advertising manager of Culligan Zeolite, Northfield, Ill.

JAMES F. McLAUGHLIN appointed sales manager for All-State Distributors Inc., Newark, N. J., wholesale distributor of Hallicrafter's television and Webster-Chicago recording equipment. He is former branch manager for Zenith Radio Corp.

GEORGE J. SCHULTZ Inc., Norfolk, Va., named by Tele King Television, New York, as distributor for its receivers in Virginia and eastern North Carolina. **BEN A. ARON,** formerly with Storecast Corp. and promotion manager of WNOR Norfolk, Va., named advertising manager for Schultz and Tele King in that area.

CLARENCE S. TAY, former general manager of Admiral Corp.'s is four distributing divisions, named president and board chairman of divisions. **LYNN C. PARK,** treasurer, elected a director and secretary-treasurer of branches and **GEORGE DRISCOLL** secretary, named assistant secretary of three branches and a director of New York division.

ROBERT A. GROSS, previously assistant to president of Gross Distributors Inc., radio distributor, appointed executive vice president of firm.

ROGERS MAJESTIC Ltd. and **ROGERS ELECTRONIC TUBES Ltd.,** Toronto, Ont., establishes three new companies: Manufacturing division becomes Canadian Radio Mfg. Corp. Ltd.; consumers' goods division becomes Rogers Majestic Radio Corp. Ltd., and communications division becomes Rogers Majestic Electronics Ltd.

COMMERCIAL RADIO-SOUND Corp., New York, changes phone number to Plaza 9-5100.

MAGNECORD Inc., Chicago, announces new PT 7-CC console model tape recorder for broadcasting industry. Console is priced at $950, firm reports. Magnecord also develops new three head professional tape recorder permitting monitoring of tape during recording process. Unit, PT 63-A, offers separate heads to erase, record and simultaneously playback.

SESAC LIBRARY

Transcriptions Increased

INCREASE of SESAC Inc.'s Transcribed Library Service so that subscribers will now receive at least 3,700 selections, has been announced by the firm. Simultaneously, it also was announced that SESAC plans to assure broadcasters more material specifically aimed at public interest by continuing development of special non-sectarian scripts for presentation of religious musical programs.

SESAC said the success of its transcribed program service is due to the new script service with special emphasis on children's shows of the "non-bloodcurdling" type. The firm points out that there are no shootings, hangings or murders in the SESAC kiddie shows.

CJCJ Calgary has changed call letters to CKXL.

for details state-county-city data use SRDS Consumer Markets

The "Consumer Markets" Section of STANDARD RATE & DATA SERVICE reports comprehensive market data from the most reliable sources for every state, every county, and every city of 5,000 and over.

The Product Advertising Manager of one of the largest food companies says, "I am deriving invaluable assistance from SRDS 'Consumer Markets.' Its wealth of detailed material and its careful organization have a universal application to food products marketing problems."

Media and market men, account executives, advertising and sales managers everywhere are finding SRDS "Consumer Markets" a useful business tool.



Media Service-Ads like WGAY's shown here provide valuable supplementary information.

Once you use the 1949-1950 CONSUMER MARKETS you'll use it whenever market problems arise. Single copies $5.00 each.

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Walter E. Botthof, Publisher
333 North Michigan Avenue, Chicago 1, Ill.
New York • San Francisco • Los Angeles

The QUA in WQUA means QUAlity Service and QUAntity Audience among the 225,000 People in the QUAd Cities
DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE
WQUA FULL-TIME MUTUAL
RADIO CENTER, MOLINE, ILL.



TTENDING WJR Detroit-CBS contract negotiation session in Detroit were: G. F. (Fritz) Leydorf, WJR vice president in charge of engineering; William G. Siebert, WJR director and secretary-treasurer; Harry Wismer, WJR general manager and assistant to the president; H. V. Akerberg, CBS vice president in charge of station relations; G. A. Richards, chairman of the board, WJR WGAR Cleveland and KMPC Los Angeles; Joseph H. Ream, CBS executive vice president; John Patt, WGAR director and general manager; Worth Kramer, assistant general manager of WJR; James H. Quello, promotion-publicity director of WJR.

WJR WGAR SIGN

Renew CBS Affiliations

NEW two-year contract between WJR Detroit and CBS, to run from Sept. 30, 1950, to Sept. 30, 1952, was announced last week by G. A. Richards, chairman of the board of WJR, WGAR Cleveland and KMPC Los Angeles.

It also was announced that WGAR has renewed affiliation with CBS for an additional two year period beginning Oct. 1.

Representing the network at negotiations conducted in the WJR executive offices were Joseph H. Ream, CBS vice president, and H. V. Akerberg, CBS vice president in charge of station relations. Harry Wismer, WJR general manager, and assistant to Mr. Richards, and William G. Siebert, WJR director and secretary-treasurer, represented the Goodwill Station along with the board chairman, it was announced.

WJR has been a CBS affiliate since September 1935, corresponding at that time with the outlet's increase in power to 50 kw on clear channel. WGAR, also 50 kw, has been a CBS affiliate since 1937.

McMAHON NAMED

Heads Senate 'Voice' Group

EN. BRIEN McMAHON (D-nn.) has been named to head a ecial Public Affairs Subcommit-e of the Senate Foreign Relations mmittee set up to consult with ate Dept. on Voice of America d other international information ograms.

Other members of the group, one eight created to confer with the ate Dept. on various policy mat-rs, include Sen. William J. Ful-ight (D-Ark.) and Sen. H. Alex-der Smith (R-N. J.). Names of e subcommittees correspond ughly to structure of State Dept.

The special group will be avail-ble for consultation with Edward arrett, Assistant Secretary of ate for Public Affairs, who super-ses Voice and other activities, t is not primarily designed to ndle legislative matters, it was phasized. No regular schedule meetings has been set, but com-ttee members expressed hope they uld take place "at least once a nth" to enable them to keep urrently informed" on State pt. activities.

STRIKE NOW A LUXURY

Should Never Occur, Hayes Tells AFRA Meet

EFFICACY of the strike threat in union contract negotiations is almost gone in broadcasting, John S. Hayes, WTOP Washington vice president and general manager, told a meeting of the AFRA Washington local.

Having been on both sides in contract negotiations, Mr. Hayes said, he was convinced a strike should never occur. It is almost equally difficult for the union or for management to face a strike with equanimity, he explained. Salary scales, in general, have been pushed to a level so high that the organized employe in broadcasting can probably no longer afford the luxury of a strike, he suggested.

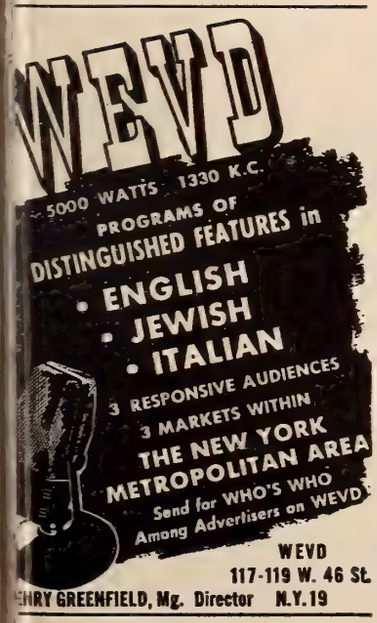
Nor can management face the prospect of a strike without apprehension, Mr. Hayes said, with risk of error by inexperienced replacements a frightening element.

Mr. Hayes explained that in most large stations the manager is an employe of an absentee ownership, a situation fraught with many problems. He said union negotiators occasionally are prone to overlook the fact that a manager "is not dedicated solely to the principle of holding the line but that he may well be attempting to work out some form of compromise which will meet the union's request, the requirements of his own board of directors, and still fall within the realm of what is possible to accomplish."

In viewing the union situation Mr. Hayes said, "I get a little weary sometimes listening to some of my colleagues who persist in thinking of trade unions as organizations which devote themselves to the harassment of management and the potential bankruptcy of the industry. I get a little weary also of listening to friends within the broadcasting union movement who persist in thinking of management as a group of men who have dedicated themselves to the unhappiness and enslavement of their employes.

"It so happens that both of these groups are wrong. Both management and labor have a great stake in this industry of ours. Neither of us can prosper, and certainly the industry cannot prosper, unless both management and labor look upon their respective efforts as a joint endeavor."

Many of the union complaints against management, Mr. Hayes said, arise from actions of supervisory personnel and may not be known to management. He declared negotiations "really go on for 365 days a year."





The Newsweekly of Radio and Television

In the past decade, some 20 radio readership surveys have been conducted, not by BROADCASTING, but by stations, agencies, representatives, etc. Twenty surveys—one answer. BROADCASTING first.

WCAU SALES

Appoint deRussy, McGredy

FURTHER revamp of WCAU Philadelphia's sales force was announced last week by Donald W. Thornburgh, president of WCAU Inc. John S. (Jack) deRussy, former manager, NBC National Spot Sales, becomes general sales director, and Robert M. McGredy, formerly assistant director of Broadcast Advertising Bureau, is new sales manager of WCAU-AM-FM-TV.

The appointments follow the resignation last Monday of Alex Rosenman as sales vice president for the stations [see story TELECASTING 7]. James F. Coyle, veteran member of the stations' sales staff, was named April 19 to a newly created sales post at WCAU [BROADCASTING, April 24].

According to Mr. Thornburgh, the new appointments were made in line with a new sales structure being formulated at WCAU, that of maintaining two separate sales staffs—one handling AM, the other TV—which will work in close cooperation. Under supervision of Messrs. deRussy and McGredy, Mr. Thornburgh said, WCAU will follow a two-fold sales policy: Build up a locally-sponsored daytime schedule, and establish WCAU-TV as a testing ground for potential network TV sponsors.

Mr. deRussy is a veteran of 13 years radio and newspaper sales in Philadelphia. He has been sales manager of KYW-NBC Philadelphia and had been a staff member of Philadelphia's major daily newspapers. Joining NBC National Spot Sales in 1944, Mr. deRussy became manager three years later.



Mr. deRussy



Mr. McGredy

A 15-year veteran of radio-newspaper-agency advertising fields, Mr. McGredy, who began his WCAU duties effective May 1, was formerly sales manager of WTOP-CBS Washington. He resigned as sales manager of WPAT Paterson, N. J. to join BAB last August.



MAJOR LEAGUE BASEBALL

Rings the Bell for

LIBERTY!

Millions of people listen to major league baseball over Liberty Broadcasting System ... and major league baseball has made Liberty the largest baseball network in the history of radio!

LIBERTY BROADCASTING SYSTEM

Dallas, Texas

RICHFIELD PLANS

Shifts 'Reporter' to NBC

RICHFIELD OIL Co., Los Angeles (petroleum products), after two years, on June 26 shifts six weekly *Richfield Reporter* from 20 ABC Pacific Coast stations to 10 NBC Pacific stations, Sun.-Fri., 10-10:15 p.m. (PDT) and seven Arizona stations, time to be designated. Agency is Hixson & Jorgensen Co., Los Angeles.

Oldest commercially sponsored newscast in the West, the program started on NBC April 6, 1931, occupying the 10 p.m. time slot until two years ago. Shift was made to ABC when California went to daylight saving time and NBC could not clear the period. With General Mills cancelling out its four weekly night newscasts on Feb. 28, and Studebacker Corp.'s twice weekly news contract expiring, time again became available on NBC with Richfield returning to the 10 p.m. spot.

'Candler Weather'

INCLEMENT weather invariably increases calls for the services of roofing firms. Instead of trying to guess the weather in advance, J. D. Candler, Detroit roofers, have left the whole weather situation up to WJBK Detroit. Using participations on the *Joe & Ralph* morning show, the roofing firm has instructed the pair to use the Candler commercial every single day the weather is bad. All they have to do, according to WJBK, is look out the studio window at 7 a.m., and if they see rain or snow, the schedule is on. This has led Joe and Ralph to refer to all bad weather as "Candler weather."

WASH. STATE MEET

Sports Issue Considered

RESOLUTION, asking the state superintendent of public instruction and/or the courts to decide that "the State High School Athletic Assn. has no authority to sell school contest broadcasting rights," was voted by the Washington State Assn. of Broadcasters' annual spring meeting at Wenatchee April 29.

WSAB also elected the following slate of officers: President, Fred Chitty, KVAN Vancouver; vice president, Rogan Jones, KVOS Bellingham; secretary-treasurer, Jerry Geehan, KMO Tacoma; directors, Bill Taft, KRKO Everett, and Don Wike, KUJ Walla Walla.

The sports resolution recognized that "irrespective of the outcome of any case in the courts of the state, we should decide upon legislative action in the 1951 session of the legislature."

In a second resolution, WSAB commended the Washington State Advertising Commission for the "fine maner in which it is bringing national attention to the natural, scenic and man-made wonders of Washington through a well planned, concerted year around advertising program." This resolution also recognized the work of Loren Stone, manager of KIRO Seattle and member of the advertising commission representing the state's broadcasting industry.

Outgoing Officers

Outgoing officers of WSAB are: President, R. O. Dunning, KHQ Spokane; vice president, James Wallace, KPQ Wenatchee; secretary-treasurer, Tom Olsen, KGY Olympia; directors, O. W. Fisher, KOMO Seattle, and H. J. Quillian, KTBI Tacoma.

Those reported attending were:

H. J. Quilliam, KTBI Tacoma; Ed Craney, KXLY Spokane; R. O. Dunning, KHQ Spokane; Don Seeley, KWIE Kennewick; Loren Stone, KIRO Seattle; Harry Spence, KXRO Aberdeen; James McLaughlin, John Keating Co., Seattle; Mark Knight, AP, Seattle; Done Wike and H. E. Studebaker, KUJ Walla Walla; Bill Taft, KRKO Everett; Pat O'Halloran, KPQ Wenatchee; Allen Miller, KWSC Pullman; Carl Downing, Radio News Bureau, Olympia; Cole E. Wylie, KREM Spokane and KREW Sunnyside; Burt Harrison and Peter Barr, KWSC Pullman; James W. Wallace, KPQ Wenatchee; Rogan Jones, KVOS Bellingham; Dean Nichols, KOMW Omak; Mortimer Clements, KGIB Bremerton; Joe Chytil, KELA Centralia-Chehalis; Leo Beckley, KBRC Mont Vernon; Bruce Bartley, KBRO Bremerton; Robert W. McCaw, KYAK Yakima, KXRN Renton and KALE Richland; Dave O'Neil, Pacific Telephone & Telegraph Co., Seattle; Mrs. Jack Rogers, KBRO Bremerton; Joe Ward, Associated Radio Broadcasters, Seattle.

Canadian Meet

WITH the Royal Commission hearings out of the way, the directors of the Canadian Assn. of Broadcasters has called its next meeting for late this summer, Aug. 30-Sept. 2, at Jasper Park Lodge, Jasper, Alta. The Western Assn. of Broadcasters will hold its meeting there at the same time.

MAIL CRACKDOWN

On Chicago Giveaway Firr

THE POST OFFICE Dept. ha issued a fraud order against th National Radio Program Agenc Chicago, which has offered fc several months to put persons fro all over the country on nation giveaway shows in Chicago for $2 entrance fee in a competitio asking for a 25-word contest lette [BROADCASTING, April 10]. Th Post Office has ordered all ma sent to the firm at 82 W. Washing ton St., Chicago, to be returned t the sender, according to a repor made by the Chicago Better Bus ness Bureau. In addition, no mone orders or postal notes payable t the firm will be paid.

Activities of the agency an Robert A. Starnes first were report ed to Bureau members by the BB April 10 following numerous com plaints from private persons a well as broadcasters. The Na tional Radio Program Agency, i direct-mail solicitation, asked per sons whether they would like free trip to Chicago, with expense paid, to appear on a giveawa show. No sponsor, station, proc uct or network was mentioned i the mailing piece. More tha $4,000 is reported to have bee collected in this way.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Forrest

SUGARFOOT RAG

On Records: Red Foley — Dec. 46205; Hank Garland—Dec. 46204; Bill Darnel—Coral 60147; Roy Stevens—Lon. 650; Art Lund—MGM 10648; Freddy Mitchell—Derby 738.

On Transcription: Jerry Gray—Standard.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE

NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

BS AFFILIATES

Meet Set for May 10-11

HE COLUMBIA Affiliates Adsory Board's 1950 sessions will held at CBS headquarters in ew York and at the Ritz-Carlton otel on Wednesday and Thursy, May 10 and 11. Meetings will attended by CAAB members repsenting 178 independently-owned filiates and CBS key executives.

A private session of the board ll be held on Tuesday, May 9, to ect a chairman and secretary for e coming year and to prepare an enda for the meetings with CBS ecutives.

Members of the board are:

I. R. Lounsberry, WGR Buffalo, airman, representing District 2; E. Hill, WTAG Worcester, Mass., cretary, District 1; C. T. Lucy, RVA Richmond, Va., District 3; enn Marshall Jr., WMBR Jacksonle, Fla., District 4; Howard Sumerle, WWL New Orleans, District 5; chard Borel, WBNS Columbus, io, District 6; William Quarton, MT Cedar Rapids, Iowa, District 7; yde Rembert, KRLD Dallas, Tex., strict 8; and Clyde Coombs, KROY cramento, Calif., District 9.

CBS executives who are to atnd the CAAB meetings include: Frank Stanton, president; Joseph Ream, executive vice president; drian Murphy, vice president and neral executive; Lawrence Lowman, ce president and general executive; erbert V. Akerberg, vice president in arge of station relations; William Gittinger, vice president and astant to the president; Hubbell obinson Jr., vice president in charge network programs; J. L. Van Volkburg, vice president in charge of twork sales; William B. Lodge, vice esident in charge of general engieering; Earl Gammons, vice president charge of Washington office; J. elly Smith, vice president and direcr of station administration; Louis ausman, director of advertising and les promotion; William A. Schudt ., director of station relations, and E. Hall, Eastern Division manager, ation relations.

CA issues new edition of its question-d-answer handbook, *RCA—What It —What It Does*, which, with simple xt and many illustrations, describes story of corporation and activities its various divisions, including radio d television broadcast services of BC.

1872 George Coffin Johnston 1950

COL. GEORGE COFFIN JOHNSTON, 78, pioneer broadcaster and for over two decades chief owner of WDBO Orlando, Fla., died of a heart attack April 29 in Crescent City, Calif. He was on a 20,000-mile auto tour of the U.S.



Col. Johnston

Distinguished in three other fields before entering radio — medicine, teaching and Army service — Col. Johnston was noted also for his civic interest in Orlando. He was president and owner of 390 shares of the total 750 shares common stock in Orlando Broadcasting Co., licensee of WDBO-AM-FM. A CBS outlet, WDBO is assigned 5 kw on 580 kc, directional night.

Col. Johnston was born April 4, 1872, in Lisbon, Ohio, the son of Rev. George N. Johnston and Emma Coffin Johnston. For two years he attended Washington & Jefferson College and then went to Western U. at Pittsburgh. In 1895 he graduated from the Western Pennsylvania Medical College and practiced medicine for 25 years in Pittsburgh.

It was here he took an early interest in roentgenology, the science of X-rays. In 1909 he was named first president of the American Roentgen Ray Society and was first professor of roentgenology in the U. of Pittsburgh. He also was on the staff of seven hospitals in that city.

During World War I he was commissioned a major and conducted a school to train physicians in the war usage of X-rays. Later he was named Surgeon General in charge of all medical field equipment used by the American Expeditionary Forces in France.

Following World War I he went to Orlando for reasons of health and subsequently became interested in radio, purchasing WDBO from Rollins College in the mid-'20s. He was active in its operation throughout the years.

Associated with Col. Johnston in the station have been Bill McBride, director of national sales, who joined WDBO in 1930 as announcer; James Yarbrough, chief engineer since 1926; Jack Pedrick, local sales manager, with the station since 1935, and Harold Danforth, vice president, who was with WDBO under its Rollins College ownership. All are minor stockholders.

Col. Johnston was ordered to active duty in World War II but age and physical condition precluded his serving again. He was placed on the honorary retired list in 1947 with rank of colonel.

Disposition of Col. Johnston's estate had not been announced late last week.

A widower, his wife was the former Ida B. Davis of Pittsburgh, who died in 1945. A daughter, Dorothy, also is deceased. Col. Johnston is survived by a brother and two sisters.

MISSOURI AWARDS

Cite Sulzberger, Hobby

ARTHUR HAYS SULZBERGER, publisher of *The New York Times* and president of Interstate Broadcasting Co. (WQXR-AM-FM New York), and Mrs. Oveta Culp Hobby, former head of the U. S. Women's Army Corps and executive vice president of the *Houston* (Tex.) *Post* (KPRC-AM-FM Houston), were among four American journalists to receive Missouri Honor Awards for Distinguished Service in Journalism at the U. of Missouri's 41st Journalism Week sessions last week.

The citations were presented by Dean Frank Luther Mott of Missouri's School of Journalism. He also presented awards to Joe Alex Morris, graduate of the school and magazine editor; James Todd, Moberly, Mo., publisher, and to the St. Louis *Star Times* (KXOK St. Louis), one of two newspapers to be cited. The other was a Dutch paper.

Ziv Sales Additions

THREE additions to the sales force of the Frederic W. Ziv Co., New York, producers of transcribed radio programs, were announced last week. Henry Z. Unger, radio sales veteran, has been assigned to the company's North Central Division, with headquarters in Youngstown, Ohio. Arnold Nygren, formerly with Transit Radio, has been named to the company's Eastern Division, with base of operation in Boston. Norman Land, who will headquarter in New York, has been assigned to the eastern half of Pennsylvania.

WPAT APPOINTS

Carlin, Schofield Named



Mr. Carlin



Mr. Schofield

PHILLIPS CARLIN, former MBS vice president in charge of programs, and now an independent consultant, has been retained by WPAT Paterson, N. J., as program consultant.

Station also has announced the appointment of Arthur C. Schofield as publicity and promotion director. Mr. Schofield formerly was advertising and promotion director of the DuMont Television Network.

Elaine Starr, former publicity director of the station, has been transferred to the sales department as an account executive.

Mr. Carlin resigned from Mutual last year. Before joining MBS he was vice president in charge of programming of ABC and before that program manager of NBC.

Mr. Schofield, before joining DuMont, had served as promotion director of KYW and WFIL, both Philadelphia.

RADIO listening in five-county Metropolitan Boston area is up 19.8% since advent of television, according to figures based on The Pulse Inc. report.

Gates has it

IF IT IS FOR A BROADCASTING STATION

GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

Available!
Play-by-Play MAJOR LEAGUE BASEBALL

KFRM has just signed with Liberty Broadcasting System for play-by-play Major League baseball. Participating announcements now available!

Here's a "red-hot" natural that will "hypo" your sales in an area with more than a million potential listeners.

For full details, wire The KMBC-KFRM Team, Kansas City, Mo., or phone any Free & Peters "Colonel."

KFRM
for Rural Kansas
Programmed by KMBC From Kansas City

CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

General manager, fulltime midwest, non-network. Must have managerial experience. Box 85F, BROADCASTING.

Manager wanted. Capable manager for FM station. Expanding into transit-casting and functional music. Large eastern city. Must be aggressive, experienced and have ability to produce. Only qualified persons need apply. References required. Box 93F, BROADCASTING.

Manager, salesmanger or topflight salesman for independent in metropolitan market with pay for results. Modest draw at start but no limit to percentage take. Station stock participation possible. C.P.A. Room 33, Montgomery Trust Arcade, Norristown, Pennsylvania.

Manager. Downstate Illinois AM-FM very favorable single station market of over 100,000. Complete details first letter including required draw on earnings participation basis. Interview in Chicago can be arranged. Write to G. Sherman, Room 221, 333 N. Michigan Ave., Chicago.

Salesmen

Time salesmen—two. We operate three stations in upper Michigan and northern Wisconsin. Single station markets, no outside competition. All stations network. Trade very radio minded. Living costs extremely low in America's vacation land. Liberal drawing account and commission that won't be cut. Company in business 20 years. Beautiful opportunity to make money. Not interested in floaters. Send all information first letter. Box 963E, BROADCASTING.

Wanted—Salesman for 250 watt network affiliate, middle Atlantic states. Rush references and full information. Box 3F, BROADCASTING.

Wanted—Experienced, aggressive salesman for 1000 watt fulltime independent New York state station. Draw against commission. Box 10F, BROADCASTING.

Independent station along Atlantic Coast has opening for salesman. Thousand watts—strong on local programming. Part of our territory still unopened. Salary and commission. Box 17F, BROADCASTING.

Help Wanted: Salesman, high caliber man who will enjoy working and living in southern city of 40,000. Car necessary. Box 43F, BROADCASTING.

Salesman—Opportunity for steady hard working local salesman on dominant network regional station. Complete details and references with application. WFDF, Flint, Michigan.

Salesman: If you are an experienced salesman, willing to work hard with Connecticut network station we have an excellent opportunity for you including advancement. Write immediately giving qualifications, background, availability and financial arrangements required. Box 15F, BROADCASTING.

Announcers

All-round announcers. Live wire, 1 kw independent in major midwestern locality has opening for two announcers capable of handling disc, adlib, man-on-the-street and sports shows. Should be able to handle own board. Liberal base pay plus talent. Real opportunity for top quality man. Send full details, disc, salary expected, photo. Box 32F, BROADCASTING.

Two good combination men. Send qualifications to KNPT, Box 276, Newport, Oregon.

Announcer, only experienced need apply. Disc, photo, tell all first letter. KSCB, Liberal, Kansas.

Help Wanted (Cont'd)

Wanted—Experienced announcer with first class license for combination position. Starting salary $60.00 week. Ed Anderson, Station WBBO, Forest City, N. C.

Hammond organist—announcer, immediately. Security, future. Start $50 plus talent. Send disc, photo, resume Air Mail. WCBA, Corning, N. Y.

Combination. Experienced only. Accent voice. Copy writing knowledge helpful. Phone number with reply. WCVA, Culpeper, Virginia.

Immediate need combination experienced, capable sports writer and sportscaster. Must be tops in sports coverage and air work, familiar with minor and major sports events. Wire collect Radio Station WERC, Erie, Pa.

Announcer-engineer by 1000 watt NBC station in heart of citrus belt of Florida. Short hours. Good working conditions. Must be experienced. Give complete information and audition disc. William P. Lee, WLAK, Lakeland, Florida.

Have immediate opening for first class combo man—announcer-engineer. Top salary paid if you are the one. Apply to Gene Tibbett, Manager, WLOX, Biloxi, Miss.

Combination announcer-engineer, first class ticket, Virginia daytime independent, rich fishing, swimming, resort area of state. Need good morning man. Living accommodations available. $240.00 per month start. WNNT, Warsaw, Virginia.

Technical

Combination men: First class license, must be experienced announcer, good ad-lib. Salary $55.00 for 40 hours. Box 81F, BROADCASTING.

Chief engineer, 5 kw midwest Mutual, fully experienced. Box 21F, BROADCASTING.

Chief engineer, 250 watt Rocky Mt. net affiliate. Position open near future. Send disc and photo. Write Box 35F, BROADCASTING.

AM-FM independent near Chicago needs summer replacement engineer after July 1. Personal interview required. Box 47F, BROADCASTING.

Chief engineer: construction experience, directional array, excellent opportunity to build up a station. Send full qualifications, photo, and expectant salary. Car necessary. Box 80F, BROADCASTING.

Production-Programming, others

Combination man, Wyoming station. Good voice essential. Send disc and photo. Write Box 34F, BROADCASTING.

Women's director for 30-minute daily participating show, capable of servicing her sponsors, writing new copy daily and doubling in station continuity department. Southern market of 200,000, network station seeks proficient and permanent employee. Box 60F, BROADCASTING.

Experienced play-by-play sports program director with license. Need ambitious, cooperative young man immediately. Salary open. Send tape, disc, details to KAYS, Hays, Kansas.

Television

Salesman

Television opportunity: WFMY-TV is only 7 months old and is growing. We need another good salesman now. This man must have had at least 3 years or more of solid radio selling experience. Prefer a young, aggressive man with good personality and what it takes to grow with accounts. No high pressure, no floaters. WFMY-TV, owned by the Greensboro Daily News, is in the No. 1 market of the No. 1 state in the south. Excellent living and working conditions. Schools, churches, colleges, climate tops. A comparatively small TV operation so you'll have a chance to learn all phases. Maybe you already sell TV and want to locate in this fast-growing section of the south. Send full particulars about yourself (photo preferred) right away. We will make a decision soon as we find the right man. Salary and commission: write Commercial Manager. WFMY-TV, Greensboro, North Carolina.

Help Wanted (Cont'd)

Situations Wanted

Managerial

Manager, accent on sales. Young, aggressive. 12 years grass-root experience in all phases of radio. Record of successful operation. College graduate. Box 814E, BROADCASTING.

Sales manager—who in twenty years has personally sold millions of dollars in local time seeks job as commercial manager of substantial station or manager of a smaller station. 1½ years of television. 45 years old, married and have two children. Complete references. Box 953E, BROADCASTING.

Eight years of radio including commercial and station manager, owner, can mean clean, efficient operation for your station, Present situation secure. What can you offer? Box 972E, BROADCASTING.

General manager willing to invest. Formerly manager—part owner independent and network. 13 years experience at two stations. Strong on sales and economical management. Basically sound opportunity and permanence paramount. Full details exchanged. Box 56F, BROADCASTING.

Salesman with 20 years background in national, regional and local advertising wishes commercial manager's job in progressive station. Annual billing record last year in market of half million exceeded $100,000.00 on regional independent. Married. Salary important but secondary to opportunity to become permanent in community. References. Box 866E, BROADCASTING.

General manager with accent on sales desires local network or regional station connection. 19 years newspaper and radio sales and executive experience with only two employers, majority years in radio. Program, expense and public relations conscious. Offer productive management in return for equitable remuneration and pleasant relationship. South preferred. Box 57F, BROADCASTING.

This team will make you money! Father and son combination. Station and commercial manager (father) program director, news, sports, special events, topflight announcer (son). Mature and youthful enthusiasm. Smooth efficient economical operation with real showmanship and sparkling programming. Strong sales results. Long experience in network and independent radio. Promotion and publicity minded. No social butterflies—just sincere, hard-working, honest, sober and dependable men. Pleasing personalities that mix well with young and old. Desire permanent location in city of fifteen thousand or more with one (not more than two) station. Very reasonable salaries and percentage of sales. These two men can give you the station managerial, program and sales results you have wanted. Box 19F, BROADCASTING.

Administrative assistant to general manager whose other interests, the advent of TV or wish to concentrate on sales, forces him to spread himself too thin. 13 years radio experience on top of newspaper and college background. Majority of radio time spent in similar capacity. Also station management and sales experience. Have moved only once and am interested only in pleasant relationship with permanence and security. Desire personal interview at the station. Background and references will indicate a capable individual with capacity for work. Box 58F, BROADCASTING.

Commercial manager, 11 years all phases. Desirous of making long standing proposition with middlewest station. Hard worker, sober and conscientious. Good record in sales. Family man. Box 51F, BROADCASTING.

Married veteran, 27, became assistant to station manager, billings have increased sixty per cent since. I'll take part of the credit and a job in a similar capacity or as program director of a slightly larger station. Some DJ work and much copy. Box 89F, BROADCASTING.

Situations Wanted (Cont'd)

Complete staff nucleus, including general manager, commercial manager, finest announcer-engineers. All personnel thoroughly experienced. Can organize or re-organize your station. Write Box 95F, BROADCASTING.

Salesmen

Sales manager-salesman, 33, married proven record, high earnings. Also write, announce. Box 949E, BROADCASTING.

My sales have been tops and I'm happy. We can get together if your future will equal my talents. Box 973E, BROADCASTING.

Sales manager or salesman, experienced, young college grad. Can produce, write, announce. Box 996E, BROADCASTING.

Salesman top billing in highly competitive market. Proven sales results. Promotion minded. Copywriter. Interested in regional AM or TV station. Presently employed with 5 kw affiliate. Highest references. Box 18F, BROADCASTING.

Twelve years radio sales and production, want permanent sales connection with definite future. Sober, stable, family man. Hot shot selling not my line, but if you have saleable operation in potential market, we both will profit. Box 50F, BROADCASTING.

Salesman: Young, aggressive. Record of successful achievement. College graduate. TV affiliated operation preferred. Reference from present employer. Box 59F, BROADCASTING.

Salesman, limited rural area experience. Have 1st class ticket. Car, prefer east coast. Independent. Box 66F, BROADCASTING.

Announcers

Announcer, newscaster. Available now. BA Degree, single, have car. Will travel. Disc, photo on request. Box 895E, BROADCASTING.

Experienced announcer - program director major network and independents experience. Best references. Single. available immediately, anywhere in United States. Box 915E, BROADCASTING.

Looking for an experienced, hard working, dependable announcer and operator? I'm available. Single, 22, college graduate. Travel anywhere. Salary secondary. Box 921E, BROADCASTING.

Newscaster. A newspaperman with a voice. Gather, write, deliver. Best references. Disc, details upon request. Box 923E, BROADCASTING.

Announcer: Recent graduate of radio school. Can operate console, college graduate, ambitious, hard worker, need that all important first job. Will send disc and photo if interested. Box 962E, BROADCASTING.

Baseball play-by-play man. Not too late to get a warm, informal, but exciting style which brings sales to sponsor, listeners to station and fans to club. Available immediately. Thoroughly experienced all phases broadcasting. College graduate. Box 975E, BROADCASTING.

Announcer-writer. Age 22, single, college, veteran, AFRS experience disc shows, news shows, commercials. Operate console. Car. Disc, photo on request. Will accept summer replacement. Box 995E, BROADCASTING.

Experienced announcer-continuity writer. Single veteran, 24. Seven months experience including DJ, news, console operation, general staff announcing. No floater. All replys answered promptly. Available immediately anywhere. Disc, photo available. Box 997E, BROADCASTING.

Florida stations—announcer, 5 years experience, family man, college, desires permanent roost in Florida. Box 1F, BROADCASTING.

Available dependable sportscaster wants position with reliable Minn., Iowa or Wisc. station. Can make sports pay dividends with accurate play-by-play and smooth sportscasts. Four years radio experience. Sports participant, B.A., 28, married. Personal interview. Write Box 5F, BROADCASTING.

Situations Wanted (Cont'd)

xcellent newscaster and staff man. 9 married, writes and does half hour hat type show" that carries terrific ommercial appeal, friendly, mature ice, prefers New England location. ox 6F, BROADCASTING.

hief announcer—Family man. Desires mmediate opportunity. Available at nce. Box 11F, BROADCASTING.

ttention Indianapolis. DePauw radio ajor. Soph. Wants summer job. lessenger or vacation fill-in. Head ePauw sports announcer. Looking to the future? Then hire me. Box 8F, BROADCASTING.

illbilly disc jockey, experienced and apable, also recording for well known ecord firm. Have library of my own. great program and can sell merchanise. Can operate board! Box 14F, ROADCASTING.

nnouncer professionally trained. eeds first job. 20, single. Disc, photo. ox 16F, BROADCASTING.

nnouncer: family man, 27, 2 years ollege. Well trained for radio-telesion. Prefer midwest. Box 26F, ROADCASTING.

ombo man, experienced, reliable. isc and references on request. Box 7F, BROADCASTING.

isc jockey — intelligent, well proammed shows with a deep voice and a elaxed style. Two years experience, ow working in the metropolitan New ork area. Box 29F, BROADCASTING.

nnouncer, young, ambitious, versatile. esires staff position. No experience t thoroughly trained. Disc and photo vailable. Box 39F, BROADCASTING.

xcellent announcer. Present 50 kw. esire change. NBC trained. 28. Colge, Married. Start $65 week. Box 4F, BROADCASTING.

ombination man: Chief announcer ith ticket, programming, production, riter. News, specialty. Top grade ork. 3 years experience. West coast nly. Box 49F, BROADCASTING.

nnouncer, experienced New York staon (FM). 32, single, free to travel. esires steady position. Resume and udition disc available. Box 61F, ROADCASTING.

opflight sportscaster. Present 50 kw lay-by-play, staff, sportswriting, feaires. 28. College. Married. Start $65 eek. Box 45F, BROADCASTING.

nnouncer, experienced metropolitan ation. 31, married, free to travel. esires steady position. Resume and isc available. Box 62F, BROADCASTNG.

nnouncer, four years experience. Can o first rate disc show, strong newscast, ist and pleasant audience participation how. Also handle board, write copy. vailable June 1. Disc information on equest. Box 65F, BROADCASTING.

taff announcer, 3 years staff, all phases f radio business, incl. board, sports, usic. Specialist on news. Single, will ravel. Disc, references, info request. ox 69F, BROADCASTING.

nnouncer, young, single. Four years .Y. radio. All-round staffer. Intelgent news, strong on D.J., will travel. ox 71F, BROADCASTING.

opnotch announcer, young and ambious, wants first big break. Prefer ew England. Disc available. Box 73F, ROADCASTING.

ummer replacement, announcer, 2 ears fulltime staff experience, news, usic, copy, board, sports. Available ne through September. Highest refrences. Contact immediately. Box 68F, ROADCASTING.

mbition and willingness to work are ly qualifications to a decent first reak. Disc available. Box 74F, ROADCASTING.

xperience means quality. For an anouncer with a good bit of both. Write ox 75F, BROADCASTING.

nnouncer experienced. Box 70F, ROADCASTING.

nnouncer, newscaster, 29, single, vet, raduate leading radio school in New ork. Six years experience sales field. Will travel anywhere for break. Disc, hoto available. Box 77F, BROADASTING.

f you need an announcer, writer with heoretical experience, write me. Box 3F, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, 28, married, experienced, affiliate and indie, good all-round man, including N.Y.C. staff. Handle board, travel, N.E. preferred. Disc, photo available. Box 79F, BROADCASTING.

Experienced play-by-play announcer looking. Sports and all other. Box 82F, BROADCASTING.

Not a hot shot: Just a good all-round staff man with 1½ years metropolitan staff experience; heavy on DJ. Board proficiency, BA. Box 84F, BROADCASTING.

All-round, well experienced announcer. Good selling voice. Fine personality. Best references. Console. Single. Available immediately. Will travel. Box 86F, BROADCASTING.

Announcer-engineer. Accent on announcing. Experienced. Available immediately. Will travel. Box 92F, BROADCASTING.

5 years experience. Chief announcer, management. Experienced in all type broadcasting. All offers considered. Presently employed chief announcer, 5,000 kw. Married, small child. Can really sell morning show. News, commercials, discs, constant ad-lib. Write Box 94F, BROADCASTING.

Announcer, 2½ years network, independent experience, versatile, single, 24. B.A. Degree. Dependable, responsible. Experience commercials, news, popular, classical music. Desire permanent position. Jack Erthal, 11402 Superior Avenue, Cleveland, Ohio.

Announcer-engineer, emphasis announcing. Two years experience all phases 250 independent. Some play-by-play baseball, football. Married. No children. Car. Available immediately. Lee Hughes, 5414 S. Wood St., Chicago 9, Illinois.

Young, single man desires announcer-engineering position. 1st class phone license, army-control tower operator (2 years). Location and salary secondary. Lee Kramer, 370 Montgomery Street, Brooklyn 25, N. Y.

California—Announcer 3 years experience. Left eastern position to settle in any section of southern California. 2 years college, 2 years specialized training. Excellent references, married, dependable, available. Dick Miller, 6306 Bluebell Ave., North Hollywood, Calif. Phone Sunset 1-9467.

Are you looking for an announcer for any type program, especially morning man? Contact Pete Stenger, 418 Winchester Ave., Martinsburg, W. Va., or call 6141. Available immediately.

Technical

Engineer—26 months experience transmitter, remotes. Graduate leading radio school. Army radar experience. Will travel. Box 819E, BROADCASTING.

Chief engineer, 17 years experience seeks change to more progressive station. Best of references. Box 924E, BROADCASTING.

First phone license. Transmitter, console, remotes. Married, car. Want to settle with northeastern station. Box 939E, BROADCASTING.

Engineer available on short notice—consider only 5-50 kw stations. Best references. Box 925E, BROADCASTING.

Chief engineer—Presently employed, in charge of engineering for two stations. Full experience all phases of broadcast engineering. Excellent references. Age 33, married, 2 children, sober, industrious. 3 years present position. Available in 30 days. Want chance with a good aggressive station. Can operate your engineering department in an efficient economical manner. Let's correspond. I'll come to you for interview if preliminary correspondence warrants. Box 990E, BROADCASTING.

Engineer now employed as assistant chief at five kilowatt regional. Experienced all phases; seeking better position. Well recommended by present employer. Box 993E, BROADCASTING.

Experienced combination man wants position with future in financially sound organization south or southwest. Plenty experience engineering and announcing. Presently employed chief engineer. Sober, dependable, hard worker. Married. Automobile. Two weeks notice. Box 7F, BROADCASTING.

Situations Wanted (Cont'd)

Experienced engineer-announcer looking for work with progressive station. Good voice, excellent timing. Commercial writing. Farm editor. Taught radio two years. References upon request. 18 months broadcasting. Box 8F, BROADCASTING.

Chief 250 net, now employed, want change to progressive organization. Experienced all phases. Married, dependable; excellent references. Consider staff of chief position. Box 28F, BROADCASTING.

Engineer, degree, licensed, 12 years experience, 8 as chief, now employed. Box 33F, BROADCASTING.

Engineer thoroughly experienced, no announcing, excellent references. Go anywhere. Box 40F, BROADCASTING.

Engineer: Experience—14 months combination. Available latter part June. Midwest desired. Box 41F, BROADCASTING.

Experienced, 1 year transmitter work, single, willing to travel; have car if needed. Box 42F, BROADCASTING.

Engineer desires permanent position with a growing station. Willing to travel. Box 46F, BROADCASTING.

Engineer, 1st phone. Veteran 27; experienced AM transmitters, remotes. Technical school graduate, AM, FM, TV. Prefer east coast, midwest. Box 48F, BROADCASTING.

Veteran, 22, single. 1st phone. 3 years broadcast experience. Theory instructor in Signal Corps. Available immediately. Will travel. Possible combination. Box 52F, BROADCASTING.

Engineer: 10 years experience. Construction, economic operation. Field strength surveys, FM background, professional recording engineer. Chief of kw past four years. Available immediately, any locale. Box 63F, BROADCASTING.

Engineer, 1st class ticket radio background, consoles, recording, time sales. Will consider summer position, northeast. Box 67F, BROADCASTING.

Recent graduate, 1st class phone (with TV training) vet, single, reliable, willing to travel. Box 76F, BROADCASTING.

Chief engineer desires settle, prefer city under 100,000, progressive station, background 18 years. College teaching, FM research, ABC Hollywood, NBC Hollywood, 50 kw, EE Degree—now in television, references. Age 34, steady, capable, married, financially independent, will consider stock. State all details first letter. Box 83F, BROADCASTING.

Engineer—licensed. Three years experience transmitter, remotes, maintenance. Have car. Any location. Box 88F, BROADCASTING.

Radio engineer, formerly chief field engineer Washington consulting firm now chief engineer California radio station desires position as chief or staff engineer where combination consulting and operating knowledge needed. Five years experience full range consulting design and field work. Ten years operating and installation experience including 50 kw power. Capable complete station layout and installation including design and construction directional equipment. Can go anywhere. Box 90F, BROADCASTING.

Transmitter engineer, 6 years experience, last two kilowatt directional. Married, have car, willing to live at job. Box 206, Mabscott, W. Va. Phone: Beckley 3539.

Young, single man desires engineering position. Two months experience, very reliable, able to go anywhere. William M. Dickinson, 515 W. 5th Ave., Mitchell, S. Dak.

Engineer-announcer. Experienced on local, running board and both logs simultaneously. Have car and am willing to move. Also do not mind present employer being contacted. Write or wire Tom Gadwa, c/o KISD, Sioux Falls, S. D.

Vet. 25. 3 years C.W. and broadcast experience. Have car. Seeking permanent position Scranton vicinity and east. Sal. Giammanco, 624 Hendrix St., Brooklyn 7, N. Y.

Engineer with first phone license, wishes position, will work anywhere. No experience. A. D. Kirschbaum, Cairo, Nebraska.

Engineer first phone, class A ham, do not drive. Single. Richard Roeder, 424 Raritan Avenue, Highland Park, N. J.

Operator, first license, five years broadcast experience, wants transmitter job. 31. Single. Available short notice. Lewis Sherlock, Box 51, Plainview, Texas.

Situations Wanted (Cont'd)

Engineer, available immediately, first phone, married, experienced AM, FM, trained in television. Studio construction. Experienced chief engineer 250. Desire permanent position. Jim Suptic, 335 Armstrong, Kansas City, Kansas.

Operator—First phone, broadcast experience during war, 24, married. North or southeast. J. M. Wall, South River, N. J.

Production-Programming, others

Traffic manager who can fill the bill. I have six years experience in traffic, copy. Available immediately eastern or southern station. Box 951E, BROADCASTING.

Seek combination program director-sales appointment; creative mind; know station operation thoroughly; now, successfully operating radio ad agency; can meet people and sell 'em; young, mature, hard worker; network announcer-actor; highest references. Box 965E, BROADCASTING.

Young man, 29, six years intensive experience selling to advertising agencies, wants to join radio/television representative or package show outfit. Good writer; creates and pushes sales presentations. College graduate, veteran, married. N.Y.C. only. Box 991E, BROADCASTING.

Continuity writer-announcer, college grad, 25, looking for position with future. References from top men in radio tell my story. Box 998E, BROADCASTING.

Woman continuity director with air and sales experience. University graduate. Presently employed. Best references. Box 20F, BROADCASTING.

Woman commentator, director. Versatile, experienced all phases radio, seeks connection offering bona fide opportunity for growth, advancement. Personality, record, background just right for aggressive operation following strong public service line. Box 24F, BROADCASTING.

Continuity-script writer. College grad. Down-to-earth writer with plenty imagination and free and easy conversational style. Location and pay no object. Box 30F, BROADCASTING.

Newscaster: "Newspaperman with voice." BS; family. AM or TV. $90-$100. Box 36F, BROADCASTING.

Experienced radio man in late thirties wishes public relations job in sales promotion and merchandising with progressive station. Background includes every phase of radio with particular emphasis on public relations and sales promotion. Have handled news commentaries, disc jockey spots in past, plus selling locally and nationally. Good references. Salary important but secondary to opportunity. Box 38F, BROADCASTING.

News editor now employed in midwest network affiliate wants advancement to news conscious station anywhere in U.S. College graduate, married. Available one month. Box 53F, BROADCASTING.

Transcription production clerk, college graduate, single, 3 years experience, deejay and variety shows, directing, tape recording, editing, sales. Box 72F, BROADCASTING.

Man with future seeks continuity job with progressive station or agency. Degree in music and radio. Knowledge sports, news, special events. Travel anywhere. Salary secondary to opportunity. Box 87F, BROADCASTING.

Combination man. Operate recording studio; board, cutters, announce, act. Completed radio school. 2½ years college. Installed college station—taught radio. Know pop music thoroughly—have own record library. Pronounce French, German dialects. Chance for advancement of prime importance. Married, vet. 24. Will travel. Jimmy Valentine, 1327 N Street, N.W., Washington 5, D. C.

Television

Managerial

Successful commercial and station management has paid me well. No TV knowledge, but a yen to learn. Let's talk. Box 974E, BROADCASTING • *TELECASTING.*

(Continued on next page)

Television (Cont'd)

Salesman

Proven radio salesman anxious to switch to TV, college grad, three years advertising, theatre, newspaper and agency contacts. Writer, director and traffic. Young, aggressive, competent. Available now. Will travel. Box 2F, BROADCASTING • *TELECASTING*.

Production-Programming, others

College grad, 25, vet, now working free lance for firm making TV commercials. Looking for permanent position in TV station or agency. Best references. Box 999E, BROADCASTING • *TELECASTING*.

For Sale

Equipment, etc.

For sale: General Electric FM transmitter, type No. BT-4-B with rated power of 10 kw.; General Electric BC-3A transmitter console, two racks of speech input equipment; also Western Electric 8-section cloverleaf antenna, type 54-A. Make offer. Box 992E, BROADCASTING.

RCA 72D recording attachment, new, $200; 64B speaker, like new, $75; 82C-1 monitoring amplifiers, $60 each; 35B panel shelfs, $15 each; junior velocity microphone, $15; 40C line amplifier, $60; Radiotone recording lathes Fairchild heads, $300; without heads, $150. Box 9F, BROADCASTING.

RCA-BTF-250A FM transmitter and type 600T-REL frequency modulation monitor, like new. Price $1500. Box 12F, BROADCASTING.

Presto 8-N recorder in floor cabinet. I-C cutter. Outside-in and inside-out feedscrews. 125-A microscope. 190-A equalizer slider. All in new condition. Original price $1900. Sell for $1350. Contact John Rowlett, KECK, Odessa, Texas.

Schools

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

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Washington 10, D. C.

Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name.....

Address.....

City.....State.....

For Sale (Cont'd)

For sale: Two Model Y-2 Presto recording amplifiers and turntables. Used very little. Condition good as new. Mounted in handsome console. This equipment cost over $2,200 and is available at a big saving. Contact Radio Station KRIG, Odessa, Texas.

For sale, two self-supporting Ideco towers complete with clearance lights, 300 MM code beacons, flashers and base insulators, $1500 each; RCA model 308-B field intensity meter serial 551, $1400. F.O.B. San Diego. KSDO, San Diego, California.

WE 250 watt 310-B transmitter 2 sets tubes. Good condition. Available now. $1,000. KXRO, Aberdeen, Washington.

Two Presto turntables with Western Electric 9-A reproducers. One Gates model 35 console. One RCA BA-2 amplifier. Excellent condition. Make offer. WGCM, Gulfport, Miss.

1—Model DC1E Gates, 1 kw, transmitter, used five months only. Write Houston Radio Supply Co., Inc., Clay and LaBranch, Houston 3, Texas.

RCA 100F AM broadcast transmitter. 26-41 megacycles. Not war surplus. Original cost $1500.00. Sell for $200.00. Karl Neuwirth, 16 May Place, Nutley 10, N. J.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

One kilowatt FM transmitter, prefer Western Electric. Reply Box 908E, BROADCASTING.

5000 watt AM transmitter. Four 300 foot towers. Box 4F, BROADCASTING.

Turntable, preferably RCA, complete with pickup. State lowest price and age. Box 37F, BROADCASTING.

150 foot tower. Also 250 watt AM transmitter and associated monitoring and studio equipment. Separate items considered. State model number, condition and price. Box 91F, BROADCASTING.

Wanted to buy—One used Presto 6N or Reco cut disc recorder. Must be in good condition. Radio Station KNED, McAlester, Oklahoma.

Help Wanted

Salesman

SALESMEN WANTED

Fine Opportunity for experienced salesmen on a 5000 watt network station in one of the south's largest metropolitan markets. Man who has sold time in south preferred. Send photo and all details first letter. Write BOX 22F, BROADCASTING.

RADIO TIME SALESMAN

Radio station representative . . . Experience necessary . . . Excellent opportunity with aggressive, expanding organization of Radio Station Representatives . . . Send complete resume. Our staff knows of this advertisement...

BOX 55F, BROADCASTING.

Help Wanted (Cont'd)

Announcers

NEWS ANNOUNCER: Here's a real opportunity for the right man to join a big California station. We are looking for an experienced news announcer who wants to settle down and become an institution in the community. The man we want has a low authoritative voice, lots of ambition and the ability to keep his feet on the ground. Some news, editorial ability required. Primary emphasis will be placed on ability to deliver on the air. $85.00 a week to start. Send all information and a photo in the first letter and be prepared to supply a transcription on request. Apply to Box 25F, BROADCASTING.

Situations Wanted

RECOMMEND!
TWO STAFF MEN!!

We are changing operation to strictly Negro programming soon. These men are loyal, cooperative, competent. I am most anxious to see them placed well. Available now.

1. Program director—special events—disc jockey. Excellent voice and personality. Six years experience—married.
2. Sportscaster—play-by-play—staff. Three years experience. Two seasons eastern baseball and football—married. East or northeast preferred.

Address all replies, strictly confidential.

Mort Silverman, General Manager
Station WMRY
New Orleans, La.

Production-Programming, others

Personable announcer, special events—double in promotion. 10 years of proven ability. Married, conscientious, sober, reliable, with excellent references. Presently employed. Would like to locate with more progressive station in major market. Available July First. For details Box 23F, BROADCASTING.

Situations Wanted (Cont'd)

RESEARCH, PROMOTION & MERCHANDISING MAN

Young man who knows his way around agencies and networks. Has network news and time selling experience. Handled promotion for two smaller market stations, now wants step up into larger organization. Yale grad, top references. For full details:

BOX 31F, BROADCASTING

Television

Production-Programming, others

TOPFLIGHT TV PRODUCER
GOING FROM NEW YORK TO L.A.

Thoroughly experienced TV, radio producer, director and writer. Wrote, produced, directed over 200 television, radio programs of all types, on all major TV, radio networks, leading independents. Presently manager TV, radio department New York agency, charge of all TV, radio including time buying, talent, negotiation. Familiar all phases radio, TV advertising, well-rounded executive experience advertising, public relations, publicity. Knows big business. Present employer knows of ad. Write Box 54F, BROADCASTING • TELECASTING.

For Sale

Equipment, etc.

For sale—Equipment for complete 250 watt broadcast station including high fidelity custom built rack and panel control room installation. Used less than three years. Write for list or specific equipment.

Martin Karig, Station WWSC, Glens Falls, N.Y.

SCBA Elections May 11

SOUTHERN CALIFORNIA Broadcasters Assn., Hollywood, will hold its annual election of officers May 11. Election committee appointed by William J. Beaton, president of SCBA and general manager of KWKW Pasadena, to supervise nominating and voting, includes Frank Burke Jr., KFVD Los Angeles; Thelma Kirchner, KGFJ Los Angeles; Harrison Dunham, KTTV (TV) Los Angeles. Current board of directors held its final meeting in Hollywood May 2.

An Outstanding Independent

LOCATION:	Excellent midwest single station market.
FIXED ASSETS:	Above average, include valuable real estate.
EARNINGS:	$40,000.00 plus yearly net before taxes.
PRICE:	$50,000.00 down, balance financed on favorable terms.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.
RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FCC Actions

(Continued from page 59)

Decisions Cont.:

WLYC Lycoming County Bcstg. Co., Williamsport, Pa.—Granted mod. of CP to change name to Lycoming Bcstg. Co.

Leonard A. Versluis, Porter, Ind.—Granted CP for new experimental TV relay KSB-59.

Leonard A. Versluis, Nr. Cedar Bluff, Mich.—Granted mod. CP to change frequency assignment KQB-29 from 1990-2008 mc to 2042-2059 mc band (or such frequencies as may be assigned by Commission) and install new equipment and ant. system.

Leonard A. Versluis, Nr. Stevensville, Mich.—Granted mod. CP to change frequency assignments KQB-30 from 2042-2059 mc band to 2076-2093 mc band and install new trans. and ant. system.

WJCM Sebring, Fla.—Granted mod. CP to change type of trans.

Following granted mod. CP's for extension of completion dates as shown: KPFA Berkeley, Calif. to 10-21-50; KSDS San Diego, to 10-15-50; KQB-32 Stevensville, Mich. to 7-15-50; KQB-30 Nr. Stevensville, Mich. to 7-15-50; KQB-29 Nr. Cedar Bluff, Mich to 7-15-50; KQB-31 Nr. Cedar Bluff, Mich. to 7-15-50; KRPO San Jose, Calif. to 10-1-50; WJPF-FM Herrin, Ill. to 9-30-50; WLOK-FM Lima, Ohio to 11-18-50; WJBK-FM Detroit to 11-29-50; KTRH-FM Houston to 9-12-50; KFAC-FM Los Angeles to 11-16-50.

Gila Bcstg. Co., Safford, Ariz.—Granted license for new remote pickup KA-5498.

WKLK Cloquet, Minn.—Granted license new AM station; 1450 kc 250 w unl.

WCMI Ashland, Ky.—Granted license install new trans.

WLOW Portsmouth, Va.—Granted license change frequency, change power, hours of operation, trans. and studio locations and install new trans.; 1400 kc 250 w unl.

KVSO Ardmore, Okla.—Granted license install new trans. and change studio location.

KSDO San Diego, Calif.—Granted license increase power, change hours of operation, install new trans. and DA-N and change trans. and studio locations; 5 kw-D 1 kw-N DA-2.

WHEC Inc., Rochester, N.Y.—Granted mod. license to change frequencies KA-5513 from 30.82, 33.74, 35.32, 37.98 mc to 26.15, 26.25, 26.35 mc.

Earle C. Anthony Inc., Los Angeles, Calif.—Granted mod. license to change frequencies KA-4710 from 31.22, 35.62, 37.02, 39.26 mcs. to 26.11, 26.15, 26.25, 26.35, 26.45 mcs. for use with KFI-TV in addition to KFI and KFI-FM.

Rockbridge Bcstg. Corp., Lexington, Va.—Granted CP new remote pickup KA-3534.

Big Horn Bcstg. Co. Inc., Sheridan, Wyo.—Granted CP new remote pickup KA-4015.

Santa Monica School Board, Santa Monica, Calif.—Granted CP new remote pickup KA-6460.

Midwestern Bcstg. Co., Traverse City, Mich.—Granted CP and license new remote pickup KQB-399.

KWTO Springfield, Mo.—Granted CP install aux. trans. at present site of main trans. on 560 kc, 1 kw DA-N.

KWOR Worland, Wyo.—Granted CP to install new trans.

KNCM Moberly, Mo.—Granted mod. CP for approval of ant., trans. and studio locations and change type trans.

KJCF Festus, Mo.—Granted mod. CP for approval ant., trans. and studio locations, and change type trans.

KJBC Midland, Tex.—Granted mod. CP for approval ant., trans. and studio locations.

KAJL Lancaster, Calif. — Granted mod. CP for approval ant., trans. and studio locations and change type trans.

Wayne M. Nelson, Nr. Mooresville, N. C.—Granted mod. CP for approval ant., type trans, trans. and studio location.

KVAS Astoria, Ore.—Granted mod. CP for approval of ant., type trans. and trans. location

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"
Contact EDWARD PETRY CO.
WBAL

KCIJ Shreveport, La.—Granted mod. CP change type trans.

WCAV Norfolk, Va.—Granted mod. CP make changes in ant. and ground system.

WARA Attleboro, Mass. — Granted mod. CP to install new trans.

WFVG Fuquay Springs, N. C.—Granted mod. CP to change studio location.

KOLS Pryor, Okla.—Granted mod. CP for approval of ant. and trans.

WNXT Portsmouth, Ohio—Granted mod. CP change trans. location.

WAAF Chicago—Granted mod. CP for extension of completion date to 10-10-50.

WMBD Peoria, Ill.—Granted mod. CP for extension of completion date to 11-15-50.

WVOK Birmingham, Ala.—Granted mod. CP to make changes in trans. equipment.

Radio Americas Corp., Area Mayaguez, P. R.—Granted renewals remote pickup KA-5699 to 9-1-50

Voice of Porto Rico Inc., Area Ponce, P. R.—Same KA-5040.

WDAY Inc., Area Fargo, N. D.—Granted renewal remote pickup KA-6481 temporary basis to 9-1-50.

WDAY Inc., Fargo, N. D.—Granted renewals remote pickup KA-5606, KAA-994 on temporary basis to 9-1-50.

Granted following remote pickups renewals on regular basis to May 1, 1953: KA-5885 WEBR Inc., area Buffalo, N.Y.; KA-5898 The Wooster Republican Printing Co., area Wooster, Ohio; KA-5831 KOVO Bcstg. Co., area Provo, Utah; KA-5592 KA-3128 Richmond Radio Corp., area Richmond, Va.; KA-6477 (Formerly WDAJ) Tampa Times Co., area Tampa, Fla.; KA-6478 (Formerly WTHB), The Tribune Co., area Tampa, Fla.; KA-6479 (formerly WAIY), WIBX Inc. area Utica, N. Y.; KA- 6480 (formerly WAIJ) WIBX Inc., area Utica, N. Y.; KA-6482 (formerly KAXB); KA-6483 (formerly KAZA) WKY Radiophone Co., area Oklahoma City, Okla.; KA-6484 (formerly WAEA) WAPO Bcstg. Service, Chattanooga, Tenn.; KA-6485 (formerly WAIX) WJHL Inc., area Johnson City, Tenn.; KA-6486 (formerly WAUB) WSIX Bcstg. Station, area Nashville, Tenn.; KA-6487 (formerly KRHP) The Houston Post Co., area Houston, Tex.; KOA-414 KOVO Bcstg. Co., Provo, Utah; KA-6488 (formerly WAHM) Richmond Radio Corp., area Richmond, Va.; KA-6013 (formerly WDAC) State of Wisconsin, U. of Wisconsin, area Madison, Wis.; KA-5521 Midland Bcstg. Co. Inc., area Kansas City, Mo.; KA-5522 Midland Bcstg. Co. Inc., area Kansas City, Mo.; KA-5459 Alamance Bcstg. Co. Inc., area Burlington, N. C.; KA-5616 WKY Radiophone Co., area Oklahoma City, Okla.; KA-5565; 5566 Scranton Bcstrs. Inc., area Scranton, Pa.; KA-5465 Atlantic Coast Bcstg. Co., area Charleston, S. C.

April 28 Decisions . . .

BY COMMISSION EN BANC

License Extension

Renewals for following stations were granted on temp. basis for period ending Sept. 1: WAVL Apollo, Pa.; WFNS Burlington, N. C.; WGLS Decatur, Ga.; WHAY New Britain, Conn.; WKPA New Kensington, Pa.; WKVA Lewistown, Pa.; WSKB McComb, Miss.; WXGI Richmond, Va.; KVEC San Luis Obispo, Calif.; WRC Washington, D. C.; WWJ Detroit; WISN (and aux.) Milwaukee; WMMN Fairmont, W. Va; KFWB Los Angeles; WWSW Pittsburgh; WNDB Daytona Beach, Fla.; KMA Shenandoah; KWDM Des Moines; KSEL Lubbock, Tex.; KPHO Phoenix; KVWC-FM Vernon, Tex.; KE?XCW and KE2XCX New York (NBC developmental stations).

License Renewal

License renewals for following stations were granted for period ending May 1, 1953: KDHL Faribault, Minn.; KFKU Lawrence, Kan.; KFNF (& aux.) Shenandoah, Iowa; KRSC Seattle; KTW Seattle; WQAN Scranton, Pa.; WDVA Danville, Va.; KGLC Miami, Okla.; KOOL Phoenix, Ariz.; KDET Center, Tex.

WTEL Philadelphia—Granted license renewal for period ending Feb. 1, 1953.

WGST Atlanta, Ga.—Granted license renewal for main trans. for period ending May 1, 1953, subject to compliance with engineering standards.

WKLY Hartwell, Ga.—Granted license renewal for period ending May 1, 1953. Denied petition of CIO requesting that renewal be set for hearing since contract in dispute for CIO broadcasts on station has been reinstated and CIO has failed to advise Commission whether it proposes to pursue further its petition.

WKPT-FM Kingsport, Tenn.—Granted license renewal for period ending March 1, 1951.

Banks Independent Bcstg. Co., Garden City, Va.—Granted license renewal for developmental station KG2XCK for period ending May 1, 1951.

Modification of CP

WHP Harrisburg, Pa.—Granted mod. CP specify change in trans. and add top-loading to ant.; engineering cond.

STA Extensions

STAs for following exp. TV relays in New York area extended to Oct. 27: KA-2461, Twentieth Century-Fox Film Corp.; KA-5037-8-9, Paramount Television Productions Inc. Extensions are subject to cond. that action is without prejudice to any action FCC may take in light of movie anti-trust decisions. FCC explained extensions are to permit temp. continuation of exp. programs and should not be used for large screen exhibition or demonstration of TV programs not connected with experimentation in line with FCC ruling last Nov. 17.

May 2 Applications . . .

ACCEPTED FOR FILING

AM—1130 kc

WXLW Indianapolis, Ind.—CP AM station to change from 1590 kc to 1130 kc.

May 3 Decisions . . .

ACTION ON MOTIONS

Examiner J. Fred Johnson Jr.

WRUS, WRUL, WRUW, WRUX, WRUA Scituate, Mass.—Granted continuance of hearing in proceeding re applications for renewal of licenses of WRUS, et al and WRUW for CP. Hearing continued from May 16 to Aug. 15.

WOBS Jacksonville, Fla.—Granted continuance of hearing in proceeding re application for mod. CP from May 5 to July 24.

By Examiner Basil P. Cooper

WGST Atlanta, Ga.—Granted continuance of hearing in proceeding re application WALT Tampa, Fla., WJBF Augusta, Ga. Hearing continued from May 15 to date to be subsequently announced. Any party to these proceedings may by motion or petition request that hearing be set for any given date.

By Examiner J. D. Cunningham

FCC General Counsel—Granted request that period for filing proposed findings in proceeding re applications of Delta Bcstrs. Inc., Thibodaux, La. and of KCIL Houma, La. be extended from May 1 to June 1.

WHIT New Bern, N. C.—Granted continuance of hearing in proceeding re application and of WELS Kinston, N.C. from May 8 to July 26.

By Examiner Elizabeth C. Smith

WALE and Bay State Bcstg. Co., Fall River, Mass.—Dismissed motion of Bay State Bcstg. Co. at own request for continuance of hearing in proceeding re application and of WALE. Granted motion of WALE for continuance of hearing from May 8 to July 10.

By Commissioner Paul A. Walker

KPAB Laredo, Tex.—Granted extension to June 5 to file proposed findings of fact and conclusions of law in proceeding upon matter of revocation of license of KPAB and for consent to transfer of control.

By Examiner J. D. Cunningham

FCC General Counsel—Granted extension of time from May 3 to May 18 in which to file proposed findings in proceeding re application of KFSA Fort Smith, Ark.

By Examiner Jack P. Blume

WWJ Detroit—Denied leave to take depositions of 25 individuals in proceeding re applications of WKNX Saginaw, Mich. and WKMH Jackson, Mich. This denial is without prejudice to filing of another petition and order in form required by Section 1.821 of the Commission's Rules and Regulations requesting same relief.

May 3 Applications . . .

ACCEPTED FOR FILING

AM—1230 kc

Pratt Bcstg. Co., Pratt, Kan.—CP new AM station 1230 kc 250 w D AMENDED to request 1230 kc 250 w unl.

License for CP

License to cover CP new AM station: KJCK Junction City, Kan.; KTOE Mankato, Minn.

WWRL Woodside, L. I.—License for CP to increase power, install DA etc.

KONO San Antonio—License for CP to change frequency, increase power etc.

WCPO-TV Cincinnati—License for CP new commercial TV station and indicate studio and trans. location as 2345 Symmes St., Cincinnati.

(Continued on page 76)

MARCH PROTEST

Hits Texas Network Policy

COMPLAINT against the Texas State Network was filed with FCC last week by Caso March, gubernatorial candidate, charging TSN was giving free time to Gov. Allan Shivers while refusing him time to reply to the Governor's "campaign speeches."

FCC acknowledged that the complaint had been filed but declined to make it public since it was a "letter." The Commission also explained it wished to get TSN's reply before releasing details. Mr. March was reported in Texas, however, as stating he had asked FCC to institute a hearing and to require the network of 17 outlets to afford him equal time with Gov. Shivers.

Gene L. Cagle, TSN president, stated the free time was allocated not to an individual but to the office of Governor for the purpose of reporting on public affairs concerning all of the state. He told Mr. March that if the latter were elected he hoped the Governor's reports would be continued "in the fine fashion instituted by the present Governor."

In addition to heading TSN, Mr. Cagle is president and general manager of KFJZ Fort Worth and president of KRIO McAllen and KABC San Antonio, all TSN outlets.

Worthy Retires

RETIREMENT of Charles W. Worthy, chief of FCC's docket branch, and promotion of Jesse (Sally) R. Blaine to that post was announced by the Commission Thursday. Mr. Worthy, a native of Indiana, had joined FCC's predecessor, the Federal Radio Commission, in 1932 and had served continuously since that time. Mrs. Charlotte B. Gladden was promoted from clerk in FCC's mail and files branch to chief information clerk and assistant to Miss Blaine.

DIRECTORS of WJR Detroit vote dividend of 10c per share to be paid June 5 to stockholders of record at close of business May 17, 1950.

PROGRAMS-PICTURE ALBUMS
PRINTED PROMOTION-SPECIAL FEATURES

IF YOUR TV-AM-FM STATION NEEDS PROMOTIONAL IDEAS SOLD TO PRODUCE CASH REVENUE OF FROM $200-$1,000 PER WEEK AS WE HAVE DONE FOR OVER 300 STATIONS FROM COAST TO COAST DURING THE PAST 12 YEARS—

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Docket Actions . . .

INITIAL DECISIONS

Desert Bcstg. Co., Palm Springs, Calif.—Announced initial decision by Examiner Hugh B. Hutchison to deny as in default application of Benton Beckley and Leo Paquette d/b as Desert Bcstg. Co. for a new station on 1,000 kc, 1 kw fulltime, directional night. Decision April 28.

WACA Camden, S. C.—Announced initial decision by Examiner J. D. Bond to grant application of Haygood S. Bowden for license for CP for station WACA at Camden on 1590 kc 1 kw daytime and to grant application of Mr. Bowden for assignment of CP from station WACA to Camden Bcstg. Corp. Decision May 2.

Non-Docket Actions . . .

TRANSFER GRANTS

KPLT Paris, Tex.—Granted assignment of license from North Texas Bcstg. Co., licensee, to North Star Bcstg. Co. Oct. 14, 1949 FCC approved sale of North Texas to North Star and latter company wishes to dissolve former. KPLT is assigned 1490 kc, 250 w unlimited. Granted May 2.

WCIF Madisonville, Ky.—Granted assignment of license from Madisonville Bcstg. Co. Inc., licensee, to Pierce E. Lackey, individual. This application was filed simultaneously with application for assignment of license from Pierce E. Lackey to Messenger Bcstg. Co. not yet granted. WCIF is assigned 250 w day on 730 kc. Granted May 2.

WBNL Boonville, Ind.—Granted assignment of CP from Henry Sanders tr/as Boonville Bcstg. Co., permittee, to show Henry Sanders & Norman Hall d/b as Boonville Bcstg. Co. WBNL is assigned 250 w D on 1540 kc. Granted May 2.

WCLE Clearwater, Fla.—Granted assignment of license from Clearwater Bcstg. Co. to Florida West Coast Bcstrs. Inc. for $32,500. Florida West Coast is composed of Dr. Charles L. Farrington, St. Petersburg, president 20%; William Perry, ex-program director of WPAT Paterson, N. J., secretary 20%; Arthur Mundorff, ex-manager of WPAT, treasurer 50%; John Phillips, insurance business, vice president 10%. Sellers are Houston A. Cox Jr., 50% owner, and Morris L. and Saul Rosenzweig, 25% each. WCLE is assigned 1 kw day on 680 kc. Granted April 28.

OPERATION SUSPENDED

WMMJ Peoria, Ill.—Extended authority to remain silent to May 22 pending action on involuntary application for assignment of license to WPOE Inc.

Deletions . . .

THREE FM AUTHORIZATIONS were reported deleted last week by FCC. Total to date since Jan. 1: AM 17; FM 44; TV 2.

WGYN New York—WGYN Inc. License April 26.

WMIT Winston-Salem, N. C.—Radio WMIT. License April 26.

WKNE-FM Keene, N. H.—WKNE Corp. CP April 24.

New Applications . . .

AM APPLICATIONS

Kewanee, Ill.—Cecil W. Roberts, 960 kc, 250 w day. Estimated construction cost $10,775. Mr. Roberts' radio interests include ownership of KNEM Nevada, Mo.; KCHI Chillicothe, Mo. and KREI Farmington, Mo. Filed May 3.

Winston-Salem, N. C.—Community Bcstg. Service Inc., 980 kc, 1 kw day. Estimated construction cost $9,700. Principals in corporation include: F. Roger Page Jr., president and 49% interest. Mr. Page's business interests include owner and operator of tobacco and general farms, agent for Farm Bureau Mutual Insurance, and dealer in farm equipment. Clarence E. Leeper, radio announcer WPTF Raleigh and 15% owner WVOT Wilson, N. C., vice president and 49%. Beatrice Leeper, housewife, secretary 1% and Rachel Page, housewife, treasurer 1%. Filed May 3.

Beaver Dam, Wis.—Beaver Dam Bcstg. Co. Inc., 1430 kc, 1 kw day. Estimated construction cost $15,060. Principles in corporation include: William E. Walker, 50% owner WMAM Marinette, Wis., president 40%; Howard L. Emich, sales manager WMAM and 6.67% interest, vice president 20%; Joseph D. Mackin, 20% owner WMAM and general manager, secretary-treasurer 40%. Filed May 1.

San Juan, P. R.—Condado Bcstg. Co., 1190 kc, 250 w unlimited. Estimated cost of construction $22,037. Principals include: Jose R. Madrazo, co-owner & treasurer Casa Victor Inc., importer and distributor RCA Victor products, 50% owner WMDD Fajardo, P. R., secretary 33⅓%; Alfredo M. Suarez, president Condado Beach Hotel Co. and co-owner, president 33⅓%; Juan Ramon Balseiro, secretary Plazuela Sugar Co., treasurer 33⅓%. Filed April 28.

Forest Grove, Ore.— Irving V. Schmidtke 1520 kc, 250 w day. Estimated construction cost: $8,500. Mr. Schmidtke owns Smitty's Radio Clinic (radio servicing). Filed April 27.

Williamsport, Pa.—Lycoming Bcstg. Co., 1050 kc, 1 kw day. Estimated construction cost: $15,200. Lycoming Bcstg. Co., is licensee of WLYC FM outlet that city. Filed April 27.

TRANSFER REQUESTS

WMSL Decatur, Ala.—Acquistion of control in Tennessee Valley Bcstg. Co. Inc. by Frank Whisenant through purchase of 64 sh. of stock owned by Mutual Savings Life Ins. Co. for $25,600. Mr. Whisenant is on the Board of Directors of Mutual Savings and 2% stockholder. WMSL is assigned 250 w unlimited on 1400 kc. Filed April 5.

WLEC Sandusky, Ohio—Relinquishment of 153 shares of stock in Lake Erie Bcstg. Co., licensee, from L. A. Pixley individually and as agent for certain other principals in corporation to Albert E. Heiser for $83,529. Mr. Heiser is general manager of station. WLEC is assigned 250 w fulltime on 1450 kc. Filed April 5.

KVKM Monahans, Tex.—Transfer of control in Monahans Bcstrs. Inc., licensee, from Jack W. Hawkins, Barney H. Hubbs and Harry W. Boehnemann to Charles W. Stuckey for consideration of $25,000. Mr. Stuckey is president and general manager of KVKM and transfer would give him 60% of stock not now held by him. KVKM is assigned 250 w fulltime on 1340 kc. Filed April 5.

WMFT Florence, Ala.—Relinquishment of control in Tri-Cities Bcst. Corp., from Franklin L. Bush (deceased) to Emma E. Arland Bush as executrix of the estate and further transfer of same interest from Emma E. Arland Bush, executrix to Emma E. as distributee under will of Franklin L. Bush. WMFT is assigned 250 w fulltime on 1240 kc. Filed April 26.

WHAP Hopewell, Va.—Acquisition of control in Hopewell Bcstg. Co. Inc., licensee, by Hugh M. Overturf, Charles M. Mark, R. E. Anthony Jr., and John P. Mercer Jr. through purchase of 50 sh. stock of A. H. Campbell, 55 sh. of stock of G. W. Thomason and 20 sh. of 55 sh. owned by E. L. Burwell for a total consideration of $12,500. All purchasers are actively employed at WHAP. Mr. Campbell and Mr. Thomason have estblished businesses in North Carolina and therefore wish to withdraw. Filed April 20.

WDOK Cleveland, Ohio—Transfer of 300 shares stock in permittee corporation, Civic Bcstrs. Inc., from Frederick Wolf to R. Morris Pierce for $30,000. Mr. Pierce has been president of WDOK since January and prior to that was vice president for 5 years of KMPC Los Angeles WJR Detroit and WGAR Cleveland. WDOK is assigned 5 kw DA-2 on 1260 kc. Filed April 3.

WHBT Harriman, Tenn.—Acquisition of control of Harriman Bcstg. Co. Inc., licensee from J. B. Brewer, Bennie Hamilton, J. M. Hickman, Neil L. Shields and L. A. Shivers by F. L. Crowder. Mr. Crowder is president and 20% stockholder WHBT and purchases 32 sh. stock for a consideration of $20,000. WHBT is assigned 250 w fulltime on 1230 kc. Filed April 26.

KTMC McAlester, Okla.—Assignment of license from J. Stanley O'Neill, licensee, to The McAlester Bcstg. Co. for consideration of $65,000. Principals in new company include: William E. Young, manager J. C. Penny store McAlester, president 20%; William A. Cornish, partner in law firm Cornish & Baumert, 20%. There are 17 minor stockholders, all local business men. KTMC is assigned 250 w fulltime on 1400 kc. Filed April 12.

KOAT Albuquerque; KGAK Gallup; KRSN Los Alamos: KTRC Santa Fe, all N. M.—Transfer of control in Rio Grande Bcstg. Co. Inc., licensee from Albert E. Buck, Frank C. Rand Jr. and Merle H. Tucker to H. W. Bumpas, A. M. Caldwell and Herbert Wimberly for $140,000. Mr. Bumpas is owner of Southwest Publicity Inc., and 40% owner WIBR Baton Rouge; Mr. Caldwell, is owner of Cottons Inc. (bakers) Baton Rouge; Mr. Wimberly is owner of Auto Hotel Co.. and 50% owner of Auto Rentals Inc., Baton Rouge, all will have 33⅓% interest. Parties entered into agreement with understanding that KGAK Gallup will be sold to Mr Tucker for $8,000. Application for assignment of license from Rio Grande Bcstg. to Merle H. Tucker filed simultaneously. KOAT is assigned 250 w on 1450 kc; KGAK operates with 250 w on 1230 kc; KRSN is assigned 250 w on 1490 kc; KTRC is assigned 1400 kc, 250 w fulltime. Filed April 7.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO MAY 3

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,120	2,098	182		306	267
FM Stations	709	497	265	3*	22	13
TV Stations	104	38	71		350	182

* Two on the air.

* * *

FCC Actions

(Continued from page 75)

Application Cont.:

Modification of CP

Mod. CP new commercial TV station for extension of completion date: WKTV Utica, N. Y. to 7-1-50; WGN-TV Chicago to 12-1-50.

TENDERED FOR FILING

Modification of License

WLBE Leesburg, Fla.—Mod. license AM station to change studio location from Eustis, Fla. to 1240 Floradel Ave., Leesburg.

KULP El Campo, Tex.—Mod. license to change from 1390 kc 500 w D to 1390 kc 500 w-D 100 w-N.

AM—1490 kc

Beloit Bcstg. Co., Beloit, Wis.—CP to change from 1490 kc 100 w unl. to 1490 kc 250 w unl.

AM—790 kc

WQXI Buckhead, Ga.—CP AM station to change from 790 kc 5 kw D to 790 kc 5 kw-D 500 w-N DA-N.

AM—1410 kc

KNAL Victoria, Tex.—CP AM station to change from 1410 kc 500 w D DA to 1410 kc 500 w unl. DA.

APPLICATIONS DISMISSED

Howard A. Shuman, Grand Island, Neb.—DISMISSED April 28 application new AM station on 920 kc 5 kw ST (KUSD).

Paul W. Hand, Millwood, Wash.—DISMISSED April 28 application new AM station on 1340 kc 250 w unl.

WLIN Merrill, Wis. — DISMISSED April 28 application for SSA on 730 kc 1 kw-D 250 w-N for period ending no later than Nov. 1, 1952.

KWIK BURBANK, CALIF.



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LABOR CASES

CBS Hit by Two Union

CBS HOLLYWOOD currently i under fire by two unions, with strike imminent by over 100 offic employe union members and th filing of charges of unfair labo practices by the Internationa Brotherhood of Electrical Worke last week.

Meeting was scheduled for las Thursday between W. J. Bassett secretary of California Central La bor Council, and network official in final efforts to avoid the offic employes strike. No results wer available as BROADCASTING wen to press.

Members of Local 174 of Offic Employees International Unio earlier had voted 90-2 for strik action following several weeks o unsatisfactory negotiations wit the network during which time both federal and state mediator were called in. Union is seeking basic $5 weekly raises and rejected the network's offer for raises o $1 to $3 weekly. No agreemen was reached on working conditions

Unfair labor practice charge against the network's Hollywoo affiliate, KNX, were filed last Tues day by Roy Tindall, business man ager of the Broadcast, Television Recording Engineers Local 45 o IBEW on grounds that the statio had "arbitrarily and unjustifiably' stalled signing of a contract cover ing nine stage set-up employes Union, which has been in negotia tions for several weeks with th station for a new contract, claimed that although wage rates an working conditions had been agreed upon, the station, "without justifi cation," had refused to sign th contract providing for them i writing.

The union further stated that i saw no difference between a re fusal to sign an agreement already arrived at and refusal to bargain insisting on its right to have pro tection of a written agreement Intention was expressed by the group to press charges until a "satisfactory" contract is secured

71% OF ALL AM-FM-TV BROADCASTERS USE ANDREW TRANSMISSION LINES AND FITTINGS

Andrew CORPORATION 363 E. 75th St. Chicago 19, Ill.

TRUMAN PLAN

Early Action Expected

WITH TIME running out before the May 23 deadline, the Senate Executive Expenditures Committee is expected to take action early this week on resolutions urging flat rejection of President Truman's FCC reorganizational plan.

The President's proposal, which would vest certain administrative and executive functions of the Commission in its chairman, becomes law May 24 unless turned down by either house of Congress.

Authorities said last week that Sen. John L. McClellan (D-Ark.), committee chairman, would probably call an executive meeting early this week with a view to reporting the measure to the floor. The rejecting resolution, sponsored by Sen. Edwin C. Johnson (D-Col.), would then be placed on the Senate calendar for action within the next two weeks. No action was taken as of Thursday by the committee, which held hearings the past fortnight [BROADCASTING, May 1].

The President's plan, which drew heated protests from legislative and radio quarters during the sessions, is expected to encounter equally stiff opposition on the floor, some observers feel. Whether the Truman plan will garner sufficient strength within the committee for a favorable report was not known, but some committee members have indicated they will oppose it as an "invasion of the legislative branch", as charged by Sen. Johnson and Sen. Ernest McFarland (D-Ariz.)

Other witnesses — representing the Federal Communications Bar Assn. and NAB— attacked the proposal on other phases.

The Truman plan, sent to Congress last March, would vest with the FCC Chairman appointive and supervisory power over employes of the Commission; authorize him to distribute business among personnel and administrative units; and give him power to handle use and expenditure of funds.

LANG-WORTH

Supplies 40 More Stations

LANG-WORTH Feature Films Inc., New York has announced the addition of 40 radio stations contracting for the new one-inch Lang-Worth library.

New subscribers are: WIVI St. Croix, Virgin Islands; KLMO Longmont, Col.; KECC Pittsburg, Calif.; WFTL Fort Lauderdale, Fla.; KRXL Roseburg, Ore.; Jamaica, B. W. I.; WERH Hamilton, Ala.; KCIM Carroll, Ia.; KDSH Boise, Ida.; WRJW Picayune, Miss.; and Coalinga, Calif.

Subscribers renewing contracts are: WFMB (FM) Mayodan, N. C.; KWSI Council Bluffs, Iowa.; WJBC Bloomington, Ill.; WJPD Ishpeming, Mich.; KFSB Joplin, Mo.; WNAR Norristown, Pa.; KIMP Mount Pleasant, Tex.; WERC Erie, Pa.; WHFB Benton Harbor, Mich.; WBBO Forest City, N. C.; WWNR Beckley, W. Va.; KCOY Santa Maria, Calif.; KTMS Santa Barbara, Calif.; WJHL Johnson City, Tenn.; WFGN Gaffney, S. C.; WBHF Cartersville, Ga.; WIRC Hickory, N. C.; WJRI Lenoir, N. C.; KFXJ Grand Junction, Col.; WTPR Paris, Tenn.; KWBR Oakland, Calif.; WMBH Joplin, Mo.; WAYB Waynesboro, Va.; WROV Roanoke, Va.; WBTM Danville, Va.; KXRA Alexandria, Minn.; WFVA Fredericksburg, Va., and KFXD Nampa, Ida.

1893 J. Fred Johnson Jr. 1950

J. FRED JOHNSON Jr., 57, chief FCC hearing examiner and presiding officer in several major cases now pending for the Commission, died Tuesday night at his home in Washington following a heart attack.



Mr. Johnson

Judge Johnson was to resume next Monday (May 15) on the West Coast his most spectacular case, the Commission's investigation of the news policies of G. A. (Dick) Richards and his three stations, WJR Detroit, WGAR Cleveland and KMPC Los Angeles (See story page 30).

On Monday and Tuesday last week Judge Johnson presided over the detailed investigation of whether Western Union should be allowed to interconnect its proposed TV inter-city relay facilities with those of American Telephone and Telegraph Co. (See story page 51). Observers at these sessions indicated the examiner had appeared in good health.

Also on his schedule was the license renewal hearing for World Wide Broadcasting Co. international broadcast stations (WRUL et al) at Boston, set Aug. 15; hearing on bid of WOBS Jacksonville, Fla., to switch from 1 kw day on 1360 kc to 1 kw fulltime directional on that frequency, and another complicated common carrier proceeding involving Western Union and certain international carriers.

Named chief hearing examiner only two months ago concurrent with the start of FCC's functional reorganization [BROADCASTING, March 13], Judge Johnson had served with the Commission since 1935, when he joined FCC as principal attorney. He was appointed a hearing examiner in June 1947 when provisions of the Administrative Procedure Act were put into effect. His successor as chief examiner has not been named.

A resolution adopted by the Commission Wednesday, recording with "deep sorrow" Judge Johnson's death, stated in part:

Judge Johnson's gracious manner and calm personality have endeared him to his colleagues and to all who knew him and have been of inestimable value in carrying out his duties with the Commission as a Hearing Examiner, and prior to that as Principal Attorney. His entire public service career has been characterized by his untiring efforts and devotion to duty.

Judge Johnson was born March 15, 1893, in Florence, Ala. He attended the State Normal College and in 1914 received his AB from the U. of Alabama. In 1916 he received his Ll. B from the latter school. During World War I he entered service with the Alabama National Guard, becoming first lieutenant with the 64th Infantry.

From 1916 to 1925, except for war service, he engaged in private law practice. His work as first assistant attorney general for Alabama from 1925-1928 won him judgeship of the Alabama 11th Judicial Circuit, in which capacity he served until appointment to FCC in 1935.

Judge Johnson is survived by his wife and a son.

KY. SALES PLAN

KBA To Approach Bell Co.

KENTUCKY Broadcasters Assn. has authorized Edwin E. S. Weldon of WKYW Louisville to make a sales presentation to Southern Bell Telephone Co., Atlanta, on behalf of all Kentucky stations. This was approved at a recent two-day meeting of the group, which is making plans for a similar session June 22 and 23 at the Hotel Seelbach in Louisville.

President J. Porter Smith of WGRC Louisville will invite presidents and secretaries of broadcasting associations in states adjacent to Kentucky to attend. The first day, Associated Press members will meet, after which sales and program clinics will be conducted. Agenda for the second day includes a panel on keeping operating costs within income, discussion of the use of radio by industry in the state, a general business session and a cocktail party and banquet.

The executive committee attending the meeting included Messrs. Weldon and Smith; Charles C. Warren, WCMI Ashland; J. W. Betts, WFTM Maysville; Hugh O. Potter, WOMI Owensboro; W. T. Isaac, WHIR Danville. Program committee members present were G. F. Bauer, WINN Louisville and Charles Harris, WGRC Louisville.

WORLD CONTRACTS

Sign 10 New Stations

WORLD Broadcasting System Inc., New York, has announced 10 new stations who have contracted for the program service and the extension of existing contracts by 24 subscriber stations.

New stations are: KSFO San Francisco; KELA Centralia, Wash.; WESB Bradford, Pa.; WPEN-FM Philadelphia; WARK Hagerstown, Md.; KRKO Everett, Wash.; KVOS Bellingham, Wash.; KEIO Pocatello, Idaho; WLIP Kenosha, Wis.; and WACE-FM Chicopee, Mass.

Extensions are: WSOU-FM South Orange, N. J.; KUTA Salt Lake City; WDWS Champaign, Ill.; WFKY Frankfort, Ky.; WJBF Augusta, Ga.; WFAS White Plains, N. Y.; WVVW Fairmont, W. Va.; WTBF Troy, Ala.; KSD St. Louis, Mo.; CKX Brandon, Manitoba; WFAH Alliance, Ohio; KSUE Susanville, Calif.; KGEZ Kalispell, Mont.; KWAT Watertown, S. D.; WILE Cambridge, Ohio; WKBO Harrisburg, Pa.; WBAB Atlantic City, N. J.; WWNY Watertown, N. Y.; KPAC Port Arthur, Tex.; KDLR Devils Lake, N. D.; WJMB Brookhaven, Miss.; CJVI Victoria, B. C.; KTOW Oklahoma City, and KWSC Pullman, Wash.

WLIB New York has opened new Harlem studios in Hotel Theresa, New York. Station also has studios at 207 East 30th St.

SAFETY AWARDS

Honor 78 Radio Outlets

NBC, Mutual-Don Lee and 78 radio and six video stations have earned public interest awards from the National Safety Council for "exceptional service to safety" during 1949.

TV stations include KPIX (TV) San Francisco, KTLA (TV) Los Angeles, WFIL-TV Philadelphia, WMAR-TV Baltimore, WTMJ-TV Milwaukee and WWJ-TV Detroit.

Radio stations are:

CJBC Toronto; CKWX Vancouver, B. C.; KATE Albert Lea, Minn.; KCMO Kansas City; KCVN Stockton, Calif.; KEBE Jacksonville, Tex.; KFEL Denver; KFH-AM-FM Wichita, Kan.; KFJI Klamath Falls, Ore.; KFYR Bismarck, N. D.; KIUL Garden City, Kan.; KLBM La Grande, Ore.; KLZ Denver; KNUZ Houston; KOIL Omaha; KOIN Portland, Ore.; KOMA Oklahoma City; KRBC-AM-FM Abilene, Tex.; KRNT Des Moines; KROS Clinton, Iowa; KTJS Hobart, Okla.; KTUL Tulsa; KXO El Centro, Calif.; KXOK St. Louis; KWG Stockton, Calif.

KYNO Fresno; WALD Walterboro, S. C.; WBTA Batavia, N. Y.; WCAE Pittsburgh; WCCC Hartford; WCCM Lawrence, Mass.; WCCO Minneapolis; WCHS Charleston, W. Va.; WCSS Amsterdam, N. Y.; WDEL Wilmington, Del.; WDSR Lake City, Fla.; WFIL Philadelphia; WFJL (FM) Chicago; WFLA Tampa; WFLO Farmville, Va.; WGKV Charleston, W. Va.; WHO Des Moines; WILS Lansing, Mich.; WIND Chicago.

WING Dayton; WIRE Indianapolis; WIRK West Palm Beach; WISC Madison, Wis.; WISN Milwaukee; WJBW New Orleans; WJDX Jackson, Miss.; WJJW Wyandotte, Mich.; WJTN Jamestown, N. Y.; WKEU Griffin, Ga.; WKY Oklahoma City; WKXL Concord, N. H.; WLEC Sandusky, Ohio; WMOH Hamilton, Ohio; WMPS Memphis; WMRN Marion, Ohio; WMTW Portland, Me.; WNYC New York; WOCB-AM-FM West Yarmouth, Mass.; WOOD Grand Rapids; WORK York, Pa.; WOWO Ft. Wayne, Ind.; WPIT Pittsburgh; WPRO Providence; WQAM Miami; WRAK-AM-FM Williamsport, Pa.; WSTC-AM-FM Stamford, Conn.; WSTP-AM-FM Salisbury, N. C.; WTAR Norfolk, Va.; WTIC Hartford; WTRR Sanford, Fla.; WWJ-AM-FM Detroit; WWL New Orleans, and WWNR Beckley, W. Va.

Among the judges were Wesley I. Nunn, advertising manager, Standard Oil of Indiana and coordinator of the "Stop Accidents" campaign endorsed by The Advertising Council; Arthur Stringer of NAB, and Judith Waller, director of public affairs and education at NBC Chicago.

SPORTS BILL

NJBA Wins Anti-Tax Fight

PROTEST by the New Jersey Broadcasters Assn. against a state bill proposing a 10% tax on radio and television rights for boxing and wrestling matches has resulted in defeat of the bill, the association learned Friday at the opening of its two-day spring meeting at Haddon Hall, Atlantic City [BROADCASTING, May 1].

Carl Mark, WTTM Trenton, NJBA president, told the association he had been authoritatively informed the measure had failed to gain approval of the Senate Republican majority caucus. NJBA had campaigned against the tax, which passed the House, as "totally unwarranted." Mr. Mark informed legislators in a letter that revenue produced by the tax would be "microscopic."

At Deadline...

RCA STUDIO COLOR COST ESTIMATED AT HEARING

STUDIO equipment for RCA color television system would cost black-and-white telecaster about $54,440, according to RCA estimates presented in FCC's color TV hearing Friday (early story page 49) by Research Engineer G. H. Brown. Each additional color camera would cost $26,750, estimates showed.

Estimates "do not reflect the potential savings from the use of single tubes in either the cameras or monitors or as a result of further circuit simplifications," it was pointed out.

Dr. Brown denied it has been established, as FCC Laboratory Chief E. W. Chapin suggested in earlier report, that RCA system is doubly susceptible to in-channel interference and said problems Mr. Chapin had reported with respect to black-and-white reception on RCA color set are "no longer of any consequence," due to new techniques.

In afternoon Dr. Brown indicated oscillator radiation problem should not be solved by allocation, and suppressors would be costly in UHF though only few dollars in VHF. He revealed RCA has developed receiver circuit eliminating dot pattern and outlined numerical values for color standards.

Mr. Chapin, under questioning by RCA counsel, conceded RCA color set employing new tri-color picture tube has "substantially" fewer tubes than projection model on which he based his report—47 as compared to 96 in projection set. He was not "positive" of immediacy of tri-color tube, said he felt receiver used by CBS in recent demonstration of its dot-interlace technique was too large for ordinary home use, and that he personally questioned whether it is essential to have color quality fully as good as monochrome's.

Adrian Murphy, CBS vice president and general executive, said CBS long-playing record has shown public will stand for extra units outside receiver if benefits are sufficient.

ENTER TV PROCEEDING

EIGHT television groups slated to participate in oral argument next Friday on FCC's proposed clarification of its rule (Sec. 3.661-b) limiting separate operation of television picture and sound transmitters [TELECASTING, Dec. 12, 1949], FCC announced Friday. They will be heard in following order, each to be limited to 20 minutes: Television Broadcasters Assn.; Fort Industry Co.; NAB; ABC; KTTV (TV) Los Angeles, NBC, RCA Service Co., and WKRC-TV Cincinnati.

KTLA (TV) NAMED IN SUIT

CENTRAL CHEVROLET Co., Los Angeles, suing KTLA (TV) Hollywood in L. A.'s Superior Court in auto firm row involving Announcer Dick Lane now also reading commercials on Ford co-sponsored wrestling telecasts although under contract with Chevrolet for *Spade Cooley Time* commercials. Filed by attorneys, Getz, Aiken & Manning, suit asks $213,900 in damages for alleged loss in business.

CBS TRANSFERS JENCKS

RICHARD W. JENCKS, of CBS New York legal staff, transferred to CBS Hollywood as assistant to Ned Marr, director of legal-personnel relations. Before joining CBS in February Mr. Jencks was on NAB legal staff.

MOVIE FILM DENIAL INTERPRETED BY COY

MOTION picture producers' alleged refusal to rent films for Zenith Radio Corp. Phonevision test would involve questions "relevant to . . . qualifications" in any "factual" hearing on movie applications for station facilities but does not concern FCC's oral argument [BROADCASTING, May 1] on uniform policy for applicants who violate anti-trust and other laws, FCC Chairman Wayne Coy has advised Sen. Charles Tobey (R-N. H.).

Comments are contained in reply to Senator's suggestions [TELECASTING, May 1] that FCC inquire of producers whether they will supply films to Zenith for Phonevision fall test. Oral argument held April 24.

Chairman Coy conceded "Commission could and probably should develop the facts relating to that matter in some proceeding where the question is put to issue" and felt that in hearing on producers' applications for stations such an inquiry would be relevant. He noted oral argument concerned "legal questions" relating Commission's authority "to consider conduct which is violative of the anti-trust and other laws in the exercise of its licensing functions, and questions as to what policy, if any, should be applied to violations by an applicant. . . ."

HOOPER DATA HIT

LONG-STANDING intra-industry argument over validity of TV homes estimates and whether telephone surveys reflect accurate video audience behavior broke into general press Friday when Walter Winchell's column included quote from CBS memo to its network salesmen charging Hooper with "overestimating TV ownership" which "arbitrarily reduces the ratings of radio programs and inflates TV programs." Out of town Friday, Mr. Hooper is expected to fire statistical salvo back at CBS this week. R. C. Maddux, WOR-AM-FM-TV New York sales vice president, charged New York TV figures are "inflated" and "don't stand up in light of other research."

NYU TV PANEL NAMED

C. E. HOOPER, president, C. E. Hooper Inc., joining panel on television at Friday afternoon session of New York U's Golden Jubilee Advertising Seminar at Park Sheraton Hotel, New York, May 11-12. Other speakers are Kendall Foster, vice president, William Esty Co.; Arthur Duram, TV marketing counselor for CBS. Bruce Robertson of BROADCASTING is moderator.

TWO NAMED BY AGENCY

LESLIE R. GAGE and Rhoades V. Newbell have been named vice presidents of LeVally Agency, Chicago. Mr. Gage is former western advertising manager for McFadden's Women's Group and is in charge of media at LeVally. Mr. Newbell, account executive, was home freezer sales manager for Deepfreeze.

ABC APPOINTS PACEY

JACK PACEY, former trade news editor for ABC, named assistant to Robert Saudek, vice president in charge of public affairs for network. Arthur B. Donegan, assistant manager of ABC publicity department, also to act as trade news supervisor.

Closed Circuit

(Continued from page 4)

on technical basis that would avoid interference. Such session now is premature since U. S. has not yet devised complete plan for TV allocations or even charted its spectrum.

IF THINGS develop as planned, former Sen. D. Worth Clark, Idaho Democrat, now engaged in Washington law practice, will run for his old seat against incumbent Sen. Glen Taylor, who was vice presidential candidate on Henry Wallace ticket last campaign. Sen. Clark owns 10% interest in KJBS San Francisco.

DEAL OF KTTV for Nassour Studios in Hollywood understood to involve $2,100,000 —largest single transaction to date in TV by individual station. Acquisition is by *Los Angeles Times*, majority stock holder in KTTV, rather than KTTV Inc., in which CBS owns 49% interest. With acquisition large-scale syndication plans are under way using as nucleus about 25 newspaper-owned TV stations [CLOSED CIRCUIT, May 1].

FIRST official act of NAB's new general manager, William B. Ryan, was memo to department heads placing moratorium on salary boosts or promises as well as hiring of more help.

DEMISE of Sindlinger & Co.'s Radox radio measurement [BROADCASTING, May 1] does not mean end of activity of Albert E. Sindlinger in radio field. His conclusion was that Radox type of measurement was premature and that he plans to re-enter field at "appropriate time." Meanwhile he's maintaining headquarters in Philadelphia.

WASHINGTON'S radio row seething over Senate version of House-passed bill which presumably would give greater control of recording facilities to Robert J. Coar, in direct competition with radio correspondents for Congressional members' interviews. Senate would transfer recording operation to joint Congressional committee.

CONSTRUCTION expected to start soon on first Canadian coaxial cable between Montreal, Ottawa and Toronto, by Canadian National Telegraphs & Canadian Pacific Telegraphs. Cable to be used on TV between three cities, and CBC is planning a TV repeater station at Ottawa to serve capital city.

ALAN (Bud) BRANDT, promotion head of Martin Stone Productions, expected to join WNEW New York, as director of publicity and special events succeeding Richard Pack, promoted recently to program director.

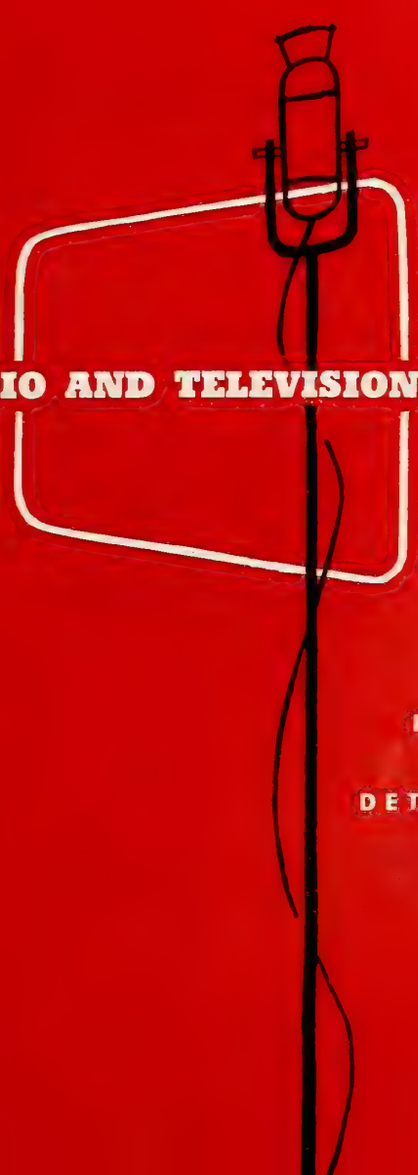
LEVER BROS. summer replacement for *Amos 'n' Andy*, Sundays 7:30-8 p.m. on CBS, through Ruthrauff & Ryan expected to be *Hit the Jackpot*, sponsored a year ago by DeSoto-Plymouth.

LOBBY HEARING IN JUNE

PLANNED appearance of NAB President Justin Miller, Washington radio officials and members of Federal Communications Bar Assn. before House Select Lobbying Activities Committee set for late June, Rep. Frank Buchanan (D-Pa.) disclosed to BROADCASTING Friday. They'll testify on Buchanan proposal to exempt radio from Lobby Registration Act, on equal footing with newspapers [BROADCASTING, March 20].

WEED

and company



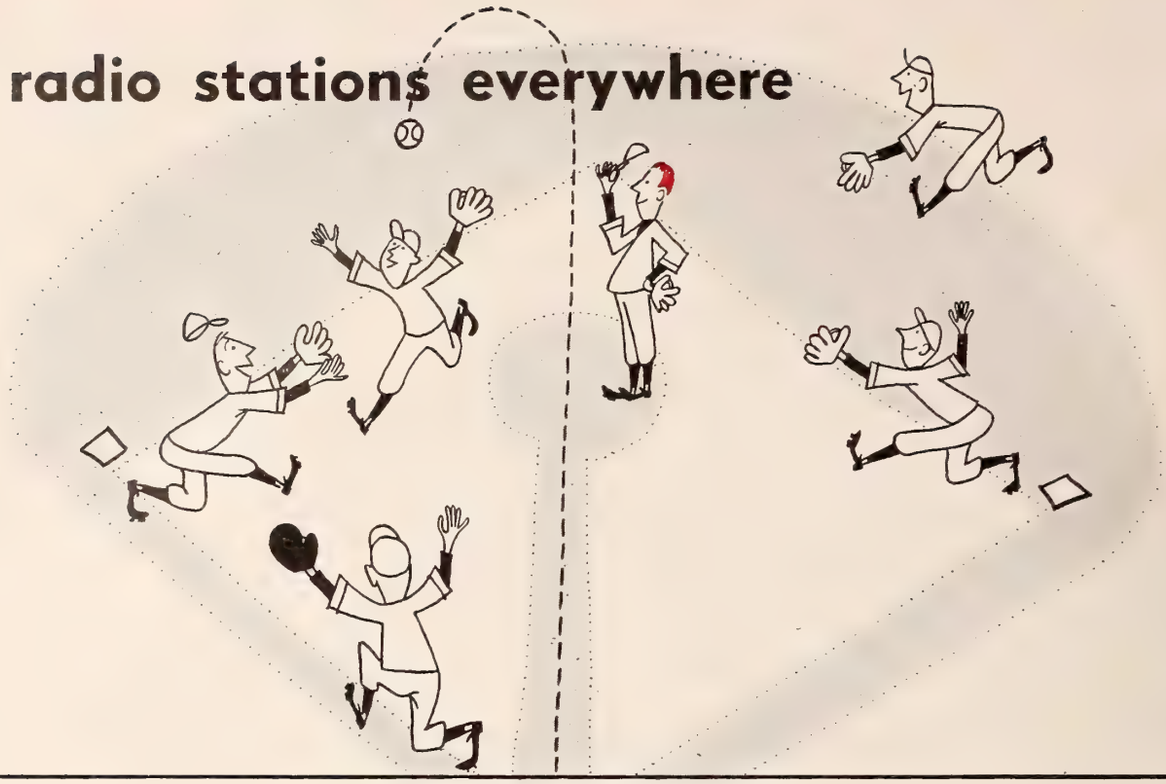
RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO

DETROIT • SAN FRANCISCO

ATLANTA • HOLLYWOOD

radio stations everywhere





but only one...

WSM
NASHVILLE

Basic NBC Affiliate

CLEAR CHANNEL
50,000 WATTS

HARRY STONE
General Manager

IRVING WAUGH
Commercial Manager

EDWARD PETRY & CO.
National Representative

As prime evidence of WSM's unique standing in the broadcast league, consider this fact: *Every week, in addition to normal station business,* WSM originates *sixteen network shows, too.* Then ponder the sales possibilities of a single radio station which has talent of sufficient quality, and in sufficient quantity, to build *sixteen* shows of net work quality... especially when that station leads the league in the fastest growing region in the nation—the Central South.

Want more facts? Just contact Irving Waugh or any Petry man.

MAY 15, 1950

BROADCASTING TELECASTING

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TELECASTING
egins on Page 51

ne Newsweekly Radio and levision.

00 Annually cents weekly



"Some station reps bore me to tears!"

"They're always talking about the power of radio stations. Always showing me coverage maps. What I'm interested in is the results you get per-dollar-spent!"

Well, sonny, you're our man. W-I-T-H in Baltimore is famous for delivering more listeners-per-dollar than any other station in town. And that means low-cost results!

If you want to do BIG things in this rich market with a LITTLE bit of money, buy W-I-T-H. Call in your Headley-Reed man and get the whole story.

WITH

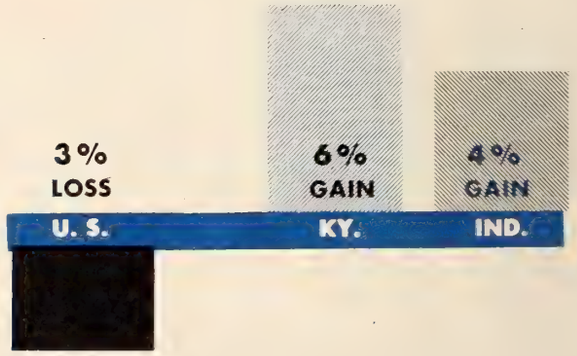
BALTIMORE, MARYLAND

TOM TINSLEY, President • Represented by HEADLEY-REED

Kentuckiana leads the nation...

in farm income gains

More money from crops... more money from livestock ... more money to spend. This continuing prosperity throughout Kentuckiana adds up to a real sales opportunity for advertisers.



TOTAL INCOME FROM LIVESTOCK AND CROPS

Based on U. S. Department of Agriculture figures comparing January-February 1950 with January-February 1949.

WHAS alone serves all of Kentuckiana

with the only complete Farm Programming Service for Kentucky and Southern Indiana

Here is the WHAS FARM PROGRAMMING

Market Report	6:35- 6:45	M thru F
Farm News	6:45- 7:00	M thru S
Noon Markets	12:40-12:50	M thru F
Farm Features	11:30-11:50	Saturday

The Kentuckiana farmers *depend* on WHAS Farm Coordinator Frank Cooley and Assistant Don Davis for up to the minute farm news and market reports. And advertisers have come to *depend* on WHAS Farm Programming for sales results in Kentuckiana.

CBS

WHAS

INCORPORATED • ESTABLISHED 1922

Louisville 2, Kentucky

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

". . . for effective coverage of the State Legislature"





The 1950 George Foster Peabody Radio Award

K X L J

Helena, Montana

This award is more significant since, in 1949, this station was questioned by the FCC as to the percentage of commercial programs and as to its public service programming. KXLJ gratefully acknowledges receipt of the 1950 George Foster Peabody Radio Award for "effective coverage of the Montana State Legislature." KXLJ has also been awarded first place for "Public Service Promotion in 1949" by *Billboard*.

A member of the:

PACIFIC NORTHWEST BROADCASTERS

KXL Portland	KXLL Missoula	KXLQ Bozeman
KXLE Ellensburg	KXLK Great Falls	KXLF Butte
KXLY Spokane	KXLJ Helena	KING Seattle

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Closed Circuit

TOM L. EVANS, president and chief owner of KCMO, Kansas City 50,000 watter, last week boarded Presidential train at Kansas City and accompanied Mr. Truman on his whirlwind cross country trip. Mr. Evans, also head of Crown Drug Co., is old friend and colleague of Chief Executive.

UNHERALDED MEETING of nominating committee of Radio Mfrs. Assn. in New York last week yielded nothing tangible on selection of paid president but decision was reached to upgrade dues (to defray increase in overhead). Both matters come before annual convention next month in Chicago. Meanwhile leading prospects for paid presidency will be canvassed, including: both LaFollettes (former Senator Bob and former Wisconsin Governor Phil); former Army Quartermaster Chief Edmund B. Gregory; Lt. Gen. Walter Bedell Smith; FCC Chairman Wayne Coy; CAA Administrator D. W. Rentzel; and former Presidential Counsel Clark Clifford. There's still chance that Ray Cosgrove, honorary president, will be inveigled into accepting interim presidency.

BELIEF growing broadcasters will get tired of kicking around at hands of organized baseball, with possibility courts will get chance to settle question via test case.

GET-TOUGH attitude toward AM applications is developing in FCC, perhaps out of penitence for way AM spectrum is torn by interference through past disregard for strict letter of engineering standards in making grants. With spectrum already crowded, it could lead to hearings on virtually all applications that come in.

LAMBERT & FEASLEY, New York, has recommended TV spot schedule for Phillips Petroleum Co.'s Phillips 66 gasoline, in addition to present radio network show.

ABC BROKE BREAD with FCC last Thursday night in Washington in its annual off-the-record dinner. ABC's need for more power (presumably through clear channel revision) to offset physical advantages of competitors was stressed, it's understood. Present: All seven members of FCC plus General Counsel Ben Cottone, Asst. Gen. Counsel Harry Plotkin and Chief Engineer Curtis Plummer. For ABC: Chairman Noble, Vice Chairman Woods, President Kintner, Vice Presidents Hinckley and Marx, and Director of Advertising, Promotion & Research Ted Oberfelder.

FCC'S UNSETTLEMENT on color TV extends all way to question of when decision can be issued. Some authorities think decision could be out by about Aug. 1 (60 days from time record will be closed), while others feel

(Continued on page 86)

Upcoming

May 18-20: Georgia Assn. of Broadcasters Radio Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.
May 22-23: North Carolina Assn. of Broadcasters, Chapel Hill, N. C.
May 25-26: Virginia Assn. of Broadcasters, Tides Inn, Irvington, Va.
May 31-June 2: Advertising Federation of America Convention, Statler Hotel, Detroit.
(Other Upcomings on page 43)

Bulletins

A. A. SCHECHTER, MBS vice president in charge of news and special events, sent telegram Friday to Gov. Chester Bowles, Connecticut, protesting seizure by Connecticut state police of tape recorded interview with victim of Bigelow-Sanford payroll robbery Friday. George Lezotte, of WAVZ New Haven, and Fred Peach, of WHYN Holyoke, Mass., interviewed wounded guard in Springfield, Mass., hospital, for *Mutual Newsreel.* Tape and reporters' notes were confiscated by police.

PEPSI-COLA Co., New York, through Biow Co., planning intensive radio spot campaign in Washington and Baltimore.

FIRST option on rights to Big 10 football film highlights for post-game showing next fall acquired by J. Walter Thompson Co., it's learned. Asking price understood down from $100,000 to $90,000 for 10-program half-hour series. Option expires in 15 days.

WDOK Cleveland names Everett-McKinney, New York, as national representative.

Business Briefly

DE SOTO SPOTS ● BBDO, New York, planning intensive national spot series for Chrysler's De Soto cars. Final decision expected late this week.

LINING UP LIST ● Saraka (proprietary) through Abbott-Kimball, New York, preparing station list for transcribed *The After 40 Club.*

RADIO PROSPECT ● Chelsea Milling Co., Chelsea, Mich. (Jiffy Mix), names Clark & Rickerd, Detroit, as agency, planning regional radio next fall or winter.

CANDY CHANGE ● Hollywood Candy Co., Centralia, Ill., division of Hollywood Brands Inc., resigns D'Arcy Adv., St. Louis. Radio to be continued. Ruthrauff & Ryan among agencies soliciting account.

KRUEGER SURVEY PLAN ADOPTED BY HOOPER

SEPARATION of radio and television audience surveys so true picture of all media in individual areas will be shown, as recommended by Herbert Krueger, WTAG Worcester, Mass., in the May 8 BROADCASTING, will be adopted by C. E. Hooper Inc. as pattern for future reporting of radio and TV audiences.

Mr. Krueger contended surveys tend to show TV impact on radio without showing effect on other media.

Writing to Mr. Krueger, C. E. Hooper, president of research firm said:

Your article, "Who's Hit by TV?" page 27, May 8, 1950, BROADCASTING, has been the subject of a two-day-long conference among the principals of our organization. Its recommendations are being adopted as a blueprint for our future reporting of radio and television audiences.

This is the most emphatic way we could tell you that we consider your contribution an outstanding example of good thinking, down to earth reasoning and perfect timing on a fundamental industry problem.

Sports Attendance Not Hurt by TV

TELEVISION does not hurt attendance at sports events after first year of set ownership when novelty has worn off, according to exhaustive study conducted by Jerry N. Jordan, son of Clarence L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia. Detailed results were to be given today (Monday) at Milwaukee meeting of National Assn. of Newspaper Promotion Managers.

Completed findings confirm tentative results disclosed last winter by Mr. Jordan [TELECASTING, Jan. 23]. Cooperating in two-year project were N. W. Ayer & Son, Atlantic Refining Co., Radio Mfrs. Assn., major and minor league baseball clubs, Princeton U., U. of Pennsylvania and others.

Attendance at some forms of entertainment shows increase, Mr. Jordan found. Major factors influencing attendance, he said, are higher incomes and shorter working hours, management, performance of teams and publicity. TV is not major factor, he found, citing long lists of figures compiled from 460 baseball clubs, 192 universities, 32 high schools, 100 arenas and other sports sites, with 572 cities covered in every state and 124,000,000 paid admissions.

Series of charts showed detailed effect of TV on sports attendance, with analyses of various factors affecting attendance.

Mr. Jordan found habits of TV set owners return to original pattern one year after set is acquired, with attendance at some forms of entertainment showing increase.

Main conclusions follow:

Higher percentage of colleges in TV areas increased attendance in 1949 than colleges in non-TV areas, especially small colleges.

More colleges telecast in Western Conference area last year than any other section, and they had higher percentage gain in attendance than any other section.

Fifteen of 16 major league baseball clubs increased or decreased attendance in direct relation to improved or lowered performance.

Thirteen of 18 telecast minor league clubs increased or decreased attendance in direct relation to performance; in Pacific Coast League five of six telecast teams followed performance.



STOP GUESSING!

WGAL-TV — The ideal station for testing your TV sales campaign

The only television station located in and, the only station that reaches this large, prosperous section of Pennsylvania which includes—Lancaster, York, Lebanon, Reading, Harrisburg and the adjacent area. This market ideally fulfills all the basic requirements for reliable TV sales testing because of:

- Comparative isolation—not deeply penetrated by any other television stations
- Stabilized economy
- A well-balanced population of average cultural level
- Widely diversified industries
- Ample facilities for distribution and sales
- Compactness which permits fast, accurate checking of results
- Reasonable advertising rates

Viewing is unusually high and consistent because of interesting local programming and the top shows of four networks—NBC, CBS, ABC and DuMont. A number of alert advertisers are now making TV sales tests on WGAL-TV. Such a test can mean the difference between profit and loss in your TV selling. Write for information.

Represented by

ROBERT MEEKER Associates

Chicago
San Francisco
New York
Los Angeles

A STEINMAN STATION

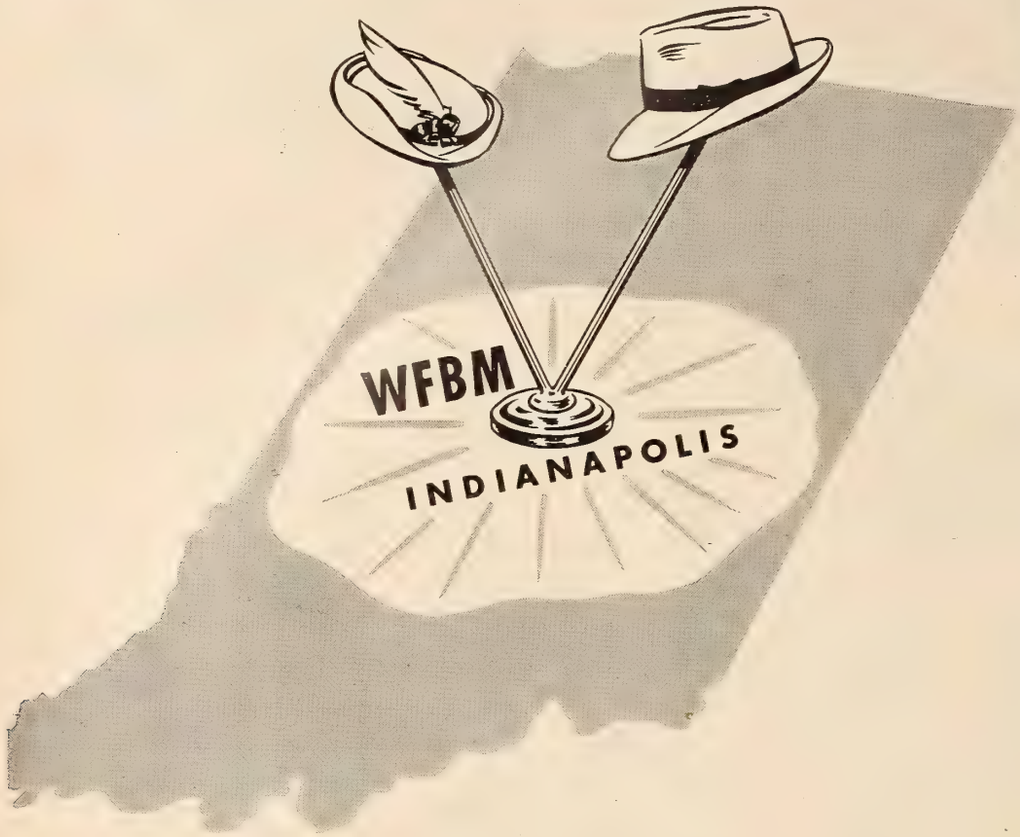
WGAL-TV

Channel 4—Lancaster, Penna.

Clair R. McCollough, Pres.

NBC • TV AFFILIATE

THE "Right" Hats ARE IN OUR Ring



THERE'S A GOOD REASON WHY WFBM DOMINATES THE LUSH HOOSIER MARKET!

● Twenty-six years of top performance in Indiana have built a listener-loyalty for WFBM that you seldom find for any single radio station. In fact, the latest Hooper shows this Indiana pioneer station's audience way ahead again—with an even larger proportion of listeners in the total rated time period than any other Indianapolis station.

And there's another point worth noting about WFBM. The "right" people . . . those who prefer *good* radio just as they prefer, and can afford, the best of everything they select to buy or enjoy . . . prefer the "quality radio" that has always distinguished WFBM.

Remember—if you want to make sales, you have to make calls—and WFBM calls on the most important part of the Hoosier market morning, noon and night. You could have no better sales contact!



First IN INDIANA ANY WAY YOU JUDGE!

WFBM INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint* — WOOD *Grand Rapids* — WEOA *Evansville*

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

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WASHINGTON HEADQUARTERS

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Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1. *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

Copyright 1950 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

IN SAN FRANCISCO

He keeps 'em in stitches



San Franciscans wake up laughing when KCBS' Bill Weaver spins his whimsical stories.

But if funnyman Weaver lives by his wits, ace salesman Weaver lives by *results*. As when he appealed for sewing materials for the Bay Area's homes for the aged. *And pulled thirty-five barrels full!*

That's the kind of drawing power that keeps everybody happy. And gives KCBS the highest average daytime local-program ratings of any station in San Francisco.★

If your sales need needling in America's seventh market, Weaver's your man. He's got the city's best and *sellingest* morning program.† And he's got time for you. Why not sew it up right now?

KCBS

San Francisco

Columbia's Key to the Golden Gate

Represented by Radio Sales

★Pulse, January-February 1950

†"Waitin' for Weaver," Monday through Saturday, 6:15 to 7:00 a.m.

Oklahoma City's
Only 50,000 Watt Station

KOMA

Outlet for The Columbia Broadcasting System

Oklahoma Farmers and Ranchers Tune KOMA

In the agricultural and livestock state of Oklahoma market reports are as much a part of life as cowboy boots and blue jeans.

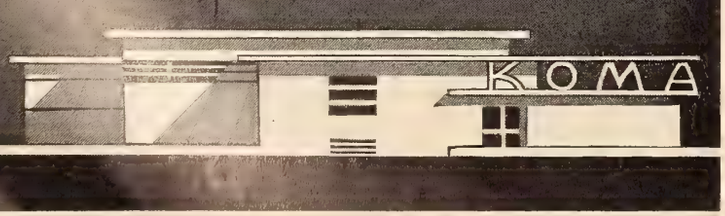
And in Oklahoma, ONLY KOMA has TWO complete, authentic market broadcasts daily. ONLY KOMA has Carl Neumann, Oklahoma City's only full-time market reporter.

At 6:15 A. M. Monday through Friday and 1:00 P. M. Monday through Saturday, Carl presents a comprehensive survey of livestock receipts followed by the latest grain market quotations to Oklahoma farmers and shippers.

Write KOMA or see your nearest Avery-Knodel representative for spot adjacencies.

J. J. Bernard
General Manager

Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVE



Agencies



ELLEN STERN, former promotion and publicity director of KPIX (TV) and KFSO San Francisco, joins Emil Mogul Co., New York, as assistant to president. She will be in charge of radio and television functions of agency.

VIC PIOTROWSKI, with Kroger Co. for past 17 years as grocery merchandiser, joins Dancer-Fitzgerald-Sample, New York, as vice president in charge of merchandising department, effective May 22.

PHIL GORDON AGENCY Inc., Chicago, moves to larger quarters at Finchlay Bldg., 23 E. Jackson Blvd.



Mr. Piotrowski

JACK T. SHARP, formerly sales representative at WJMO Cleveland, joins Ohio Adv. Agency, Cleveland, as account executive.

DONALD C. FOOTE Jr. appointed assistant to **Victor Seydel,** director of radio and television for Anderson, Davis & Platte Inc., New York.

SANDER HEYMAN, formerly of Schenley Industries, joins Al Paul Lefton Co. He will serve in an executive capacity in agency's New York office.

SARA M. KELLY purchases entire interest of **JOHN E. FONTAINE** in **Nelson Chesman Co.,** Chattanooga, Tenn. Business will be continued under same name and policies. **JAMES R. FOX** appointed to direct handling of all accounts and supervisor of all creative and promotion work. He has been with agency a year, and was formerly with McCann-Erickson, New York.

HOWARD W. NEWTON resigns as vice president of Dancer-Fitzgerald-Sample, New York, to devote fulltime to his placement agency for creative and executive advertising personnel.

ROBERT J. HAKKEN, formerly with Benton & Bowles, New York, joins copy staff of Kenyon & Eckhardt, same city.

LEE TODD, formerly with Buchanan & Co., Los Angeles, joins Brisacher, Wheeler & Staff, that city, as radio and media director. She replaces **CHARLES CHAPLIN,** resigned.

GEORGE STEGE, former sales director for Pepsodent Division of Lever Bros., joins Leo Burnett Co., Chicago, as account executive. He worked at Pepsodent six years and was director of advertising and merchandising there.

CHARLES PHELPS HINES, formerly with W. B. Doner Adv., New York, joins Detroit copy staff of Kenyon & Eckhardt, New York.

ARTHUR C. LINGE, formerly with Benton & Bowles, New York, joins Maxon Inc., New York, as director of media estimates and contracts. Thomas E. Haytham, with agency for six years as director of marketing and media, appointed director of markets and media research.

ELLIOTT, DALY & SCHNITZER, San Francisco, dissolve partnership after two year association. Mr. Schnitzer opens new agency under his own name, **Bernard B. Schnitzer Inc.** Other partners, **WALLACE F. ELLIOTT** and **JOHN C. W. DALY,** are joined by **ROBERT SHERMAN,** formerly of Sherman & Shore, in new firm named **Elliott, Daly & Sherman.** Staff of dissolved partnership will be retained by latter firm. Accounts have been divided on mutually agreed basis. Offices for both agencies will be maintained at 256 Sutter St., San Francisco.

WARREN H. WILKES named vice president and director of Tandy Adv. Agency Ltd., Toronto. **ROBERT C. MORGAN** appointed secretary and director of agency.

HOWARD M. ROSHKOW, formerly account executive at Wain & Baruch Inc., public relations firm, joins S. R. Leon Co., New York, to manage publicity and research activities.

MAXON Inc., with offices in Detroit, Chicago and New York, will open new San Francisco branch in near future. **GEORGE A. THUSS,** agency staff member, will direct opening.

WALTER M. HAIMANN, formerly with Jardine Liquor Corp., joins Flint Adv., New York, as an account executive.

W. W. MacGRUDER Inc., Denver, changes name to **MacGruder, Bakewell, Kostka Inc.**

LEY & LIVINGSTON, San Francisco, moves from 11th floor to penthouse atop Newhall Bldg., 260 California St. Telephone remains Yukon 6-4478.

Advertising Stays... Where It Pays!

11,337 Quarter Hours For Procter & Gamble

Broadcasting 8 hours a day, 5 days a week, it would take nearly 17 months to air the 11,337 non-network quarter-hours WNAX has carried for Procter & Gamble since June, 1939. Nearly 2,000 of these were for Ivory alone . . . 3,000 for Oxydol.

Procter & Gamble is just one of the major national selective advertisers who use WNAX year after year to reach a Major Market which can be covered in no other way. Twenty-seven per cent of WNAX non-network accounts have used the station for ten years or more. Blue chip business, this 27% accounts for 39% of total WNAX billings.

Big Aggie Land, served **only** by WNAX, is one united Major Market, embracing 267 counties of Minnesota, the Dakotas, Nebraska and Iowa . . . the world's richest agricultural area.

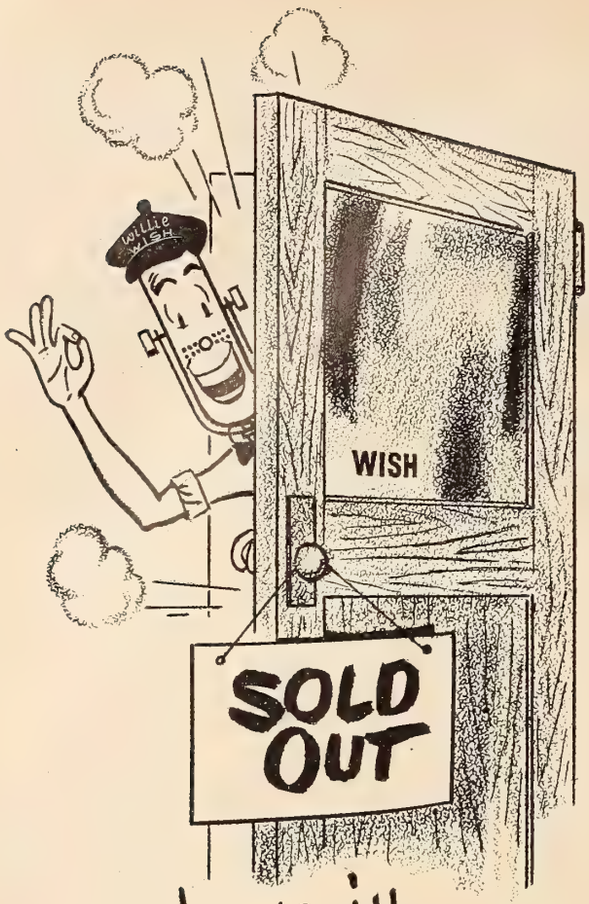
In 1948 folks in Big Aggie Land enjoyed a **buying income of over $4½ billion**—greater than Los Angeles, Washington, D. C., or St. Louis. They accounted for nearly **$3½ billion in retail sales**—greater than San Francisco, Philadelphia or Detroit.*

Convert your Sales Potential into Sales Results. Ask your Katz man to show you how WNAX can produce good will, increase sales of your product or service.

*Compiled from 1949 Sales Management Survey of Buying Power.

[1949 BMB DATA: 405,210 Daytime families; 327,620 Nighttime. PENETRATION: 80% listen to WNAX three to seven times every week.]





....but keep in touch with us

through your FREE & PETERS Colonel

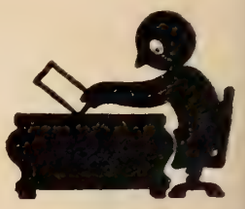
It's phenomenal. We can't quite explain it ourselves. But, since we've moved* we're literally swamped with requests for "time" on WISH. Successful advertisers and eager Hoosier listeners alike apparently are teamed up to keep us out front. Well—we WISHed for it . . . but frankly not to the extent where we sometimes have to say "no" to our advertisers.

But keep in touch with us.
We hope it won't be long.

*New Studios—1440 N. Meridian St.

Wish ABC Affiliate
INDIANAPOLIS
GEORGE J. HIGGINS, *Manager*
FREE & PETERS, *National Representatives*

New Business



RUBSAM & HORRMANN BREWING Co., New York, begins intensive advertising campaign for R&H Light Beer in New York area. Included are radio and television. Paris & Peart is agency: **Remus Harris,** account executive.

BELMONT RADIO Corp., Chicago, owned by Raytheon Mfg. Co., Boston has released two one-minute and one 20-second TV commercials, promoting Raytheon AM-FM-TV-phono combination and its entire line, to dealers and distributors nationally for co-op sponsorship. This is firm's first use of such TV package. Belmont also released six one-minute transcribed radio spots for similar sponsorship. New agency is Henri, Hurst & McDonald, Chicago, although this business was placed through Beaumont & Hohman, same city.

PURITY BAKERIES Corp., Chicago, for Taystee bread, sponsoring 10 one-minute and 20-second TV spots weekly in Cincinnati, Louisville, Detroit, Houston and Dallas for 13 weeks. More expected to be added later. Young & Rubicam, Chicago, is agency.

MASON, AU & MAGENHEIMER CONFECTIONERY MFG. Co. Long Island, appoints newly organized Turner, Leach & Co., New York, to handle its advertising. Radio is planned.

KAYE-HALBERT Television, Los Angeles, to introduce new television set models, going into national television about mid-June with 13 week placement of quarter-hour transcribed *Gorgeous George's Gossip Column* featuring the wrestler on TV stations in 17 markets throughout country. Cities include Detroit, Chicago, St. Louis, Kansas City, Cleveland, Indianapolis, Dallas, San Francisco, Seattle, Portland, Atlanta, Philadelphia, Memphis, Boston, Phoenix, San Diego and Minneapolis. Price of package is approximately $3,500. Agency: Knight & Russell Inc., Los Angeles.

Network Accounts . . .

GEORGE A. HORMEL Inc. (meat and dairy products) will sponsor *Music With the Hormel Girls,* half-hour musical show featuring orchestra and chorus consisting of former WACS, WAVES, SPARS and girl Marines, beginning next Saturday (May 20) on CBS from 2-2:30 p.m. Initial 13-week contract placed through BBDO, New York. Company sponsors same show on ABC, Sunday, 6:30-7 p.m.

WANDER Co., Chicago (Ovaltine), sponsor of portion of *Howdy Doody* on 27 interconnected NBC-TV stations, adds 14 stations which will carry show via kinescope recordings. Agency for Wander is Grant Adv., also Chicago.

GOSPEL BROADCASTING Assn., Pasadena, Calif., June 18 renews for 52 weeks *Old Fashioned Revival Hour* on 282 ABC stations in United States, Alaska and Hawaii. Effective that date, program shifts to Sunday, 1-2 p.m., PDT, time slot. Agency: R. H. Alber Co., Los Angeles.

Adpeople . . .

J. P. SEIBERLING, president of Seiberling Rubber Co., Akron, Ohio, elected to combined post of president and chairman of the board of directors of company. He succeeds his father, F. A. Seiberling, who resigned as board chairman Feb. 1.



Mr. Seiberling

JAMES D. EVANS, formerly with Young & Rubican Inc., Toronto, appointed advertising manager of Diamond Match Co., New York.

PAUL S. GEROT, president of Pillsbury Mills Inc. grocery products division, named corporate vice president. Also appointed corporate vice presidents were: **CLYDE H. HENDRIX,** president of feed and soy division; **A. B. SPARBOE,** president of flour milling division, and **B. J. GREER,** president of Globe Mills division.

JOHN N. KANE, Eastern division sales manager and vice president of Kellogg Sales Co., Battle Creek, Mich., for past 13 years, named chairman of Eastern division. **O. K. BERRY,** vice president in charge of Southern division, succeeds Mr. Kane as sales manager of Eastern division.

DRAWS LISTENERS. And listeners draw, too! When the popular WGAR-produced Fairytale Theatre asked school children for their sketches of the stories presented, over 800 drawings were received! Miss Mullin, producer of this prize-winning children show, selects some of the prints to be placed on exhibition at the Cleveland Public Library. Listeners respond to WGAR!



PUBLICITY. WGAR's top-notch publicity director, Manny Eisner, keeps Northern Ohio listeners informed about what's going on at WGAR. He creates publicity ideas and keeps in close touch with the trade press and news sources. His constant stream of stories about WGAR programs and personalities is an extra service to WGAR sponsors. And publicity is another one of WGAR's many effective promotional activities.



in Northern Ohio.. **WGAR**

the SPOT for SPOT RADIO



A WGAR SPONSOR. Mr. A. L. Petrie is manager of the new ultra-modern store for Bond Clothes in Cleveland. He is a member of the Cleveland Chamber of Commerce and the Optimist's Club, and has been with Bond Clothes for twenty years. Bond Clothes is a WGAR advertiser.



NOW AVAILABLE . . . the Polka Party in Cleveland . . . the Polka Town! Polka Party features live polka bands well-known in this area. Response to the first WGAR-produced live polka show was terrific! Requests poured in from ten states! If you want results, consider Polka Party. Ask about it.

RADIO . . . America's Greatest Advertising Medium

WGAR . . . 50,000 watts . . . CBS

Represented Nationally by Edward Petry & Company

Railroad 'Home Run'

EDITOR, BROADCASTING:

In my opinion, you scored another home run with your story about the *Railroad Hour* in the [May 8] BROADCASTING-TELECASTING, and I think you did an even better job with this article than the first one. . . .

Albert R. Beatty
Assistant Vice President
Assn. of American Railroads

* * *

'Insult to Radio'

EDITOR, BROADCASTING:

Announcement of the 1949 Peabody Awards lists as one of the recipients the *New Yorker*, a comic book for adults, and gives as the reason for the presentation that magazine's efforts "to shield" a so-called "captive audience" from loudspeaker programming in the Grand Central station.

It is difficult for me to understand the kind of reasoning that prompted a "radio" award to a magazine whose total effort was aimed at barring fair advertising competition by another medium. . . . The award amounted to a gratuitous insult to radio. I believe that this particular award reduces the 1949 Peabody in this specific category to pygmy stature.

I have been in radio some little while and have never before seen a public address system described as radio broadcasting. And there's been a lot of loose talk about "captive audiences." For the record, let it be said that any medium, be it public address or magazine, which reduces its audience to a "captive" state has accomplished the ultimate for advertisers. What kind of advertising does the *New Yorker* sell? "Escape advertising?"

The day that a Pulitzer Prize is awarded a broadcaster for efforts aimed at the prohibition of advertising in newspapers or magazines will be the day that I will admit the appropriateness of the *New Yorker's* Peabody Award.

Hugh M. P. Higgins
General Manager
WMOA Marietta, Ohio.

[EDITOR'S NOTE: Mr. Higgins' letter was written (May 4) before the publication of our editorial "The Peabody Beautiful" in our issue of May 8.]

* * *

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Adams 'Corrects'

[EDITOR'S NOTE: William J. Adams, program manager of WHEC Rochester, N. Y., takes exception to some of the statements made in our "Tower Clock" story published May 1. To give readers the benefit of his views, we are publishing excerpts from his letter to Miss Louise Wilson, of Sibley, Lindsay & Curr, Rochester, N. Y.]

Miss Louise Wilson
Radio Director
Sibley, Lindsay & Curr Co.
Rochester, N. Y.

Your very excellent article . . . about the *Tower Clock* program would have been greatly helped by the insertion of some qualifying statements. . . .

In your article you mention that Hooper figures have been misused and misinterpreted, then you continue by saying that, "The *Tower Clock* Hooper equals the coincidental segment of the National *Breakfast Club* and beats all other local competition by 50%." This statement should haye been qualified by adding, "in the summer, or May through September 1949 Hooper Survey. . . ."

The October 1949 through February 1950 Hooper gives the *Breakfast Club* 5.8, WHEC's *To the Ladies* 4.0, station WVET 2.7, the *Tower Clock* 2.2, and with the other stations 1.8 and 1.3. . . .

William J. Adams
Program Manager
WHEC Rochester, New York

* * *

A WBMS Listener's View

EDITOR, BROADCASTING:

Reference to your May 1 issue page 44 concerning WBMS [Boston] dropping classical music. . . .

I disagree with Mr. Lasker that the listeners resented the sponsors, what we objected to were the type of commercials employed . . . offensive commercial copy on a classical music station breaks the mood of the music. . . .

Another thing was the announcers themselves. WBMS had excellent classical music announcers, if they stuck to music, but they tried at times to inject humor into the program. On classical music the less the announcer says the better. . . .

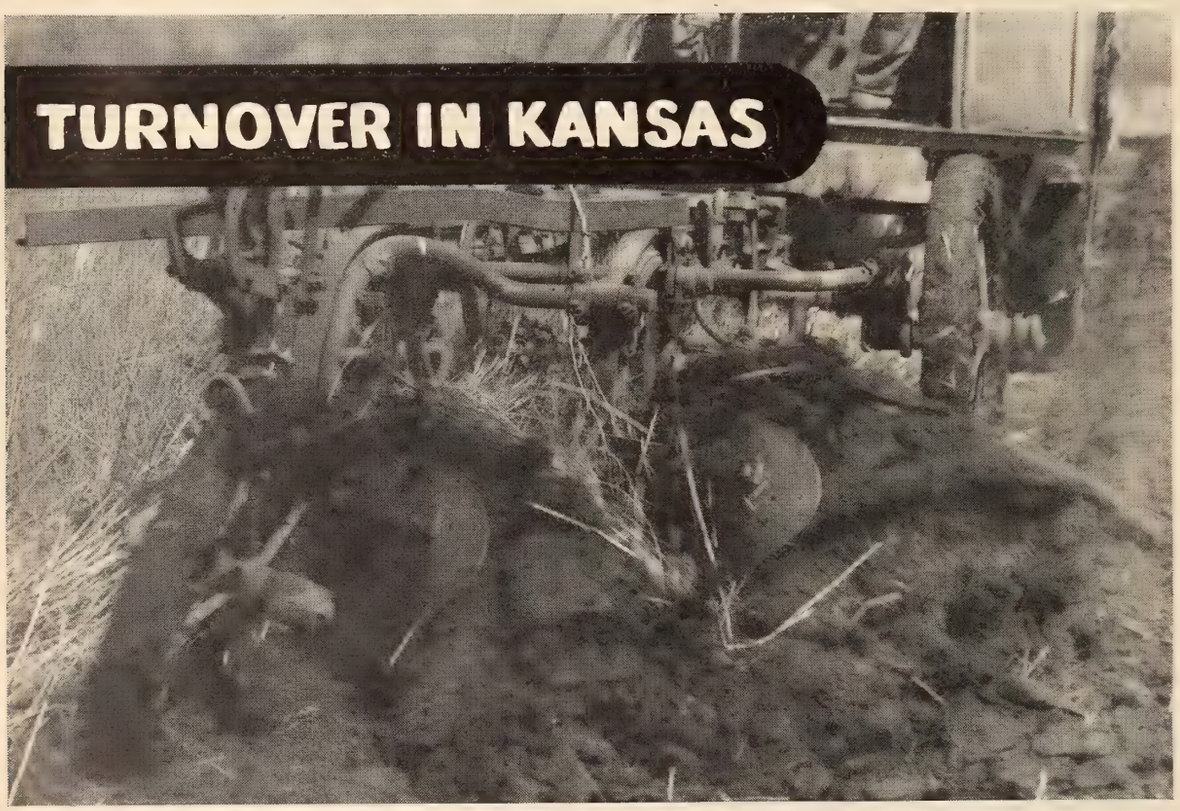
. . . Unfortunately the classical music listener has a good education, isn't suggestable to the so-called high pressure commercials, resenting them generally. . . .

. . . If memory serves me I believe it was Mr. Lasker, when he was at WNEW New York many years ago, who introduced the first "singing commercial" which today is the first curse of radio.

I have no objection to a station's making money and only hope they can make enough, but I suggest that before a station blame its audience for lack of commercial sponsors, perhaps it had better check its own policy and see why the sponsors stay away in droves.

If I were going to operate a

(Continued on page 16)



It's turnover time . . . both for farmers and for *you*.

Bright plowshares are biting deep into fertile Kansas soil . . . turning it over for still another rich harvest.

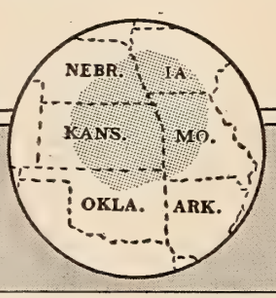
For our advertisers there's a *continuous* turnover of merchandise, because WIBW is the station most-listened-to by farm and small town folks.*

Dealers throughout Kansas and adjoining states know how WIBW gets ACTION. Just tell 'em, "We're using WIBW", and you'll get bigger orders, 100% cooperation in display and merchandising . . . and MORE SALES.

** Kansas Radio Audience 1949*

W I B W

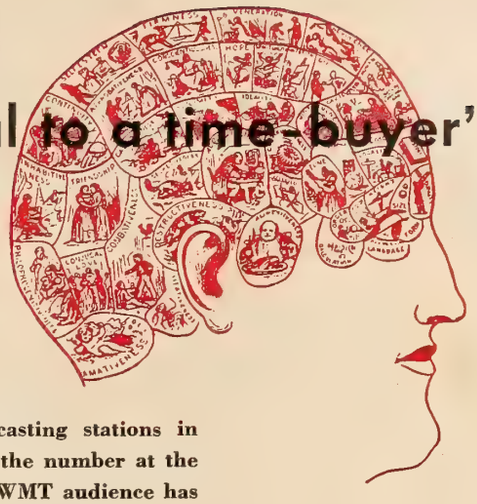
SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW • TOPEKA, KANSAS • WIBW-FM



C B S

Rep: CAPPER PUBLICATIONS, INC. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

This reason-why type ad tries to appeal to a time-buyer's ergo



In 1946 there were 25 broadcasting stations in Iowa. Now there are 66—over 2½ times the number at the time the first BMB study was conducted. Yet the WMT audience has increased an average of 14.9%.

The November-December Hooper covering 86 cities showed Cedar Rapids to be first in the morning (in homes using sets) with an average of 27.9, which was 71% above the national average. The WMT share-of-audience was 74.7. Cedar Rapids was third in the afternoon with 25.8 (38% above the national average) and sixth in the evening with 39.8 (14% above the national average). WMT's evening share-of-audience was 64.6.

WMT's 5,000 watt signal on 600 kc pushes our 2.5 mv line way beyond Cedar Rapids—to encompass 19,100 square miles and enough people to make a city the size of Washington, D. C. Practically every day WMT talks to 192,620 families.

The income of WMTland's people is a bright and shining thing, with a per capita rating that increased last year more than that of any other state. It's a balanced market, almost equally divided between agriculture and industry.

Conclusions

1. Iowans are well-heeled.
2. They listen to the radio.
3. They listen to WMT.
4. WMT is a logical choice for your clients with something to sell in Eastern Iowa.

The Katz man will provide a basketful of additional ergos. Just ask him, please.

5000 WATTS WMT CEDAR RAPIDS 600 KC

BASIC COLUMBIA NETWORK

WBIG

Est. 1926

"The Prestige Station of the Carolinas"

WBIG dominates "The Magic Circle"* having more of the 20 top Nielsen-rated programs than all other stations combined within a 50 mile radius of Greensboro.

5,000 watts
unlimited
CBS affiliate

gilbert m. hutchison
general manager

Represented by Hollingbery

* the richest and most populous area of North Carolina, the South's wealthiest and most progressive state.

Feature of the Week

A ONE-MAN campaign to eliminate sub-standard living conditions in Norristown, Pa., has partially paid off after one solid year of almost daily effort. The man who conducted the campaign had a real, uphill battle before it turned in his favor.

That's what J. Arthur Lazell, director of news and special events at WNAR Norristown, Pa., said after conducting over a 12-month period a commentary called *Something To Think About*, using an annual "clean-up" campaign as the starter story series.

Mr. Lazell said it was not until this month that a housing and living condition survey in Norristown —a town of 40,000 people on the outskirts of Philadelphia—showed that he did not exaggerate one bit when he described the condition of parts of Norristown.

Covering 376 houses and 472 families, the survey revealed, according to Mr. Lazell, that 108 families still have outside toilets, 153 families were without baths, eight were without electricity, 169 are without modern heating, 11 had no heating facilities whatsoever, 158 had only cold water, 13 had no water and 151 houses were in "poor" repair requiring major repairs.

Mr. Lazell said he encountered "i n e r t i a, outspoken opposition, charges of being a rabble-rousing outsider, anti-this and anti-that."

He pointed out that the sole newspaper in town "has turned its back on the housing and living conditions through all these years. Even now it has (to date) refused to publish the survey results."

The real estate committee, he said, gave a clean bill of health to the borough after conducting a highly publicized "outside" examination of borough homes.

A copy of Mr. Lazell's survey, made possible through the joint effort of the area's AFL and CIO unions which supplied four paid workers, has been given to the Norristown borough council and is now in its building and zoning committee's hands for action. Over 150 copies of the survey, and the letter to the borough council, have been sent to mothers' clubs, civic, fraternal and service organizations, council of churches, he said. The unions made the survey after Mr. Lazell's week-to-week reports on the actual conditions he discovered.

On All Accounts

AMONG its long established institutions, Hawaii has its Mauna Loa, Waikiki, Diamond Head, pineapples, luaus and leis. Almost as much an institution as any one of these is the man whose voice is heard each Saturday night on *Hawaii Calls*, shortwaved weekly from Waikiki to MBS.

In radio at least half of his 43 years, Jim Wahl takes second place to none in island broadcasting. As announcer and associate producer of *Hawaii Calls*, Jim is given much of the credit for the program's recent Hooperating of fifth place among sustainers on all networks.

His duties, however, are far from being confined to the show. In fact, his main job these days is radio director for the Honolulu advertising firm of Holst & Cummings Ltd., which is associated with BBDO and National Export Advertising Service Inc., of New York.



JIM

In this capacity, Jim handles over a score of accounts which represent leading island firms. These include: Alexander & Baldwin Ltd., Bank of Hawaii, Canada Dry Bottling Co. Ltd., Castle & Cooke Ltd., Theo. H. Davies Co. Ltd., Hawaii Employers Council, Hawaii Statehood Commission, Hawaii Visitors Bureau, Hawaiian Airlines Ltd., Hawaiian Dredging Co. Ltd., The Hawaiian Electric Co. Ltd., Hawaiian Property Management Co. Ltd., Hawaiian Sugar Planters' Assn., Hawaiian Tuna Packers Ltd., Honolulu Motors Ltd., Inter-Island Steam Navigation Co. Ltd.

Also, Kodak Hawaii Ltd., Lewers & Cooke Ltd., Matson Navigation Co., Standard Oil Co. of California, and The Vón Hamm-Young Co. Ltd.

When Jim Wahl arrived in Hawaii in 1932, hoping to get on the air, he soon found himself underground breathing a mixture of air and gas instead. As Jim tells it himself, there were only two stations in Honolulu then and neither was exactly waiting to hand Jim a vice-presidency. W h i l e looking around for some kind of work, and feeling hunger contractions in his opu (stomach), he stood under a tree until a coconut fell. Fortunately, he stated, coconuts are plentiful in Hawaii.

Before the coconut diet went too far, the local gas company gave him a sorely-needed if none-too-fragrant job. For the next six months he dug gas main ditches in

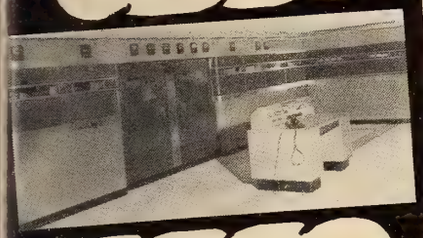
(Continued on page 16)

Ready About JUNE 1ST!

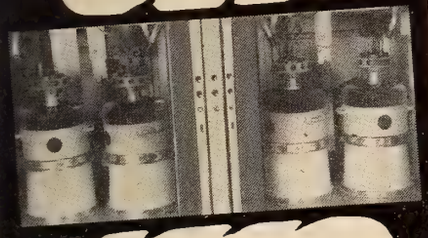
50,000 WATTS

OF DEEP PENETRATION!

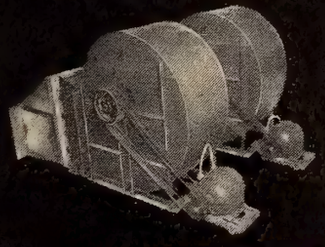
Front view of transmitter showing main control desk, phasing and branching cabinet.



50,000 watt power amplifier showing two tubes in operation; two spare tubes.



Blowers to cool high-power transmitter tubes, capacity 10,000 cu. ft. per minute. Each motor 7.5 h. p.



★ NEW Spot on the Dial **1060** K.C.

★ NEWEST, Most Modern All RCA Equipment!

★ Individual Programming tailored to the area—*plus* leading Mutual Shows!

★ Building listener loyalty 25 years!

★ Building More Listeners Now With Our Greatest Promotion In History!

WNOE

The James A. Noe Station

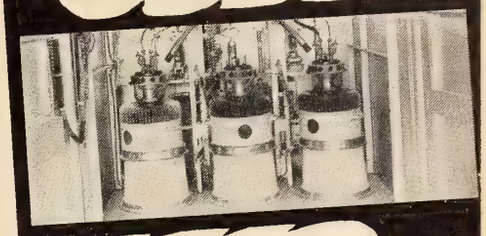
NEW ORLEANS. LA

James A. Noe, Owner — James E. Gordon, Gen. Mgr.

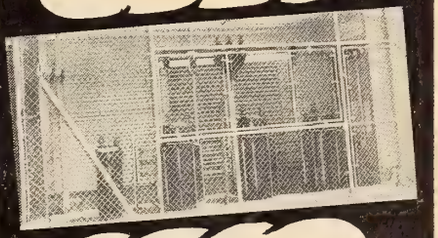
MUTUAL BROADCASTING SYSTEM

Nat'l. Reps. RA — TEL 420 Lexington Ave. New York City

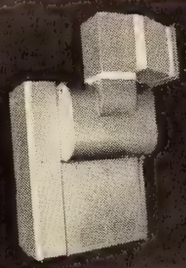
Additional high power tubes to modulate the 50,000 watt tubes with program.



13,000 volt power substation to convert power to station use. Capacity 225,000 watts.

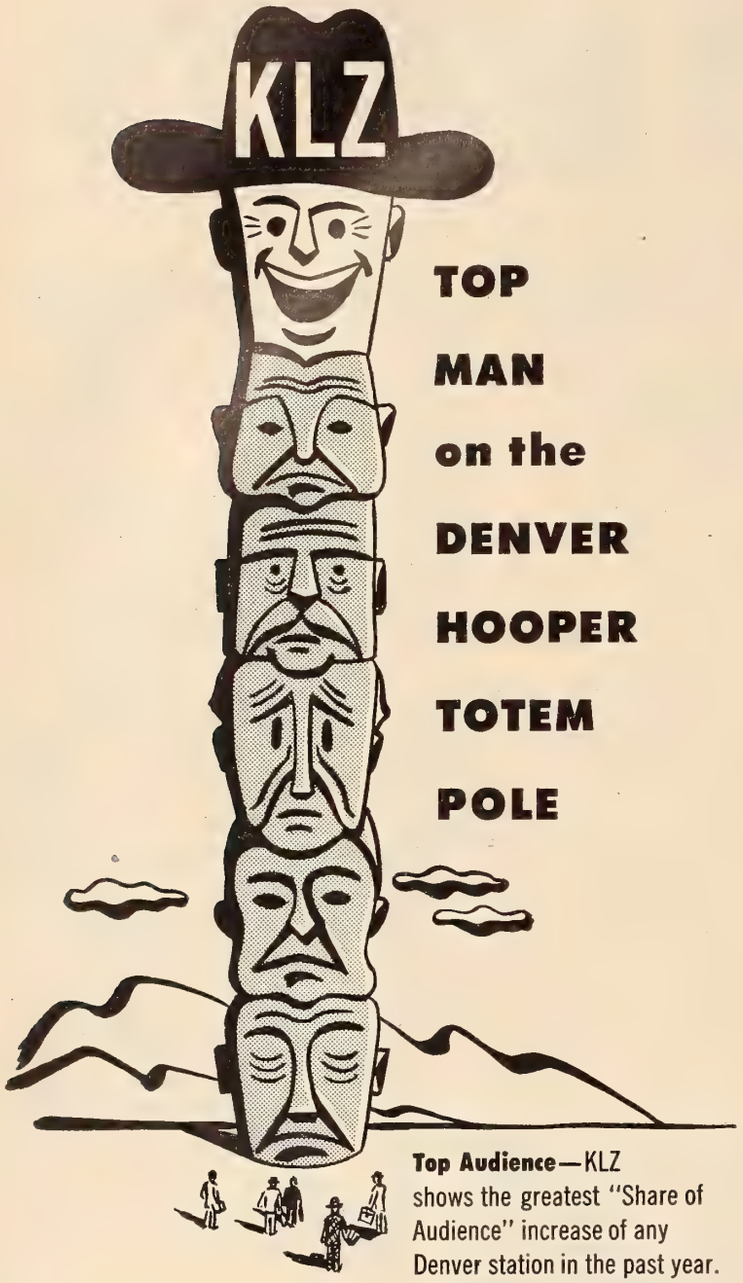


Air-conditioning unit to cool the 12-room transmitter building.



50,000 WATTS DAYTIME — 5,000 WATTS NIGHTTIME

Get in Your Orders Now!



Top Audience—KLZ shows the greatest "Share of Audience" increase of any Denver station in the past year.

(Feb.-March Hooper Indexes, 1949 and 1950).

Increased Coverage—KLZ's daytime and nighttime BMB has grown over 10 percent.

KLZ

DENVER

5,000 W CBS 560 KC

Represented by THE KATZ AGENCY

Open Mike

(Continued from page 12)

classical musical station, and I believe one could be successful in Boston, I would have the following musts:

1. The best musical announcers I could secure, paying them top money.
2. Permit minimum amount of talk on the station.
3. Have salesmen who enjoy classical music and could talk it, to contact the sponsors.
4. Provide dignified commercial copy and stick to it.
5. Arrange programs and spot announcements so that no spot announcements would be permitted between movements or changes of records to interrupt the listener during a long work.
6. Maintain a program guide.
7. Limit the length of commercials.

Nuff said.

George W. Brooks,
Greenbush, Mass.

* * *

Not West Enough

EDITOR, BROADCASTING:

In your New Business column in BROADCASTING, May 1, we noticed that you have moved WBAP-TV to Dallas. Them's fighting words, pardner, and we're a 'strapping on our six guns. Our location is still 3900 Barnett St., Fort Worth, Tex. Thanks.

Jack Rogers
Director—Promotion, Publicity, Merchandising
WBAP-AM-FM-TV Fort Worth

* * *

KSYC in Yreka

EDITOR, BROADCASTING:

. . . In the May 1 issue of BROADCASTING . . . you announce . . . citations . . . awarded by the National Board of Fire Underwriters to several radio stations including KSYC.

. . . You have placed KSYC in Eureka, Calif. Now Eureka is on the coast and has two very good radio stations operated by my good friends Bill Smullin and Carroll Hauser. Yreka, which is our location is a hundred or so miles inland from Eureka. . . .

Jack R. Wagner
Manager
KSYC Yreka, Calif.



THESE Boston music students picket WBMS Boston after announcement the outlet intended to abandon its three-year-old policy of classical music [BROADCASTING, May 1]. The station reported it was compelled to drop classical music because listeners would not patronize the advertisers and "sponsors therefore would not support the station." The students said they intended to stay in the picket lines until WBMS did something about classical programs.

On All Accounts

(Continued from page 14)

the crusty lava soil.

A look at Jim's life before he landed in the islands, shows that he was born James MacDonald Wahl in the Northern California redwood lumbering town of Scotia. He attended school at nearby Eureka. After being graduated from high school there, he went to Phoenix, Ariz., to begin a three-year business career—as a grocery delivery boy.

After that he resumed his schooling at Phoenix Junior College. In his second year, on the day he was elected president of the student body, he got a job announcing and programming at KOY. That was the start of his real career—radio.

At KOY, now a Mutual station but then independent, he learned how to program nearly everything broadcastable, including hillbilly bands, drama, local symphony and choral groups, and others.

The urge to go to Hawaii came when he happened to hear the first program ever shortwaved from ship to shore, from the Matson Liner *Malolo* on its way to Honolulu—before long so was Jim.

During his ditch-digging interlude, Jim's ambition to get into island radio persisted. He kept in close touch with both stations, and finally, KGU, the NBC outlet, came through with the fondly desired job.

Jim remained at KGU for 13 years. During eight of these he was head newscaster. When Pearl Harbor was attacked he reported the news to the NBC network. He was then appointed NBC correspondent attached to CINCPAC, Admiral Nimitz's headquarters. From then on, he broadcast regularly to the mainland until six months after VJ Day.

In addition to his duties with Holst & Cummings and *Hawaii Calls*, Jim also is producer and originator of the teen-age *Voice of Junior Hawaii* broadcasts sponsored by the Hawaiian Electric Co. This series has won national recognition as a community relations program "by giving the young people of Hawaii's cosmopolitan population identification with their community, through helping to promote racial and interschool harmony and through emphasizing the principles of democracy."

Jim is a bachelor, is a director of the Honolulu Symphony Society and a member of the Honolulu Press Club. He is an ardent advocate of statehood for Hawaii.



NEW STABILIZING AMPLIFIER FOR TV STATIONS TYPE TA-5C

. . . best in the business!

HERE'S WHY. Type TA-5C removes 60-cycle hum and other low-frequency disturbances from the video signal —and suppresses switching transients. It reduces high-frequency noise components *substantially*—and cleans up the blanking pulses. It will restore the sync—or reduce it as required. It will maintain constant sync level—or amplify this level to any value up to 50 per cent. It makes it easy to extract a pure video signal from the composite signal—and provides video gains as high as 25 db.

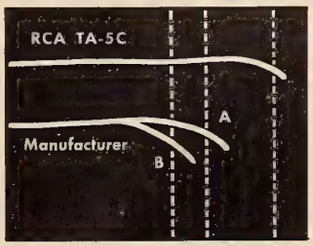
With this stabilizing amplifier you can switch between remote (composite) signal and local video signals. You can adjust video gain control without disturbing the sync. You can control gain, sync level, and sync clipping *remotely*—by means of external controls provided for the purpose. And with the TA-5C, *separate* output monitoring is independent of line characteristics.

For highest fidelity of video signal, cleanest output, and highest sync gain, nothing beats the TA-5C. Call your RCA Broadcast Sales Engineer for details. Or write Dept. 19-EC, RCA Engineering Products, Camden, N. J.

Check the performance of the TA-5C . . . and compare!

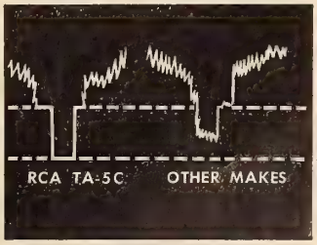
Characteristic	RCA, TA-5C	STAB AMP "A"	STAB AMP "B"
Fidelity Response	Uniform to 7 Mc	Uniform to 5 Mc	Uniform to 5.5 Mc
Signal Gain	25 db; works down to 0.15v input	20 db; works down to 0.2v input	20 db; works down to 0.2v input
Sync Gain	Up to 50%	Up to 40%	Up to 40%
Voltage Output	3v across 37.5 ohms	2.5v across 37.5 ohms	3v across 75 ohms
Separate Sync Output	Yes	No	No
Complete Sync Stripping	Yes	No	No
Clean Output Signal	Yes	No	No
No. of Tubes	19	24	27
No. of Controls	4	7	4

Highest signal fidelity



FREQUENCY RESPONSE (Mc.)

Cleanest output signal



OUTPUT QUALITY AND SYNC GAIN

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

NO ORCHIDS FOR WAVE IN BUD (Ky.)!

At WAVE we don't get orchids for broadcasting to Bud (Ky.). We can't even be *heard* down there, so naturally we soft-petal Bud!

Make no mistake about it, though, we *are* heard throughout the Louisville Trading Area. We pull record results from 27 *really important* counties. Annual sales in this territory amount to nearly one billion dollars—almost as much as the rest of our State combined!

Since you'll hardly sell a bloomin' thing in Bud, anyway, why not pick Louisville and WAVE? We *know* we can help you to make your business grow.

LOUISVILLE'S
WAVE



5000 WATTS . 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

A Veteran Broadcaster's Counsel to a Student

ON THE RIGHT TO EDITORIALIZE

Dear Mr. Epley:

In reply to you letter . . . regarding our editorial policies, we have no quarrel with the present understanding of the subject particularly as enunciated in the minority report expressed by Commissioner Jones of the FCC, after the final "Mayflower Decision." Neither do we quarrel with the position of the Commission majority with respect to the responsibilities inherent in the assumption of an editorial position — namely the "affirmative obligation to also seek out and air contrasting views."

Within reasonable limits this of course is a good general policy. In fact this is the position we have always taken during the 20-odd years that our station has broadcast editorial opinion. We simply label all such programs as representing our opinion on the subject, and invite other comments. . . . We subscribe to the theory that radio should not *exclude* significant viewpoints concerning *controversial* subjects.

In the final analysis, however, it is the licensee's responsibility to determine the appropriate manner in which to deal with the matter fairly. If stations were required to let everyone broadcast who might have an opinion there obviously would soon be a point of saturation reached in which the balance of good programming would be destroyed.

You ask how "we got away" with programming editorials while the old Mayflower Edict was in force. You must remember the Mayflower Decision never had the weight of law. It was merely an example of a rule promulgated by *obiter dictum*. In my opinion no station incurred any risk in defying it. With the possible exception of J. Lawrence Fly, to whom goes the dubious distinction of having sired the original Mayflower Decision, I question whether any member of the FCC has ever deemed it enforceable.

Certainly the present members of the FCC inherited it from their predecessors, and few if any were inclined to accept it as representing the letter of the law. In fact I think the FCC of 1940 really started out to set forth something of the same philosophy as the present decision, but got so badly muddled in terminology etc. that the whole thing got twisted around.

The present majority opinion doesn't do much better. Commissioner Jones' separate opinion however very clearly and adequately covers the subject. If you have not read the latter I certainly commend it to you.

As to your request for information concerning topics covered in our editorials the following are current examples:

WATER DIVERSION (Should sections east of the Continental Divide be permitted to tap our water resources by means of diversion tunnels?) We took the position the diversion should be permitted only if compensatory reservoirs were built. *This was done.*

CITY ZOO (Should it be abandoned and playground equipment installed in its stead?) We took affirmative position pointing out that conditions at zoo were such as to cause unnecessary suffering of animals, and that the annual cost, if diverted, would provide excellent playground equipment. This was a half victory. The zoo is being retained but with improved facilities to preclude cruelty to animals. Also Lion's Club has endorsed playground idea and is purchasing the equipment.

Other similar projects such as the Youth Center, Community Humane Society, Polio Committee, and various other activities owe much to the editorial efforts of KFXJ in their behalf. Most of our editorial subjects are purely local. . . .

We consider our editorial efforts as simply another phase of our public service programming.

Some broadcasters may prefer to duck their local responsibilities and never express any opinions . . . yet they permit news commentators and others to use their facilities for that purpose. Here we regard it as our duty to remain alert to community problems, and we hold no brief for the psuedo liberals who would preclude broadcasters from editorializing on the general theory that broadcasters are not qualified to express opinion, because broadcasters are businessmen and businessmen are all fascists!

Thanking you for your interest and wishing you success. . . .

Rex Howell, President
Western Slope Bcstg. Co.

Mr. Rex Howell
KFXJ Grand Junction, Colo.

Dear Mr. Howell:

Here at the U. of Oregon, the . . . Department of Journalism has a course in special radio seminar for advanced radio journalism students. . . . We are each given a choice of subjects to choose from for a term project. My choice is editorials in the radio business.

As I understand it, you are perhaps one of the outstanding radio editorialists in the West. . . . Consequently, my letter to you. If you could send me a summary of your ideas on the subject of editorials on the air, how you kept on operating despite the fact that the Mayflower decision of 1941 actually forbade such operation . . . I would appreciate it immensely.

Also, if you could describe to me your program setup, some of the subjects and how you treated them . . . it would be most helpful.

Malcolm Epley Jr.
Eugene, Ore.

"BEEN SHOPPIN' FOR SUPPER, ELMIREY?"



SOUP or soap . . . tarts or toothpaste, North Dakota's rich Red River Valley yokels buy with the nation's most lavish hand! With no strain on their budget either, because their average Effective Buying Income per family is $1729 above the national average!

For 27 years, WDAY, Fargo, has been the favorite listening habit of our wealthy citizens, both urban and rural.

Here are the Jan.-Feb. '50 Hooper comparisons:

	Weekday Share of Audience		
	Morning	Afternoon	Evening
WDAY	**65.7%**	**70.3%**	**66.2%**
Station "B"	20.3%	9.7%	12.9%
Station "C"	7.5%	13.8%	9.9%
Station "D"	4.9%	2.6%	8.5%

If you'd like to hear more, write us—or ask any Free & Peters "Colonel"!



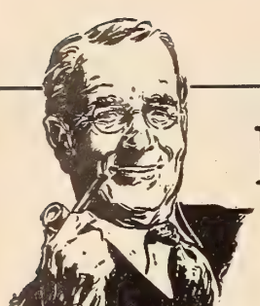
FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS



FREE & PETERS, INC.
Exclusive National Representatives

Advertisement



From where I sit
by Joe Marsh

Mud Lake Gets "Cleared up"

County officers got a notice from the government not long ago, asking them to change the name of Mud Lake. Seems it's a pond, not a lake, by government standards.

Because it lies entirely inside our town limits, we asked to do the name-changing ourselves. Figured we'd think up a brand-new name. Mud Lake's really not very muddy—sort of pretty, as a matter of fact.

County people said go ahead, so we held a Town Meeting. Everyone suggested something. Windy Taylor thought of "Taylor Pond" because his place borders it—for about 30 feet! But we finally decided to call it "Turtle Pond" in honor of the real owners.

From where I sit, naming that pond wasn't the most important thing in the world—but the *way* we did it *was*. Everyone offered his opinion and then the majority vote decided it. That's the way it should be—whether it concerns naming a pond, or having the right to enjoy a friendly glass of beer or ale—if and when we choose.

Joe Marsh

Copyright, 1950, United States Brewers Foundation

. . . In The Public Service

Offers $1,000 Prize

A GIGANTIC parade of entertainers and a contest with a $1,000 cash award served as the Cancer Crusade kickoff for WKBW Buffalo last month as the countrywide campaign got underway. WKBW went on the air at 11:10 p.m. Tuesday, April 4, in a parade of stars and a dramatic presentation outlining the cancer drive. In addition, a contest to identify the "Whistler" was introduced. Listeners entered the contest by stating in 23 words or less why they gave to the Cancer Crusade. First person to identify the "Whistler" received $1,000 cash awarded by J. N. Adam's Department Store.

* * *

WAAM (TV) Auction

IN Baltimore, the inflated U. S. currency didn't stand in the way of charity as WAAM (TV) Baltimore began its 1950 Cancer Crusade with a novel fund-raising idea. M. C. Tommy Dukehart offered to spend $100 on bargains phoned in to him by his viewers. He promised to spend the entire $100 as wisely as possible, culling the best bargains from all offers phoned in. He sold at auction all the bargains with all proceeds from the auction to be re-spent on further bargains, re-auctioned for a bigger gain, and so on until April 29. The final total was given to the Maryland Division of the American Cancer Society.

* * *

WSTC Kick-Off Show

WSTC-AM-FM Stamford, Conn., opened its Cancer Crusade with the *Connecticut Cancer Campaign Kick-Off* broadcast April 1. Speakers included Geraldine Fitzgerald of the screen, Stamford Mayor George Barrett, State Campaign Chairman Charles H. Walters and State CIO Vice-President Daniel J. Gallagher. The program originated in Hartford and was carried by the Connecticut State Network.

* * *

WMAL-TV "Strikes Back"

IN COOPERATION with the D. C. Division of the American Cancer Society, WMAL-TV Washington presented a special program on April 14. Produced during the fund raising campaign of the society, some of the latest phases of study in the attempt to "strike back" at cancer were demonstrated. Featured on the program were Dr. and Mrs. Ivor Cornman, who are doing research at George Washington U. The program warned of the seven cancer danger signals and how to recognize them in the early stages.

* * *

Gen. Donavan Featured

AIRING of an address by Gen. Will Donavan over WWSW Pittsburgh helped launch the Allegheny County American Cancer Society's drive for funds April 11. The half-hour program was broadcast direct from the William Penn Hotel and was fed to a Pennsylvania statewide network.

* * *

Trains Volunteers

KJR Seattle reported it used radio in an unusual way for the Cancer Crusade March 31 when it provided its studios and air time for a 15-minute program. The program was in the nature of an organizational meeting for the hundreds of fund-raising volunteers in the Seattle chapter. All volunteers in the area were told to tune in. Campaign leaders, in a round-table discussion moderated by Announcer Bob Ferris, discussed three principal points: How fund-raising calls were to be made; how pledges were to be picked up, and how the printed literature was to be used, for education as well as fund raising.

* * *

ABC Tells Gunther's Story

SPECIAL American Cancer Society broadcast April 17 on ABC, presented a dramatic adaptation of John Gunther's book, *Death Be Not Proud*, a tragic account of the death of his teen-age son, John Gunther Jr., who died as the result of a brain tumor. A special score for the broadcast, originating in New York, was composed and conducted by Lan Adomian. The adaptation, which made use of the narration technique, was prepared by Peter Martin, member of ABC's script division. Walter King, of the American Cancer Society, produced and directed the program.

* * *

WDTV Aids Berle

DIRECTED by General Manager Donald A. Stewart, WDTV (TV) Pittsburgh and its staff lent full support and cooperation to the Milton Berle "Telethon" for the cancer drive April 29. The outlet's engineers, members of the International Alliance of Theatrical Stage Employees, and the production crew offered their services without compensation for the full run of the show. The Pittsburgh Junior Chamber of Commerce handled the local telephone exchange set up to receive pledges from the tri-state district.

* * *

Memorial Tribute

IN memory of two people in the nation's capital who died of cancer, AFRA talent, NBC writers and staffers of WTOP Washington combined to present a salute May 2. The half-hour show, 10:30-11 p.m., was a factual drama on causes and cures of cancer. Titled *In Memoriam*, the program hon-

(Continued on page 78)



Free Speech Mike

RADIO!

AMERICA'S GREATEST ADVERTISING MEDIUM

Dedicated to Public Service and the Preservation of American Freedom

WJR

THE GOODWILL STATION, INC.—Fisher Bldg., Detroit

CBS

50,000 WATTS

G. A. RICHARDS
Chairman of the Board

HARRY WISMER
Vice President and General Mgr.



IT'S EASY, WHEN YOU KNOW HOW!

HIGH hurdles or Hoopers—whatever the "race," the winner has usually had years of experience in his particular field. Know-How, we call it.

Twenty-four years of broadcasting in this one area has given us at KWKH an unbeatable advantage in *radio Know-How*. Latest Hoopers prove it:

Jan.-Feb. '50 Share of Audience				
	KWKH	"B"	"C"	"D"
Weekday Mornings	**44.8%**	17.8%	22.3%	13.8%
Weekday Afternoons	**35.1%**	30.1%	16.7%	15.7%
Weekday Evenings	**47.4%**	26.9%	14.3%	9.8%
Sunday Afternoons	**32.4%**	22.5%	19.4%	23.9%
Total Rated Periods	**42.5%**	26.0%	16.8%	13.0%

Furthermore, BMB Study No. 2 shows that KWKH's Weekly Daytime Audience has increased by 51,130 families since 1946—now totals 303,230 families in Louisiana, Arkansas and Texas.

Write to us or ask The Branham Company for all the proof of KWKH's superiority in this prosperous market.

KWKH

SHREVEPORT Texas **LOUISIANA** Arkansas

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 38, No. 20 WASHINGTON, D. C., May 15, 1950 $7.00 A YEAR—25c A COPY

INCREASED BILLINGS SEEN

'Trends' Study Shows

FURTHER EXPANSION of radio billings, especially on the national spot and local level, is the enthusiastic prediction of the nation's radio executives.

Answering BROADCASTING's 23rd TRENDS survey station managers and owners predicted:

1. Radio's greatest future gains will be in local business.
2. Station's are doing a constantly improving job of merchandising their sponsor's products.
3. Per Inquiry advertising will increase and may possibly adversely affect radio billings.
4. National advertising, particularly spot, will increase in the neighborhood of 10%.
5. Local advertising will increase more than 10%.
6. Automobile dealers will lead other classifications in increasing use of radio.

The TRENDS study of executive opinion in radio and allied fields was directed to a representative sample of station executives across the country and was answered by nearly 70% of the panel.

The questions asked (in bold type), the percentage of executives checking each division and a short discussion of the answers follows.

Question I

Where do you think the largest future gains in radio dollar volume will be made?

Network Programs (0.0%)
Selective Market Programs (28.3%)
Selective Market Spot Announcements (28.3%)
Local Spot Announcements (43.4%)

Local Spot Gain Seen

Gains in local spot sales are, in the opinion of station managers, the largest single source from which an increase in billings may be expected. Selective market buying also is expected to bring more money to stations. Managers are divided equally, however, on whether this will be through the use of spots or programs. Station managers doubted that income from network sources would increase.

The percentage figures are based on 60.6% of the replies where only one classification was marked or a first and second choice was indicated. In the latter case first choice only was used for this tabulation. Several station managers indicated future gains in dollar volume from network programs as a second or third choice.

BALLOT

A Continuing Study of Executive Opinion

The remaining 39.4% of respondents indicated they expected increased dollar volume from several sources but showed no preference. Of these, 37.7% marked local and selective market spot; 26.1% combined selective market spots and programs; 15.9% added programs to local spots; 11.6% see gains in a combination of selective market programs and local spots, while the remaining 8.7% combined the three classifications other than network programs.

Question II

Do you believe the trend in radio stations' merchandising of sponsors advertising is toward

More? (56.8%)
About the same? (36.9%)
Less? (6.3%)

While advertisers are placing their radio business to create increased buyer demand, stations appear to be coming to the realization that delivering the sponsor's message is not their only field of activity. As more sponsors are requesting merchandising support for their products managers at 56.8% of the stations polled said they feel the trend is to increase this support. In 36.9% of the cases, respondents indicated this merchandising activity was continuing at about the same level while 6.3% of the station managers saw the trend decreasing.

At the end of 1949 a TRENDS survey of advertising agency executives found 62.8% of those queried felt individual stations gave inadequate support to sponsors' products. [BROADCASTING, Nov. 21, 1949]

Question III

Do you believe per inquiry (P. I.) advertising will

Increase? (49.4%)
Remain the same? (15.5%)
Decrease? (35.1%)

Changes in the amount of PI business are seen by a majority of station managers. In the opinion of 49.4% of the respondents there will be an increase while 35.1% see a decrease.

The trend of radio business in general and local business in particular was indicated by many managers to be a contributing factor. If billings are good, they say, the trend will be away from PI. If business drops off to a marked extent, PI may have a chance to increase.

A number of managers who indicated PI advertising may increase generally noted that they do not accept this type of business.

Question IV

How do you think per inquiry advertising will affect radio billings?

Increase (8.3%)
No effect (45.2%)
Decrease (46.5%)

Although 49.4% of station managers indicated a possible increase in PI business, an almost equal number (46.5%) showed a feeling that acceptance of PI's would tend to decrease radio billings in time. There were very few managers (8.3%) who could see an increase in total billings from this type of advertising.

If PI business does increase, 45.2% of the respondents indicated they feel it will have no general effect on radio billings.

Question V

Do you believe the number of advertisers using radio on a national

(Continued on page 48)

L&M SPOTS

Alternate Week Plan Announced

CUNNINGHAM & WALSH, New York, last week changed its spot campaign for its client, Chesterfield cigarettes, from the weekly schedule common in radio timebuying to a new schedule of alternate weeks.

The revision, a unique way to effect a budget cut, was understood to have been accepted by 80% of the 135 stations involved. Those who rejected the Chesterfield proposal did so on the grounds that it constituted a serious disruption of radio time scheduling practices.

T. F. Flanagan, managing director of the National Assn. of Radio Station Representatives, said that many stations had pointed out that acceptance of the Cunningham & Walsh revised schedule would complicate their schedules so severly that revenue from the Chesterfield spots would not be worth the trouble.

They pointed out that accepting one campaign, on an alternate-week basis, would mean trying to sell other advertisers alternate week schedules to fit in between the Chesterfield spots. Such procedure, the protesting stations said, would lead to drastic revision of the whole schedule system.

In its letter to stations and to station representatives, Cunningham & Walsh wrote:

". . . The Chesterfield announcement schedules on all stations will be changed from the curent weekly basis to an every other week basis effective the week of May 22, 1950 (that is, the week of May 22—no advertising; the week of May 29—full schedule, etc.).

"We will forward revised orders covering the change in scheduling to apply against our current contract. This letter is your notice to cancel all stations that refuse the schedule on the revised basis after May 21, 1950."

Meanwhile, another advertiser, Procter & Gamble, through Dancer-Fitzgerald-Sample, was experiencing more difficulty than that encountred by Liggett & Myers (Chesterfield) in its proposal for deviation in rate standards.

P&G three weeks ago [BROADCASTING, May 1] had proposed to place a television program, *Beulah*, on ABC-TV stations with the condition that stations freeze rates at current levels for two years. P&G offered an option for renewal the third year at rate increases of no more than 33⅓%.

Mr. Flanagan, whose association members have vigorously protested the principle of freezing TV rates, reported that 23 ABC-TV affiliates had turned down the P&G program.

In those markets where ABC-

(Continued on page 50)

T. S. LEE HOLDINGS

Go On Sale Today

THOMAS S. LEE Enterprises Inc., Los Angeles, including Don Lee Broadcasting System, KTSL (TV) and other accumulated properties, will be offered for sale effective today (May 15) at the direction of Public Administrator Ben Brown of Los Angeles and at the request of R. D. Merrill of Seattle, 83-year-old sole heir of the late Mr. Lee.

Competitive bids will be received but the offers will not be opened until a date to be determined—possibly 10 days or two weeks hence.

Ray Wright of Seattle, attorney for Mr. Merrill, last week entered separate negotiations having to do with disposition of the Cadillac dealerships held by Thomas S. Lee Enterprises. Conferences were held in Detroit last week looking toward sale of these California agencies to General Motors Inc. The figure mentioned was in the neighborhood of $2,500,000, with the likelihood that certain of these dealerships would be turned back to present executives of Don Lee Motor Corp.

Because of the nature of the California law, there can be no formal bidding until the Public Administrator so declares. A number of interests, however, it is reported, have conferred informally with the Public Administrator and Mr. Merrill's associates.

No Formal List

While no formal list has yet been released, it was variously reported that among organizations interested are CBS, primarily for KSTL (TV) and possibly certain real estate; Music Corp. of America, said to be acting as agent for other interests; Ed Pauley, oil magnate, Col. A. L. Lintner, capitalist and businessman who maintains his headquarters in Anchorage, Alaska, and two brokerage houses acting on behalf of clients, Dean Witter & Co. and Blyth & Co.

Both Lewis Allen Weiss, chairman of the board, and Willet Brown, president of Don Lee, are understood to figure prominently in a number of the offers on a management basis. Mr. Brown has also directed certain of the Cadillac operations and it was expected that he would retain the Hollywood distributorship.

Reports were current that bids under $8,700,000 for the entire Don Lee structure would not be entertained. Involved are 5,750 shares of stock in Thomas S. Lee Enterprises Inc., issued in a single certificate and held by Public Administrator Brown. Separable sale of the various properties, however, is regarded as not only permissible, but likely.

Don Lee Broadcasting System, embracing the four AM stations (KHJ Los Angeles, KFRC San Francisco, KDB Santa Barbara, KGB San Diego), the TV station and one FM outlet (KHJ-FM), as well as 19% interest in Mutual, is not a separate entity but does business under that style as a unit of Thomas S. Lee Enterprises Inc. The radio properties, which in addition to those enumerated include Pacific Northwest Broadcasting System Inc., have a book value of $3,700,000. The overall properties are understood to have a book value of $8,700,000.

Thomas S. Lee Enterprises Inc. is said to have several million in cash assets. The inheritance tax liability is believed to be in excess of $4 million.

Mr. Lee's will, filed shortly after his death last Jan. 13, left the entire estate to Mr. Merrill, his uncle by marriage and a retired Seattle businessman. The will provided that Mr. Merrill was left the estate "to be divided as he sees fit." The will is being contested by Mrs. Nora S. Pattee of San Marino, Cal., a maternal aunt. Mr. Merrill thereafter announced his intention of selling the properties via competitive bids.

CBS, it is understood, previously had made a tentative offer for the television station and Don Lee's new headquarters at 1313 North Vine St., Hollywood. The offer, understood to have been approximately $1 million for KSTL (TV) and $2 million for the building, was said to have been rejected.

MCA May Bid

MCA's main interests are in the entertainment field. Consequently, it is generally believed that the firm, in proposing to bid, will function as an agent for another group. Mr. Pauley, well known in Administration circles, has long been interested in both radio and TV. Some time ago he made overtures for a San Francisco TV station and also unsuccessfully tried to acquire KLAC-TV Los Angeles. He also has been an applicant for original television facilities.

The two brokerage companies—Dean Witter and Blyth—are said to be acting for undisclosed New York syndicates.

Mr. Lintner, who holds diversified interests, including war surplus properties, oil, mining and aviation interests, is declared to be acting for himself and possibly a small group of associates. He is being represented by the Washington law firm of Dow, Lohnes & Albertson.

CITES OLYMPIA

Honored for Safety Spots

YEAR-LONG public service spot campaign has won national recognition for the Olympia Brewing Co., Olympia, Wash. National Safety Council has awarded a public interest award for "exceptional service to safety" during 1949, to Olympia for its traffic safety spot drive sponsored on 28 Washington stations from April 4, 1949 through April 1, 1950 [BROADCASTING, March 28, 1949]. Washington's Governor Arthur B. Langlie will personally present the award to Peter Schmidt, brewery president, in ceremonies in the governor's office.

The spot campaign, devoted entirely to traffic safety messages, involved a total budget of $80,000 and was placed through the Seattle office of Botsford, Constantine & Gardner. Over 11,232 spots were used during the campaign. The 20-second transcribed announcements were prepared in cooperation with the Accident Prevention Division of the Washington State Patrol.

National Safety Council also presented public interest awards to NBC, Mutual-Don Lee and 78 radio and six video stations [BROADCASTING, May 8].

Esso Shifts in N. Y.

ESSO STANDARD Oil Co., New York, has made one change in one market, New York, in its 10 year old station schedule of the *Esso Reporter* since its agency, Marschalk & Pratt, New York, sent out letters advising the stations carrying the program of a revaluation of its station list [BROADCASTING, May 1]. The company will drop the show on WJZ New York, after 15 years, on May 31 and will start June 16 on WNBC New York, 12-12:05 p.m., five times weekly and on WOR New York, 6-6:15 p.m., three times weekly.



Drawn for BROADCASTING by Sid Hix

"Here is the latest news hot off the wire!"

BARRY NAMED

Is NBC Vice President

NBC officially announced last week the appointment of Charles C. Barry, ABC vice president in charge of programming, as NBC vice president in charge of programs for the radio network [BROADCASTING, May 8].

Mr. Barry will join NBC June 5. He will report to Charles R. Denny, NBC executive vice president who is temporarily heading the NBC radio network pending appointment of a vice president.

NEW WJR RATES

Wismer Announces Revision

REVISION of WJR Detroit's daytime rates was announced last week by Harry Wismer, assistant to the president of WJR, WGAR Cleveland and KMPC Los Angeles. Nighttime rates will remain the same, in line with policy set by other stations he said:

Other segments of the broadcast time were increased or reclassified in accordance with audience potentials as determined by recent extensive research, Mr. Wismer pointed out. He said present advertisers will continue on old rates for six months, or until Nov. 6, 1950.

Under the new rates, WJR's Class A time will range from $200 for five minutes to $1,000 for one hour; Class B, $134 for five minutes to $670 for one hour; Class C, $110 for five minutes to $550 per hour; Class D, $80 for five minutes to $400 for one hour; Class E, $100 for five minutes to $250 for one hour. Announcement rates go from $40 for the 6-7 a.m. slot to $150 for one minute from the 6-11 p.m. period.

Coca-Cola Replacement

AS A summer replacement for the *Edgar Bergen-Charlie McCarthy Show*, the Coca-Cola Co., beginning June 4, will sponsor *The Pause That Refreshes*, in the same time slot as the Bergen show, CBS, Sunday, 8-8:30 p. m. The musical series will feature Percy Faith and his orchestra and will present prominent singers as guest stars. Agency for the sponsor is D' Arcy Advertising, New York. The Edgar Bergen show will return to the air in early October.

BMB AREA REPORTS

To Give Complete Station Coverage

COMPLETE statement of broadcasting station coverage will be made available for the first time within a few weeks when Broadcast Measurement Bureau starts publishing state area reports, Dr. Kenneth H. Baker, BMB acting president and NAB research director, told BROADCASTING Thursday.

Publication of area reports was ordered last Tuesday by the BMB board, and Dr. Baker quickly drew up plans for the project. The new reports are expected to bail out BMB from a near-$100,000 debt to NAB.

The board decided to postpone any steps toward dissolution of BMB until next Oct. 1.

In making available area reports by states BMB takes a step that is expected to bring Study No. 2 into universal use by buyers of time. The reports will show all the stations heard in every state provided they have 10% or more of the state's audience.

Thus buyers of radio time can consult the complete list of area reports for coverage of all 1,800 of the stations on the air in March 1949. Coverage will be shown for 600-plus subscribing stations and nonsubscribers as well. The first BMB study in 1946 had shown data for only 700 of the 900 stations then on the air.

Restriction Lifted

As a result of the new state area reports BMB subscribing stations need no longer be held to their actual BMB coverage claims while nonsubscribers use various types of millivolt contours, mail reports and similar claims. The subscribers and nonsubscribers will be placed on the same basis through availability of the state reports.

A number of stations had complained to BMB that Study No. 2 does not tell "what the competition is doing," according to BMB officials.

Board decision to publish state area reports was based on what was described as "a terrific demand," especially among advertisers and agencies.

Subscribers will be designated in the new reports by a BMB crest. With printing scheduled to start in about a month, BMB will accept station subscriptions from stations desiring to be designated by the crest.

Price for the state books will be prorated on the basis of printing costs, which will vary for each state. A price list will be published soon.

State reports will be available to BMB subscribers and their representatives, advertisers and agencies. They will not be available to nonsubscribers.

Board decision on the project was unanimous. In the discussion it was pointed out that subscribers should realize publication of the reports will be the best thing that can happen to individual measurements at this time, with every station getting a complete picture of all stations having a BMB (10%) audience in their area.

In deciding to release all information collected in BMB Study No. 2, the board overrode protests of many individual station subscribers who have, from the time the divulgence of non-subscriber data was first broached more than a year ago, strenuously maintained that such general release of data for all stations would place the non-subscribers on an even basis with those who have underwritten the cost of the study and BMB's other expenses.

Users of BMB data have naturally desired full reports on all stations and have argued that this would be a good move for the broadcasting industry as it would provide more information to the buyers of radio time and so would help make wiser decisions about the use of radio which in the long run should increase the use of radio in competition with other media.

Area Figures Wanted

Agency spokesmen who took part in a BMB-BAM discussion at the NAB convention last month [BROADCASTING, April 24] told broadcasters they wanted area reports.

BMB published a national area report based on the 1946 survey. The 1949 state reports will consist of separate books for each state.

Although designation of Oct. 1 for the transfer of BMB's activities to Broadcast Audience Measurement Inc., organized as the successor to BMB, some four months beyond the July 1 date originally contemplated, the BMB board was unanimous in its decision. Broadcasters joined with advertisers and advertising agencies represented on the board in voting for the later date.

One reason for the delay in ending BMB's hectic career is that BAM as yet is unready to take over. Just incorporated, BAM at present has neither board, officers nor staff. No stock has been issued as yet in BAM and no decision has been made as to how it shall be issued, to whom it shall be offered and who will handle its sale. If the issue exceeds $300,000—and it is difficult to see how an efficient audience research organization could be established on such a restricted financial base—the issue must clear the Securities and Exchange Commission.

Data Being Processed

Furthermore, the BMB staff is now busily engaged in processing and servicing the data of BMB's study No. 2 for both station subscribers and for advertisers, agencies and station representatives. Several special tabulations already have been made for individual agencies and station representative firms. The handling of non-subscriber data, a process guarded by many special restrictions so that stations which did not cooperate in supporting last year's nationwide survey of the radio audience shall not benefit at the expense of the stations that did finance the study, is another major task for the bureau staff.

Agency and advertiser members of the BMB board reported keen interest in the BMB data by agencies and radio advertisers generally and expressed a general feeling on the part of the users of radio time that there be no interruption in service between the end of BMB and the beginning of BAM. The $95,000 debt of BMB to NAB, now somewhat reduced, is understood to have loomed large in the minds of the board's broadcaster members in endorsing the postponement of the wind-up of BMB.

Loan Not Repayed

Estimates made at the time of the 1949 NAB Convention that by this time BMB would be in a position to pay off its loan from NAB have not worked out that way, largely because the 100 additional station subscriptions to BMB that were anticipated did not materialize.

Present at the meeting were:

For NAB: J. Harold Ryan, Fort Industry; Justin Miller, president, NAB; Roger Clipp WFIL Philadelphia; Hugh M. Beville Jr., NBC; E. P. H. James, Steuben Glass Inc. (formerly MBS); G. Richard Shafto, WIS Columbia, S. C. For ANA: Paul B. West, president; Joseph M. Allen, Bristol-Myers Co.; Lowry Crites, General Mills Inc.; Albert Dempewolff, Celanese Corp., Alden James, P. Lorillard Co. For AAAA: Frederic R. Gamble, president; Leonard T. Bush, Compton Advertising Inc.; D. E. Robinson, Price, Robinson & Frank; Linnea Nelson, J. Walter Thompson Co.; Melvin Brorby, Needham, Louis & Brorby. Guests were: Kenneth Godfrey, AAAA; Kurt Jewett, ANA; Don Petty, NAB counsel; Laurence Casey, BMB counsel.

SENATE FIGHT SEEN

On Truman FCC Plan

PROSPECTS of a Senate floor fight against President Truman's FCC "reorganization" plan [BROADCASTING, March 20] were mounting last week after the plan won slim approval by the Senate committee assigned to study it.

With less than a fortnight remaining before the May 23 deadline for Congressional action to block the Presidential proposal, the week produced these developments and repercussions:

● A scathing blast at FCC by Sen. Homer E. Ferguson (R-Mich.), who charged the plan "can lead to complete Government ownership and operation of the radio industry," and called for a "complete and thorough" probe of FCC practices and procedures.

● A spirited drive by NAB calling upon member and nonmember stations to flood their Senators with protests against the plan, which would concentrate the Commission's administrative and executive functions in the Chairman.

● Disclosure of a protest by a Federal Communications Bar Assn. member who claimed the FCBA witness against the plan did not appear upon the authorization of the FCBA membership.

● Development of a move on Capitol Hill to bring the plan up for Senate consideration on Wednesday.

These developments came on the heels of a 6-to-5 vote of approval of the President's plan Tuesday by the Senate Executive Expenditures Committee headed by Sen. John L. McClellan (D-Ark.), who said he plans to report it early this week.

Outright Rejection Stopped

Technically, the committee voted to report "unfavorably" a resolution (S Res. 257) by Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee, who urged outright rejection of the plan.

The President's proposal would give the FCC Chairman power to appoint and supervise FCC employes, subject to the consent of

(Continued on page 46)



APPROPRIATE is the word for the candles on this cake, made of Ipana tubes, as they're lighted by Niles Trammell (l), chairman of the board of NBC, on the 10th anniversary of Bristol-Myers sponsorship of *Mr. District Attorney* (NBC, Wednesdays, 9:30 p.m. EDT). With Mr. Trammell are Lee Bristol (r), president of Bristol-Myers, and Joseph Moran, a Young & Rubicam vice president.



MARIN DELL's million-dollar modern dairy plant on 13th and South Van Ness Sts. in San Francisco is the nerve center of its widely scattered dairy operations.

The Plant Budda Built'

Marin Dell Grows From 3 to 65 Routes With Its $50,000 Amateur Hour

By GEORGE VOIGT

NEAR the center of San Francisco's South-of-Market business section, at 13th and South Van Ness Sts., stands the gleaming, modern, block-square Marin Dell dairy, a million dollar plant and one of the finest dairy installations in the country.

It's called by the company "The Plant That Budda Built" and it stands as a testimonial to one of the brightest success stories in San Francisco radio.

The "Budda" to whom the company gives credit for building the plant is Dean Maddox, m.c. of *Budda's Amateur Hour*, Saturday, 8 p.m. on KFRC San Francisco. The show has been sponsored by Marin Dell almost since the company's inception 20 years ago.

Thomas Foster, founder and vice president and general manager of the firm, who decided to gamble on radio back in the early days when every dollar expenditure was carefully weighed by the infant company, gives radio major credit for building the firm from a handful of milk routes to the extensive Bay Area distributing organization it is today.

Ads Center on Show

Marin Dell's success story is unique in that it has built almost its entire advertising campaign through the years around its amateur hour show. The company today spends in the neighborhood of $50,000 annually on this single program. Its newspaper and spot radio budget is practically nil.

Newspapers and spot are used only infrequently on special campaigns for which special money outside the assigned advertising budget is used. Marin Dell spends only a few thousand dollars each year with grocery and dairy trade publications and on travelling displays, like street car cards.

Budda and his amateur hour are not the creatures of Marin Dell. The program and the company started within three years of each other but completely independently.

Mr. Foster was a salaried milk wagon driver, and had been for 24 years, when he conceived the idea of Marin Dell, a wholesale distribution agency for independent dairy ranchers and independent retail stores. He started the company with three ranches and three milk routes. It worked this way:

His company, officially the Marin Dairymen's Milk Co. Ltd., took over management of the dairy operations of participating ranchers. In return he guaranteed the ranchers year-round distribution of their milk. Thus the ranchers, whose dairy products were a lucrative though minor portion of their ranch output, were relieved of all bother and responsibility of management in this department and still were guaranteed a steady and reasonable profit from their dairy herds.

Retail Cooperation

A similar arrangement was made with retail stores. The stores were guaranteed supply for signing up as Marin Dell distributing outlets and they had no competition to face in the sale of Marin Dell products outside of the retail store field. No Marin Dell product was or is sold to chain organizations or direct to consumer by way of home delivery. Hospitals and restaurants, not in the business of selling milk, are also serviced by the company.

The company was started in July 1930.

Budda's Amateur Hour was started three years later. Dean Maddox, a radio man who entered the industry via the stage in 1927, started the program. After bouncing around the business coast-to-coast and spending a couple of years as chief English announcer for the Chinese National Radio in Peking and Shanghai, Mr. Maddox joined KYA San Francisco as an announcer in 1933.

Within a few months after joining the staff he was named program director of the station. KYA at that time was owned by William Randolph Hearst and one of the first suggestions passed down by "The Chief" to the newly appointed program director regarded an amateur hour program.

Mr. Hearst said he thought such a program would go well in San Francisco. Mr. Maddox didn't even know what an amateur show should consist of or how one should be organized and handled. He went to the station general manager for direction and was told: "Don't bother me with details. Start one."

He did.

Beginning Plans

He began announcements over KYA that such a program was being formed and any listeners with show business talent were invited to come down for the show. The listeners responded by the hundreds and Mr. Maddox brought his microphone out onto the street in front of the studios to conduct his first amateur hour program. A crew of policemen had to be called out to keep order.

In describing the scene to his listeners, Mr. Maddox ad libbed: "And here I stand with my microphone like Buddha in front of a throng of pilgrims and I don't know what to do. I don't know where or how to get this thing going."

The first amateur entertainer, a girl singer, who got to the microphone after those introductory remarks called him Buddha and the name stuck. It's still sticking. The spelling has been changed to Budda in deference to persons of the Buddhist religion who may object to a radio m.c. carrying such a title.

Two months after the show went on the air Marin Dell took over sponsorship and ever since, with one brief interruption, has been completely satisfied to let Mr. Maddox, in the role of Budda, do its commercial talking for it via radio and to assign almost its entire advertising budget to the program.

The one brief interruption came in mid-1935 when Mr. Maddox left KYA. Six weeks after he left the station, Marin Dell moved the program to KFRC, now the Don Lee-Mutual station in San Francisco, and reinstalled Mr. Maddox as m.c.

Business Grows

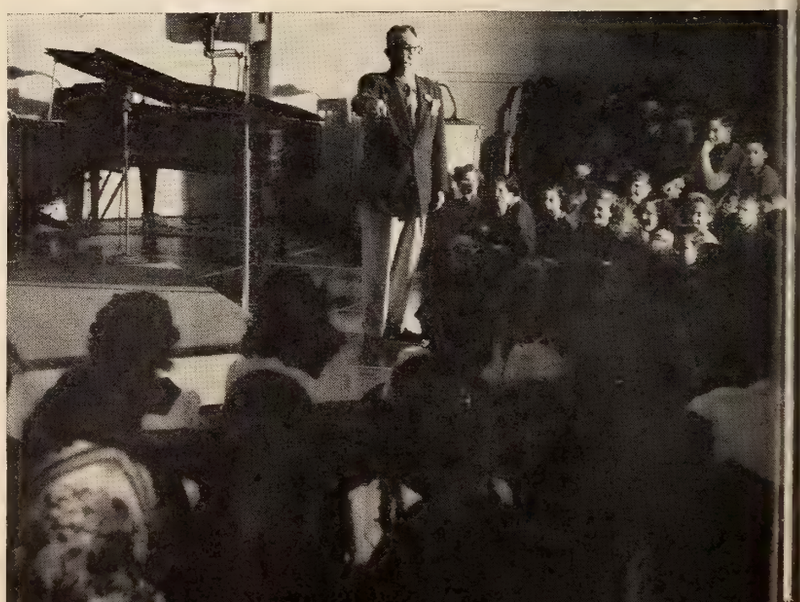
And Marin Dell grew with the program. By the end of 1935 its three routes had increased to 30. Today it services 65 routes and has some 90 dairy suppliers shipping their products directly into the South Van Ness St. "Plant That Budda Built." It draws from ranches throughout the Bay Area and reaches down into California's rich San Joaquin Valley for additional supply. Among consumers, Marin Dell is one of the best known dairy brand names in the area.

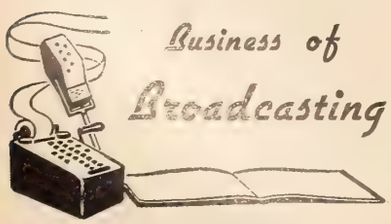
Surveying this growth over the years, Mr. Foster today says:

"I find no reason to regret my original decision to gamble on radio as I did 17 years ago. At first it was a hardship for our growing company to meet the weekly ex-

* * *

DEAN MADDOX, as Budda, in action during a broadcast of Marin Dell's *Budda's Amateur Hour*, aired on KFRC San Francisco each Saturday at 8 p.m. Program draws a large and enthusiastic studio audience.





One of a Series



Mr. FOSTER

* * *

penditure. But it has paid off. Since that time and over the years our radio program has become a part of the life of our community. We receive annually many thousands of letters from our customers telling us that Saturday night in their home is Marin Dell night with *Budda's Amateur Hour*.

"Our experience with radio is a pleasant one. It has paid us many dividends both in direct and institutional selling. We intend to continue the association indefinitely, which means forever."

For a man whose successful use of radio has, by his own words, meant so much to the success of his business, Mr. Foster pays surprisingly little attention to the conduct of the show itself.

In all the years of his sponsorship he has never attended a performance of the program. He never imposes his ideas or directions on the show. The program has proved itself successful in selling Marin Dell through the years and he's satisfied to leave everything concerning the production up to Dean Maddox. He doesn't expect, nor would he tolerate, he says, any suggestions on how to run his business and by the same token he doesn't feel he should tell Mr. Maddox how to run a radio show.

Harris Handles Account

Even in the commercial aspect of the show Mr. Maddox has a very free hand. Present agency for Marin Dell is Russell, Harris & Wood, San Francisco, with King Harris as account executive. The agency has had the account for the past two years. Campaigns are planned by the agency, under Mr. Harris' direction, products to be emphasized at various periods are selected and commercials are prepared by the agency. But these are given to Mr. Maddox purely in the form of direction.

All commercials on the program are brief, usually no more than three minutes per hour show, and all are ad lib, as is everything else on the program. If the name, occupation or comments of a participant on the show suggest a clever lead into some other type of commercial than that supplied by the agency, Mr. Maddox follows the lead. The success of this non-rigid commercial policy was proved in 1946 when a Bay Area survey showed *Budda's Amateur Hour* as having the highest sponsor identification of any program included in the survey.

In its 17 years on the air more than a million persons have seen the show, more than 6,000 have appeared on it. Some 500 of those who first exhibited their talent on the show have gone on to successful entertainment careers.

Plans Expansion

Mr. Foster, as has been noted, says his company's association with the program and with radio has been so pleasant and profitable the association will be continued "forever." But, as further evidence of his feelings on the matter, he also says the company's radio usage and expenditures would continue to expand. He said:

"Radio has helped us to grow. And we're going to continue to grow with radio—in any of its new improvements, methods or expansions, whether that be television or even some distant development. Our past has been built with radio, so will our future."

One of the immediate plans in this expansion, Mr. Maddox says, is television. *Budda's Amateur Hour* will go on television as soon as KFRC-TV is in operation.



LOIS BAKER, director of *Budda's Amateur Hour* show; M. C. Dean Maddox, and King Harris, Marin Dell account executive for Russell, Harris & Wood agency in San Francisco, go over the note-type outline used as a script.

* * *

LISTENER COUNT

Not Percents Wanted—Nelson

RADIO time buyers need to know how many people listen to a particular station or program, not what percentage of an unknown quantity listen, according to Linnea Nelson, chief time buyer for J. Walter Thompson Co., New York, speaking last Wednesday before the Women's Advertising Club of Washington, D. C.

★

Miss Nelson, who has bought over $100 million in radio time for J. Walter Thompson clients over the past 20 years, reminded her listeners that newspapers, through the Audit Bureau of Circulations, can tell a buyer how many copies of the publication are sold. "In radio," she said, "we know the percentage of listeners, but how do we turn that percentage figure into number of listeners? . . . everyone seems to know radio started with percentages of audience without knowing what to apply the percentage to, and everyone has been trying to do something about it for years."

Nielsen Method Hit

The Nielsen National Radio Network Service, which is claimed by A. C. Nielsen Co. to give figures applicable to the total number of radio homes in the United States, was hit by Miss Nelson because "there are not enough Audimeters to break this down by cities." Hooper Individual City Reports, she said, "again give us the relative audience percentage to programs. But to what do we apply this figure to get a cost per thousand? No one knows."

Citing the work of BMB, of which she is a member of the board of directors and which now is being reorganized, Miss Nelson pointed out the need of a national survey on a regular basis to find out what stations people listen to, how often, and where they are located. She said it is necessary to have information on the listening habits to each station because "in order to have something to determine how many we are getting for how much, we need to know approximately how many people might be considered as our potential audience and where they are located."

Expanding on BMB and its successor, Miss Nelson went on to say: "We hope that some day the industry will see fit to join wholeheartedly to keep this thing going and make it worth while and stop arguing whether or not we are, as of the moment, doing everything 100% right—stop the little arguments between stations—and come to the realization that advertising money must be carefully allocated and that advertisers must know how and where to spend it and how much to spend." She said at present "there is no organization in existence that does a complete radio and television survey job."

Miss Nelson pointed out that time buying spreads itself in many directions, all of which end with one major goal—sale of the clients' products. The buyer must understand something about programming and have some knowledge of total audiences to programs, and types of audiences to the various programs as well. This, she said, means that the buyer must select programs, or periods adjacent to programs, that should appeal to the potential user of the product to be advertised.

General information on a market also is important, Miss Nelson told her audience, and said "market research as well as program research plays a big part in determining what to buy for our clients."

"I have always been a strong booster of women's participation programs," she said, "and I believe they can be used to sell almost any products to women listeners." This is true of both radio and television, she said.

Notify Agency

Miss Nelson pointed out, however, that where the format and personalities on these programs change, the agency should be notified. She cited the unhappy reaction of the sponsor in several cases where changes had been made in programs without telling the agency.

The regular radio and television checking services "do not do for us the jobs we need to do personally," she said. "It is a plain case of getting our own people to know what really goes on as applied to the overall plans for the advertiser. It is our job to get out locally and find out exactly what is happening and whether or not the things we are buying, and in turn selling to our clients, are really worth the money."

The problems of buying network television time, particularly in one-station markets, was discussed. Miss Nelson said television is quite different from radio since many stations are affiliated with several networks.

WHAT'S POLITICAL?

FCC Approaches Issue

FCC MAY SOON undertake to spell out the differences, if any, between a political speech and an incumbent officeholder's "report to the people."

The issue, long a puzzler to broadcasters and politicians alike, is raised in a complaint filed against the 17 Texas State Network stations by Caso March, Texas gubernatorial candidate [BROADCASTING, May 8], copies of which were sent by FCC to the various stations last week along with requests for statements in reply.

Indicating FCC's intention to move promptly toward disposition of the case, the letters called for the replies to be submitted by May 12—last Friday.

Actions Questioned

The Commission also asked the stations whether their actions in the case resulted from decisions reached independently or in concert with other stations.

Mr. March contended in his complaint that weekly broadcasts by Texas Gov. Allan Shivers on the 17 TSN stations are actually political speeches and that accordingly he is entitled to time in which to reply.

He quoted TSN President Gene Cagle as saying, in denying his request for reply time, that broadcasts by the Governor are in the public interest and would be carried free on a weekly basis until after the June 4 filing date for the gubernatorial campaign.

"I realize that it is in order to make available free time over your licensees' stations to public officials," Mr. March wrote the Commission.

"I would not object to an occasional broadcast by the Governor in which he would give a report to the people of Texas, but when a large network makes available free time on a weekly basis—in other words, a sustaining program, in the midst of a heated political campaign for his office, such action is in violation of the FCC Act unless similar time is made available to opposing candidates.

"The Governor did not think of these weekly broadcasts, nor did he attempt to secure free time on a weekly basis, until after he found himself in the midst of a political campaign for re-election to the office of Governor. His speeches over this network are simply campaign speeches for re-election. . . . It is difficult to see how a candidate for state office could have a broader scope of operation than to discuss state government. In fact, I don't see how he could discuss anything else."

Mr. March asked FCC to order the TSN stations to show cause why they should not grant him free time, and requested an immediate hearing since the primary is July 22.

In its call for information, FCC asked the stations to submit "all the relevant information which you have" in addition to specific data including the amount of time which has been made available to Gov. Shivers, the date on which his broadcasts started, and the date they are scheduled to end.

TSN stations are:

KRBC Abilene, KNOW Austin, KBST Big Springs, KBWD Brownwood, WRR Dallas, KFJZ Fort Worth, KGVL Greenville, KTHT Houston, KCMC Texarkana, KFRO Longview, KCRS Midland, KRIO McAllen, KPLT Paris, KGKL San Angelo, KMAC San Antonio, KRRV Sherman, WACO Waco.

FCC Actions

TRANSFER of WEBC-AM-FM Pittsfield, Mass, granted by FCC last week. Four year controversy between Northwestern Ohio Broadcasting Co. (WIMA Lima, Ohio) and Sky Way Broadcasting Co. settled. Five FM outlets deleted. Details of these and other FCC actions are found in Actions of the FCC beginning on page 67 and FCC Roundup on page 83.

KFI Retains Mills

EDWIN C. MILLS, former general manager of ASCAP and United Artists board member, has been retained by Earle C. Anthony, president of KFI-AM-FM-TV Los Angeles, to make a survey of the business and operation of the stations. The survey is expected to take about a month and station executives reportedly have been instructed to give Mr. Mills their fullest cooperation. Mr. Mills, now retired, moved to the West Coast from New York about a year ago.

MBS Sportscaster Al Helfer (r) contracts to present five-minute *Camel's Baseball Scoreboard* immediately following the network's *Game of the Day* major league baseball broadcasts. Witnessing signing are Tom Luckenbill (l), vice president in charge of radio, William Esty Co., agency for the Camel account, and Charles White, Esty Co. Aired for the first time last May 2, *Camel's Baseball Scoreboard* will continue on MBS throughout the major league season.



EDITORIALIZING

Bannister Hits FCC Policy

WWJ Detroit, called upon by FCC to account for its both-sides-or-none policy on handling discussions of the Chrysler strike, last week challenged the wisdom of FCC's giving a licensee responsibility and then trying to "mastermind him by remote control."



Mr. Bannister

General Manager Harry Bannister cited a section of the Commission's editorializing decision —a section which recognized that cases will differ and held that licensees in each case must exercise their "best judgment and good sense"—as the best approach to the problems involved in handling controversial issues.

Mr. Bannister's letter, written and delivered to FCC before the Chrysler strike was ended, said that after learning of FCC's position [BROADCASTING, May 1] WWJ offered and is prepared to grant time to UAW-CIO irrespective of whether Chrysler takes time to reply.

"We will take this action in deference to the Commission's wishes," Mr. Bannister wrote, "because it is obvious that you want us to do this.

"However, I respectfully submit that such action is contrary to true public interest and contrary to the broad interpretation and spirit of the Decision of June 2, 1949, 'Editorializing in the Public Interest,' and contrary to Sec. 315 of the Communications Act which sets forth the obligation to provide equal opportunity for opposing viewpoints, and contrary to the spirit of the yardstick of 'fairness' which has always characterized every phase of our operation throughout our long history."

The case stemmed from a UAW-CIO protest to FCC charging that WWJ refused the union's request for time to discuss the Chrysler strike. WWJ replied that it felt discussion by both sides was necessary in the public interest, that its policy therefore was to offer time only for joint use by both sides, and that Chrysler had refused to participate.

Mayflower Decision

FCC then called attention to a section in its Mayflower editorializing decision asserting that "it would obviously not be in the public interest for spokesmen for one of the opposing points of view to be able to exercise a veto power over the entire presentation by refusing to broadcast its position." FCC also asked WWJ to review its action and submit a further statement [BROADCASTING, May 1].

In his reply, dated April 29, Mr. Bannister conceded that the section of the Mayflower decision to which FCC referred could apply to the WWJ-UAW case. But, he said, "there is also an application to this case of practically every paragraph in your decision . . . , many of them at variance with other paragraphs." In particular, he cited Paragraph 10:

It should be recognized that there can be no all-embracing formula which licensees can hope to apply to insure the fair and balanced presentation of all public issues. Different issues will invariably require different techniques. . . . The licensee will in each instance be called upon to exercise his best judgment and good sense. . . .

Mr. Bannister also cited FCC's letter to WLIB New York.

"In your letter of April 13, you take to task WLIB because under the [Mayflower] decision of June 2, 1949, WLIB had failed to broadcast a balanced presentation but had confined itself to one side of a highly controversial issue. Then, in your letter to us of April 21, you take us to task because we refrained from committing the same error as WLIB," he declared.

Mr. Bannister reiterated that "in all . . . labor-management disputes involving the automotive industry we had repeatedly tried to put together the elements of a balanced presentation but that the manufacturers involved had refused to avail themselves of our facilities . . . .

WLIB Case Cited

"Nevertheless, after you had censured WLIB for contenting itself with a one-sided presentation, you censure us because we have gone to great lengths to avoid a one-sided presentation."

His letter continued:

I realize that the perfect answer is a balanced presentation, but apparently you overlook the fact that we cannot force anyone to use our facilities and that since we could not attain perfection (through no fault of our own—because we tried repeatedly) we did the next best thing and avoided opening our facilities to only one side.

It is pertinent to note that during

(Continued on page 84)

488 Madison Ave.

Becomes

A New Radio-TV Center

488 MADISON AVE., New York, is the new address of nearly a dozen top-flight radio and advertising companies whose presence in the recently completed building make it one of the most important centers of broadcasting business in the city.

Three station representatives firms are now in residence: Edward Petry & Co., The Katz Agency Inc., and the Taylor Co.

The New York office of Fort Industry Co. Stations and New York headquarters of Frederic W. Ziv Co., and World Broadcasting System are also at 488 Madison.

Four advertising agencies, all of them buyers of radio and television, have moved in. They are William H. Weintraub & Co., Anderson, Davis & Platte Inc., Joseph Katz Co. and Schwab & Beatty.

Cowles Magazines Inc., part of the vast Cowles publishing and broadcasting enterprises, occupies three floors of the building.

Minute Maid Corp., a heavy radio advertiser, is also in the building.

The New York bureau of BROADCASTING-TELECASTING will move to 488 Madison within a few weeks.

The newest building in mid-town New York, 488 Madison is situated across the street from headquarters of CBS, is a block from Radio City, where ABC, NBC and numerous agencies and other radio and television enterprises are housed.

The Petry Co. occupies the entire 23d floor of the new building. Petry telephone is Murray Hill 8-0200.

The Katz Agency occupies the entire 20th floor; telephone Plaza 9-4460.

The Taylor Co. is occupying temporary space on the sixth floor, pending completion of its permanent quarters which will be on the same floor. The Taylor telephone is Murray Hill 8-1088.

Fort Industry Co. also is in temporary space on the sixth floor while its permanent space on the same floor is being completed. Telephone is Eldorado 5-2455.

The Ziv Co. and World Broadcasting offices are on the fifth floor, telephone: Murray Hill 8-4700.

The Weintraub agency has the entire 17th floor; telephone: Murray Hill 8-3901.

Anderson, Davis & Platte has the 19th floor; telephone: Plaza 3-5200.

The Joseph Katz Co. is scheduled to move into the sixth floor about June 1.

The New York bureau of BROADCASTING telephone will remain unchanged: Plaza 5-8354.

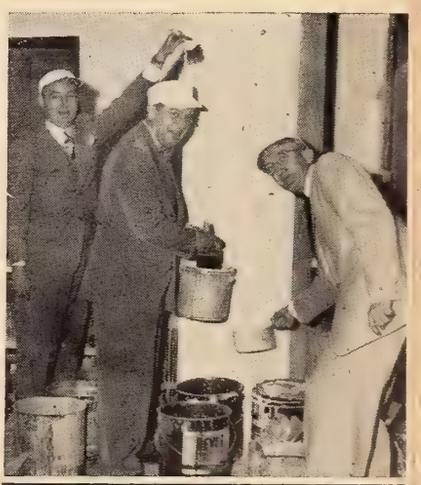


Drawing of the new 488 Madison Ave.



FILLING out the bookshelves was one of the first chores undertaken by George Brett (l) and Gene Katz of The Katz Agency

A FINAL paint touching up was done by (l to r): Lloyd George Venard of the Taylor Co.; Tom Harker, Fort Industry Co.; and James Bailey, manager of WAGA Atlanta, a Fort Industry station.

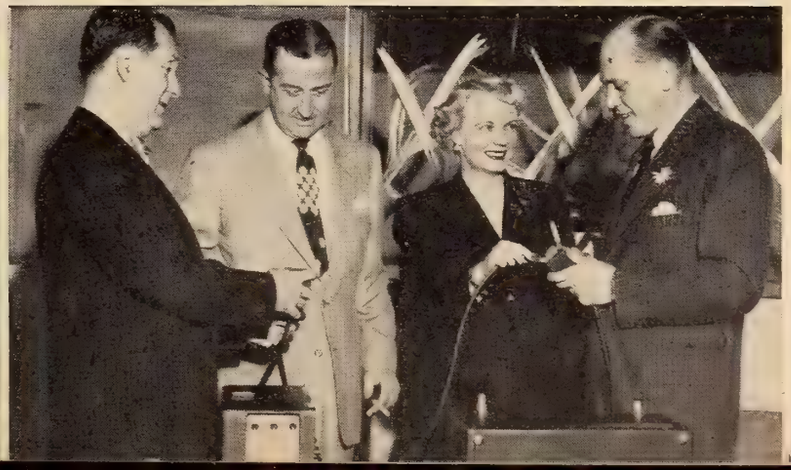


JOHN SINN (lower left), executive vice president of Frederic W. Ziv Co. and president of World Broadcasting System, looks out of a window toward CBS across the street. NBC and ABC, in Radio City , are 1½ blocks away.

ED PETRY (lower right), of the representative firm bearing his name, examines the welcome poster at the entrance.

IN OFFICES of William H. Weintraub Co. (l to r): Theo Gannon, director of radio productions: Ray Kelly, assistant to Noran E. Kersta; Gladys York, time buyer; Mr. Kersta, vice president in charge of radio and TV.







NARBA SESSION SET

D. C. Meet Sept. 6

THE SECOND phase of the overall NARBA conference is scheduled to get under way in Washington, D. C. on Sept. 6, with indications now that all nations which subscribed to the expired treaty will participate.

State Dept. officials said last week that all signatory nations have informally indicated their willingness to accept the September date—a month later than the "deadline" formerly agreed upon—and that formal invitations will be issued shortly.

Only qualification with respect to the Sept. 6 resumption came from Mexico, which did not participate actively in the first NARBA sessions at Montreal last fall and which said a date later than Sept. 6 would be more convenient in view of other meetings slated that month.

Mexican authorities indicated, however, that they would accept the Sept. 6 date if the other nations preferred it, even though it would mean dividing the Mexican radio delegation between the NARBA conference and the Sept. 18-28 meeting of the Inter-American Assn. of Broadcasters at Sao Paulo, Brazil.

U. S. officials appeared hopeful that the conference would be successful in breaking the U. S.-Cuban deadlock which finally forced a recess in the Montreal negotiations last December and could not be broken in some seven weeks of separate U. S.-Cuban conferences at Havana earlier this year.

There have been reports that Cuba was undecided about participation in further sessions after the fruitless bilateral sessions at Havana, but State Dept. authorities said Cuban officials indicated resumption of the full conference on Sept. 6 is acceptable.

Date Extended

When the Montreal sessions were recessed to give the U. S. and Cuba an opportunity to work out their differences bilaterally, deadline for resumption of the full conference was set at Aug. 1. The new date was agreed upon informally after Canada requested postponement to avoid conflicts with governmental sessions.

In preparation for the NARBA negotiations, Mexico reportedly is now making skywave measurements which may occupy most of the time until Sept. 6. For this reason there had been speculation that Mexico might press for a later date for the start of the conference.

Knottiest problem thus far facing the sessions is the as yet unresolved dispute over U. S.-Cuban allocations. Mexico's participation increases the complexity, in view of the close relationship of allocations for all three countries.

Signatories of the last NARBA, which expired March 29, 1949, are the U. S., Canada, Mexico, Cuba, Haiti, Dominican Republic, and the Bahamas.

ARTHUR BARRY

Leaves F&P To Head WEOK

ARTHUR J. BARRY Jr., vice president of Free & Peters, has resigned as of June 1 to become vice president and general manager of WEOK Poughkeepsie, N. Y. Jack Thompson, account executive in the Chicago office of Free & Peters, will move to New York to succeed Mr. Barry.



Mr. Barry

Mr. Barry joined the Chicago office of the station representative firm in 1939. After war-time service on board an aircraft carrier as a commander, he returned to Free & Peters New York office in 1945 and was elected a vice president in November 1948.

He has acquired part ownership of Mid-Hudson Broadcasters Inc., owner of WEOK, which has plans for adding a TV operation after the freeze ends.

Mr. Thompson was with Edward Petry Co. before his war service—five years with the Army. He spent several years in the New York radio department of McCann-Erickson before joining Free & Peters more than three years ago.

Joins CBS Sales

HENRY UNTERMEYER, account executive of WCBS New York, today (Monday) joins the staff of Radio Sales, Radio and Television Stations Representative, CBS, as account executive. Mr. Untermeyer has been with CBS since 1937 in various executive capacities.

BIB FREE TIME

Sets Up Paid Printed Ads

EXTENSIVE campaign of "consumer education" donated by radio and television to Bib Corp., Lakeland, Fla., laid the groundwork for a paid newspaper advertising drive in the New York City area.

After the free educational effort, Bib Corp. "complemented" the drive "by paid advertising in the form of full pages in New York newspapers including the *Times, World-Telegram & Sun* and *Journal-American,*" according to the publication, *Food Field Reporter.*

Bib Corp. markets Bib orange juice for babies. Its agency is Blaine-Thompson Co., New York.

Paid copy in newspapers featured the theme that no other product offers such advantages as guaranteed vitamin C content, flavor control, elimination of peel oil and single-feeding size for convenience.

Tie-in advertising is said to be planned by store chains, including A&P and Grand Union.



OPERATION of KXYZ-ABC Houston's new model transmitter is explained to Ted Hills (l), newly appointed program manager, by Gerald Chinski, station's technical supervisor. Transmitter was put into use on May 1. Mr. Chinski said new facilities will give listeners a clearer and more powerful reception of KXYZ's signal.

SCAA Meets Today

"WHAT'S happening in Southern California Radio" will be discussed at the regular monthly meeting today (Monday) of the Southern California Advertising Agencies Assn. at Nikabob Restaurant, Los Angeles. Main speaker will be Robert J. McAndrews, managing director, Southern California Broadcasters Assn., joined by a panel of six representatives of Los Angeles Radio stations. Making up panel are:

Kevin Sweeney, sales manager, KFI and KFI-TV; Clyde Scott, general manager, KECA; Stan Spero, KFAC sales representative; Ole Morby, assistant sales manager, KNX and CBS Pacific Network; Doty Edouarde, sales manager, KFWB; Maury Gresham, sales representative, KLAC.

NAB NAMES HUFFINGTON

Field Director

B. WALTER HUFFINGTON, general manager of WSAP Portsmouth, Va., has been named NAB field director by William B. Ryan, NAB general manager. He assumes his duties today (Monday).



Mr. Huffington

In radio for a decade, Mr. Huffington brings to NAB varied executive and staff experience which equip him for this new role in association affairs, Mr. Ryan said. Decision to create the field directorship was made by the NAB board at its Arizona meeting last winter [BROADCASTING, Feb. 13].

Mr. Huffington will spend about a month at NAB Washington headquarters to acquaint himself with the entire operation. After the orientation period he will start out on the road, serving as a combination traveling secretary and membership solicitor.

NAB announced no salary for the field directorship but the board was understood to have set a $10,000 salary ceiling.

The membership situation at NAB is none too encouraging as Mr. Huffington prepares to see what can be done about it. Roughly half of the 2,200 AM stations are members. Many of the perennial non-members have often complained they never were contacted at their offices by anyone from NAB. Some 70 stations dropped out in March and early April after the board increased dues in the lower brackets and removed the 12½% discount, with another 30 new members joining the association.

Flurry Before Convention

The flurry of resignations ended just before the April convention and since that time the membership total has been relatively stable.

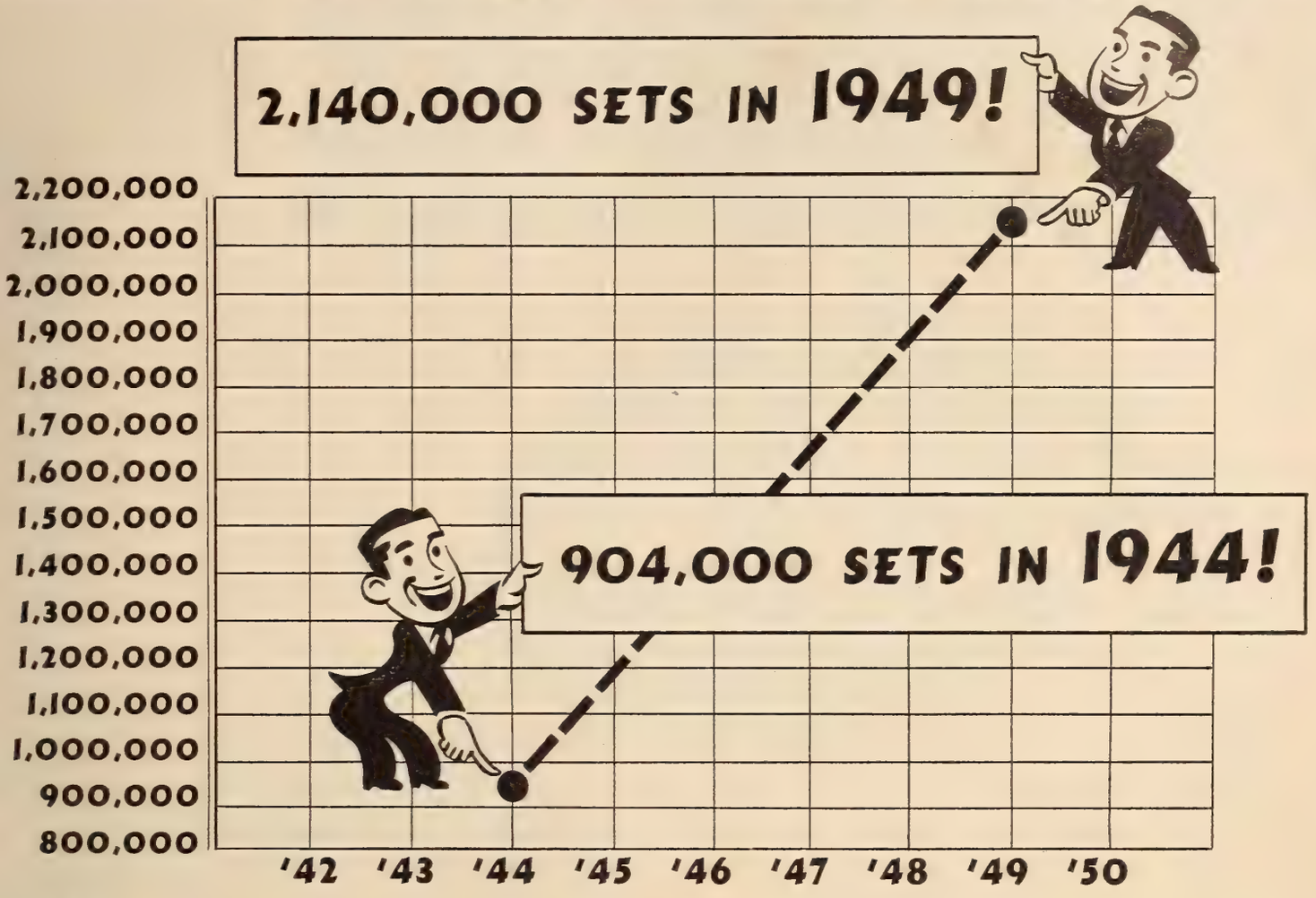
Mr. Huffington's first major radio job was at WTAR Norfolk, Va., in the late '30s, followed by three years at WPTF Raleigh, N. C. At these stations he served as writer, commentator, producer, salesman, publicity director and sales promotion director.

In 1941 he was named general manager of WPID Petersburg, Va., a post he held up to affiliation with the wartime Office of War Information as regional director for Virginia, North Carolina and South Carolina. In 1945 he became program manager of WTMA Charleston, S. C., returning to Petersburg in 1946 as general and sales manager of WSSV. He was named general manager of WSAP Portsmouth in 1948.

Between the Petersburg and Portsmouth assignments he served as national radio director of the American Red Cross, planning and supervising radio campaigns featuring top talent and heard on as many as 1,800 stations.

Mr. Huffington married Helen Anne Lang, of Norfolk, in 1929. They have a daughter, Betty Anne, 16. He has been active in Portsmouth civic affairs.

136% INCREASE IN NUMBER OF RADIOS IN IOWA HOMES SINCE 1944



EVERYBODY knows that a family with *two* radio sets *listens more to radio* than a family with *one* set. And still more with *three* sets—Dad hears the evening news, Sister listens to a musical program, Mother tunes to a dramatic program, or the whole family listens to the same program—usually in different rooms.

Figures from the 1949 Iowa Radio Audience Survey✲ reveal that multiple-set ownership in Iowa homes has increased 136% since 1944. The *number* of sets has jumped from 904,000 in 1944 to 2,140,000!✲✲ In addition, there are now over 400,000 automobile and truck radios, as well as thousands of non-residential sets in offices, barns, stores and restaurants!

Thus despite a 14% rate increase since 1944, WHO is today one of the great radio bargains of the nation, because WHO is "listened-to-most" on more than *136% extra sets in 1949!*

Get all the facts about Iowa's extra listening and WHO's share of the bonus audience. Send for your copy of the Survey today!

✲ The 1949 Iowa Radio Audience Survey is a "must" for every advertising, sales or marketing man who is interested in Iowa.

The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with 9,116 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

✲✲ Iowa Radio Audience Survey figures applied to population estimates of Sales Management's Surveys of Buying Power.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives



THIS group of National Assn. of Radio Farm Directors gathered at the organization's south-central region spring meeting at Stillwater, Okla., where Oklahoma A & M College was host. L to r are: Standing, Edd Lemons, Oklahoma extension editor; Gene Robbins, Texas A & M; Johnny Watkins, KWTX Waco, Tex.; Phil Evans, KMBC-KFRM Kansas City; Burnis Arnold, Oklahoma extension radio director; Jim Wells, KSPI Stillwater, Okla.; Bill Tipton, "Paymaster Network," Abilene; seated, Andy Adam, Texas extension radio editor; George Roesner, KTRH Houston; Murray Cox, WFAA Dallas; Gladys Foris and Marguerette Engel, Oklahoma extension radio editors, and Sam Schneider, KVOO Tulsa. Mr. Arnold was elected chairman of the group.

ORR NAMED

To Handle National Guard 1950-51 Ad Account

ROBERT W. ORR & Assoc., New York, last Tuesday was named to handle the National Guard's 1950-51 advertising account as Congress took up consideration of the Defense Dept's overall expenditures for the fiscal year beginning July 1.

The National Guard has asked Congress for $298,000 for the coming year covering recruiting advertising needs—the same amount as requested last year. While Congress had not concluded debate on military appropriations, authorities felt the $298,000 figure would remain intact as proposed in the President's budget.

Radio and television again are expected to draw roughly $50,000 of this allocation if the Senate and House approve requested funds, Maj. E. L. Smith, NG information officer, indicated last week.

The Orr agency was chosen by a board of officers to succeed Gardner Advertising Co., St. Louis, which has held the account since August 1947. Field had been narrowed down to three agencies, one of which—Owen & Chappell Inc. —withdrew last week. Eleven agencies competed for the contract. Others considered last week were Albert Frank-Guenther Law Inc. and Buchanan & Co.

Plans in Abeyance

Maj. Smith told BROADCASTING that no advertising plans would be formulated until after Congress passes the single-package appropriations for 1950-51.

A national $100,000 radio spot campaign embracing 1,400 stations in 1,124 cities already had been disclosed officially by the U. S. Army and Air Force recruitment office, with the drive tentatively set to get underway today (Monday) [BROADCASTING, May 8].

Last week it was incorrectly stated that NG's budget called for an allotment of $49,500 for Air and $350,000 for Army. The total sum, without any breakdown for Air or Army, is $298,000. Above figures refer to personnel, not funds. It also was stated that the Army-Air Force account is placed by Gardner Advertising Co. Grant Advertising Inc., Chicago, handles the account.

O'DANIEL PLANS

Mulls Time on Texas Network

INFORMATION on the cost of a "commercial broadcast" that would be aired over a network of 30 Texas stations has been sought by W. Lee O'Daniel, ex-Senator from the Lone Star State and one-time Texas governor, it was reported to BROADCASTING last week.

Mr. O'Daniel was reported to have told radio executives that the broadcast was to be "commercial, not political." No arrangements have been made as yet concerning the broadcast. Mr. O'Daniel, whose possible entry into the Texas gubernatorial race has caused wide discussion, made extensive use of radio in his past successful campaigns for governor and U. S. Senate.

ABC Stock Sales

OWEN D. YOUNG, honorary chairman of the board of General Electric and member of the ABC board of directors, has sold 5,000 shares of his ABC stock, it was learned last week. Mr. Young retains 5,000 ABC shares.

Pope Lauds Radio

RADIO was given a highly favorable comment from the Vatican May 6. Pope Pius XII said radio's good outweighs evil and that the Catholic Church is interested in the medium because of it's "eminently precious means for accomplishment of her (the Church) own mission." Speaking to delegates to the international administrative conference on high frequency broadcasting, Pope Pius said, in reference to Eastern Europe that radio is especially important for peoples without churches or priests.

AFA CONVENTION

46th Meet May 31-June 2

DISCUSSION of how to "bridge the gap between advertising education and advertising practice" will highlight the 46th annual convention of the Advertising Federation of America, May 31-June 2 at the Hotel Statler, Detroit, the organization announced last week. This event is scheduled for the final session, June 2, with Donald Davis, professor of advertising, Pennsylvania State College, as moderator.

Representing the advertising field in the discussion will be Frederic Schneller, general merchandising director, Lever Brothers Co.; T. Lee Brantley, vice president, Crowell-Collier Publishing Co., and Frederic R. Gamble, president, American Assn. of Advertising Agencies. Speakers from education will be Rev. Bernard W. Dempsey, St. Louis U.; Mrs. Rosamond Risser Jones, Butler U., Indianapolis, and Professor D. M. Phelps, U. of Michigan.

Elliott Shumaker, general advertising manager, *Detroit Free Press*, is general convention chairman.

AUDIENCE PROOF

Expected From Radio—Harms

RADIO "more than ever before," will have to prove that it delivers an audience and what that audience is comprised of, Marvin Harms, vice president of H. W. Kastor & Sons, charged Wednesday at the Chicago Radio Management Club.

Radio "may suffer most among media" as a result of television's inroads, he said, but will find its place because of (1) multiple sets in homes, (2) listening away from home, in cars and via portable receivers, (3) some preference for hearing rather than viewing because of the concentration required for the latter, (4) radio coverage in areas not reached by television, and (5) specialized radio programming, which will beam specific shows to selective audiences, emphasizing news, sports and classical or popular music.

TV, which is causing the same "headaches" that radio brought in the '20s, calls for a "ripping apart of tried and true advertising measures." In spite of the current sellers' market (which is "fast becoming" a buyers' market), wherein advertising budgets are ever-increasing, "those budgets are not big enough to take in TV without cutting somewhere. TV has to be added," Mr. Harms concluded.

"It's fortunate for us all that the FCC freeze on TV is in effect —it's a blessing to all advertising, because we have time to study TV's effectiveness in the current TV markets. This gives us a chance to get our house in order before the medium grows any more," the speaker said. Asserting that video gives the "greatest impact of any advertising medium today," Mr. Harms estimated that nine million sets will be installed in homes by the end of the year. In addition, he predicted that TV "will move strongly into daytime hours just as radio did after developing evening programming."

WTAG LUNCHEON

Film Shown to N. Y. Admen

GEORGE BOOTH, president, WTAG-AM-FM Worcester, Mass., and publisher, *Worcester Telegram & Evening Gazette*, headed a delegation from the station and newspaper who played host last Tuesday to several hundred agency executives at a luncheon gathering in New York's Waldorf-Astoria Hotel. Following the luncheon, the group was shown a sound color film on Worcester, highlighting the city's advantages as a place to live, work and sell and the coverage and popularity of the station and newspaper [BROADCASTING, May 8].

Similar showings of the promotional film will be given in Philadelphia, Boston, Chicago, Detroit, Los Angeles and San Francisco. Herbert L. Krueger, commercial manager of WTAG, and Harold V. Manzer, business manager of the *Telegram-Gazette*, will conduct these meetings.

Bye-Bye to "Buy-Buy Blues"

Is your ear seeking the sweet music of *sales?* That's the theme song at 50,000-watt KDKA. Here are a few recent notes showing how KDKA gets listeners buying.. early in the morning, late at night, any other time!

EARLY MORNING

Three announcements on the 7 AM News brought more than 3,000 orders for a 25-cent booklet. Cost per order, 9c.

EARLY EVENING

One *Saturday* announcement on the 6:05 PM News pulled 2,650 orders for another 25-cent booklet. Cost per order, 9c.

LATE NIGHT

An investment of $240 in late evening time by the William Wise Company brought $4,500 worth of business.*

*Wired Fred C. Breismeister, Wise v.p. — Congratulations on splendid job your station is doing on our books. If you have other availabilities comparable to spot buys we are now using, please have rep advise our agency, Thwing & Altman, immediately.

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV
National Representatives, Free and Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

KDKA
PITTSBURGH
50,000 WATTS
NBC AFFILIATE

AAAA ELECTS

Boards of Governors Are Listed

AMERICAN ASSN. of Advertising Agencies has completed election of officers and governors for the year beginning April 1, 1950. The boards of governors of the AAAA chapters are:

Chesapeake Chapter: Joseph Katz, The Joseph Katz Co., Baltimore, chairman; D. W. Lindsey, Lindsey & Co. Inc., Richmond, vice chairman; Theodore A. Newhoff, Theodore A. Newhoff Adv., Baltimore, secretary-treasurer. Other governors: Sidney Levyne, The S. A. Levyne Co., Baltimore; J. Robert Corry, Lewis Edwin Ryan, Washington.

Cleveland Chapter: R. G. Simmons, Meldrum & Fewsmith, Cleveland, chairman; H. D. Falls, The Bayless-Kerr Co., Cleveland, vice chairman; Carr Liggett, Carr Liggett Adv. Inc., Cleveland, secretary - treasurer. Other governors: Frank Otte, Fuller & Smith & Ross Inc., Cleveland; V. L. Kenney, The Griswold-Eshleman Co., Cleveland.

Northern California Chapter: Ford Sibley, Foote, Cone & Belding, San Francisco, chairman; Roos H. Ryder, Ryder & Ingram Ltd., Oakland, vice chairman; Robert H. Knollin, Knollin Advertising Agency, San Francisco, secretary-treasurer. Other governors: Edward A. Merrill Jr., Young & Rubicam Inc., San Francisco; John J. Wiley, Kenyon & Eckhardt Inc., San Francisco.

Oregon Chapter: Milton Foland, Pacific National Adv. Agency, Portland, chairman; Marvin E. Knudson, Richard G. Montgomery & Assoc., Portland, vice chairman; D. R. Dawson, Mac Wilkins, Cole & Weber, Portland, secretary-treasurer. Other governors: Adolph L. Bloch, Adolph L. Bloch Adv. Agency, Portland; Leith Abbott, Foote, Cone & Belding, Portland.

Pittsburgh Chapter: H. B. Peebles, The Albert P. Hill Co. Inc., Pittsburgh, chairman; W. Stanley Redpath, Ketchum, MacLeod & Grove Inc., Pittsburgh, vice chairman; George S. Hill, The Albert P. Hill Co. Inc., Pittsburgh, secretary-treasurer. Other governors: James Holding Jr., Batten, Barton, Durstine & Osborn Inc., Pittsburgh; George E. Kelly, W. Earl Bothwell Inc., Pittsburgh.

Puget Sound Chapter: Harry S. Pearson, Harry S. Pearson & R. E. Morgan Adv., Seattle, chairman; William W. Woodbridge Jr., Botsford, Constantine & Gardner, Seattle, vice chairman; Sidney Copeland, Mac Wilkins, Cole & Weber, Seattle, secretary-treasurer. Other governors: Warren E. Kraft, Honig-Cooper Co., Seattle; William H. Horsley, Pacific National Adv. Agency, Seattle; Francis G. Mullins, Ruthrauff & Ryan Inc., Seattle; Joseph Maguire, Strang & Prosser Adv. Agency, Seattle.

Rocky Mountain Chapter: Harold Walter Clark, Harold Walter Clark Inc., Denver, chairman; Carl A. Salstrand, Ball & Davidson Inc., Denver, vice chairman; James R. Macpherson, Conner Advertising Agency Inc., Denver, secretary-treasurer.

St. Louis Chapter: James B. Wilson, D'Arcy Adv. Co. Inc., St. Louis, chairman; W. L. Sanborn, Winuis-Brandon Inc., St. Louis, vice chairman; Frank A. Watts, Watts Advertising Agency, St. Louis, secretary-treasurer. Other governors: R. C. Stricker, Ruthrauff & Ryan Inc., St. Louis; H. O. Whiteside, Gardner Advertising Co., St. Louis.

Southern California Chapter: Robert P. Shirey, J. Walter Thompson Co., Los Angeles, chairman; A. W. Neally, Batten, Barton, Durstine & Osborn Inc., Los Angeles, vice chairman; John A. Privett, Mogge-Privett Inc., Los Angeles, secretary-treasurer. Other governors: Charles Levitt, Smalley, Levitt & Smith Inc., Los Angeles; Charles John Hawkins, Barnes Chase Co., Los Angeles.

Southern Ohio Chapter: Herman H. Hutzler, Hutzler Advertising Agency Inc., Dayton, chairman; Robert Marsh, Compton Adv. Inc., Cincinnati, vice chairman; Don Kemper, Don Kemper Co. Inc., Dayton, secretary-treasurer. Other governors: Carter B. Helton, Kircher, Helton & Collett Inc., Dayton; John Magro, Ruthrauff & Ryan Inc., Cincinnati.

Southwest Chapter: Thomas F. Conroy, Thomas F. Conroy Inc., San Antonio, chairman; Lowe Runkle, Lowe Runkle Co., Oklahoma City, vice chairman; John Stewart, Glenn Advertising Inc., Fort Worth, secretary-treasurer. Other governors: Dan T. White, Dan White & Assoc., El Paso; J. B. Wilkinson, Wilkinson, Schiwetz & Tips Inc., Houston; Don Watts, Watts-Payne Advertising Inc., Tulsa; George Godwin, Dixie Advertisers, Jackson, Miss.

Spokane Chapter: J. Walter McLean, Tomowske Advertising Agency Inc., Spokane, chairman; Harvey A. Brassard, Syverson-Kelley Inc., Spokane, vice chairman; Vernon L. Cary, Pacific National Advertising Agency, Spokane, secretary-treasurer.

Twin City Chapter: E. A. Cashin, Batten, Barton, Durstine & Osborn Inc., Minneapolis, chairman; Michael J. Fadell, The Fadell Co., Minneapolis, vice chairman; Harold Walker, Harold C. Walker Advertising, Minneapolis, secretary-treasurer. Other governors: John T. Foley, Olmsted & Foley, Minneapolis; Raymond C. Jenkins, Erwin, Wasey Co. Inc. of Minnesota, Minneapolis.

KANS' WINNER

Fire Efforts Described

EFFORTS of KANS Wichita, Kan., to make "every week fire week in Kansas" were responsible for the NBC outlet being designated winner of the gold medal award of the National Board of Fire Underwriters [BROADCASTING, May 1], according to W. E. Mallalieu, general manager.



Mr. Gow

Cited for outstanding public service in fire prevention during 1949, KANS arranged for Commentator George Gow to conclude every evening's broadcast with a suggestion that householders "check their homes against fire before going to bed."

In its campaign, KANS used a red check mark as the symbol of fire prevention and distributed 20,000 red check mark stickers to school children. Another highlight was formation of a KANS fire brigade which enrolled 2,000 listeners in a voluntary movement to remove fire hazards from homes and other buildings.

'NBC DAY' TODAY

Set by Hollywood Ad Club

HOLLYWOOD Ad Club has designated today (May 15) as *NBC Day*, with Sidney N. Strotz, network administrative vice president in charge of the Western Division operations, as chairman of the bimonthly luncheon meeting. Bernie Belt, club president, will preside.

Norman Blackburn, NBC West Coast director of network television, and Tom McFadden, newly appointed manager of KNBH (TV) Hollywood, will discuss video. Frank (Bud) Berend, NBC Western Division sales manager, will speak on radio. Including an analysis of Los Angeles measurements compared with other markets, Dr. Sydney Roslow, director of The Pulse Inc., New York, will discuss "Validity of Pulse Research" as principal speaker at the Hollywood Ad Club luncheon meeting on May 29.

GROVE LABS

Antamine Charged by FTC

GROVE Laboratories Inc., St. Louis, last Monday became the fifth manufacturer of antihistamine products to be charged by Federal Trade Commission with false and misleading advertising. FTC's complaint accused the firm of misrepresenting the therapeutic properties and effectiveness of its Antamine cold preparation in radio and published advertisements.

The representations included copy broadcast over MBS Dec. 4, 1949, and Feb. 5, 1950, according to the commission. The company has until May 28 to reply to the complaint. Last week a Grove official in St. Louis denied the charges and said the firm "naturally" will contest them.

FTC's Stand

FTC attacked as "unfair and deceptive" claims that Antamine is a "competent and effective treatment" for the common cold; that it was tested and perfected by Navy doctors, and that its formula is "safe."

Complaint is similar to those lodged against Bristol-Myers Co. (Resistabs), Anahist Co. (Anahist), Whitehall Pharmacal Co. (Kriptin) and Union Pharmaceutical Co. (Inhiston).

The government is expected to resume hearings today (Monday) in Cleveland, Ohio, on charges against Bristol-Myers Co. and Anahist Co. Subsequent sessions are slated for Boston May 22 and Baltimore May 26. Hearing set for last Monday was postponed.

The Washington law firm of Dwight, Royall, Harris, Coegel and Caskey is representing the Anahist Co., while Bristol-Myers' chief attorney is Isaac Diges. Randolph W. Branch is the government attorney.

At initial hearings held in Washington, Bristol - Myers Co., whose product Resistabs FTC charges may be "harmful," entered a statement that it "cannot receive the disinterested and unprejudiced trial to which it is entitled by law" on grounds that FTC is "predisposed" to rule against the company.

Bristol-Myers Answers

Bristol-Myers officials told FTC at the hearing that its contentions are "completely erroneous and at variance from the true facts." Firm's advertising is based on "clinical and scientific investigation," officials added.

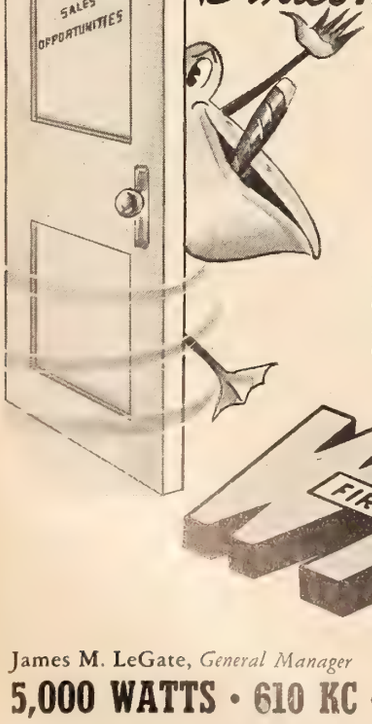
Anahist Co. told the commission that its advertising claims are based on "clinical evidence" and its product is "directed only to the relief of the cold symptoms."

The Food & Drug Administration already had indicated it has no "evidence" that the two products are dangerous when taken according to directions [BROADCASTING, March 27].

WIOD

Does More Than Get Your Foot In The Door IN MIAMI

Dixie's Newest Key Market!



BMB Study No. 2 shows . . .

WIOD Has the Largest Listening Audience in The History of the Station

For detailed information and further proof of what WIOD can do for you in Greater Miami ...Dixie's newest Key Market... call our Rep

George P. Hollingbery Co.

WIOD FIRST IN MIAMI

James M. LeGate, *General Manager*

5,000 WATTS • 610 KC • NBC

Your DOLLARS ARE WORTH MORE ON WGN *than ever before!*

That's practically a miracle in these days of rising prices... *but here are the FACTS:*

	Radio Homes In WGN's Coverage Area*	Homes Available Per Dollar**
1946	3,761,000	4,178
1949	4,754,000	5,282
INCREASE	Up 993,000	Up 1,104

**These figures are based on WGN's highest time cost: Class A, 1 time, hour rate of $900 . . . the same price today as you paid in 1946 even though almost a million radio homes have been added to WGN's coverage area.

We could have used the 52 time, Class C rate to show an even more impressive number of homes available per dollar spent, but we want you to see that *your dollars are worth more on WGN—regardless of what time you buy.*

Add to all this the fact that more people listen to WGN each week than any other Chicago station.*** It's no wonder WGN carries more local retail and national spot business than any other Chicago station.

---

*Nielsen Station Area Report.

***Nielsen Annual Report — Feb.-Mar., 1946, 1947, 1948, 1949.

A Clear Channel Station... Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

The leading station in the leading



The leading market– Los Angeles County's food sales are the highest in the nation . . . $1,220,244,000 per year. In fact, Los Angeles County's volume of food sales is greater than the *combined* dollar value of such sales in the home counties of Pittsburgh, Cleveland, Baltimore and Atlanta. There are 6,950 outlets for food store products in Los Angeles County.

For a bigger share of the nation's biggest food market, be sure your story is told on . . .

The leading station– KNX is the most-listened-to station in Los Angeles. Says Pulse: KNX is first in twelve out of the total of eighteen one-hour time periods, Monday through Friday, including one first-place tie . . . and first in total rated time periods.

KNX

LOS ANGELES
50,000 WATTS
COLUMBIA OWNED

Sources:
Sales Management, May 1949
California State Board of Equalization
Pulse, January-February 1950

market for food sales



Represented by RADIO SALES

Editorial

FCC Fairness & Faith

WE'D LIKE to think the protracted silence on the subject of FCC's proposal to end "trafficking in frequencies" by banning transfers of construction permits (with certain exceptions) means it has been forgotten, though it probably doesn't.

The Commission's proposed rule [BROADCASTING, Jan. 16, Feb. 20] automatically assumes that all CP transfers involve trafficking. The assumption is ridiculous. Many permittees have legitimate and even compelling reasons for relinquishing permits before their stations are on the air. They are entitled at least to the return of their investment. Yet under FCC's proposal, forfeiture of permit would be the penalty for them no less than for the most flagrant traffickers.

The Commission makes a fetish of fairness. Licensees, it reiterates, must be fair. A review of its own fairness would seem in order. Trafficking can be handled wherever it is found, on a case-to-case basis. In fairness to itself and the art it regulates, FCC should abandon its proposal and return to a less cynical way of thinking which does not deny the existence of good faith or try to penalize it.

Nipped by Nips

IN 1945 radio broadcasting observed its 25th anniversary. It was not only the silver event for radio in the United States, but in this whole bleary-eyed world, because radio was born, nurtured and developed in the U.S.A.

About a year ahead, long-sighted broadcasters planned for the anniversary. It was obvious that one of the highlights should be a commemorative stamp. Radio was for it; philatelists were for it. But not the Post Office Dept. There were just too many arts, pursuits and industries that wanted commemorative stamps. Presumably there were such folks as the guy who ate the first oyster, the discoverer of the praying mantis, and the man who stayed for dinner. So radio went without.

In March Japan, in all its cultural splendor, issued not one, but two stamps commemorating the 25th anniversary of Japanese radio —five years after its U. S. natal year. Those Japanese transmitters were probably the originals of KDKA or of WWJ.

So American radio worries along without a commemorative stamp or a first cover. It will just keep on breaking records for radio homes, sets-in-use and dollar volume, and keep on sending worn-out transmitters to our neighbors in the Antipodes and the western world.

LAST WEEK the Securities & Exchange Commission announced top industrial salaries for 1949. Among them were David Sarnoff, RCA chairman, who in that capacity also directs the destinies of NBC, and Frank Stanton, CBS president. Gen. Sarnoff drew $200,000 and Dr. Stanton, $134,740, including bonus. One has but to scan the record of the FCC color TV hearings during the past few weeks to understand why these men have attained topmost rank. Their testimony, under strafing examination, clearly connoted leadership, vision, courage and acumen.

Rate Rape

A THREAT upon the integrity of radio's established rate structure—potentially as insidious as the stigmatized per inquiry chisel —is making its appearance.

It is the quest of the national radio advertiser, through his agency, for the special deal, going beyond rate specifications. The latest is by Chesterfield, through Cunningham & Walsh. It seeks to run its present weekly spot schedules, having specified network adjacencies, on an every-other-week basis. A number of stations report cancellation of schedules because of refusal to comply with an obvious degradation of rate structure. Many stations have held the line.

Another recent off-rate-card proposal was that of Chevrolet through Campbell-Ewald [BROADCASTING, May 1] wherein it sought availabilities for a three-minute singing commercial at a tailored rate to be arrived at by adding the five-minute and one-minute rates and dividing by two. There are a number of other examples of practices designed to get around established card units in both radio and TV. The Chesterfield approach could leave stations with odd-lot adjacencies on their hands, allowing every-other-week accounts the impact of every-week schedules.

Accounts, these days, are trying to squeeze the maximum out of every budget dollar. That, we must recognize, is resourceful business. It comes because there are more stations with which to deal, and consequent keener competition, and because buyers are seeking to ride the crest of the TV wave.

These overt thrusts coincide with a BROADCASTING TRENDS survey, reported in this issue, indicating that the nation's broadcasters expect gains in both national spot and local business (see page 23). They also foresee gains in automotive business, now that the backlog of orders has been absorbed.

When that TRENDS survey was made—only a few weeks ago—the portents of these off-rate-card forays were not too evident.

Those rosy predicitions will go aglimmering if radio and TV permit themselves to be compromised through packaging and special dealing. Radio has achieved its success the hard way by treating all customers equitably. To deviate from that method, however great the pressures, is to undermine the economic stability of a now adult medium.

Reflections on Reflexes

YOUTH MUST BE served in all branches of the vibrant radio-television arts. Especially is this true in TV programming, where spontaneity is all-important.

But is it wise for the current crop of postgraduate, crew-cut producers to exclude so-called oldsters from staff positions, just because the latter may have "slower reflexes?" We think not.

Perhaps video would fare better today if the "boys" who have perfected split-second timing would lend an ear to "men" of proven creative ability. In most of our larger cities, many with natural ability, mellowed by years of experience, are either on-the-shelf or on-the-outside-looking-in. This is a mistake, especially since the services of these time-tested veterans of stage, screen, or radio can be obtained at reasonable figures.

Behind the scenes of *some* of our most successful video efforts you'll find an elder statesman of show business, who regards a script as a skeleton from which to develop and mold a skillful production. In view of much of the current TV fare, perhaps there's something to be said in favor of slower reflexes.

Our Respects To—



DOROTHY STIMSON BULLITT

FOR a woman who had no more than a listener's interest in radio a scant three years ago, Dorothy Stimson Bullitt, now principal owner and past president of King Broadcasting Co. (KING-AM-FM-TV Seattle), has a remarkable understanding of the problems and opportunities presented by the audio-video medium.

Not merely a stockholder, Mrs. Bullitt takes an active interest in all the station's operations. She knows what makes broadcasting—from program schedules to per-impact rate cards—and can cite chapter and verse from Hoopereports, engineers' studies or what-have-you, to prove her contention that KING not only is the leading independent station in Washington State but a contender for a top spot even over the Seattle network affiliates.

The answer to Mrs. Bullitt's grasp of the radio business may be summarized in two words — heredity and environment. Her father, the late C. D. Stimson, went to the Pacific Northwest as a pioneer from Chicago, and in the early years of the century, he established successful business activities in the lumber industry and in real estate.

Her husband, A. Scott Bullitt, practiced law in Louisville and later in Seattle, and upon his death in 1932 she became president of the Stimson Realty Co., a firm established by Mrs. Bullitt's father. She still holds this position, and from her fairly modest offices directs the management of some of the largest office buildings and other real estate properties in the Pacific Northwest.

Her recently acquired interest in radio management, however, is absorbing more and more of her energies, and today she is known to many persons in the community who are less impressed by her status as a woman realtor than with her interest in good radio.

Dorothy Stimson was born in Seattle on Feb. 5 . . . and no gentleman would press the issue further. She was educated at Mrs. Dow's School, Briarcliff Manor, in Westchester County, N. Y. She later took supplementary music courses in New York City, at the same time writing music critiques for *Opera* magazine.

Married in Seattle, Mrs. Bullitt then went to Louisville where her husband had established his law practice. They later returned to Seattle. Fifteen years after her entry into the business world via the Stimson Realty Co., she took a leading part in the formation of the King Broadcasting Co., which in 1947 bought the properties of what, up to then,

(Continued on page 40)

BMB facts provide the time buyer with badly needed coverage data on the Cincinnati market.

ALL Cincinnati stations did not subscribe. However, WSAI has all the figures.

YOU are invited to call upon us for any data you do not have. It goes without saying that we are especially pleased with our showing.

YOU will be, too, for it will prove that your choice of this station in covering Cincinnati has been both necessary and economical. WSAI, Cincinnati, Ohio, a Marshall Field station, represented by Avery-Knodel.

Management

H. A. SEVILLE, formerly manager of WEOL Elyria, Ohio, appointed general manager of WCAV Norfolk, Va. Station plans fulltime operation on 850 kc with 1 kw power effective June 1.

JOHN D. FREW, commercial manager of WKYW Louisville, for past six months, resigns to join WLOU that city, as general manager in charge of station operations and sales. Before joining WKYW he had been associated with Jerry Liddiard Adv., Glendale, Calif.

RAY D. WILLIAMS, formerly manager of WJHL Johnson City, Tenn., appointed general manager of WHIT New Bern, N. C. He previously was radio director for Prater Adv., St. Louis.

PITTSBURGH *Post-Gazette,* owner of WWSW and WMOT (FM) Pittsburgh, moves New York office to 511 Fifth Ave., New York 17. Telephone is Murray Hill 7-1155-6.

WALTER NIEMAN, formerly manager of WLIV (FM) Providence, R. I., and program director of WDEM same city, appointed manager of WDEM.

JACK KENT COOKE became sole owner of CKEY Toronto, with recent transfer of number of shares approved by Dept. of Transport, Ottawa. He bought station and became majority shareholder five years ago.

LONE STAR CHAIN, Texas regional network, moves Dallas office to 3012 Douglas St. **H. H. (Pat) Dunavan** is manager. New phone number is Lakeside 1041.

VELMA BOYCE COLLINS resigns as private secretary to **Martin B. Campbell,** general manager of WFAA Dallas, to become private secretary to **Fred McCabe,** Southwest division manager of UP at Dallas. Succeeding Mrs. Collins at WFAA is **PAT McCARLEY.**

DAVID ADAMS, NBC assistant to executive vice president, is the father of a boy, born May 4.

Respects

(Continued from page 38)

had been KEVR (AM only) Seattle.

"My interest in radio," Mrs. Bullitt says, "was in its possibilities and in the service a station could render to the community and still be a sound investment. I have a firm belief that both can be done. There need be no conflict between running a commercial station and rendering public service."

At the outset, Mrs. Bullitt was president of the company, with Henry B. Owen as vice president and general manager. Then, in the spring of 1949, when Hugh M. Feltis was appointed as station's manager fresh from his national experience as BMB president, Mr. Owen became president of the company and Mrs. Bullitt stepped down to vice president. "They wanted to make me chairman of the board," she says, "but there was no such title, and I didn't think it was worth the trouble to create it."

The spring of 1949 was a busy time for KING. The appointment of Mr. Feltis, the increase in power from 10 to 50 kw, and the addition of an FM affiliate, all occurred in the space of a few weeks. Then, effective Aug. 20 of last year, KING took over operation of the state's only television station, which had been established less than a year before as KRSC-TV Seattle.

KING-TV is now on from late afternoon through the evening, seven nights a week. This regular schedule is supplemented by special daytime coverage of such events as a high school basketball tournament, and at the other end of the broadcast day, the station likewise stays on if the situation warrants. An example was the recent telecasting of what is believed to be the longest professional tennis match in history, for the March of Dimes. The match continued until midnight, and KING-TV stayed with it. As Mrs. Bullitt put it, "We don't go off the air if we've got something to do."

On the radio side, the program pattern emphasizes sports, music, children's programs and public service. Actually, while the AM and TV operations are separately staffed and scheduled, many of the same policies obtain on both.

"To do the best possible job for children," Mrs. Bullitt says, by way of example, "we called in people interested in better programs for children." The consultants included representatives of the school system, the Seattle Public Library, the PTA and other organizations. One result was *KING's Circus,* built as a sustaining feature and launched last September.

Preliminary Work

For two months before the broadcasts started, it was promoted by cooperating groups through all available media, including some that the station itself would have been unable to reach. An announcement that the show was approved for children's listening went to 60,000 youngsters, with posting on bulletin boards in every school classroom.

For children's programs on television, Mrs. Bullitt explains the same machinery is being used, with the committee passing on serial films and other programs. *Time for Beany* was promoted through the same channels as *KING's Circus,* even though the video show is sponsored locally by Buchan's Bread. Neither Mrs. Bullitt nor the cooperating agencies see any inconsistency in pushing as public service a program which has a sponsor.

Mrs. Bullitt also cites as an example of KING-TV policy the station's recent action on the *Encyclopedia Britannica* film about atomic power, *Where Will You Hide?* [BROADCASTING, April 10]. After consultation with the mayor, the Episcopal Bishop, representives of the American Assn. for United Nations, and other leading citizens, the station postponed its scheduled telecast of the film until they were able to arrange, in cooperation with the U. of Washington Adult Education Division, a thoughtful discussion to round out the program into a full-hour presentation.

"This approach does more than a public service," Mrs. Bullitt explains. "It will sell television sets to people who realize that the medium is more than a gadget for screening wrestling matches." Her theory is that special programs must be built for the type of person who turns on a set only when there is a particular program he wants to hear or see.

Competition's Benefits

Mrs. Bullitt is not at all afraid of competition. The launching of new television stations in the Seattle market, she believes, will help KING-TV by helping sell additional sets, although it will necessarily, in her opinion, dilute the program content of each station.

Television requires a technique of its own, she contends. It is not like radio, the movies or anything else, and just as the early broadcasters found that they could not carry drama to the radio intact, so acting techniques and other television requirements are different from all other media.

Will television eventually replace radio? Mrs. Bullitt is convinced it will not. KING entered television because the management considered video a companion medium to radio, but she believes some people will always prefer one medium to the other.

"The sales possibilities in television are tremendous," Mrs. Bullitt believes. "Radio has been wonderful for brand names and for institutional selling, but for *items,* television is clearer."

Mrs. Bullitt is a member of the Assn. of Women Broadcasters, the Sunset Club and the Seattle Golf Club. She is also active on behalf of the Seattle Art Museum, the Children's Orthopedic Hospital, the Community Chest and other community service enterprises. In 1945, she was named by the Seattle Business and Professional Women's Club as "First Woman of the Year."

War Service

During the war, she was chairman of the Civilian Defense Volunteer Office, a member of the original executive committee of the Washington State Defense Council, a national committee member of the American Red Cross, and chairman of the board for the Service Women's Club, an organization started by a group of Seattle women who bought and furnished a clubhouse with dormitory facilities for enlisted girls.

Her three children are Stimson, an attorney, and Priscilla (Mrs. Josiah Collins), both of Seattle, and Harriet (Mrs. William Brewster) of Boston.

Mrs. Bullitt's hobbies are music and gardening—and she never misses an evening watching television when she's at home.



★ ★ ★ ★

Listen

Mr. BROADCASTER

In a
Transcription Program Service
what really counts
is the
hear-it-for-yourself values.
That's why we urge
you to look
the whole transcription field over
before you buy.
Remember,
it's your money.
Spend it where it brings you
the greatest dollar
for dollar return.
SESAC leads the way
with
lower than low prices
and
greater than great values.
But we want you to
check this policy for yourself.
Make your own comparison
and you'll soon discover why
Industry Leaders keep going the
SESAC way.
SESAC doesn't have to yell about
its values
to keep those leaders joining up.
It's the SESAC SERVICE
with
the SESAC Transcribed Library
and
those lower than low prices
that do the shouting for us.

SESAC *Prices*

are not only LOW

BUT

THE LOWEST PRICES

WITH

THE HIGHEST VALUE!

A COMPLETE TRANSCRIPTION PROGRAM SERVICE FOR AS LITTLE AS $40 A MONTH!

(Based on your advertising rate card)

SESAC, INC.
475 Fifth Avenue
New York 17, N. Y.

We would like to receive:

_____TERMS AND PARTICULARS ABOUT YOUR TRANSCRIBED LIBRARY PROGRAM SERVICE

_____AUDITION DISC OF THE FOLLOWING SERIES AS INDICATED BELOW

_____SERIES **A** AMERICAN FOLK MUSIC, SQUARE DANCES, COWBOY, HILLBILLY AND WESTERN SONGS, BARBER SHOP QUARTETS

_____SERIES **B** BAND MUSIC
_____SERIES **C** CONCERT MUSIC
_____SERIES **H** HAWAIIAN MUSIC
_____SERIES **N** NOVELTIES
_____SERIES **R** RELIGIOUS MUSIC, GOSPEL SONGS, HYMNS, SPIRITUALS ORATORIOS, ANTHEMS
_____SERIES **S** SOUTH AMERICAN AND SPANISH MUSIC

RADIO STATION_____CITY AND STATE_____

NAME_____

ADDRESS_____

POSITION_____

Clip Coupon and Mail to → **SESAC INC.,** 475 Fifth Avenue . . New York 17, N. Y.

SCREEN PUBLICISTS

Seek Pay Raise From CBS

PAY INCREASE of 25% is being asked of CBS Hollywood by Screen Publicists Guild for 12 press information publicists and two sales promotion staff members. The increases would become effective June 30 and were presented at reopening of contract negotiations with the network.

The guild seeks wage increases from the basic $77 to $96.25 for the press information staff; $90 to $106.25 for the sales promotion staff, and a general 25% increase for members in those departments making over the base.

Percy Atkinson

PERCY ATKINSON, 64, advertising copywriter for the Kudner Agency, New York, died last Monday. In 1912 Mr. Atkinson joined the advertising department of Hearst Publications where he stayed until 1922. For the next five years he headed the advertising promotion department of MacFadden Publications. After that he was publisher of the *New York Graphic*, then left to join the advertising agency field. In 1943 he joined Kudner Agency, New York, as copywriter. Surviving are his widow and a daughter, Mrs. A. J. Kelly.

Sell

Ohio's third largest market

with

WFMJ

5,000 watts AM

and

50,000 watts FM

WFMJ

1390 AM – 105.1 FM

Youngstown, Ohio

Headley-Reed Co.,

national representatives

Commercial

ROBERT BURNS, formerly with commercial department of WRFD Worthington, Ohio, appointed commercial manager of WJZM Clarksville, Tenn.

JOHN S. ALLEN joins WTVJ (TV) Miami, Fla., as business manager. He was formerly general sales and business manager of WMIE Miami, going there from WAPX Montgomery, Ala., where he was vice president and general manager. He also was formerly with WHBB Selma and WCOV Montgomery, both in Alabama.

STANLEY SMITH, former account executive for WMGM New York and MGM, joins TV sales staff of ABC.

CHARLEY STANDARD, client service executive for A. C. Nielsen Co. for past four years, joins NBC Chicago as TV network salesman.

RUDY RUDOLPH, KECA-TV Hollywood account executive, is the father of a boy, Gerald Jay, born May 4.

RUTH DICKENS, assistant to commercial manager of KVOO Tulsa, Okla., installed as president of Pilot Club of Tulsa, classified service club for business and professional women.

MICHAEL SWEENEY, on staff of WJZ New York spot sales, is the father of a girl, Marcia Pegeen.

WILLIAM K. TREYNOR, account executive at WOIC (TV) Washington, appointed to publicity committee of Washington Advertising Club's "1950 Jamboree."

CANADA-U. S.

UHF-VHF Coordination Set

INFORMAL administrative procedure for coordinating VHF and UHF frequency assignments with the Canadian Dept. of Transport has been announced by FCC. Assignments to civil fixed and mobile services operating between 30 and 3000 mc are involved.

FCC said the purpose is to enable the CDT and the Commission to determine, in advance of making assignments to stations not previously authorized to use certain frequencies, whether a proposed assignment would interfere with or receive interference from a previous assignment in the other country. Objective is to take all voluntary measures possible to avoid serious interference developing between the rapidly expanding U.S. and Canadian radio services in the VHF and UHF and consequent undue hardship on station licensees.

The procedure of notification adopted is in no sense a frequency allocation agreement, FCC explained, and does not alter the Commission's rules or application procedure. No compulsion is involved in the agreement and all frequencies will continue to be available as heretofore allocated.

TV AIDS RADIO

Set Dealers Heavy Spot Users

ONE of the most dramatic spot developments within the past year has been television's unprecedented use of radio to sell its product. TV retailers have emerged in that period as one of radio's firmest group of supporters.

In New York where a representative situation obtains, nearly a dozen television retailers are spending as high as $15,000 a week every week to exploit their sets locally.

Leader in the use of radio in the New York area is the Muntz group of stores which purchases 40 to 45 hours of broadcast time a week at a cost of close to $750,000 a year.

Dynamic Stores, distributor for Majestic and Admiral sets in the locality, uses 35 hours a week on radio, spending close to a half million dollars to exploit its wares.

Vim Budgets

Vim Stores, which, like the others, merchandises an extensive list of other products, has nevertheless appropriated 25% of its overall advertising budget to plug its single line of Electromatic TV sets on radio.

Rounding out the Big Four, the Times Square Stores, BROADCASTING learned, are using two hours daily, seven days a week to promote GE Black Magic sets.

Muntz, Dynamic and Times Square promote the "free home demonstration" on the air. Advertisers are reluctant to reveal the exact number of "leads" received from radio advertising but one executive admitted that the calls into radio stations have been plentiful. He also said that once a television set is placed in a home —as a result of the lead call—it is an almost certain sale.

Another point that the same executive revealed to BROADCASTING was that if the sale of TV sets should fall off during the summer months the stores plan to retain the time to plug their "white goods," such as washing, and dish washing machines, stoves and refrigerators.

Muntz' Technique

Norman Boggs, executive vice president of WMCA New York, told BROADCASTING that "Muntz as local originator of the home demonstration idea deserves credit for the creation of a new system of merchandising. Not only is it dramatic but it is successful. It has opened a whole new method of publisher selling in the home.

"There is no doubt in my mind," said Mr. Boggs, "that there will be a continued substantial amount of business on independent stations that will be the result of this kind of merchandising."

Muntz-TV Inc. sponsors programs on the following stations: WMCA WINS WMGM WOV WOR, all in New York and WAAT Newark.

Dynamic Stores are using WMCA WNBC WOR WMGM WNEW, all in New York and WVNJ Newark.

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Vim Stores located in New York and Brooklyn are using spots and programs on WOR WCBS in New York, and on WAAT Newark, and WPAT Paterson, N. J.

Times Square Stores are using one hour, seven times weekly on WMGM New York and one hour, seven times weekly on WVNJ Newark.

BASEBALL ISSUE

Springfield Case Settled

HAMPDEN BREWING Co., sponsor of the Springfield Cub games on WHYN Holyoke, Mass., and the Springfield Cubs bought newspaper ads in the Springfield *Daily News* and *Union* and in Hartford and Pittsfield papers fortnight ago to announce that as far as they were concerned "broadcasting of major league games is free to come back."

The ads were placed in the aftermath of the lifting of the ban by the Springfield Cubs, which had asserted their right earlier under organized baseball's rules to forbid any station within 50 miles from carrying major league games while the Cubs were playing at home. The right to continue to broadcast major league ball games was granted April 27 [BROADCASTING, May 1] when the club reversed its decision.

Lawrence A. Reilly, president of WTXL West Springfield, Mass., and a major objector to the ban, said "there are no hard feelings following the lifting of the ban. We are all behind the Cubs. We think their coming to Springfield is a great thing for this area." The change in the club's decision now will allow WTXL to continue to broadcast the home night games of the Boston Red Sox and Braves.

ADVERTISING CODE

SCBA Sets Sales Rules

THREE-POINT code on direct sales advertising was adopted recently by the board of directors of Southern California Broadcasters Assn. for recommendation to all radio stations.

Points include (1) station shall satisfy itself on both quality and price of each product accepted for advertising; (2) stations shall exercise continuing surveillance over advertising copy to see that it conforms to policy, after initial examination and acceptance of product; (3) station shall demand from advertiser right to return money of any dissatisfied purchaser, and deduct that amount (sum remitted) to advertiser, to retain confidence of listener in station.

ELECTRONICS MEET

Industry Pools Ideas

IDEAS and techniques of the entire electronics components and equipment industry were thrown into a common pool last week as nearly 800 representatives of manufacturers and government held a symposium in Washington.

Meetings were held Tuesday through Thursday at the Interior Dept. Auditorium under sponsorship of Radio Mfrs. Assn., Institute of Radio Engineers and American Institute of Electrical Engineers with active participation by the U. S. Dept. of Defense and the National Bureau of Standards.

Though much of the emphasis was placed on the need of developing electronic gear of maintenance-free type for the military, speakers representing all branches of the manufacturing industry pointed to the need of reliability in radio and television receivers and other civilian products.

At the conclusion of the three-day meeting it was agreed among the delegates that notable progress had been made toward improving the design and performance of electronic gear. This progress will be reflected in the techniques and material used by component manufacturers and equipment builders, with the overall goal of improved performance all through the electronics field.

Meeting Termed 'Milestone'

F. J. Given, of Bell Telephone Labs., chairman of the symposium committee, termed the meeting "a milestone marking the cooperation of electronics manufacturers in the affairs of industry and government." Broadcasting, television, industry in general and the military serve to profit by this cooperation, he said.

Mr. Given described the symposium as the first exclusive meeting on the basic performance of components and pointed to the need for better materials as well as approved design.

F. R. Lack, of Western Electric Co., New York, said much electronic equipment lacks dependability. The average broadcast receiver is adequate for the job it has to do, Mr. Lack said, but this is not true all through the equipment field. He said customer influence is forcing dependable gear and proposed the same engineering philosophy be brought to bear on electronics equipment that has built reliable power plants, bridges and similar devices.

L. V. Berkner, of the Carnegie Institute of Washington, said the maintenance problem facing the military is staggering. He suggested military electronic gear must be built henceforth to perform its full life without any maintenance. "The failure of a single vacuum tube may lose the next war," he suggested.

Set Manufacturing Cited

R. F. Rollman, of Allen B. DuMont Labs, said TV receiver manufacture is becoming big business. In view of the high price of sets, he added, the customer is entitled to good equipment as well as reliable and economic performance. He declared the average TV receiver contains 417 electronic and 556 mechanical components and components manufacturers must share the responsibility of producing reliable receivers.

Mr. Rollman urged manufacturers to adopt "quality programs" designed to improve their products. He said a high-quality product is not necessarily expensive. Quality programs have been established in the tube industry and are breaking ground in the rest of the electronics field, he said, adding that the whole manufacturing industry has a responsibility to its 15 million annual customers.

Joining these speakers in the discussion of dependability were D. E. Noble, of Motorola Inc.; P. K. McElroy, General Radio Co., Cambridge, Mass., and C. R. Banks, Aeronautical Radio Inc. All appeared on the Tuesday morning program.

C. Brunetti, Stanford Research Institute, Stanford, Calif., presided at the Tuesday afternoon session on unitized design and fabrication techniques. Mr. Brunetti pioneered the printed circuit technique while at the Bureau of Standards.

Mr. Given presided at a Wednesday morning session on production and types of components. S. H. Watson, RCA, presided Wednesday afternoon. The components discussion concluded at a Thursday morning session with W. G. Dow, U. of Michigan, presiding. This meeting dealt with tube design and types.

Ernest Weber, Polytechnic Institute of Brooklyn, presided at the Thursday morning panel discussion and open forum.

* * *



ELECTRONIC engineering group at Washington symposium (l to r): L. V. Berkner, Carnegie Institute; F. J. Given, Bell Telephone Labs., chairman of symposium committee; F. R. Lack, Western Electric Co.; C. Brunetti, Stanford Research Institute; Dixon Lewis, Aluminum Co. of America; A. V. Astin, Bureau of Standards.

QUARTET at electronic component symposium (l to r): D. E. Noble, Motorola Inc.; E. D. Cook, General Electric Co.; R. F. Rollman, Allen B. DuMont Labs.; Robert F. Field, General Radio Co.



Upcoming

May 22-23: CBC board of governors, Ottawa.

June 1-4: Assn. of Women Broadcasters seventh annual convention, Hotel Cleveland, Cleveland.

June 5: Pennsylvania Assn. of Broadcasters annual membership meeting, Bedford Springs, Bedford, Pa.

June 5-8: Radio Mfrs. Assn. convention, Stevens Hotel, Chicago.

June 17: Second annual Radio News Editor's conference, Kent State U., Kent, Ohio.

June 19: NAB Board indoctrination, NAB Hdqrs., Washington.

June 20-22: NAB Board of Directors, NAB Hdqrs., Washington.

June 22: Eighth annual Stanford-NBC-Radio - Television Institute opens, Stanford U., Palo Alto, Calif.

June 22-23: Kentucky Broadcasters Assn., Hotel Seelbach, Louisville.

June 25-29: Advertising Assn. of the West convention, Ambassador Hotel, Los Angeles.

June 25-July 1: WKY-TV Oklahoma City Television Clinic, U. of Oklahoma, Norman.

June 30-July 2: Catholic Broadcasters Assn., U. of St. Louis, St. Louis.

Aug. 10-13: AFRA convention, Sheraton Hotel, Chicago.

Aug. 30-Sept. 2: Western Assn. of Broadcasters, and directors meeting, Canadian Assn. of Broadcasters, Jasper Park Lodge, Jasper, Alta.

Oct. 22-24: 10th District convention of Advertising Federation of America, Amarillo, Tex.

Nov. 16-18: National Assn. of Radio News Directors convention, Hotel Sherman, Chicago.

RADIO SALARIES

SEC Lists Network Executives

THE highest paid executives of three networks—ABC, CBS and NBC-RCA — were revealed last week in stockholders reports filed and made public by the Securities & Exchange Commission.

Brig. Gen. David Sarnoff, chairman of the board, RCA, received a salary in 1949 of $200,000. Niles Trammell, NBC chairman of the board, was paid $100,000 in salary and Frank M. Folsom, president of RCA, received $100,000.

At CBS, William S. Paley, chairman of the board, was paid $100,000 salary. Frank Stanton, president, received $100,000 salary and a bonus payment of $34,740. Joseph H. Ream, executive vice president, had $50,000 salary and an $11,977 bonus. Edward R. Murrow, director and counselor on public affairs, received $121,944.

According to the information filed at the SEC, Mr. Paley received $28,269 more than he did in 1948 and Mr. Stanton was increased $24,941 over the preceding year.

ABC's highest paid official was Mark Woods, vice chairman of the board, who received $75,000. Robert E. Kintner, president of the network, was paid $50,000 and Charles C. Barry, vice president (also see Barry appointment story, page 24), received $36,666, an increase over 1948 of $7,916.

Figures were not available for Edward J. Noble, chairman of the board, ABC, who owned 901,667 shares of ABC common stock—53.38% of the total stock—as of last December. SEC pointed out that figures are not broken down for salaries, including bonus and commission payments, which did not exceed a total of $25,000.



RECENT "agency open house" at WMBM Miami Beach, Fla., was occasion for discussion of broadcasting by this group. L to r: Dick Parker, WMBM commercial manager; Harold Herman, Public Relations Assoc.; Hank Bernacki, Robert E. Clarke Assoc.; Bob Schwartz, Sid Gorschov Agency; Charley Friedlander, Advertising Trade Service; Bob Lipton, Chambre Advertising Agency; Les Stern, Roland-Bodee Agency.

COL. B. J. Palmer (r), president of WHO Des Moines, receives the Order of the Golden Plow from Mayor Heck Ross of Des Moines. Col. Palmer was the 15th notable to be awarded the Golden Plow.





DURING Montana's 4th annual Winter Fair at Bozeman, KXLQ and the Z Network bought Pinkey, 1,070-lb Hereford steer and champion of all the cattle shown, for $1 a pound. With Pinky are (l to r) Toby Orr, Cameron, Mont., Hereford breeder, and Ernest Neath, KXLQ manager.

FAREWELL gathering at Pennsylvania Station, New York, marked the departure of the RCA special train which is taking the NBC Symphony on a nationwide tour. Saying their adieux to Conductor Arturo Toscanini (center) are Frank Folsom (l), RCA president, and Brig. Gen. David Sarnoff, RCA board chairman.





WITH cake bearing the words "We Knew You Were Coming So We Baked a Cake," the Andrews Sisters welcome back Bob Crosby to CBS *Club 15*. L to r: A. E. Joscelyn, CBS Hollywood; Maxene and Patty Andrews; Mr. Crosby; LaVern Andrews; Arthur Bailey, of Ward Wheelock, agency for Campbell Soup, sponsor.

CHICAGO Assn. of Commerce and Industry, through Leverett Lyon (r), chief executive officer, gives Don McNeill (center), star of ABC's *Breakfast Club*, a distinguished service citation on the latter's 5,000th broadcast. At left is John H. Norton Jr., ABC Central Division vice president.



KSTP STRIKE

Normal Operation Claimed, Picketing Continues

MANAGEMENT of KSTP-AM-TV St. Paul-Minneapolis continues to claim "operation normalcy" despite a 24-hour daily picket line by IBEW technicians and refusal of 13 AFM musicians to pass it.

Twenty-one technicians, members of the International Brotherhood of Electrical Workers, went on strike more than five weeks ago after eight months of sporadic negotiations for a wage increase. Except for WCCO Minneapolis, which has a New York union contract, KSTP was the only station in the Twin Cities not to settle for a rate hike after the conferences, union officials report. Stanley Hubbard, president and general manager of the 50 kw NBC station, said he rejected wage increases because the men made "between $95 and $110 weekly, about $12 more than our nearest competitor."

Technicians claim they returned to work shortly after the outset of the strike, offering to negotiate again, but say they were locked out by management. They are maintaining the picket line, in which they have been backed by Minneapolis and St. Paul American Federation of Musicians locals. KSTP musicians, members of both AFM locals, are expected to remain off duty until settlement with IBEW.

George Merk, president of the Minneapolis Musicians Assn. (the Minneapolis local), and member of the state legislature, says the AFM made its supporting decision after approval of the policy committees (central labor unions) of both cities, the Trades and Labor Assn. of St. Paul and the Minneapolis Central Labor Union. Both unions are in the AFL.

Johnson Follows

Cliff Johnson, IBEW international representative, is in Minneapolis to follow developments. He and Mr. Merk reported dismissal of injunction proceedings brought by Mr. Hubbard a fortnight ago, when the station manager objected to pickets parading away from the station to in front of an armory from which a remote wrestling show was being telecast by KSTP-TV. Mr. Hubbard claimed this was a violation of Minnesota's anti-secondary boycott law, but the judge ruled that any such remote was an integral part of the KSTP-TV operation and could be picketed legally.

Mr. Hubbard, keeping what he calls "an open shop," has replaced 16 of the technicians with non-union men. He continues to use live music and has cancelled no music programming. He reports no curtailment of any part of the operations as a result of the dispute, and expects the picketing to continue "indefinitely."

Although "I am not against unions, I do believe radio cannot exist with all these unions putting the bite on us for more money," Mr. Hubbard asserted late Thursday. "We don't believe in letting the unions make a racket out of it." He says he paid technicians' wages for non-technical union members, defining the latter as men without formal electronics schooling.

Mr. Hubbard denied published reports about complaints of KSTP sponsors and loss of contracts.

Because of Board of Education policy, school children have been denied permission to cross picket lines for appearances on shows. This has not affected programming because school shows are off for the summer, he said.

HONOR McGRATH

Cited By Syracuse U.

WILLIAM McGRATH, general manager, WHDH Boston was given the annual station management award for alumnus of Syracuse U. during the observance of Annual Radio Day May 10 at the university. The award was presented by Dean Kenneth G. Bartlett, director of the Syracuse Radio and Televi-sion center.

Afternoon program included talks by Mr. McGrath, Dr. Millard Faught, president of Faught Research, and Curtis Canfield, NBC television producer. General topic under discussion was the "Future of Radio, Television and Phonevision." In the evening the university conducted its first telecast from the new campus studios of WSYR-TV Syracuse, with Jack Carter, NBC comedian, as master of ceremonies.

WSYR-TV, owned by Central New York Broadcasting Corp., is on Channel 5 (76-82 mc). Col. Harry Wilder is president of WSYR-AM-FM-TV.

Following the show the second annual Radio and Journalism banquet heard William S. Hedges, NBC vice president in charge of integrated services, speak.

Chesterfield Switch

LIGGETT & MYERS Tobacco Co., Chesterfield cigarettes, will replace the *Bing Crosby Show*, CBS, Wed., 9:30-10 p.m., with *ABC's of Music*, in the same time slot beginning May 31. Summer program will star Robert Q. Lewis. Cunningham & Walsh Inc., New York, is the Liggett & Myers agency.

KVVC Reorganization

KVVC Ventura, Calif., licensed to KVVC The Voice of Ventura County, has filed a petition for reorganization under the Bankruptcy Act in Los Angeles Federal Court. No schedule of liabilities and assets has been filed. William H. Haupt, Los Angeles attorney, is corporation president and general manager.

RMA REORGANIZES

Set for June 5-8 Meet

REORGANIZATION of Radio Mfrs. Assn. into Radio & Television Mfrs. Assn. is scheduled at RMA's annual convention to be held June 5-8 at the Stevens Hotel, Chicago. Wayne Coy, FCC chairman, will speak at the annual banquet June 8.

Membership interest is centered in the proposal to name a paid president of RMA, with over a score of names said to be under consideration. Screening of candidates is in charge of RMA's Organization & Services Committee, headed by Jerome J. Kahn, Standard Transformer Corp.

The Kahn committee met Wednesday to review the reorganization problem and consider by-laws amendments permitting a paid presidency with $50,000 salary. The committee first approached Gen. Lucius B. Clay, former head of American forces in Europe, but Gen. Clay accepted board chairmanship of Continental Can Co. [BROADCASTING, May 1].

Delay Seen

Due to embarrassment because of premature publicity on the proposal to Gen. Clay, the Kahn committee members refused to discuss what happened at the Wednesday meeting. It was inferred in some quarters that the nomination of a president might be delayed some weeks or even months.

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Present president of RMA is Raymond C. Cosgrove, who serves as an honorary officer. Under the proposed by-laws change the top honorary post would go to a board chairman. Bond Geddes, executive vice president, general manager and secretary, will retire from RMA Aug. 1 after 23 years, continuing in an advisory capacity.

Chicago convention proceedings open Monday, June 5 with meetings of RMA sections. Tuesday the Excise Tax Committee will review the tax situation. The House Ways & Means Committee has opposed White House proposal to place a new excise tax on TV receivers. Committee chairman is Joseph Gerl, Sonora Radio & Television Corp. Other committees will meet Tuesday morning.

In the afternoon the Advertising Committee will meet under chairmanship of Stanley H. Manson, Stromberg-Carlson Co. Among topics on the agenda will be the plan to draw up a new formula for celebration of National Radio & Television Week in cooperation with NAB and the U. S. Junior Chamber of Commerce. Other committees, sections and groups will meet. On the afternoon schedule is a session of Mr. Kahn's Organization & Services Committee.

Division and committee sessions will be held Wednesday morning. The board of directors will meet informally at luncheon with committee members. At 2 p.m. Mr. Cosgrove will preside at a meeting of the board.

Annual membership meetings of the divisions will be held Thursday morning, with joint membership luncheon to follow. Presiding at the luncheon will be Messrs. Cosgrove and Geddes. Chairman Kahn will report to the membership on his committee's organization and presidential actions.

The new RMA board will meet at 3 p.m. Chairman Coy will speak at the annual banquet, scheduled at 7:30 p.m. Presiding will be Leslie F. Muter, Muter Co., Chairman of the RMA Banquet & Convention Committee.

Friday's agenda is built around the annual Radio Industries Golf Tournament at Calumet Country Club. Luncheon and dinner are planned at the club.



CEREMONY making Jim Connally (l), of ABC's advertising department, an honorary member of the Kiowas, Oklahoma Indian tribe, is conducted by Chief Saunkeah and his wife. Occasion was Mr. Connally's visit to KTOK Oklahoma City when he was honor guest at a KTOK staff dinner. He was given the name of Chief Goom-Tau-Ta-Ke-Ah which, appropriate to Mr. Connally and his calling, means "He who gives word from air."

PROETZ AWARD

Edythe Melrose Honored

EDYTHE FERN MELROSE, known to her WXYZ-AM-TV Detroit listeners and viewers as "The Lady of Charm," has been awarded first prize in the radio division by the Erma Proetz Award Committee in St. Louis, it was announced last week. The awards are made annually to the leading women in the fields of radio, magazines and newspapers.

The award, the committee stated, was based primarily on the fact that Miss Melrose has been the only woman to build and operate a radio and television testing home with capital created by her work in the radio field. The testing home is called the "House of Charm" and is located in suburban St. Clair Shores.

Armed Forces Day

FOUR major networks and The Advertising Council will cooperate in the observance of Armed Forces Day May 20, a salute to all the military services, Charles Dillon, chief, Radio-TV Branch, Office of Public Information, Dept. of Defense, announced last week. This is the first combined observance, Mr. Dillon said.

1886 Louis K. Lear 1950

LOUIS K. LEAR, 64, president and treasurer of the Queen City Broadcasting Co. from 1935 to 1946, died in Seattle May 1. At the time of his death, he was chairman of the board of directors of the company, licensee of KIRO Seattle.

Born in Iowa, Mr. Lear had gone to Seattle 45 years ago, and was active in business and civic affairs there. A long career in banking was climaxed with his election as a member of the board of directors and a vice president of the Seattle Trust and Savings Bank, a post he held until his death. He also was at one time a member of the Seattle Advisory Board of the Reconstruction Finance Corp.

Active in Civic Affairs

Active in community affairs, Mr. Lear was a member of the three-man Municipal Transportation Commission, having been appointed by Mayor William F. Devin in 1947. Prior to this service, he had been chairman of the City Planning Commission for seven years, and had also served on the city's Charter Revision Commission.

In addition to operating KIRO Seattle, the Queen City Broadcasting Co. is majority stockholder in the Boise Valley Broadcasters Inc. (KDSH Boise) and a minority stockholder in the Symons Broadcasting Co. (KXLY Spokane).

Mr. Lear's survivors include his widow, Mrs. Ruth C. Lear; a daughter, Mrs. Albert C. Thompson Jr., of Bellevue, Wash.; a brother, Harry Lear; a sister, Mrs. William Mertens; and two grandchildren.

MOBILIZATION PLAN

Truman Urges 'Czar'

A "CZAR" to oversee the nation's war mobilization program, including responsibility for the role of communications in the event of an emergency, was urged by President Truman last Tuesday in a plan sent to Congress involving the National Security Resources Board.

The President proposed that all present functions now vested in the board, comprising members of the Presidential cabinet, be transferred to the chairman; that the members serve as an advisory unit to the chairman; and that a vice chairman be appointed.

W. Stuart Symington, recently-named head of the resources board and former secretary of the Air Force, would hold the "czar" post under the recommendation sent to Congress. It would become law July 8 unless vetoed by either house of Congress. The recommendation was referred to the Senate Executive Expenditures Committee.

Authorities felt there was little prospect for early action on the President's plan.

Many Plans Offered

The committee currently is processing a host of other reorganization plans, including one on FCC (see separate story), which require Senate or House veto by May 23 or they become law.

Overall communications and civil defense planning have been coordinated by the NSRB since June 1949. Among them is a proposed wartime key AM-TV-FM emergency radio network, blueprint for which is slowly being evolved [BROADCASTING, Feb. 27, Nov. 21, 1949].

Mr. Symington thus would direct mobilization activities of the NSRB; the Munitions Board, which is handling electronics and other equipment requirements in cooperation with Radio Mfrs. Assn.; the re-established Office of Civilian Defense headed by Dr. Paul J. Larsen; and a host of other participating agencies, including FCC, Post Office Dept.; Treasury Dept., etc.

CPB Group Studies

The President's temporary five-man Communications Policy Board [BROADCASTING, Feb. 20] also is expected to study the utilization of communications for emergency use as part of its overall investigation.

The proposed vice chairman would be appointed from civilian life, as an additional board member, at an annual salary of $16,000 and perform certain of the duties of the chairman.

Senate Fight Seen

(Continued from page 25)

his colleagues in the selection of heads of major units; assign business among personnel and administrative units, and direct the use and expenditure of the Commission's funds.

The plan becomes effective May 23 unless voted down by one House of Congress. A majority of the Senate—49 votes, not merely a majority of those present—is necessary to defeat it. Theoretically the House could act if the Senate fails to do so, but there have been no indications that it will.

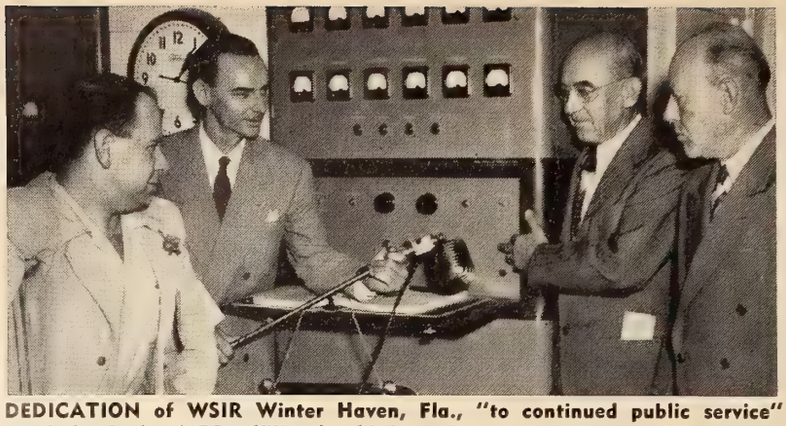
It was understood that Sen. Johnson would bring the subject up for floor debate Wednesday. In any event, Senate Majority Leader Scott Lucus has assured Sen. McClellan the proposal will be "considered" and will not become law through default, it was reported. If Sen. Johnson does bring up resolution, it was learned, the little-used cloture rule would probably be used limiting debate to three hours.

Opponents have variously characterized the plan as "an executive invasion of the legislative branch," and feel it would create a "one-man agency." Advocates, who included FCC Chairman Wayne Coy and Comr. E. M. Webster, feel it would relieve Commission members of day-to-day administrative details by transferring them to the Chairman, thus expediting commission activity.

Sen. Ferguson told Senate colleagues that "it is important to make certain radio does not fall under the thumb of a dictator." He felt the "possibility of such a sad result is so alarming as to justify a complete examination of this reorganization plan and in fact a re-examination of the whole work of FCC and its policies in regulating radio."

Chairman All-Powerful

Under the Truman plan, he declared, it is obvious the Chairman in nearly all cases "will be able to carry his ideas over any opposition which minority members of the Commission may offer." It has the potential effect, he charged, of making FCC a "one-man agency" and would invalidate its bi-partisan character.



DEDICATION of WSIR Winter Haven, Fla., "to continued public service" highlighted the MBS affiliate's third anniversary observance last month. Participants in the dedicatory ceremony included (l to r): Program Director Dick Eyrich, Manager Larry Rollins, Mayor L. H. Recker, who re-started the transmitter after 15 seconds off the air, and Chamber of Commerce President John W. Dame.

Sen. Ferguson noted sharp division within the Senate Executive Expenditures Committee on the plan with respect to its general conformance to the Hoover Commission report, and said it contains a concentration of authority, "especially vital in any agency that is of necessity so reliant upon its technical staffs as is the FCC, which goes far beyond the purposes of efficiency . . ." He observed:

FCC's Legal Staff

The Senate has already taken cognizance of the peculiar reliance upon its legal staff in the FCC. The Senate has unanimously approved S 1973, which has the effect of stripping the Commission's legal staff of some of its tremendous unseen influence in the workings of the Commission by creating independent legal counsel to assist the individual Commissioners in the discharge of their duties. It is not without signficance, as revealing a jealous determination to preserve the influence now exerted by the Commission's legal staff, that S 1973 has been vigorously opposed in the House. It is an open secret that the Sadowski Bill, to substitute for S 1973 in the House, was written by the Commission's legal staff to preserve and protect its present prerogatives.

The FCC today is widely known to be dominated by the "Liberal" Democrats who serve on the Commission and who permeate its staff. . . .

Charging that "big government" philosophy is "threatening the radio industry and the people themselves to an extent which has become very, very dangerous," Sen. Ferguson recalled that a "previous member of the Commission" invited "some Englishmen . . . to make an analysis of our radio system.

"That analysis was such that if the recommendations contained in it had been adopted the radio broadcasting industry in America would have been placed under the same domination . . . as in Britain, which is government-owned," he stated.

He continued:

During the past 16 years, since the establishment of the Commission by the Communications Act of 1934, the Commission has increasingly expanded its power of regulation in a manner which the framers of the Communications Act did not intend. It has succeeded in expanding these powers, perhaps to a much greater extent than many of us realize, and today stands in a position, if its power is not checked here and now, to throttle and ruin any radio station licensee it sees fit to discipline. The Commission is now attempting to expand these powers still further, and if this move is successful it is certain that the radio industry will be forced to give up even the fiction of free enterprise. It is even possible that this proposed expansion of its power can lead to complete Government ownership and operation of the radio industry. Let us examine the way in which this change has taken place and the way in which it can proceed.

Government Ownership

Sen. Ferguson said it is "even possible that the proposed expansion of the Commission's power can lead to complete Government ownership and operation of the radio industry." Tracing the history of the Communications Act, he said FCC's primary function is one of "acting as a traffic policeman" and allocating frequencies, but questioned definition of "character" applied to applicants for licenses.

"Today, at a time when increasing regulation of private enterprise is certainly the political fashion and certainly the primary motivation of the Fair Deal Administration," he asserted, "the Commission seems bent upon expanding the meaning of this word 'character' and thereby tremendously expanding its own power over the radio industry.

Sen. Ferguson referred to FCC's hearings on the news policies of G. A. (Dick) Richards, owner of WGAR Cleveland, KMPC Los Angeles and WJR Detroit, and said the charges made "are not attacks on the operations of the stations or the programs . . . but . . . on the character of the principal stockholder of the stations and what he, individually, thinks.

"Nevertheless," he continued, "now the Commission is threatening a refusal to renew the license of the stations" because of "irresponsible allegations made against the character of Mr. Richards."

Sen. Ferguson felt it should be required that, where objectionable material has been "actually broadcast," licenses might be revoked rather than not renewed giving the licensee "complete notice of the charges against him" and setting the case for hearing. He asked:

"Can it be doubted that this method of proceeding is unfair? . . . Is this proceeding (the Richards' case) in itself not substantial evidence that the FCC is attempting to enlarge and expand its powers of regulations . . . and without consideration being given to the deprivation of legal rights which such parties as Mr. Richards have suffered?"

He asserted that "if the Senate . . . does not act now, and positively, to stave off this attempt by the FCC to expand its powers, the FCC will succeed again and again in the future.

". . . It is the agency which by the nature of the field in which it operates is potentially the greatest thought-control medium in the nation," he declared.

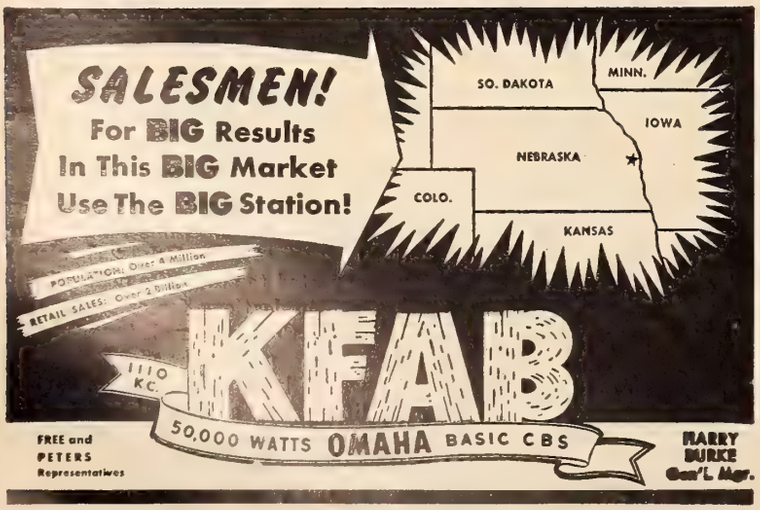
FCBA Rift

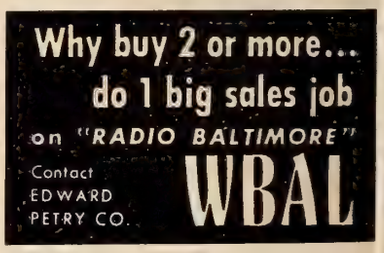
Meanwhile, a member of the Federal Communications Bar Assn. disputed the claim that Frank Robertson, chairman of the FCBA legislative committee, was speaking with FCBA authorization when he testified against President Truman's FCC plan [BROADCASTING, May 1].

Paul M. Segal, of the Washington law firm of Segal, Smith & Hennessey, wrote Sen. John L. McClellan that:

. . . With the exception of half a dozen local members who are on Judge Roberson's committee or on the Executive Committee, the members of the FCBA haven't the slightest knowledge that the Association is, or could be or would be involved with regard to this proposed legislation. There may even be some doubt that the Executive Committee itself fully realizes it is being committed.

I venture to suggest that if the matter were made known to the membership, the members would support President Truman's proposed reorganization, or at least would vote that





the matter is not the concern of the Association. . . .

Mr. Segal considered it "fantastic for anyone to imply to your committee that Wayne Coy has any wish to dominate his fellow members of the FCC or that he could dominate them if he wanted to. With all respect for Frank Roberson, I am sure it is quite clear that no far-reaching change or even any substantial change is planned for the functioning of the FCC."

Mr. Segal circulated copies of his letter to FCBA President Neville Miller, members of the Executive Committee and Judge Roberson because, he wrote, "I do wish that individual members of the FCBA would discontinue attempting to speak for the Association as a body without getting effective authorization after a full discussion of views."

Procedure Normal

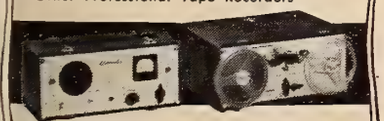
FCBA President Miller said the reorganization plan was considered by the legislative committee and that the legislative group's report was considered at two meetings of the executive committee. The latter, he said, voted unanimously to oppose the plan. Further, he said, the FCBA for several years has followed similar procedure in formulating its position on legislative matters.

NAB last week reported "reasonably good response" to its letters asking station managements to contact members of the Senate Executive Expenditures Committee and "your own U. S. Senators" and appeal for approval of the Johnson resolution.

In letters signed by Don Petty, general counsel, and Ralph Hardy, director of government relations, NAB advised stations that the Truman plan would make "radical changes in the structure and operation of the FCC." They traced the history of the plan and also sent a number of enclosures, which included a blank report of action taken to be returned to NAB.

Mr. Petty, testifying for NAB before the Senate committee last month, challenged the Truman plan as "ambiguous."

WDRC
Hartford, Conn.
USES
Magnecorder
Used By More Radio Stations Than All Other Professional Tape Recorders



PT6-JA
Greatest professional recording value on the market! Portable high fidelity recorder and amplifier—as low as $499.50

WRITE Magnecord INC.
360 N. Michigan Ave.
Chicago 1, Ill.

FCC BUDGET CUT SEEN

In House 'Rider'

A "RIDER" attached to the omnibus appropriations bill, which the House passed Wednesday and sent to the Senate, threatens to pare FCC's overall operating budget for the fiscal year beginning July 1—unless reinstated by the Senate.

Two amendments, designed by the House to save an estimated $600 million and which would affect almost all independent agencies, would impose a 10% cut in FCC's salary allotment as well as reduce the number of vacancies which the Commission could fill.

The proposals mentioned no agencies by name, only exemptions, and FCC and other agency officials were pondering the significance of the amendments. Some authorities felt, however, that the 10% reduction on filling of vacancies might have the end result of cutting salary funds even as much as 20%.

Will Fight Cut

In any event, an FCC spokesman said the Commission and other agencies would fight the measure in the Senate. Initially, the bill must be referred to the Senate Appropriations Committee, now holding hearings, where strong protest by individual agencies is expected.

The salary amendments were proposed by Rep. John Taber (R-N. Y.), ranking Republican member of the House Appropriations Committee, and Rep. Albert Thomas (D-Tex.), chairman of a House Appropriations subcommittee, which held hearings on the single-package funds bill.

FCC's operating budget of $6,600,000 for 1950-51, approved recently by the House [BROADCASTING, May 8], would in effect represent a cut of about $227,000 below this year's figure and $287,000 under the President's budget estimates, due largely to salary and per diem increases provided by Congress in 1949.

WGNY (FM) OUT

Cites Economic Factors

CONTINUING financial losses after more than eight years of operation prompted the decision to close WGYN (FM) New York [BROADCASTING, May 8], station spokesmen said last week.

President Palmer K. Leberman said all efforts to make the station profitable had failed and that to continue the operations which started in December 1941 would be "pouring good money in the soup."

The station, a Class B outlet on Channel 250 (97.9 mc), was owned jointly by Radio Sales Co., licensee of KRSC Seattle, Wash., which also is headed by Mr. Leberman, and Charles E. Merrill of investment securities firm of Merrill Lynch, Pierce, Fenner & Beane. The licensee firm was WGYN Inc.

The station originally was owned by Muzak Corp., which subsequently sold two-thirds interest to Mr. Merrill and Radio Sales Co. and, in 1947, relinquished its remaining one-third interest.

The WGYN operators are the second FM broadcasters to make the decision to withdraw from the FM field in the New York area in recent months. Nathan Straus, owner of WMCA and WMCA-FM New York, announced plans last December to close WMCA-FM for economic reasons. The station was sold, however, to a group headed by Stanley Joseloff, president of Storecast Corp. of America, for $7,500 subject to customary FCC approval.

WJNC Airs Maneuvers

MARINE and naval maneuvers held off Camp Lejeune, N. C., were covered by WJNC Jacksonville, N. C., the station reports. About 15,000 men participated in "Operation Crossover" held April 28-May 1. Commentary and interviews were made by Lester L. Gould, station's owner. One of the interviews—with Rear Admiral Jerrauld Wright—was broadcast over Mutual's *Newsreel Theatre* May 2 at 10:15-10:30 p. m.

WDET-FM Detroit presented with Charter Membership Award in recognition of station's contributions toward success of Torch Fund Drive of United Foundation last year.

Any Way You Look At It . .

KRNT is the

LEADER

in Des Moines,

the center of things in Iowa

Highest Hooperated—Biggest Volume of Accounts —Highest News Ratings — Most Highest-Rated Disc Jockeys—Tops in Promotion Facilities

The Hooper Audience Index, February-March, 1950, Shows:

MORNING	KRNT has a 92.7% greater audience than the No. 2 station.
AFTERNOON	KRNT has a 39.2% greater audience than the No. 2 station.
EVENING	KRNT is 3.0 percentage points below the No. 1 station.
SUNDAY AFTERNOON	KRNT has a 22.1% greater audience than the No. 2 station.
SATURDAY DAYTIME	KRNT has a 22.5% greater audience than the No. 2 station.
TOTAL RATED TIME PERIODS	KRNT has a 38.5 greater percentage than the No. 2 station.

Those are Facts Advertisers *Know* when they buy KRNT . . . the Station that can say: "Any Time is Good Time on KRNT"

KRNT

DES MOINES — THE REGISTER AND TRIBUNE STATION
REPRESENTED BY THE KATZ AGENCY

The station with the fabulous personalities and the astronomical Hoopers

Increased Billings

(Continued from page 23)

basis (network and spot) will

Increase more than 10%? (23.8%)
Increase, but less than 10%? (29.3%)
Remain about the same? (26.8%)
Decrease by less than 10%? (14.6%)
Decrease by more than 10%? (5.5%)

A minority of station managers see a decrease in national radio business, but no great increase is predicted either. The largest percentage of respondents (29.3%) look for a few more advertisers on a national basis but expect the increase to be less than 10%. On 26.8% of the questionnaires station managers indicated they expect the number of advertisers using radio on a national basis to remain about the same. Another 23.8% see an increase of over 10%.

Only 10% Drop Seen

On the other side of the picture, 14.6% of the station managers said they feel national radio users will drop but by less than 10%. Only 5.5% see more than 10% of the national advertisers on the decrease.

Question VI

Do you believe the number of advertisers using radio on a local basis will

Increase more than 10%? (56.9%)
Increase, but less than 10%? (25.6%)
Remain about the same? (11.6%)
Decrease by less than 10%? (4.7%)
Decrease by more than 10%? (1.2%)

On the question of local advertisers, station managers are more in accord. Over 75% see an increase in this field and 56.9% say they think it will be greater than 10%. A smaller increase—less than 10%—was indicated by 25.6% of the respondents.

In only 5.9% of the cases did station managers see a decrease in the number of local advertisers. Of these only 1.2% said they felt the decline would be greater than 10%.

The number of local radio advertisers was expected to remain about the same by 11.6% of the respondents. This is compared to 26.8% who indicated they expect no change in the national picture.

Question VII

What do you think will be the general trend in use of local radio by the following classes of advertisers?

	More	Same	Less
Department Stores	(63.4%)	(26.3%)	(10.3%)
Automotive Dealers	(75.6%)	(20.4%)	(4%)
Appliance Dealers	(67.4%)	(27.4%)	(5.2%)
Food Stores	(54%)	(39.7%)	(6.3%)

The optimistic note for local radio is again sounded by station managers in their replies to this question. In all four classifications a majority of respondents to each post look for increased radio use on the local level.

As the automotive field turns more and more from a sellers "to a buyers" market, this trend is reflected in the radio picture. Here 75.6% of the station managers see greater use of radio by local automotive dealers. Only 4% of the managers see a decline in this field while 20.4% said they expect the use of local radio to remain about the same.

Appliance dealers, who also are meeting stiffer competition as the channels of supply fill and new products enter the field, are expected by 67.4% of the respondents to increase their use of local radio. A continuation of local radio at the present level is seen by 27.4% of the station managers and 5.2% look for a decline.

Department stores and food stores, notably slow in many cases to utilize the potential selling force of radio advertising, are expected by a lesser number of station managers to be a source of increased local business. Although 63.4% of the respondents to this part of the question see an increase in the use of local radio by department stores, 10.3% look for a decline. In the food store field 39.7% see the picture remaining the same. A slight majority, 54%, however, look for increased use of local radio by food stores.

CFOR Orillia, Ont., expects to be on the air with new 1 kw transmitter on July 1, operating on 1570 kc., moving from 1450 kc with 250 w.

WROL TRANSFER

Adcock to Mountcastle

SALE of one of Knoxville's pioneer stations, WROL-AM-FM, by Stuart E. Adcock for $300,000-plus to Paul Mountcastle, insurance executive, was reported in transfer papers filed with FCC last week.

Mr. Adcock told the Commission he wished to sell WROL since large sums of money will be required to be invested to keep abreast of new developments in radio. WROL established in 1927, is assigned 5 kw on 620 kc, directional.

Transferee is Mountcastle Broadcasting Co. Inc., of which Mr. Mountcastle is president and sole owner. He is president and minor stockholder in the Life and Casualty Insurance Co. of Tennessee, which from 1940 to 1946 was minor stockholder of WSM Nashville. Mr. Mountcastle also has other local business interests.

Other officers in Mountcastle Broadcasting include W. H. Linebaugh, WROL business manager, who is vice president; Paul Mountcastle Jr., treasurer; Catherine E. Mountcastle, wife of Paul Sr., director, and John Ayres, attorney, director.

In late 1948 Mr. Adcock sold WROL for $365,000 to the Knoxville *Journal* but the bid was matched under FCC's then-existing Avco procedure by Dempster-Johnson & Ward and was subsequently withdrawn. Competitive purchaser was headed by George R. Dempster, 50% owner of WGAP Maryville, Tenn., and former Knoxville city manager [BROADCASTING, Feb. 7, April 18, 1949].

OAB MEET SET

Plan May 24-25 Agenda

ISSUES important to the broadcaster will be discussed at the management meeting of the Ohio Assn. of Broadcasters which is set for May 24-25 at the Neil House in Columbus, according to J. Robert Kerns, WLOK Lima, secretary-treasurer.

Agenda already prepared by Carl George, WGAR Cleveland, OAB president, includes such problems as how to best handle political broadcasts, out of control expenses, trade practices, business forecast, a look at TV progress, and the advertiser's view of radio. Qualified speakers will discuss the most important of the issues, Mr. Kerns said.

Also scheduled are an election of officers and a proposed change in by-laws to authorize the OAB to maintain a board of directors to assist its executive committee. Other topics for discussion may be added to the calendar.

WVLK SALE

Scripps-Howard Negotiating

NEGOTIATIONS have been resumed looking to Scripps-Howard Radio's acquisition of WLVK Versailles, Ky., with intentions of moving the regional station to Cincinnati. Probable sales price was understood to be in the neighborhood of $200,000.

The move would require Scripps-Howard, under FCC's duopoly rule, to dispose of its WCPO Cincinnati, a 250-w local on 1230 kc for which it has long sought a regional assignment. The WCPO call probably would be retained.

WVLK operates on 590 kc with 1 kw and is owned by a group headed by Baseball Commissioner A. B. (Happy) Chandler. The licensee firm is Bluegrass Broadcasting Co.

Indications that negotiations were again in progress came Thursday afternoon when the Washington law firm of Segal, Smith & Hennessey, counsel for Scripps-Howard, undertook to dismiss its appeal from an FCC decision denying a WCPO application for 630 kc. The move was delayed by Court of Appeals officials' insistence that dismissal of the appeal requires FCC consent.

Bid Once Dropped

Arrangements for the purchase of WVLK were completed in the fall of 1948 but the application was dismissed when FCC ruled that Scripps-Howard must choose between this bid and its then pending application for 630 kc, which was involved in a competitive proceeding subsequently won by WLAP Lexington, Ky.

Sales price in the 1948 sale was $225,000.

Last week's move to dismiss the 630 kc appeal was designed to prevent development of the dual application factor which led to withdrawal of the 1948 WVLK purchase application.

The purchase will be subject to the customary FCC consent. Scripps-Howard also has Cincinnati television and FM authorizations which would not be affected. The newspaper subsidiary also controls WEWS (TV) Cleveland and WNOX Knoxville, while the newspaper firm's Memphis Publishing Co. *(Commercial Appeal)* owns WMC and WMC-TV Memphis.

Carruthers Heads WINA

ELECTION of Thomas M. Carruthers, general manager of WINA Charlottesville, Va., to president of the Charlottesville Broadcasting Co., owner and operator of the outlet, has been announced by the board of directors. He succeeds Frank Parker Jr., who resigned from the board of directors to devote himself to other interests.

NEWS . . . . when it counts!

Ten minutes after Lansing's latest robbery occurred, residents were listening to reports over WILS. Our newsmen were at the scene of the biggest crime in Lansing's recent history, reporting the news as it was in the making. WILS acted swiftly, had the first exclusive coverage of the event . . . just another of the WILS exclusives . . . EXCLUSIVE now as LANSING'S LEADING NEWS OUTLET.

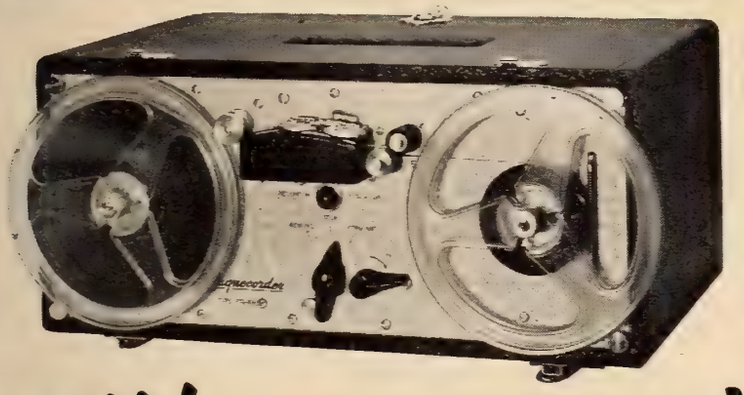
That's why in Lansing, Michigan, dials stay tuned to ***1320 . . .***



WILS
Lansing's Most Powerful Station
1000 Watts Fulltime
Represented by Rambeau

Now There's a Magnecorder for Every Tape Recording Need

NEW! PT63-A Offers 3 Heads



MONITOR FROM THE TAPE!

A new professional tape recorder with three separate heads: erase, record, playback for monitoring from the tape. This PT63-A Magnecorder incorporates all other fine features of the PT-6-A. The new PT63-J Amplifier for single microphone recording includes separate playback amplifier.

NEW!

the Talk of the Shows

Magnecorder PT7 Console



3 Heads

In a single housing. Separate heads for erase, record, playback or monitoring from the tape. Separately alignable, replaceable.

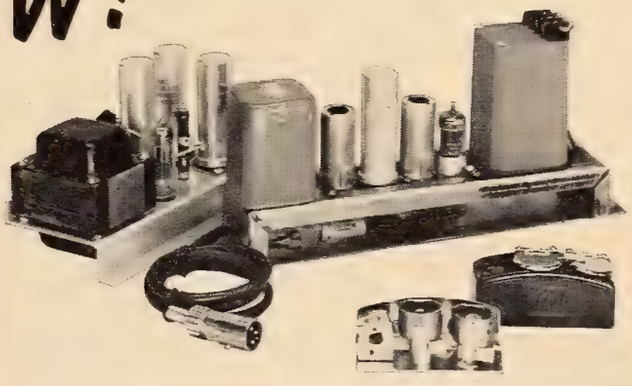
New Features

New positive drive eliminates timing errors. Push-button controls can be remotely operated. Accommodates 10½" N.A.B. reels on all models including portable.

Also Available As PORTABLE or RACK MOUNT

Same features included. Separate amplifier for each purpose. Portable amplifier has high-level mixing for three microphones.

NEW!



Three Heads and Amplifier Kit

Converts Your PT6-A To Monitor From Tape

Complete conversion kit includes new three-head unit, additional monitor amplifier and power supply. Three-head unit simply plugs into receptacle for present two heads on your PT6-A Magnecorder.

SPECIFICATIONS JUST RELEASED

Write for detailed information on these latest Magnecorder developments.

Magnecord, INC.

360 NORTH MICHIGAN AVENUE • CHICAGO 1, ILLINOIS

World's Largest and Oldest Manufacturers of Professional Magnetic Recorders

L&M Spots

(Continued from page 23)

TV affiliates had rejected the offer, he said, Dancer-Fitzgerald-Sample had offered the program to competing stations—at the same rate that the network affiliates would have received if it had accepted the program on a network basis.

Stations selling programs on a spot basis, Mr. Flanagan pointed out, derive much higher revenue—from two to three times as much—than they do from network commercials they carry. The D-F-S offer, therefore, constituted a double threat to rate standards: On the one hand insisting on rate freezes and on the other attempting to place spot business on network rates.

Although no official comment was forthcoming from D-F-S, one executive of the agency said that 27 stations had accepted the *Beulah* show.

It also was learned that production costs of the program were estimated at $1,400,000 a year. The sponsor's interest in economies appeared to be confined to the purchases of time.

RCA Communications Inc. announces new international customer-to-customer teleprinter service, available between U. S. and Netherlands. System will enable RCA private-teleprinter installations in New York customers' offices to connect with teleprinters in Holland. In effect system is like domestic TWX service operating within U. S.

Miss Lois Winston
The Biow Company
New York City, N. Y.
Dear Lois:

Folks is really gonna be surprised when th' census taker tells how many folks is alivin' in WCHS territory! Yessir, effen yud draw a circle a hunnerd miles 'round Charleston, West Virginny, yud really be surprised at how many peepul does live down here. Thet there circle ud take in all uv southern an' central West Virginny, and a whole lot of eastern Kaintucky and southern Ohio—terrytory whur there's lots uv peepul and lots uv money bein' spent! Uv course, th' big towns is arguin' 'bout which is th' biggest: Charleston, th' hometown uv WCHS, maintains it's biggern Huntington 48 mile away, and uv course Huntington says Charleston is jest a suburb. But y'know, Lois, th' boys here at WCHS really aren't worryin' 'bout which is th' biggest. They's jest interested in havin' lots uv peepul livin' 'round here, cause wherever they is they lissens ter WCHS! Yessir, WCHS is right smack in th' middle uv a fast-growin', money-spendin' part uv th' country, an' folks what has thin's ter advertise cain't afford ter overlook it!



Yrs.
Algy

WCHS
Charleston, W. Va.

RICHARDS HEARING
Counsel Asks FCC For New Start

COUNSEL for G. A. (Dick) Richards petitioned FCC last week for a completely new start in the hearing on his news policies [BROADCASTING, May 8], contending the courts have held this procedure is necessary when the presiding officer dies before closing the case.

The petition, filed Tuesday, followed the death of FCC's Chief Hearing Examiner J. Fred Johnson Jr. and the Commission's designation of Examiner James D. Cunningham to succeed him as presiding officer in the Richards case.

The first phase of the hearing was held March 13-April 1 for presentation of FCC's case. Second phase, primarily comprising evidence for Mr. Richards, is now slated to get under way in Los Angeles June 5.

Mr. Richards' licenses for KMPC Los Angeles, WGAR Cleveland, and WJR Detroit and his trusteeship plan for the three stations are at stake in the proceeding, which involves charges that Mr. Richards ordered KMPC staff members to slant news against members of the late President Roosevelt's family and certain minority groups.

If the Richards petition is granted, 2,315 pages of testimony by 21 witnesses and some 94 exhibits offered by FCC counsel during the sessions conducted by Judge Johnson would be stricken from the record and a fresh start made.

Attorneys for Mr. Richards said, however, that "in the interest of saving time and minimizing expense," they are willing to go ahead with presentation of KMPC evidence on June 5, "subject to Commission counsel recalling at later time such of the witnesses previously heard before the late Chief Examiner Johnson as Commission counsel may desire to rely on."

'Credibility' Issue Cited

The petition contended one of the principal issues of the case is the "credibility" of former KMPC employes who testified for FCC. Without having heard and seen them himself, it was argued, Examiner Cunningham "will not be able to make a fair and just decision on this major issue of . . . credibility."

Mr. Richards' counsel had asked permission to make recordings of testimony at the outset of the hearings but were denied.

"The stenographic transcript," the petition continued, "does not reflect in any way the manner in which each witness answered the questions put to him, nor does it note the pauses, hesitations and confusion evident on the part of the witnesses in answering. . . .

"Personal observation and judgment of the Commission's witnesses and of their manner in answering questions and their attitude towards the applicants was particularly important . . . because of the bias against and hostility towards the applicants manifested by the Commission's witnesses. . . ."

The petition cited several court decisions in support of the claim that a completely new start is necessary. Among these was the so-called Buchsbaum Case, in which a Circuit Court of Appeals held that the Federal Trade Commission should have ordered a new hearing in a case in which the original examiner died before the taking of testimony was completed.

The petition was filed by Hugh Fulton, Mr. Richards' chief trial counsel, of the Washington law firm of Fulton, Walter & Halley, with the Washington office of Kirkland, Fleming, Green, Martin & Ellis appearing as counsel for WJR and WGAR, and Dow, Lohnes & Albertson for KMPC.

WDSM RESUMES
Uses WSBR Unit After Storm

ALTHOUGH the tower of WDSM Superior, Wis., was totally destroyed in a windstorm May 5, the ABC outlet was able to resume broadcasting the following morning, according to General Manager Carl Bloomquist.

By a coincidence, he said, WSBR Superior had turned back its license to the FCC, enabling WDSM to lease the transmitter immediately and resume broadcasting May 6 on its regular 1230 kc frequency.

WDSM received FCC approval to operate on the WSBR facilities pending completion of WDSM's new 5 kw outlet on 710 kc, which is expected around June 15.

CANADA RATINGS
McCarthy Tops Night Shows

ONE CANADIAN program was listed among the first 10 most popular evening network shows in April in Canada according to national rating reports released by Elliott-Haynes Ltd., Toronto, on May 9. *Charlie McCarthy* led the field on evening shows with rating of 33.7, followed by *Radio Theatre* 30.7, *Amos 'n' Andy* 30.3, *Our Miss Brooks* 27, *My Friend Irma* 24.1, NHL Hockey (Canadian program) 24, *Twenty Questions* 23.8, *Fibber McGee & Molly* 22.6, *Aldrich Family* 20.8, and Bob Hope 20.2. Regional hockey play-offs interfered with some of these programs, giving them lower ratings than usual.

First five daytime programs in April were: *Big Sister* 16.2, *Ma Perkins* 14.6, *Road of Life* 14.5, *Pepper Young's Family* 14.5, and *Happy Gang* (Canadian program) 14.2. French language evening programs were led by the usual *Un Homme et Son Peche* 40.8, *Radio Carabin* 31.9, *Metropole* 30.9, NHL Hockey 25.8, and *Ceux qu'on Aime* 23.9. Five leading French daytime programs in April were: *Rue Principale* 28.4, *Jeunesse Doree* 27.9, *Quelles Nouvelles* 22.7, *Maman Jeanne* 22.2, and *Tante Lucie* 21.8.

Telecasting
Insert
Pull Out for Filing

PA. GROUP MEET
Broadcasters Session June 5

ANNUAL meeting of the Pennsylvania Assn. of Broadcasters will be held June 5 at Bedford Springs, Bedford, Pa., Frank R. Smith, WBVP Beaver Falls, president of the group, announced last week. Principal speaker at the all-day session will be Theodore Roosevelt III, Pennsylvania secretary of commerce.

Opening at 10 a. m., morning sessions will include a news panel with Joseph Cleary, WESB Bradford, chairman; special events discussion, James Murray, KQV Pittsburgh, chairman; "Lightning That Sells," by Gordon Gray, WIP Philadelphia; metropolitan market panel, Roger Clipp, WFIL Philadelphia; small market commercial panel, Victor C. Diehm, WAZL Hazleton, chairman.

Afternoon events will include a small market program panel, William K. Ulerich, WCPA Clearfield, chairman; metropolitan market program panel, George Coleman, WGBI Scranton, chairman; floor discussion of association resolutions and by-laws, C. G. Moss, WLTR Bloomsburg, chairman.

Election of officers and directors will close the meeting at 3:30 p. m. Nominating committee is George Podeyn, WHJB Greensburg, chairman; Louis Murray, WPAM Pottsville, and John P. Foster, WJAC Johnstown. Also scheduled are a meeting of the association directors at 8 p. m., June 3, and a golf tournament on Sunday, June 4, Mr. Smith announced.

Recording Laws Mulled

LEGISLATION designed to apply the U. S. Code to importation or transportation of "obscene or lewd" phonograph records or electrical transcriptions in interstate commerce has won approval of the House Judiciary Committee, which reported it favorably to the House floor May 5. The bill (S 2811) passed the Senate with the endorsement of the Justice Dept. and other law-enforcement agencies which indicated the volume of shipment of such records has increased. Approval by Congress would subject records to prohibitions now imposed by the code on pamphlets, pictures and motion picture film.

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MAY 15, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

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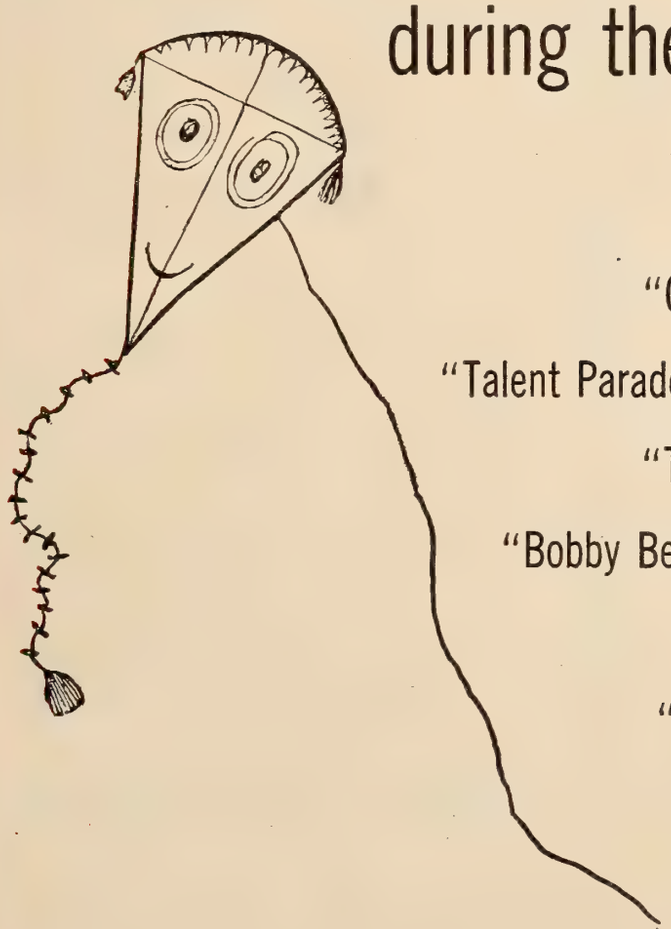
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shows like these have made 175% more t-viewers switch to WOR-tv during the past six months!



"Time for Beany"

"Comedy Carnival"

"Talent Parade"

"The Mystery Rider"

"Bobby Benson and the B-Bar-B Riders"

"Dinner at Sardi's"

"Mr. and Mrs. Mystery"

little wonder that selling's fine on channel 9...

WOR-tv,

New York



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LOCAL LIVE STUDIO PRODUCTIONS

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COLOR WINDUP

Hearing Completed Except for CTI Showing

FCC'S EXHAUSTIVE color television hearing was completed last week except for Color Television Inc.'s further demonstration in San Francisco May 17 and a brief session in Washington May 25 for CTI cross examination and rebuttal testimony.

Meanwhile, FCC's hope to close the record at that time and produce a decision as promptly as possible was evidenced in the Commission's issuance Wednesday of an exacting notice concerning the time table and procedure for filing proposed findings, conclusions and reply briefs by the participants (see story TELECASTING 13).

CTI has claimed it is prepared to show substantial improvement in its system at the May 17 demonstration [TELECASTING, May 1]. The showing will be made for the FCC record beginning at 10 a.m. in the Borgia Room of the St. Francis Hotel. FCC Chairman Wayne Coy and Comr. Rosel Hyde will represent the Commission along with Harry Plotkin, FCC assistant general counsel; Edward M. Allen, chief of FCC's Technical Research Division, and Wilmar K. Roberts, Laboratory Division engineer and co-inventor of the Chapin-Roberts automatic adapter.

On the return from the West Coast Chairman Coy first is to discuss television and the freeze before the City Club of Portland, Ore., on May 19 and the Rocky Mountain Radio Council in Denver on May 22.

Hearing Actions

The hearing before FCC last week, held Monday, Tuesday and part of Wednesday, included:

● Further examination of the RCA patent situation through questioning of Dr. E. W. Engstrom and Conway P. Coe, both RCA vice presidents and the latter a former U. S. Commissioner of Patents.

● Assertion by Chairman Coy, when dispute over the patent questioning arose, that he thought it important that "there be understanding that the Commission is concerned about the general patent picture" with respect to existing monochrome and proposed color standards and is concerned whether there has been any restraint upon TV development.

● Detailed criticism of RCA's color system by Dr. Peter B. Goldmark, who claimed his CBS color system "outperformed RCA's in every respect," despite the contrary views of Brig. Gen. David Sarnoff, RCA board chairman [TELECASTING, May 8]. Dr. Goldmark charged "basic misconception" of the CBS system exists "at the top of RCA management" and that this "underlay his [Gen. Sarnoff's] entire presentation."

Engstrom Appears

Dr. Engstrom, vice president in charge of research, RCA Labs. Division, was examined on Monday by FCC Patent Attorney William Bauer. He indicated that RCA, to protect itself from possible infringement suits and to assure complete freedom in development work, acquired certain rights to the Lorenzen tri-color tube patent, has taken an option from Technicolor Inc. for non-exclusive license and sub-license rights on the Geer tri-color tube, and is negotiating for similar non-exclusive rights under the Toulon patent respecting horizontal dot interlacing.

Dr. Engstrom said the Toulon patent came to RCA's attention in Patent Office files just before the color hearing. It had been issued Aug. 23, 1949, he said. RCA thought picture dot interlacing was its own when it announced its color system earlier, he reported.

Concerning the C. W. Geer patent interference with RCA's A. N. Goldsmith tri-color tube patent, substantially won by Dr. Geer last fall, Dr. Engstrom contended there was "no question" that Dr. Goldsmith was first but that certain claims had been lost by RCA through lack of diligence because of war work. He explained that the Geer patent claims go to the tube itself while the Goldsmith claims pertain to the circuitry using the tube. He felt them interdependent.

Tri-Color Tube Question

Mr. Bauer wanted to know what part the Goldsmith tube, first conceived in the early 1940s, played in the tri-color tube RCA now has. Dr. Engstrom said his research people had not been enthusiastic about the Goldsmith tube and accordingly tried many paths.

Over objections of RCA counsel, John T. Cahill, the witness was asked to compare similarities of the Goldsmith tube and RCA's present tri-color tube. Dr. Engstrom explained that on the scanning surface of the Goldsmith tube the phosphors are arranged on raised surfaces while on the present tube they are on a flat surface. He said the Goldsmith tube has three guns, each in a separate neck, while one form of the present tube features three guns in a single neck.

Mr. Coe, who appeared Tuesday told FCC his duties were assigned by Gen. Sarnoff and RCA President Frank M. Folsom and that in addition he was member of RCA's patent policy committee and chairman of its trade-mark committee. He presented a survey of RCA's TV patents based on reports of the *Chromy Digest*, published by the Radio Mfrs. Assn. and which reflects all patents in the electronics field issued by the U. S. Patent Office.

48,000 Electronic Patents

He testified the reports show that for the years 1931 through 1948 the Patent Office issued about 48,000 patents in the electronics field, of which 15-16% were issued to RCA. Since the study covers a period of 18 years and the life of a patent is 17 years, Mr. Coe said "this would indicate that RCA owned 7,500 unexpired patents which were

(Continued on Telecasting 12)

TVA-SAG DISPUTE

Seek NLRB Action

SCREEN ACTORS GUILD last Thursday sought to open negotiations with the television networks for contracts covering performances in television film.

The SAG action was taken after Television Authority, with which SAG is embroiled in a bitter jurisdictional dispute, filed a National Labor Relations Board petition seeking certification of TVA as the single bargaining unit for all performers in all kinds of television programs, live or filmed.

TVA already has met with network representatives to push its claim to representation of television talent [TELECASTING, May 8].

In a telegram sent Thursday to all New York headquarters of television networks as well as to WOR-TV and WPIX (TV) New York, the screen guild made a "formal request . . . for a meeting between the guild and your company for the purpose of negotiating collective labor agreement with respect to talent used in production of motion pictures."

The guild suggested that network representatives meet with its officials tomorrow (May 16) at 10 a.m. at the guild's New York offices.

Telegram to Networks

The SAG telegram Thursday was the second it sent to networks last week. The first announced the guild's intention to file NLRB petitions seeking certification as the bargaining unit for performers in all motion pictures, whether made for theaters or for television.

In Los Angeles a fortnight ago, the SAG petitioned the NLRB for a representation election covering actors employed by all Southern California companies engaged in making motion pictures, including those making television film.

The TVA petition seeks blanket jurisdiction over "all persons engaged as talent by any of the employers of television programs, whether alive, filmed, kinescoped, taped, transcribed or utilizing any other device." Such employers include networks, stations affiliated with networks, producers of "programs or portions thereof including commercial messages for television broadcasting on a network or a station affiliated with a network or on a syndicated or multiple station basis," as well as "advertising agencies and/or sponsors producing such programs where such programs are broadcast by television in New York, Chicago or Los Angeles."

SAG Action

Following the filing of the TVA petition, the SAG telegraphed TV networks and New York TV stations that although the Screen Guild had no quarrel with the establishment of TVA as the bargaining unit for live performers, it would file NLRB petitions in major centers to pursue its claims as representative of performers in all tele-

(Continued on Telecasting 8)

BASEBALL TV

Griffith, Rowland Muster Attack

MODIFIED opposition to telecasts of major league baseball games on the grounds it hurts minor league attendance figures rather than box office receipts of the major circuits has been voiced by Clark Griffith, owner of the Washington Senators baseball club.

Mr. Griffith thus altered previously published views [BROADCASTING, May 8] that he would ban home telecasts of Senators' contests in 1951 because TV had cut into his own attendance figures.

"I haven't made up my mind definitely yet, but I doubt if we'll televise our games next year," the Senators' owner stated, adding that he would not be surprised if the major leagues vote to eliminate all baseball telecasts at their 1951 winter meeting. He conceded, however, that he would go along with other clubs if they permit telecasts.

West Coast Picture

On the West Coast, the baseball picture also was shaken up by a verbal blast delivered by Clarence Rowland, president of Pacific Coast League, against the telecasting of games and his suggestion that clubs "tear up contracts."

While no outright cancellations were reported, PCL club owners cocked a wary eye on the effect of video on gate receipts.

Mr. Griffith said he felt that television is "definitely hurting baseball" on the minor league level and that "in the long run [it] is detrimental to the sport." He cited transfer of the Newark international league club to Springfield as an example of the "damage TV has done," and said telecasting major league games "is bound to decrease attendance in minor league areas where the games are obtainable."

Under organized baseball's revised rules governing broadcast and telecasts, however, a local minor club within 50 miles of a major league territory may veto telecasts of the latter's games in minor territory when the minor circuit team is playing at home [BROADCASTING, Oct. 31, 1949].

The Washington club, one of the first major league teams to permit baseball telecasts (in 1947), reportedly receives from Liggett & Myers Co. (Chesterfields), between $100,000 and $125,000 for TV rights to home games and radio coverage of the full 154-contest schedule.

Originally Mr. Griffith charged that telecasts had hurt his box office and cited 12,000 paid attendance for a Saturday night game with the World Champion New York Yankees. Threatening weather, combined with TV, had kept the customers at home, he complained. It was the Senators' first scheduled home contest on a Saturday night when even television normally has difficulty keeping the people home, it was pointed out.



TREASURE chest of Old Golds is presented to Robert B. Hanna (r), stations manager of WGY WGFM (FM) WRGB (TV) Schenectady, N. Y., by Zeke Baldwin, Eastern Division sales manager for Old Gold. Old Gold sponsors two programs weekly over WRGB, one half of Thursday's *Stop the Music* and the *Original Amateur Hour* on Tuesday.

Pacific Attendance Figures

While attendance figures for Pacific Coast League games played thus far do not show any decline over the spectator count for the corresponding period last year, 1950 figures on baseball video audiences released in Los Angeles last week added a measure of worry for club owners.

Adjusted attendance figures for comparable periods show that 555,355 fans attended Pacific Coast games thus far this year as against 548,504 in the same first weeks of the 1949 season.

Tele-Que Report on the Los Angeles TV audience released by Coffin, Cooper & Clay Inc., that city, revealed the Los Angeles-San Diego series at Wrigley Field on April 4-8 drew 102,057 week-day viewers, with only 4.6% of this figure actually at the ballpark. While 173,000 persons watched a Sunday double header over KLAC-TV Hollywood on April 2, the report showed that the crowd at Gilmore Field numbered only 9,269 paid admissions. Another twin bill between Los Angeles Angels and San Diego Padres found 2,083 persons at the park compared to 232,000 viewers on KFI-TV. TV audience for week-nights for the series averaged 97,300; ballpark attendance averaged 4,757, the report showed.

Meanwhile, executives of the Angels and the Hollywood All-Stars declared last week they have no "immediate plans" to cancel telecasting of baseball games in Los Angeles. Don Stewart, Angels' president, and Victor Ford Collins, All-Stars' president, commenting on the Rowland statement, said they wanted to view TV's effect over a longer period of time before coming to such a decision. Los Angeles Brewing Co. (Eastside beer) sponsors half this season's telecasts of the Angels and All-Stars home games on KFI-TV and KLAC-TV respectively. Century Distributing Co. (TV sets) sponsors alternating games on KFI-TV. KLAC-TV alternating time is utilized by participation sponsors.

To stimulate ballpark attendance for the All-Stars games, KLAC has launched a series of promotional tie-ins such as fan clubs and contests.

Oaks Honor Contract

Despite reported poor box office receipts, the Oakland (Calif.) Oaks will honor contracts permitting the telecast of its games twice weekly over KGO-TV San Francisco for the balance of the season. Brick Laws, club president, said although he would like to cancel remaining telecasts he would keep his oral agreement with both the station and the fans.

A different story was told in the northwest where the Seattle Rainiers' vice president, R. C. (Torchy) Torrance, told TELECASTING his club has not found the telecasting of home ball games as a deterrent to attendance. For the second consecutive season, Rainiers home games are being telecast on KING-TV Seattle three days a week. In 1949, the club drew 100,000 fans above the year before when no games were telecast.

Television Code— (II) . . . . . AN EDITORIAL

IF TELECASTERS, in considering the creation of a code for their own programming, paused to study the history of the NAB Standards of Practice for radio, they would be apt to wonder if codes are worth the very great effort it takes to write them.

In its two years of existence, the NAB code has proved to be a much less controversial issue than it was before it was written. Rereading it today, one is struck by the fact that the code is, in most respects, a painstaking expression of the obvious.

Excerpts from the NAB code suggest that broadcasters should honor the sanctity of marriage and the home, observe the proprieties of civilized society, present news that is factual and without bias, confine children's programs to those that "contribute to the healthy development of personality and character," and refrain from airing mystery shows that "tend to make the commission of crime attractive."

Since no broadcaster in his right mind would quarrel openly with such precepts (who would be witless enough to take a stand publicly against children and dogs?), there was little disagreement over their inclusion in the document before it was written and only occasional disregard for them after the code became "law."

The section of the code over which the greatest controversy raged in the preparatory period was that which fixed limitations on advertising time. A not inconsiderable number of broadcasters argued that the proposed time standards were unrealistic. There is no reason to believe that they changed their minds or their habits in this regard after the adoption of the code.

Now if, on the one hand, the programming principles contained in the code were in general practice before its adoption and, on the other, the time standards were the subject of disagreement before and after they were put into the code, the question arises: What purpose has the code served?

The question may stand as rhetorical in relation to radio. It may be asked, in future tense, in regard to a television code.

The moral standards already being observed independently by most telecasters presumably would be those contained in a formal code. It would seem no more than an academic exercise to set them out in writing.

To attempt to establish industry-wide standards for commercial time at this state of television development would be rashly premature. Such criticism as has been heard of television lately has not been concerned with commercial excesses. Indeed it is not excess but scarcity in advertising that troubles television today.

Grant that in the main television morals are in good repair, without a code, and that it is too early in the growth of television to hobble it with difficult commercial limitations, and you must also grant that there seems little reason now to explore further in the direction of a formal document of self-regulation.

Conceivably the situation could deteriorate. Necklines could plunge beneath levels of, well, decency; questionable ad libs could go unrebuked, and commercials could blank out programming. We doubt, however, that the future holds such terrors.

In this space next week we shall discuss our reasons for believing that no code adopted now could materially alter the character and destiny of television.

HIGH LEVEL TV

Cabinet Meets Via Camera

FIRST public meeting of a President's cabinet to be telecast in U. S. history was scheduled by CBS-TV for yesterday (May 14) from 2-3 p.m. (CDT) as part of the Democratic Party's national conference and Jefferson Jubilee in Chicago.

Arrangements with CBS New York were handled by the network and Stuyvesant Peabody Jr., chairman of the Chicago host committee, according to William M. Boyle Jr., chairman of the Democratic National Committee. The special program, described as a report to the people, was to have included all cabinet members except State Secretary Dean Acheson. NBC was slated to broadcast the report, with other network coverage pending last week.

Other TV coverage of the conference will include the President's address tonight (Monday), 11:30-12 midnight, on NBC-TV. The four radio networks also will broadcast the speech. Other broadcasts also were slated for the three-day conference, which ends today.

WSM-TV PLANS

Cost Is Set at $400,000

INSTALLATION of WSM-TV Nashville, including a microwave relay system between Nashville and Louisville which will bring network programs to that city, will cost approximately $400,000, officials announced last week.

The relay system, claimed by WSM to be one of the first installed by an individual station over such a distance, will consist of transmitters and receivers at five points between the two cities. All equipment for construction and installation of WSM-TV has been ordered, officials said, and work has been started. This means that Nashville should have TV by late summer, it is reported.

Chromatic Labs

PARAMOUNT Television Productions, subsidiary of Paramount Pictures, has acquired an interest in Chromatic Television Labs., it has been announced by Richard Hodgson, CTL president. Paul Raibourn, president of PTP, becomes a board member of CTL, whose research into color TV is said to be applicable to both home and theatre video programming.

WOAI-TV On 7 Days

WOAI-TV San Antonio, owned and operated by Southland Industries Inc., began seven-day-a-week operations May 6. Programming for the first Saturday on the air, officials reported, included the first softball game to be telecast in the area. WOAI-TV operates on Channel 4 (66-72 mc) with power of 10.8 kw aural and 21.6 kw visual.

TV SUPPORT

Ads Not Enough, Says Smythe

DALLAS W. SMYTHE, one-time head of the FCC Accounting Bureau's Economics and Statistics Division, feels advertising revenues won't be enough to build a nation-wide television system in the near future, and regards "Phonevision" as the most promising source of non-advertising commercial support for the industry.

He also thinks that federal and state subsidy—but local operation—of a small number of both TV and aural stations is worth considering. But he feels that more than the commercial support that comes from advertising or government subsidy will be needed if the TV industry is to keep up its present pace of development.

Prof. Smythe, now a member of the U. of Illinois Institute of Communications, aired his views in a paper prepared for the Illinois Academy of Science meeting at Rock Island on May 5.

Canvassing alternative economic bases for broadcasting, he dismissed outright government ownership and operation as being inconsistent with U. S. communications policy. But he suggested that further consideration might be given to a proposal to establish, under state and federal subsidy, a small number of both television and aural stations to be operated by local authority independent of political or private economic pressures.

Sources of Support

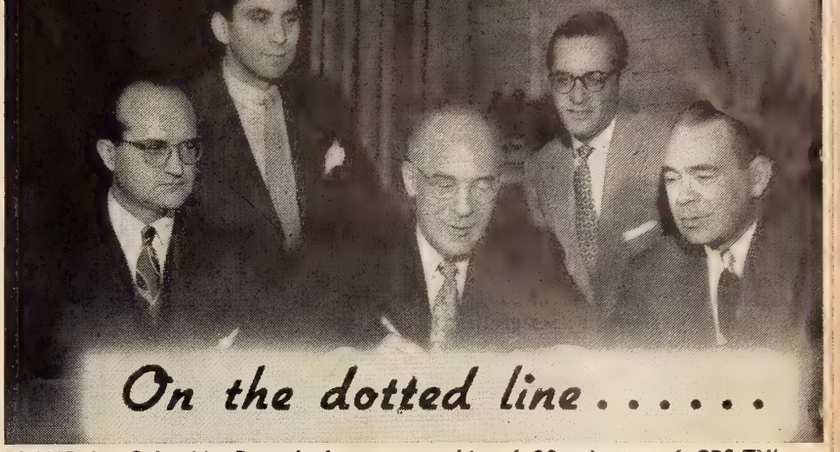
Among potential sources of non-advertising commercial support for television he listed, in addition to "Phonevision," cooperation of video stations with motion picture theatres equipped with large television screens.

Prof. Smythe saw the problem of financial support as one arising out of the rapid development of television and the attacks made by aural broadcasters upon the federal licensing policy. To weaken or abandon the licensing feature, he concluded, would decrease competition and increase the degree of monopoly in the industry.

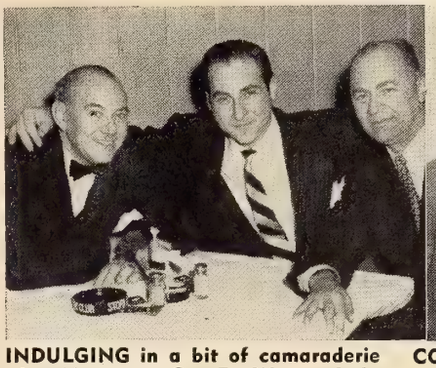
Prof. Smythe won a reputation as one of the Commission's left-wing exponents during his approximately five years at the FCC. He left the agency in July 1948 to become professor of economics and research professor at the U. of Illinois Communications Research Institute.

WTAR-TV Joins DuMont

WTAR-TV Norfolk, Va., owned by the WTAR Radio Corp., has signed an affiliation contract with the DuMont Television Network. This marks the 57th station to join the network. The station also is affiliated with NBC-TV, CBS-TV and ABC-TV.



PLANS for Columbia Records Inc. sponsorship of 30 minutes of CBS-TV's *The Show Must Go On*, which made its debut on television April 20, are set by (l to r): seated, Marion Harper Jr., president of McCann-Erickson Inc.; Edward Wallerstein, president of Columbia Records; and J. L. Van Volkenburg, CBS vice president in charge of network sales; standing, Goddard Lieberson, executive vice president, Columbia Records, and Robert Q. Lewis, star of *The Show Goes On*.



INDULGING in a bit of camaraderie after Magnavox Co., Ft. Wayne, Ind., agreed to sponsor 9-9:30 p.m. (EST) segment of NBC Saturday revue *Your Show of Shows*, are (l to r) L. J. Sholty, v. p., Maxon Inc., agency; Sid Caesar, star of show, and Frank Freimann, executive v. p., Magnavox.



CONTRACTING for Saks-34th Street sponsorship of half hour of *Kathi Norris Show* on WNBT (TV) New York are: seated, Richard Bloom, president of firm; standing, Donald A. Norman, WNBT sales director; James M. Gaines, NBC's director of owned and operated stations; Kathi Norris, star of show.



LOU SIMON (l), commercial manager of KPIX (TV) San Francisco, and Clarence Horowitz, executive of the Consolidated Advertising Agency Inc., same city, contract for sponsorship by Eagleson's Clothing Store, San Francisco, of a half-hour weekly talent show, *Talent Showcase*, on KPIX.



CHICAGO viewers saw actual setting of contract between Peter Fox Brewing Co. and WGN-TV Chicago for daytime home games of White Sox baseball team. Cameras are focused on (l to r) Ted Weber, WGN-TV sales; R. J. Scott, Schwimmer & Scott agency; Milton Fox, Fox Brewing; George Harvey, WGN-TV sales.

PETER POTTER (seated), well known Hollywood disc m. c., completes negotiations for his appearance on Don Lee television. Watching as Mr. Potter sets the agreement are (l to r): Bob Hoag, sales manager for the Don Lee Network; Cecil Barker, executive producer for Don Lee; Charles Glett, vice president in charge of Don Lee television.



Telestatus

Video's Effect on D. C. Children

(Report 111)

NINE out of 10 elementary school students in Washington, D. C., have access to television sets and a majority of parents and teachers feel that the medium is contributing to educational achievement, according to a report made last week by Dr. Carl F. Hansen, associate superintendent of Washington schools. Dr. Hansen presented the report Wednesday at a panel discussion of "Television and Its Effect on Our Children" at the 37th annual convention of the D. C. Congress of Parents and Teachers.

The survey covered 5,000 children from kindergarten through the sixth grade, 546 teachers and 54 parents.

In his findings, Dr. Hansen reported that of the children who see television regularly, 56% have sets in their homes while 35% view those of neighbors. Over half of them watch television to "some extent" every night of the week, he said, and one in three watch five or more programs during the afternoon and evening of school days.

Teachers Queried

Of the teachers queried, 44% said they do not believe video to be harmful to children. Another 7% had no opinion. To the question, "Have you reason to believe that children's present use of TV is contributing to educational achievement?", 58% of the teachers said "yes." Ten percent of the teachers said they feel television increases interest in reading.

Although beneficial effects were seen by a majority of teachers, 64% of them reported they also have "seen significant evidence of harmful effects of TV." Some teachers reported having seen harmful effects to only a few children, such as sleepiness, fatigue and lassitude, but thought it did not justify a general conclusion. A number of teachers also reported seeing both harmful and beneficial effects in the same classroom.

The parents who took part in the study registered a highly favorable reaction to video. Of the 54 surveyed, all but nine said they feel TV to be beneficial to their children. The benefit named most frequently by parents was that television has stimulated a "keen interest in news, scientific and travel programs . . . and has extended the interests of children."

Mrs. Peter Seitz, mother of two grade school pupils, suggested that parents guide their children in the selection of programs during "proper" hours.

The panel was moderated by Dr. Paul F. Douglass, American U. president. Other speakers included: Dr. L. D. Folkemer, director of religious activities at George Washington U.; Comdr. Thomas A. Harris, USN, head of the neuro-psychiatric branch of the Navy Bureau of Medicine and Surgery; Dee W. Pincock, FCC employe and television instructor at American U., and Mrs. Madeline W. Leckle, first grade teacher at a local school.

In Canada, Toronto educators already are concerned about the effect of TV on school children, although there is as yet no television in Canada. The educators are asking the Canadian Broadcasting Corp. to develop educational programs for use on the first Canadian TV stations to be opened by the CBC in September 1951 at Toronto and Montreal.

* * *

Set Owners Approve Paid Home TV in California

TELEVISION families in Southern California are willing to pay to see first run movies over home receiver sets, but not to see them on large size theatre screen, according to the quarterly Tele-Census of the TV Research Bureau of Woodbury College, Los Angeles.

Embracing some 3,000 TV set owners in Los Angeles, San Diego, San Bernardino and fringe areas of Riverside, and covering a 30 day period ending May 5, the research project was conducted under the supervision of Prof. Hal Avry. Some 500 students from Woodbury College, Valley College and Redlands U. handled interviews.

The survey shows 59% of the persons contacted in Los Angeles would pay $1 to see first run movies on their home sets; 34% gave negative answers. Only 24% declared they would pay average box office price (50-75 cents) to see a TV show on a large size theatre screen.

In San Diego 52% of those interviewed were for seeing movies at home and paying $1 for the service while 38% turned it down. Twenty percent said they were willing to pay to see TV on a large size theatre screen. San Bernardino figures revealed 56% for home viewing and paying for first run pictures and 32% against. While 56% were against seeing TV shows on large size theatre screen, 37% in the San Bernardino area gave their approval.

To a movie going question, 34% of those interviewed in Los Angeles, and having receivers more than 12 months stated they attended movies less frequently and 39% reported no change in habit. Of San Diegans interviewed, 41% reported attendance at movies as the same, 31% attended less. In San Bernardino, 32% said there was no change in theatre attendance habits, 42% admitted going less frequently.

Set Owners Pleased

After having acquired TV sets, 97% of the Los Angeles owners declared they were "glad," primarily because of entertainment economy and more home life. San Diego "pleased" figures were 92% with San Bernardino 98% and for the same reasons disclosed by Los Angeles set owners. Of those interviewed in Los Angeles 67% said they spent more time at home, with San Diego figure at 58% and San Bernardino 76%.

About half of those interviewed indicated they would like to buy a new and larger screen set this year. Makes of sets in homes contacted include RCA, Philco, Hoffman, Packard-Bell and Admiral.

Length of Ownership

In homes having sets over 12 months, 19% of the owners in Los Angeles said they are viewing programs more, with 28% giving an answer of "less," according to the survey. The San Diego figure has increased, with 18% more attention given to viewing by owners who have had sets a year or more. In San Bernardino there is a difference of 4%, with 26% reporting more viewing and 30% declaring they watch TV less.

Time For Beany is still tops with children in the popularity poll and Hopalong Cassidy is a close second. Milton Berle holds first place in popularity with adults, according to the survey and comes in for third place with the children. *Spade Cooley Show*, movies and wrestling, in respective order are popular features with set owners. Viewers would like to see Bob Hope, Bing Crosby, Jack Benny and Red Skelton on TV, giving their preference in that order.

To the question of whether crime and detective type shows should be shown at different hours than cur-

(Continued on Telecasting 8)

Weekly Television Summary— May 15, 1950 TELECASTING Survey

City	Outlets On Air	Number Sets	City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	2,828	Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	530,645
Ames	WOI-TV	9,100	Louisville	WAVE-TV, WHAS-TV	28,322
Atlanta	WAGA-TV, WSB-TV	32,350	Memphis	WMCT	34,706
Baltimore	WAAM, WBAL-TV, WMAR-TV	158,089	Miami	WTVJ	22,000
Binghamton	WNBF-TV	13,000	Milwaukee	WTMJ-TV	109,547
Birmingham	WAFM-TV, WBRC-TV	14,000	Minn.-St. Paul	KSTP-TV, WTCN-TV	87,700
Bloomington	WTTV	5,800	Nashville	.....	200
Boston	WBZ-TV, WNAC-TV	339,234	New Haven	WNHC-TV	77,500
Buffalo	WBEN-TV	93,288	New Orleans	WDSU-TV	26,000
Charlotte	WBTV	14,568	New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,270,000
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	457,565	Newark	WATV	Incl. in N. Y. estimate
Cincinnati	WCPO-TV, WKRC-TV, WLWT	106,900	Norfolk	WTAR-TV	15,374
Cleveland	WEWS, WNBK, WXEL	223,236	Oklahoma City	WKY-TV	27,457
Columbus	WBNS-TV, WLWC, WTVN	57,300	Omaha	WOW-TV, KMTV	23,013
Dallas, Ft. Worth	KBTV, KRLD-TV, WBAP-TV	52,500	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	483,000
Davenport Quad Cities	WOC-TV Includes Davenport, Moline, Rock Island, East Moline	10,428	Phoenix	KPHO-TV	7,000
Dayton	WHIO-TV, WLWD	48,100	Pittsburgh	WDTV	105,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	247,000	Portland, Ore.	.....	887
Erie	WICU	33,459	Providence	WJAR-TV	49,140
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	52,500	Richmond	WTVR	29,073
Grand Rapids	WLAV-TV	30,000	Rochester	WHAM-TV	35,436
Greensboro	WFMY-TV	11,475	Salt Lake City	KDYL-TV, KSL-TV	15,700
Houston	KLEE-TV	21,500	San Antonio	KEYL, WOAI-TV	15,784
Huntington-Charleston	WSAZ-TV	8,770	San Diego	KFMB-TV	37,100
Indianapolis	WFBM-TV	41,200	San Francisco	KGO-TV, KPIX, KRON-TV	49,242
Jacksonville	WMBR-TV	9,878	Schenectady	WRGB	78,000
Johnstown	WJAC-TV	18,822	Seattle	KING-TV	29,000
Kalamazoo-Battle Creek	.....	18,926	St. Louis	KSD-TV	128,000
Kansas City	WDAF-TV	34,267	Syracuse	WHEN, WSYR-TV	38,913
Lancaster*	WGAL-TV	44,804	Toledo	WSPD-TV	40,000
Lansing	WJIM-TV	12,000	Tulsa	KOTV	24,100
			Utica-Rome	WKTV	13,200
			Washington	WMAL-TV, WNBW, WOIC, WTTG	128,100
			Wilmington	WDEL-TV	34,742

* Lancaster and contiguous areas. Total Markets on Air 61 Stations on Air 104 Sets in Use 5,764,268

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committee, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

FOR THE 1st 2nd 3rd 4th 5th 6th FOR THE 7th time

BALTIMORE Leads the Nation*

51.6% of the average 6-10:00 P. M. Baltimore broadcast (radio and television) audience now watches TV*

*See C. E. Hooper, Inc., "TV Station Audience Index" Feb.-March.

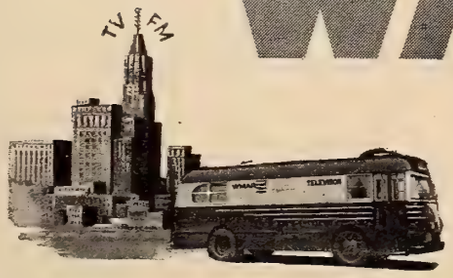
and

WMAR-TV
Leads all
radio and TV stations in
BALTIMORE
Hooper Ratings

WMAR-TV
(One of 14 Unlimited Time Stations in Baltimore)
(3 TV—5 A. M.—6 F. M.)
ATTRACTED
19.6%
Of The Total Audience
6.00 P. M. to 10.30 P. M.
Feb.-Mar., 1950

IN MARYLAND MOST PEOPLE WATCH

WMAR-TV



CHANNEL 2

REPRESENTED BY THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Telestatus

(Continued from Telecasting 6)

rently, 42% in Los Angeles were for readjustment to later hours, 31% recommended they remain at their present times. In San Diego 43% were for readjusted time and 21% said to leave those telecasts as they are at present. San Bernardino figures show 42% against a shift while 31% want telecast hour changed for crime shows.

TV, as a whole, has created no major problem with children's habits, according to the parents interviewed. In Los Angeles, however, 26% of the parents said TV affects bedtime hours. In San Diego the same complaint was registered by 22% of the parents interviewed and in San Bernardino by 16%. Interference with homework was the second complaint, registered by 9% of the parents in Los Angeles, 7% in San Diego and 6% in San Bernardino.

* * *

Berle Leads Multi Market Telepulse

MILTON BERLE's *Texaco Star Theatre* was the most popular television program during the period April 1-7, according to the Multi Market Telepulse released last week by The Pulse Inc. Ratings of the top 10 television network programs in addition to the average quarter-hour sets in use and percent of TV homes to the total number of families in the nine cities covered by The Pulse Inc. follow:

	Program Average Rating Apr.	Mar.
Texaco Star Theatre	54.4	53.1
Godfrey's Talent Scouts	42.6	42.1
Godfrey & His Friends	41.7	38.6
Toast of the Town	40.9	40.5
Stop the Music	34.4	33.7
The Goldbergs	33.6	35.3
Saturday Night Revue	33.5	
Kraft TV Theatre	32.6	31.7
Fireside Theatre	30.3	30.7
Studio One	30.0	29.0

AVERAGE ¼ HOUR TV SETS-IN-USE
Entire Week, 12 Noon-12 Midnight

	Apr. 1950	Mar. 1950	Apr. 1949
Boston	27.4	24.7	
Chicago	29.9	28.6	28.3
Cincinnati	36.6	34.6	
Cleveland	30.3	26.3	
Dayton	32.1		
Los Angeles	29.0	27.5	
New York	34.2	33.2	25.6
Philadelphia	31.8	30.0	26.9
Washington	24.4	24.3	
All Markets Combined	31.2	29.9	

% OF TV HOMES IN TOTAL FAMILIES

	Apr. 1950	Mar. 1950	Apr. 1949
Boston	24.2	22.1	5.2
Chicago	28.3	25.9	7.2
Cincinnati	23.1	20.3	6.0
Cleveland	25.1	23.3	
Dayton	16.3	15.0	
Los Angeles	27.8	25.1	
New York	30.4	29.1	14.0
Philadelphia	31.5	29.4	13.0
Washington	28.1	25.8	
All Markets Combined	28.9	26.8	

* * *

Chicago Videodex Report for May

VIDEODEX, television rating service of Jay & Graham Research Inc., inaugurates a new policy of releasing monthly network returns by cities five days after the week surveyed. The top 10 Videodex Chicago TV shows for the week of May 1-7 follow:

1. Texaco Star Theatre	69
2. Godfrey and Friends	57
3. Talent Scouts	49.6
4. Toast of the Town	42.8
5. Saturday Night Revue	39.3
6. Fireside Theatre	38.2
7. Kraft TV Theatre	37.6
8. Man Against Crime	37.4
9. Original Amateur Hour	36.2
10. Garroway at Large	35.5

Te-Ve



Drawn for TELECASTING by John Ziegler

"The trouble with television today is everyone's working for peanuts!"

NEW TV UNIT

Stanford Shows Transmitter

NEW television transmitter that will partially solve problem of congested TV air lanes has been designed by Stanford U. Research Institute, it has been announced [TELECASTING, May 8].

Developed under sponsorship of John H. Poole, owner of KSMA Santa Maria and KALI Pasadena, and adapted to needs of his experimental station KM2XAZ Long Beach, Calif., the transmitter is designed for sending signals in the ultra-high frequency region of 475 to 890 mc recently authorized by FCC for experimental TV broadcasts. The experimental transmitter operates at 530 mc.

"Perfection of a transmitter of the type announced has been one long-sought step toward the opening of the UHF region for commercial broadcasting," the institute said. "Another is the development of converters for bringing UHF signals down to the VHF level of standard commercial receivers." Institute stated that such a prototype converter was designed and built under Mr. Poole's sponsorship last year.

Explaining importance of the transmitter, the institute added that: "Because even the best receivers have trouble clearly differentiating between two stations on immediately adjacent channels, the maximum practical number of stations which can be received well in any given area is seven. This limit has been reached in New York and Los Angeles."

TVA-SAG Dispute

(Continued from Telecasting 3)

vision films save kinescopes.

The SAG defined kinescopes—over which it does not dispute TVA's jurisdiction—as those made of live television programs simultaneously with the live telecast.

SAG said it was "gratified that TVA has decided to follow the lead of the guild which two weeks ago instituted NLRB action to settle this issue" and that it hoped TVA contract negotiations for performers in live television "will move to a speedy and successful conclusion."

A TVA spokesman described the TVA filing with the NLRB as a "counter petition" to the SAG's NLRB appeal.

Since its formation, TVA has endeavored to establish itself as the one over-all union for television talent. A month ago, it was accorded this jurisdiction by vote of the board of directors of the Associated Actors and Artistes of America, AFL, parent body of all performer unions.

Although the Screen Guild is a member of the 4A's, it bitterly protested the 4A's board action and has announced it does not feel bound by it to yield its jurisdiction over motion pictures, no matter for what purposes they are made.

Charles T. Douds, regional director of the NLRB in New York, said it was probable that the SAG and TVA NLRB petitions would be joined for NLRB action.

The probable course of NLRB procedure, it was thought, would be first to appeal to both union groups to agree on an election by their members to choose one of them as the bargaining unit, and, if that course failed, to set the whole matter down for formal NLRB hearings.

The second course was regarded as far more likely to develop than the first.

Meanwhile, any contract negotiations between telecasters or producers of television programs and either union group are virtually precluded. Authoritative estimates were that if the jurisdictional issue went to formal NLRB hearing, it might be months before it was resolved.

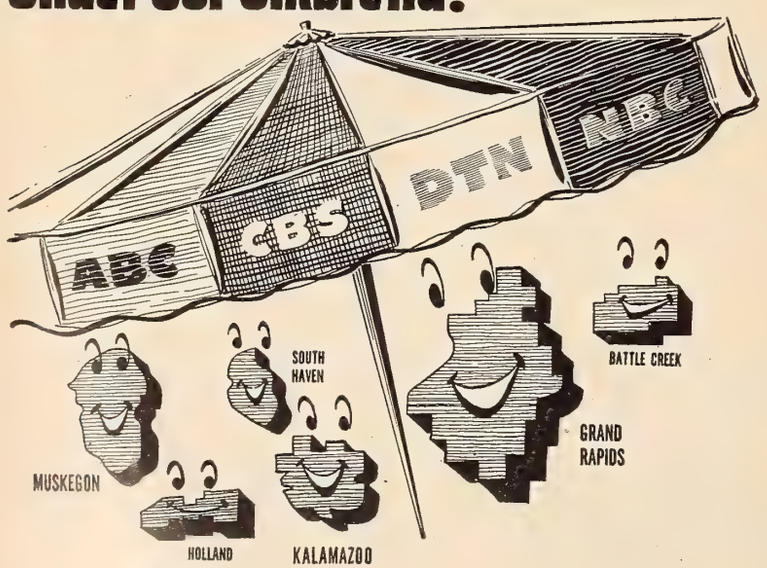
SELLING BY TV

Weaver Addresses Brewers

DESPITE the high cost of effective television advertising the nation's brewers will inevitably have to make full use of the new medium, Sylvester L. (Pat) Weaver, NBC vice president in charge of television, told the United States Brewers Foundation at its 74th annual convention in San Francisco May 3.

Television, Mr. Weaver said, will be the next battlefield for the brewers in their fight for a share of the nation's markets. The competitive advantage enjoyed by those brewers already in television will make it impossible for others to stay out, he said.

nothing but smiles under our umbrella!



LEONARD A. VERSLUIS STATIONS
HY M. STEED, MANAGER
WLAV
AM-FM-TV
REPRESENTED BY
JOHN E. PEARSON CO.



THESE GREAT MARKETS
ONE MILLION PEOPLE . . .
LOOK FOR TV FROM

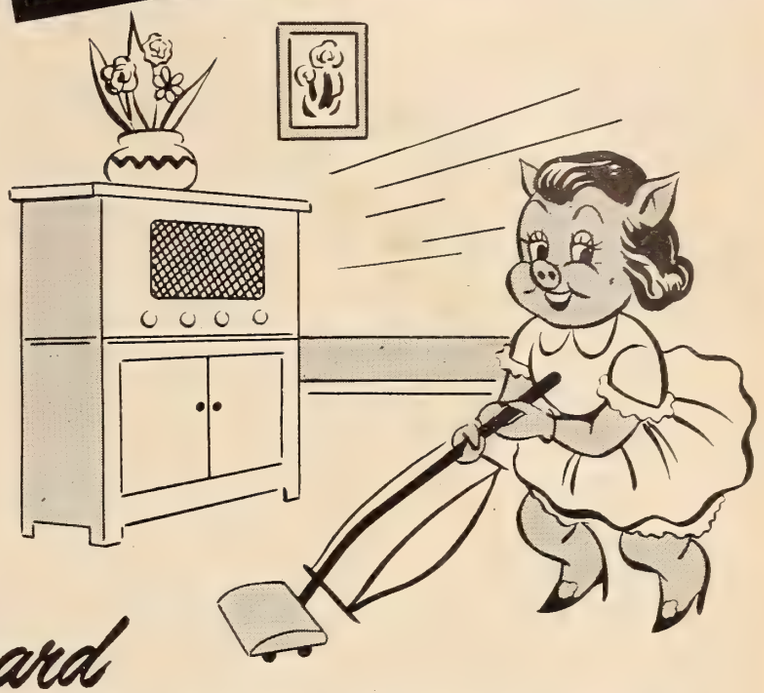
WLAV-TV
GRAND RAPIDS, CHANNEL 7

The only Michigan **TV** *Station outside Detroit*

THIS LITTLE PIGGY WENT TO MARKET



THIS LITTLE PIGGY STAYED HOME



But both heard your sales message on TRANSIT RADIO

The Medium that tells you HOW many...WHO they are...and WHAT they cost

A SELECTED AUDIENCE . . . Breakdown of men and women riders, inbound and outbound. Audience composition breakdowns, by hours of the day—you can choose exactly the type of audience you want.

A COUNTED AUDIENCE . . . by half-hour periods. You know exactly how many people your sales message reaches. No "guesstimates," no surveys necessary.

A LOW COST AUDIENCE . . . With this precise information and Transit Radio's low rates, you can see at a glance your guaranteed cost-per-thousand.

A HOME AUDIENCE . . . Because of their unique "music and news" program structure, Transit Radio Stations capture the bulk of FM home listeners . . . with highest hours-per-day average. Check the FM listening reports.

AND REMEMBER, TRANSIT RADIO GETS RESULTS!

Call TODAY for the fact-full story from

TRANSIT RADIO, INC.

New York: 250 Park Ave., Mu.H. 8-3780
Chicago: 35 E. Wacker, Fin. 6-4281

And in CINCINNATI, OHIO

transit radio is **WCTS·FM**

Times-Star Bldg.—GA 1331
Affiliated with WKRC-WKRC-TV and the Cincinnati Times-Star

TRANSIT RADIO IS AVAILABLE IN ALL THESE MARKETS . . .

(And coming soon in scores of others):

Allentown, Pa.	WFMZ
Baltimore, Md.	WMAR-FM
Bradbury Heights, Md. (and suburbs of Wash., D. C.)	WBUZ
Cincinnati, Ohio	WCTS
Des Moines, Ia.	KCBC-FM
Evansville, Ind.	WMLL
Flint, Mich.	WAJL-FM
Houston, Tex.	KPRC-FM
Huntington, W. Va.	WPLH-FM
Jacksonville, Fla.	WJHP-FM
Kansas City, Mo.	KCMO-FM
Omaha, Neb.	KBON-FM
Pittsburgh, Pa.	WKJF
St. Louis, Mo.	KXOK-FM
Tacoma, Wash.	KTNT
Topeka, Kans.	WIBW-FM
Washington, D. C.	WWDC-FM
Wilkes-Barre, Pa.	WIZZ
Worcester, Mass.	WGTR-FM

One Pickup

PLAYS ALL DISKS

New Fairchild Turret-Head 3-Way Transcription Arm Plays Standard Laterals, Microgrooves, and Verticals Without Plug-ins . . .

WHAT IT IS:

A revolutionary new pickup with provision for 3 separate cartridges—All in ONE arm



WHAT IT DOES:

Obsoletes plug-in cartridges. Eliminates extra pickups on turntable. Performs functions of 3 separate pickups.

RESULTS:

- *Lateral, Vertical, Microgroove in 1 Arm*
- *Any combination of cartridges in 1 Arm*
- *Simply turn knob to select cartridge*
- *Pressure changes automatically*
- *Optimum performance — separate cartridge for each function*
- *No arm resonance — new viscous damping*
- *Fits all transcription turntables.*

Write for Illustrated Details

Fairchild
RECORDING EQUIPMENT CORPORATION
154TH STREET AND 7TH AVENUE
WHITESTONE, N. Y. FR-113

TV REVENUE PLAN

Asks More Spot Time

WORRIED about the costs of operating a video station and seeing no chance to get out of the red for years to come, a thoughtful broadcaster has come up with a plan for increasing station revenue which he has asked TELECASTING to present to the networks, advertisers and advertising agencies.

In essence, his proposal is that the TV networks shorten their program periods so that their affiliate stations can have more announcement time to sell. A quarter-hour program, now actually 14½ minutes, would be reduced to 13½ minutes by this plan, and a half-hour show would run not 29½ minutes as at present, but 28½ or perhaps 27½ minutes.

Author's Thinking

The author of this plan, manager of an outstandingly successful radio station which last year added a TV station to its operation, presented his thinking as follows:

Interconnected as well as non-interconnected TV stations are having quite a struggle. If and when the Commission lifts the freeze and if and when all the current and future applicants get on the air, it is reasonable to assume that more and more of us will have more and more operational and financial problems than anticipated. It is also reasonable to assume that many of these stations will "see red" for long periods of time—longer perhaps than many of them can afford financially. It follows then that a lot of the boys who have large capital investments in TV will be forced out of business—thereby retarding the overall progress of the industry.

The life blood in TV, as far as station operators are concerned, is derived from 1-minute and/or 30-second national spot announcements. Those of us who are not on the cable have been fairly successful in selling these spots between network shows and simply starting the upcoming network show 30 seconds or 1 minute late. So far the networks have not squawked too much about this general practice. As far as the interconnected stations are concerned though, this of course is impossible since the networks have chosen to program their television on a radio time segment basis—that is, 14½ minutes for a quarter-hour show, 29½ minutes for a half-hour show, etc.

My idea is simply for the networks to agree among themselves and with their clients to change their rate structure and overall programming to the extent that their affiliates might be allowed to pick up that extra buck that will keep them in business. I mean simply that instead of setting up 15-minute shows on a 14½-minute basis, they should set them up on a 13½-minute basis and sell them accordingly. Half-hour shows should be set up on a 28½-minute scale—or even 27½-minutes. This would allow stations to sell remunerative spots on either side.

When this plan is discussed with the networks, their first question will probably be: "Where do the networks benefit by this plan?" The answer is simple. Number One—if something along these lines is not instituted by the networks, I firmly believe that some day in the not too distant future, the networks will find themselves with affiliates only in major markets—with a few scattered rich boys carrying their programs to other limited areas. Number Two—If the networks do not attempt some plan along these lines, I am afraid that many stations—probably a majority of stations—will be forced to lean on national spot programming (or of course local programming in areas where talent is available) to the exclusion of network programming. This I believe you will agree would be more detrimental to networks than revamping their scheduling along the lines suggested above.

Isn't it better for networks to allow a station to sell a 1-minute spot following a network show—or would they prefer that the station delete the network entirely in this period and program it with a more remunerative national spot show?

Before publishing the proposal for general discussion, TELECASTING informally submitted it to the top executives of the four networks and to a number of agency television directors. Some of them declined to comment. Those who did express their reactions were unanimous on two points: They all opposed the plan and they all insisted that their replies not be identified with them or their organizations.

The network reactions were well presented by one top executive in the following statement:

Every TV broadcaster is making his own future in television. As of today there are a number of television stations which are in the black without doing a big programming job themselves. This is true of both on-cable and off-cable stations.

Hourly rates in television are already, by and large, at a much higher level than are comparable radio rates and they will continue to go higher. We can expect—within a couple of years—television rates will generally be from three to five times higher than radio rates. And this, whether on a national spot, local or network basis, will mean that much more income to the television station. Obviously they wouldn't be this high unless the television stations' operations were so much more costly than those of radio stations.

It is more than likely that independently owned television stations will get in the black much more quickly than will networks. Reducing the present alleged quarter-hour, which is actually 14½ minutes, to 13½ minutes would require proportionate decreases in time costs to national advertisers and this is certainly not in the cards at this writing.

The author of this proposal has apparently forgotten his own responsibility as a television station operator—that is, the responsibility to do programming on his own rather than merely trying to coast on network programming. The history of successful radio has been one of the station operator doing a good job of local programming around his network programming and charging prices accordingly. Why doesn't this particular station operator, instead of asking for more time between network programs, double his rate for the 30 seconds that he now has between programs? There's nothing to stop him from doing this and getting the additional revenue.

As far as using a minute or a minute-and-a-half, arbitrarily, as far as the station is concerned, we are being faced today—where this occurs—with being forced to rebate to the advertiser. If he buys his network program to start at 8 o'clock, he wants to start at 8 o'clock and not at 8:01.

All in all, there apears to be a lack of thinking on the part of the creator of the plan. Any station is at complete liberty to determine not to make a network affiliation, if it does not care to. Most of them care to because the advantages are, to a thinking station operator, quite obvious.

Client Disfavor

Agency reactions agreed that the proposed plan would not be favored by their clients, whether sponsors of TV network programs or of video spots. The network sponsor, it was pointed out, is already complaining of the high costs of video programming and feeling that it is not quite fair that the spot advertiser should be allowed to cash in on the major expenditures of the program sponsor. He would certainly object most emphatically to any more

TV BUSINESS

Cramer Sees Rapid Growth

THE MANUFACTURING-distributing side of television can easily amount to $2 billion in the year 1950 alone, Leonard F. Cramer, vice president of Allen B. DuMont Labs, said Tuesday in a talk before a luncheon meeting of 40 DuMont dealers in the Boston area, held at Boston's Copley-Plaza Hotel. Mr. Cramer predicted that within the next two years television will be one of the nation's top 10 industries.

He noted that the total investment in TV equipment in the country already exceeds $2.5 billion and with addition of the '50 investment, may be expected to reach the $4.5 billion mark by the end of the year. Mr. Cramer pointed out that these figures "leave out telecasting entirely. However, in February the TV networks reported $1,730,259 in total billings, that was 299% over the same month in 1949. First quarter charges of all four of the TV networks are well over last year's figures for the similar period.

"The impact of television as an advertising medium will stimulate business activity 10% to 15%," Mr. Cramer stated, adding that "at the present time more than 2,500 concerns use television to sell their goods and services." As a concrete example of the impact of video advertising, he cited a recent statement by Marion Harper, president of McCann-Erickson, that for 23 of the agency's clients sales had increased from 19% to 37% in TV markets compared to sales in areas without video service [TELECASTING, April 24].



WMAR-TV Baltimore is cited "for distinguished public service in highway safety," as Alfred P. Sloan (r), chairman of the board of General Motors, presents the Alfred P. Sloan Radio Award to E. K. Jett, WMAR-TV director. Occasion was the awards dinner held May 8 at New York's Waldorf-Astoria Hotel.

time for station break commercials between programs, it was stated.

The spot user would object with equal emphasis, according to the agency executives, who pointed out that the television audience now gets four commercials—the closing commercial of one program, the station break, the so-called service announcement which is combined with the station identification and the opening commercial of the next program—within a period of about two minutes. To add any more would be confusing to the viewer and useless to the advertiser, the agencies believe, and they said they would fight against any such proposal by recommending that their clients stop using TV spots under those circumstances.

In Light of Radio History

These arguments should perhaps be weighed in the scales of radio history. Network advertisers have time and again tried to free their programs from neighboring announcements; networks have tried to compel stations to eliminate station break commercials at certain times; neither advertisers nor networks have been able to make any appreciable headway against the inescapable economic fact that without the revenue from announcements few stations would be able to operate in the black.

The costs of TV operations, as the author of the shorter network program plan has pointed out, are much greater than those of radio. At least one network, ABC, has recognized the validity of his argument that more time for station break announcements is needed to provide adequate station revenue. All of ABC's half-hour TV network sustaining programs are presented in a 28/40 format, as compared to the 29/25 format of the network's half-hour commercial shows. But when one of the ABC sustainers recently went commercial its sponsor resolutely refused to accept the shorter time period which had been established and insisted on his full 29 minutes, 25 seconds.

Television is presenting many new problems to broadcasters and advertisers alike and the formulas established by radio over the past 25 years may not always provide the right answers for TV. The station-network time allotment problem posed above is as serious as it is controversial and the early discovery of a solution that will operate to the benefit of all concerned—stations, networks and advertisers — is imperative. TELECASTING will welcome constructive comments from any and all of its readers.

Johnson 'Meets Press'

SEN. EDWIN C. JOHNSON (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, was scheduled to appear yesterday (Sunday) on NBC-TV's *Meet the Press*, 4:30-5 p.m (EDT).

Film Report

WORLDWIDE rights to six *Lum 'n' Abner* video features, on both 35mm and 16mm film, have been purchased by **Post Pictures Corp.**, New York. . . . New treatment for obtaining sponsor identification on feature film presentations was announced by **James G. Riddell**, president of WXYZ Inc., Detroit, and shown on WXYZ-TV's *Theatre Hour* April 30. Process developed by **John Pival**, production manager of station, shows advertiser's name at bottom of screen in such a way that it does not detract from action. Each sponsor is given one-minute spot at beginning of act, plus constant identification during purchased period.

Arrangements to telecast 68 recent **J. Arthur Rank** films have been completed by **WLWT (TV)** Cincinnati. Many of the films have not been shown in American theatres. Films, all made since 1944 and mostly in 1947-48, include "I Know Where I'm Going," "Tawny Pipit," and "This Happy Breed". . . .To introduce its new Hopalong Cassidy Socks, children's socks with picture of Hoppy on each pair, **Sport-Wear Hosiery Mills Inc.**, New York, has prepared one-minute TV commercial. Film with 15-second open-end on audio for local store message can be secured by contacting **Harry Feigenbaum Adv. Agency**, 2011 Walnut St., Philadelphia 3, Pa.

NOW WFAA

BRINGS 28 YEARS OF

Knowmanship

TO TELEVISION...

KBTV BECOMES

WFAA-TV

MAY 21

Radio-Television Services of The Dallas Morning News

820 KC • NBC **WFAA** 570 KC • ABC

Texas Quality Network

WFAA-TV

Channel Eight
for the DALLAS-Ft. Worth Area
Du Mont and Paramount Networks
NBC and ABC TV Affiliations Soon

Martin B. Campbell, *General Manager*

famous firsts in T-V

In 1927 television by radio was demonstrated — both image and sound on the same frequency band by a single transmitter.

★

Blair-TV Inc. was the first exclusive representative of television stations. The first company to recognize and act on the television stations' real need for hard hitting, single minded, exclusive representation.

BLAIR TV INC.

REPRESENTING

Birmingham	WBRC-TV
Columbus	WBNS-TV
Los Angeles	KTSL
New Orleans	WDSU-TV
Omaha	WOW-TV
Richmond	WTVR
Salt Lake City	KDYL-TV
Seattle	KING-TV

Color Windup

(Continued from Telecasting 3)

issued directly to it."

Mr. Coe said RCA studies indicate "slightly less than 30% of these electronic patents were applicable in the general radio broadcasting industry, including both transmitters and receivers," or a total of 1,800. About one-half of these, or 900, he said, "have particular application to television transmitters and receivers."

He estimated RCA under sublicensing agreements has the right to license about 900 additional patents relating directly to TV transmission and reception.

The witness explained that of these two groups of patents relating specifically to TV about one-third apply to transmitters and two-thirds to receivers. An exact count is difficult, he said, since some apply to both.

Under cross-examination by Mr. Bauer as to why RCA does not mark all of its patents and does not require its sub-licensees to do so, Mr. Coe explained the necessary information is contained in the licensing agreement and RCA believes this is lawful.

Mr. Bauer asked, "What is your intention with RCA patents, to have just a pool and not identified as to what you use, so that when you give a license you give a license to use the RCA patent pool?"

"No," was Mr. Coe's prompt reply. He asserted, "First of all, I do not regard the RCA patent structure as a pool."

Questioned on Patents

Mr. Bauer asked if it was RCA's policy to "wait until your licensees make the demand that you acquire the right to sub-license patents or is it your policy to look after that patent structure and acquire patents that you think the TV receiver licensee should have in order to build receivers without getting a license from another?"

Replying that it is RCA's policy to acquire non-exclusive rights for itself and when possible the right to pass it on to RCA licensees, Mr. Coe said: "The RCA never is interested in the acquistion of sublicensing rights, except in those situations where of necessity or at least of a very desirable approach those rights are necessary for RCA alone." He added he knew of "no case where RCA has been interested or has acquired sub-licensing rights without having to have those rights for itself.

When Mr. Coe testified RCA keeps licensees notified of its new inventions through industrial bulletins and laboratory demonstrations but does not report on such inventions until RCA first proves them practical, Chairman Coy expressed concern about the point where RCA "makes the judgment as to the practicability of the invention and its usefulness."

He asked the witness if from this it might be assumed that suppression of new developments could occur. Mr. Coe agreed it might be "theoretically possible" but held "it does not happen at RCA."

Mr. Bauer queried the witness as to whether RCA is better off than its licensees since it cannot sublicense the Hazeltine patents which it has rights to. Hazeltine has a license system competitive with that of RCA and RCA's licensees can get separate licenses from Hazeltines just as RCA does, the witness explained.

W. A. Roberts, counsel for Allen B. DuMont Labs, asked Mr. Coe if RCA has the right to conduct suits for infringement, to restrain infringement or to recover damages thereon with respect to those patents which RCA has the right to use itself and also sub-license. Mr. Coe said he couldn't speak for all agreements but that on some RCA does. On the majority RCA does not, he added.

When Mr. Roberts asked whether RCA has the right to sue under licenses secured from American Telephone and Telegraph Co., General Electric Co. and Westinghouse Electric Co., Mr. Cahill objected on the ground Mr. Roberts was attempting to try his client's case before FCC rather than the courts since those agreements are in litigation between RCA and DuMont.

Right to Sue Covered

Asked for specific examples where RCA does not have the right to sue, Mr. Coe named Philco and Crosley.

Comr. Robert F. Jones, recalling earlier testimony of David B. Smith, Philco Corp. vice president, asked Mr. Coe what RCA is getting for the $3,000,000 it is paying Philco for receiver patent rights if Mr. Coe wasn't able to tell FCC whether or not RCA is using those patents. He asked if it could be assumed this was a rebate on license royalties Philco is paying RCA.

RCA Counsel Cahill objected vigorously to this assumption, stating there was nothing in the record to support it and that "grave consequences" could ensue.

Comr. Jones said that since it is not positive on the record that RCA is using these patents, it is a "fair inference" to assume alternatively that RCA is buying a property right in order to furnish a rebate. "Criteria for use or purchasing utility of property rights either to license or sub-license needs some justification in this record," Comr. Jones said, and it's "up to RCA to tell us just what property it has bought."

To Mr. Cahill's assertion that the inference was unfair, Comr. Jones said the record "leaves some room for speculation since RCA hasn't been specific." Mr. Cahill retorted that "RCA is not buying anything for $3,000,000 that is of no value."

Value of Philco Pact

Mr. Coe testified the "elements of value" in the Philco agreement were that "there were two or three hundred patents, a comparable number of pending applications, and a provision that RCA was to have freedom during the term of the contract under any developments that came from the Philco Laboratories." He said the agreement was still in effect.

Comr. Jones asked Mr. Coe whether "the policy enunciated in 1940 was if one patent was needed from RCA in order to build equipments called for under the standards" the full royalty rate for all patent privileges must be paid.

Mr. Coe replied, "If they want the full license and the right to use all of our patents, to get that patent they pay the royalty, and they pay it if they use one patent. If they don't use any patents, they don't pay any royalty." The amount was later established at 2.25% on manufacturer's selling price. Mr. Coe indicated all RCA licensees pay the same rate and that there is no discrimination.

Cites Competition

Mr. Coe told Comr. Jones he agreed with Gen. Sarnoff that from the standpoint of public interest it is good to have a number of different laboratories working on television techniques. The witness also told Comr. Jones there was competition between these laboratories.

When Mr. Coe in reply to a question said he didn't know of "anyone that has the royalty such as ours," Comr. Jones asked if it would be in the public interest to have a more even division of royalties in order to have income for research in more than one company. The witness said, "I think you have that. There is more than one company now engaged in research."

"Would it be in the public interest to strengthen by selecting a broad base of patents for our standards so that more than one company would have adequate financial support," Comr. Jones asked.

"I would think that the basis of selection of standards," Mr. Coe replied, "is what will result in the best service and the best product regardless of who owns the patents."

Comr. Jones continued, "Theoretically if one company has the largest share of the patents, either owned by itself or by purchasing the right to sub-license others, and in addition having the licensing rights and earning an income from practically every licensee in the manufacture of television receiving sets, doesn't it appear to you there would be more equal opportunity in the trading and exchange of patent information and more mutuality if there was a division of income among the several companies having laboratories?"

"I don't think so," Mr. Coe replied, "because I don't see how you could divide this thing except according to your patent merit. . . . As far as I am aware this acquisition of sublicensing rights has not failed to stimulate the continuance of research by

Johnson Lauds FCC

SEN. EDWIN C. JOHNSON (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee which has consistently prodded the Commission on color TV, told TELECASTING Thursday that "I'm proud of the job they've done." He noted FCC had "explored the field" during the extended hearings but conceded he doesn't know "what the results will be" and would withhold further comment until a decision is reached by the Commission.

other laboratories. Certainly no one has suggested that the Bell Labs. have ceased or that Philco has ceased, or in any way diminished their research activities."

Mr. Coe also suggested that patents have a way of expiring, hence selling of rights to RCA "has every inducement" to such firms "to strengthen their research and their patent position."

"As a matter of fact then," Comr. Jones asked, "assuming that the Toulon patent lasts until 1955, and it is basic to your system, and that you have other patents that will be granted later adapting the Toulon dot interlace system to yourself that will run over until 1962, will that not continue the predominance of RCA in the patent licensing and sub-licensing field for an additional number of years?"

"If our system is adopted," the RCA witness replied, "I would assume that our patent position would be stronger, not for the reason because of that adoption, but because that is the system we have been concentrating our research, and our inventions are more likely to be more important and more numerous."

Dr. Goldmark, who appeared briefly Monday and again Wednesday morning, asserted the "possibility of the RCA system ever becoming a practical home broadcast service is extremely doubtful." He said RCA's problems "are monumental and fundamental."

The CBS inventor contended Gen. Sarnoff was wrong in calling the color disc a "harness" and held that if it were not for this disc, and the quality of the CBS picture, there never would have been a color hearing. Dr. Goldmark argued the color wheel was rather a "starting point for a practical, inexpensive home color TV system."

Claims No Registration Problem

Dr. Goldmark said the CBS system, using the disc, was the only one that has no registration problem at either the camera or the receiver. He charged RCA and others have minimized this problem and noted that if the RCA camera tubes are off one element the picture resolution is cut to 25% of that usually obtained.

Regarding color fidelity, Dr. Goldmark said three points were important: Faithfulness at a given point in the picture; uniformity over the whole screen, and stability under home conditions over a long period. He contended CBS has met all three of these conditions and that RCA has not, and he doubted it ever could. He said RCA itself has admitted color cross-talk to be a problem in small detail.

Even though Gen. Sarnoff characterized the CBS picture as "degraded," Dr. Goldmark said he has seen all RCA demonstrations and the RCA picture under all conditions has been "degraded."

The CBS witness considered the CBS picture adequately bright for satisfactory viewing and without flicker. He said the RCA tricolor tube used with the CBS system would automatically increase brightness since RCA light emission occurs only 15% of the time due to the mixed highs while CBS light occurs 100% of the time.

He said CBS home equipment could be available within a few months but that "grave doubts" exist that RCA equipment ever can be ready. He held CBS also would beat RCA on receiver costs even if the number of tubes were the same since RCA would require exacting construction and testing because of its critical circuits and close tolerances.

Dr. Goldmark asserted the dot interlace technique used by RCA is twice as susceptible to interference as the simple form proposed as a refinement of its system by CBS. He said CBS doesn't need oscillator suppression either.

Although he considered the question of compatibility to have been well covered already, Dr. Goldmark said he found on RCA receivers in his hotel suite that black-and-white pick up of RCA color programs suffered from bad aural signal interference to the picture. He said if this problem can't be adjusted, "RCA is not compatible" to monochrome standards without antenna or set modifications being made.

Dr. Goldmark testified at length to his experience with an RCA color receiver at the home of FCC General Counsel Benedict P. Cottone one evening. He indicated the color and registration were poor and that the picture also suffered from interference. He said he found the color phasing control very touchy, difficult to adjust and frequently out of adjustment.

COLOR FINDINGS *FCC Tells Participants To File Proposals*

SCOPE and complexity of FCC's problem in deciding the color television issue were made evident last week in the specifications it issued for the submission of proposed findings and conclusions by participants (also see story Telecasting 3).

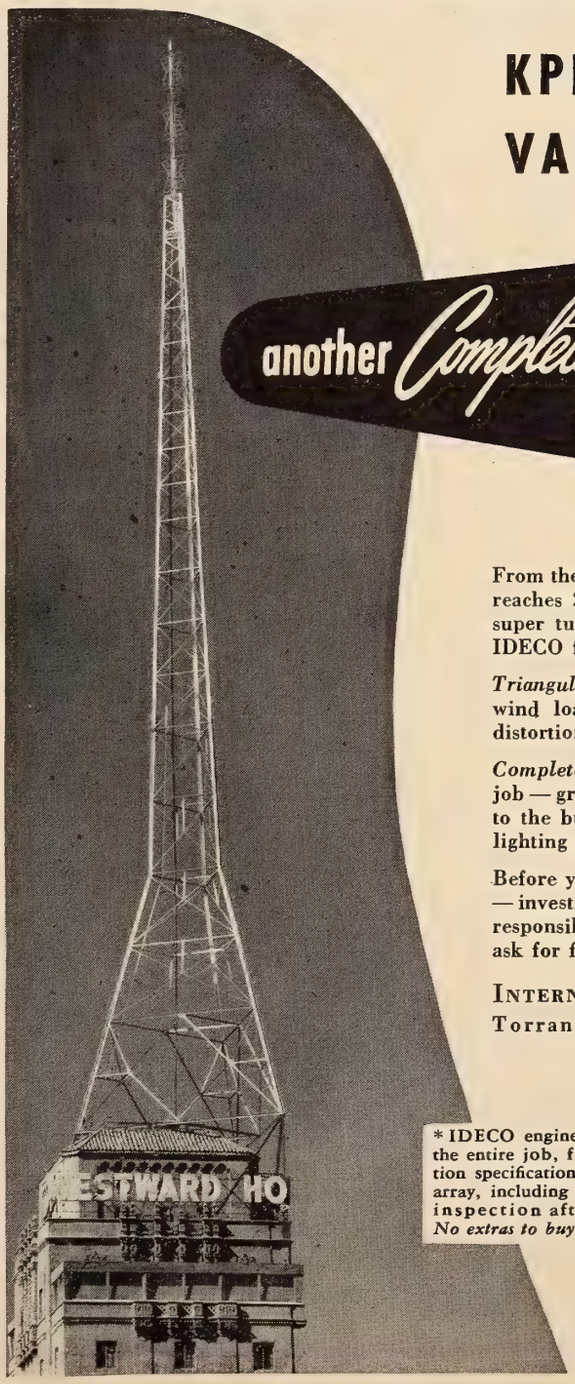
The Commission called upon RCA, CBS and CTI—proponents of specific color systems—to file proposed findings and conclusions relating to their own systems, and set out a 2½-page list of points to be covered.

Other participants will be permitted to file proposed findings and conclusions—and RCA, CBS and CTI may also do so with respect to the systems of each other—on condition that they cover all of the points specified by the Commission.

Deadline for filing the material is 20 days after the record is closed, and replies may be submitted 10 days later. The record is expected to be closed about May 25-26, the dates set for final cross-examination and rebuttal after the CTI demonstration in San Francisco on May 17.

Among the information FCC called for were "precise" statements of "the specific transmission standards proposed" and "the specific rules and regulations pro-

(Continued on Telecasting 14)



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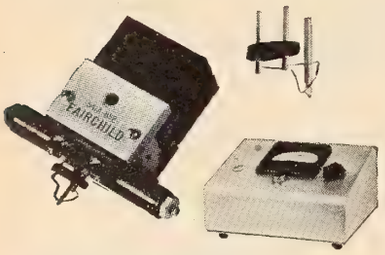
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Color Findings

(Continued from Telecasting 13)

posed"; recommended policies on compatibility, convertibility, patents, desirability or undesirability of establishing color standards at this time, minimum and maximum number of hours of colorcasting, and the handling of the transition from black-and-white to color.

Complete list of subjects on which information was requested:

Proposed Findings of Fact

1. **Description of sytem:** Brief description of technical operation and characteristics of the system.

2. **System and apparatus capabilities and performance—present:** Description of the present development of the system and of various types of transmitting and receiving apparatus employed in the system for color and monochrome transmission and reception. Such statement should include specific reference to the following factors in connection with each type of apparatus:

(a) COLOR RECEPTION:
(1) Overall picture quality
(2) Brightness
(3) Color breakup and fringing
(4) Color fidelity and color contamination
(5) Contrast
(6) Picture texture
(7) Flicker, dot crawl, line crawl, etc.
(8) Picture size limitations
(9) Viewing distance and angle
(10) Registration
(11) Resolution—horizontal
(12) Resolution—vertical
(13) Transmitting apparatus, including description, availability (dates and quantities), cost, original and maintenance, etc.

(14) Receiving apparatus, including description, availability (dates and quantities) cost (original and maintenance), etc.

(15) Network transmission, including capability for transmission over existing and proposed network facilities.

(16) Convertibility of existing television receivers to receive color transmissions in color, including description of converters, availability (dates and quantities), cost (original and maintenance), etc. Include a statement as to whether existing television receivers designed to receive television programs in accordance with present transmission standards will be able to receive television programs transmitted in accordance with the proposed new color standards simply by making relatively minor modifications in such existing receivers.

(b) MONOCHROME RECEPTION: (Same information as that required with respect to color reception in 2(a) above, except that items on color breakup and fringing and color fidelity do not apply, and Item 16 relates to ability or adaptability of existing sets to receive color transmissions in monochrome.)

3. **System and apparatus capabilities and performance: prospective:** Description of system and apparatus developments actually disclosed in record, showing their status of development, plans for future developments, estimates of dates available, and effect upon factors listed under "2(a)" and "2(b)" *supra.*

4. **Interference:** Statement of precise data available concerning susceptibility of the system and various types of apparatus to interference and similar effects, and statement of how such interference may be minimized, with respect to the following:

Co-channel interference; adjacent-channel interference; oscillator radiation interference or other in-channel interference such as diathermy harmonics and other station harmonics, including interference to any subcarrier employed in the system; image interference; noise; ghosts; ignition interference.

5. **Field tests and public reaction tests:** Summary of all field tests and public reaction tests conducted concerning the system and each type of apparatus, specifying purpose and results of said tests. Statement of adequacy and weight to be given to the field tests and public reaction tests conducted for the purpose of adoption by the Commission of transmission standards concerning the system.

6. **Plans:** Statement of plans to be put into effect in event the system is adopted by the Commission as basis for transmission standards (a) on an exclusive basis, and (b) as one of two or more systems. Include plans as to manufacture of transmitting and receiving apparatus, and as to broadcast and networking of color programs.

Proposed Conclusions

7. Precise statement of specific transmission standards proposed.

8. Precise statement of specific rules and regulations proposed.

9. Statement of recommendations as to policies with respect to the following:

Compatibility; convertibility; patents; desirability or undesirability of promulgating color television standards at the present time in the light of the development of the art (include a statement as to social value and economic cost to the American public of adoption of any specific system at this time or at a later time); minimum and maximum number of hours of color broadcasting; handling of transition from present situation in television broadcasting to color television broadcasting.

10. Statement of any other proposals or recommendations.

NEW COAX LINK

AT&T Announces Construction

CONSTRUCTION of a new coaxial cable link scheduled for television service next October between Indianapolis and Louisville has begun, the AT&T announced last week. The cable initially will carry one video channel from Indianapolis to Louisville.

AT&T also said that construction was proceeding on a Dayton-Indianapolis radio relay system which will connect with television network channel already operating.

SMITH TO WCAU-TV

Is TV Operations Manager

THOMAS FREEBAIRN SMITH takes up duties today (Monday) as manager of television operations for WCAU-TV Philadelphia. His appointment was announced last week by Charles Vanda, vice president in charge of television for WCAU Inc.

Mr. Smith formerly was with Foote, Cone & Belding and Ruthrauff & Ryan.

NIELSEN DATA

Issues First TV Ratings

A. C. NIELSEN Co. has issued its first National TV Nielsen-Ratings Report for subscribers. It is the successor to "TV-Network Hooperatings" acquired by Nielsen last March [BROADCASTING, March 6].

Acquisition of the Hooper services, the Nielsen firm said, set off its program of expansion and improvement of the TV ratings.

Improvements coordinated in the report thus far are (1) figures for total TV audience, (2) increased information and program ratings of "useful types," (3) pocket size report, (4) reduced charges for copies, (5) elimination of branch office charges, (6) faster delivery of reports, and (7) inclusion of alternate-week programs.

Nielsen's compilation of top TV programs for March, based on the weeks of March 1-7, and 15-21, both the Angels and All Stars:

AUDIENCE DELIVERED
(Average Audience Basis)

Number of TV Homes Reached in Total U. S. A.

Rank	Program	Homes (000)
1	Texaco Star Theatre (NBC)	3,277
2	Godfrey and Friends (CBS)	2,334
3	Toast of the Town (CBS)	1,985
4	Big Story (NBC)	1,924
5	Philco TV Playhouse (NBC)	1,915
6	Godfrey's Talent Scouts (CBS)	1,876
7	Lone Ranger (ABC)	1,828
8	Stop the Music (Admiral) (ABC)	1,746
9	The Goldbergs (CBS)	1,730
10	Stop the Music (Old Gold) (ABC)	1,699

PROGRAM POPULARITY
(Average Audience Basis)

Per Cent of TV Homes Reached in Program Cities

Rank	Program	Homes %
1	Texaco Star Theatre (NBC)	79.8
2	Godfrey's Talent Scouts (CBS)	66.3
3	Godfrey and Friends (CBS)	55.2
4	Toast of the Town (CBS)	55.1
5	Stop the Music (Admiral) (ABC)	51.9
6	Gillette Cavalcade (NBC)	51.1
7	Stop the Music (Old Gold) (ABC)	50.5
8	Lone Ranger (ABC)	49.1
9	The Goldbergs (CBS)	49.0
10	Big Story (NBC)	48.4

Dr. Pepper TV Spots

DR. PEPPER Co., Dallas (soft drink), will use TV spots in selected major markets from June 1 through July 31 as part of its $250,000 campaign introducing the new, simpler bottle cap. Agency: Ruthrauff & Ryan, Chicago.

DuMont Adds Two

WKTV (TV) Utica, N. Y., and WDAF-TV Kansas City, Mo., have signed network affiliation contracts with the DuMont Television Network, bringing the total number of the network's affiliates to 56. Both stations also are affiliates of CBS-TV, ABC-TV and NBC-TV.

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*WBAL-TV also leads in overall average between 7:00 and 10:30 p.m.

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ACTIONS OF THE FCC

MAY 4 to MAY 11

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

May 4 Applications . . .

ACCEPTED FOR FILING

License Renewal

Request for license renewal of AM station: KMNS San Luis Obispo, Calif.; WWJ Detroit.

License for CP

License to cover CP new FM station: KDNT-FM Denton, Tex.; KALE-FM Richland, Wash.

Modification of CP

WIBG-FM Philadelphia — Mod. CP new FM station for extension of completion date.

WHOP-FM Hopkinsville, Ky.—Mod. license FM station to change power from 22 kw to 8.8 kw.

WFNS-FM Burlington, N. C.—Mod. CP new FM station to change ERP to 2.85 kw and ant. to 191 ft.

Mod. CP new TV station for extension of completion date: KPHO-TV Phoenix, Ariz. to 11-27-50; KTLA Hollywood, Calif. to 9-1-50; WLWD Dayton, Ohio to 12-4-50.

APPLICATIONS RETURNED

Athens, Ohio—Athens Bcstg. Co. DISMISSED application for new AM station 1580 kc, 1 kw D.

May 5 Applications . . .

ACCEPTED FOR FILING

AM—1010 kc

WSID Essex, Md.—CP AM station to change from 1570 kc 1 kw D to 1400 kc 250 w unl. AMENDED to request 1010 kc 1 kw D and omit contingent on denial Belvedere Bcstg. Corp. application.

AM—790 kc

WQXI Buckhead, Ga.—CP AM station to change from 790 kc 5 kw D to 790 kc 5 kw D 500 w-N DA-N.

AM—790 kc

WLBE Eustis, Fla.—Mod. license to change main studio from Eustis, Fla. to Leesburg, Fla.

AM—1390 kc

KULP El Campo, Tex.—CP AM station to change from 1390 kc 500 w D to 1390 kc 500 w-D 100 w-N.

License for CP

KCIJ Shreveport, La.—License for CP new AM station.

Modification of License

WGEZ Beloit, Wis.—Mod. license to increase power from 100 w to 250 w unl.

Modification of CP

Mod. CP new AM station for extension of completion date: WSGW Saginaw, Mich.; KERB Kermit, Tex.

KRGV Weslaco, Tex.—Mod. CP AM station to increase power etc. for extension of completion date.

WIMS Michigan City, Ind.—Mod. CP AM station change power etc. for extension of completion date.

Mod. CP new FM station for extension of completion date: WAVU-FM Albertville, Ala.; WCAR-FM Pontiac, Mich.

WIS-FM Columbia, S. C.—Mod. CP new FM station to change ERP to 1.3 kw.

KVTT Dallas—Mod. CP new noncommercial educational FM station to change ERP to 1.012 kw and change ant. to 135.8 ft.

WNAV-FM Annapolis, Md.—Mod. license to move studio location to Admiral's Drive, Annapolis.

KXYZ-FM Houston, Tex.—Mod. CP new FM station to change ERP to 15 kw, ant. to 437 ft.

License for CP

WWDC-FM Washington—License for CP to change frequency to 101.1 mc.

Modification of CP

WOI-TV Ames, Ia.—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

AM—1240 kc

WCEM Cambridge, Md.—Mod. license to change from 100 w unl. to 100 w-D 250 w-N.

APPLICATIONS RETURNED

KNAL Victoria, Tex.—Victoria Bcstg. Co. RETURNED May 5 application for mod. license to change from daytime to unlimited time.

APPLICATIONS DISMISSED

WWRL New York—DISMISSED May 2 application for CP to replace expired CP to increase power etc.

Laconia, N. H.—Warren H. Brewster DISMISSED May 5 application for new station on 1490 kc 250 w unl.

May 8 Decisions . . .

ACTION ON MOTIONS

By Commissioner Rosel H. Hyde

KAKE Wichita, Kan.—Granted leave to intervene in hearing upon application of Pratt Bcstg. Co., Pratt, Kan.

WOR New York—Granted petition requesting dismissal with prejudice of application for CP.

Illinois Baptist State Ass'n., Murphysboro, Ill.—Granted petition requesting dismissal without prejudice of application for CP.

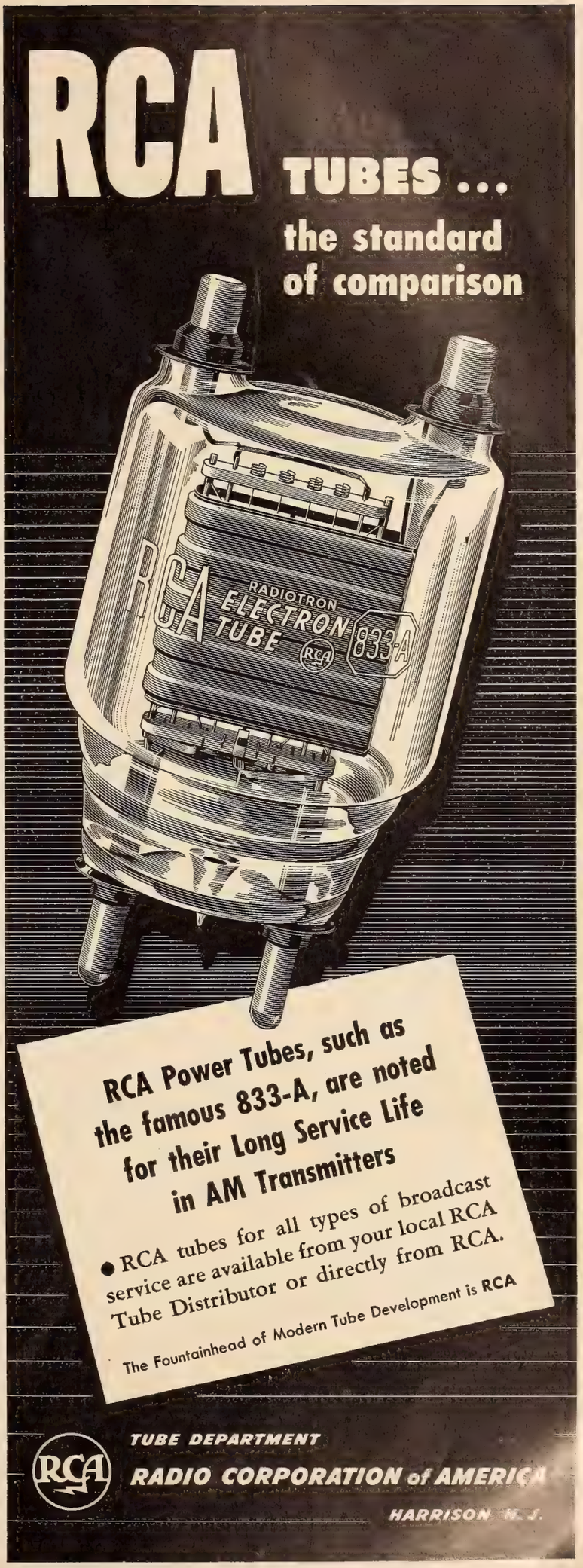
WKRC Cincinnati, Ohio—Dismissed petition filed Sept. 15, 1949, and supplement thereto filed on Feb. 6, 1950, request Commission to set aside final decision in proceeding re application and that of WJIM Lansing, Mich.

WDOV Dover, Del.—Dismissed as moot petition of June 27, 1949, requesting Commission issue order to show cause why operation covered by application of Commonwealth Bcstg. Corp., (WLOW) Norfolk, Va. should not be modified.

By Examiner Fanney N. Litvin

KOJM Havre, Mont.—Granted continuance of hearing from May 8 to May

(Continued on page 78)



SERVICE DIRECTORY

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STerling 3626

COMMERCIAL RADIO Monitoring Company
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
PHONE JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

SEVENTEEN-station Texas State Network has acquired exclusive radio rights to 1950 Colonial National Invitation Golf Tournament, to be held in Ft. Worth May 25-28. One hour of tournament will be aired daily, with more on Saturday and Sunday. Sportscasters will be Charlie Jordan, vice president of TSN; Fred Kincaid, WRR Dallas, and Bill Michaels, manager of KABC San Antonio.

Hallock Cited

AWARD for conducting area's "most interesting and worthwhile program," *On the Record*, was presented to Ted Hallock, special events director of KPOJ Portland, Ore., by Press Club of Oregon. Show brings to microphone local and national figures of prominence in political, social, business, labor and spiritual fields who are queried by local press and radiomen. Some included Alaska Governor Ernest Gruening, Sen. Wayne Morse (R-Ore.), Mayor Dorothy McCullough Lee, Mrs. Eleanor Roosevelt and Harry Bridges, West Coast union leader.



Mr. Hallock

New 'Television Shopper'

NEW *Your Television Shopper*, merchandising service for homemakers, soon will make its debut on WABD (TV) New York and DuMont network. Daily bargain items, obtainable by writing station, will be featured on show, to be viewed daily, 11 a.m. to 12 noon. Duncan MacDonald, former studio supervisor, now supervisor of women's programs, will head station's shoppers who will comb city's stores and show rooms for "bargains." Sydney Smith is conductor of program.



Programs

Airs Dedication

SPECIAL broadcast of the dedication service of Grace Baptist Church in Richmond, Va., when new church building was opened on May 7, was presented over WMBG Richmond. Outlet's remote and special events department carried hour long dedication service as public interest feature. Church had been holding services in local theatre since former building was burned down five years ago. Since fire, regular Sunday morning services of Grace Church had been broadcast over WMBG at least one month each year.

Indianapolis Races

ENTIRE 500-mile race at Indianapolis Motor Speedway will be telecast for second year by WFBM-TV Indianapolis on Memorial Day, May 30, station and speedway officials have announced. Telecast will be sponsored by Perfect Circle Corp. and Lincoln Mercury Div., Ford Motor Co. WFBM-TV will use three cameras covering five-hour period beginning at 10:15 a.m. (CDT). Station is airing qualification trials for first time on three weekends prior to race.

Medal Presentations

BROADCAST of unusual nature, covering presentation of Silver Star of Solidarity Medal from Republic of Italy to five local persons, was presented remote April 30 by WFCB Dunkirk, N. Y. Medal, only one currently being awarded by Italian republic, went to persons for their leading part in Dunkirk to Anzio Day in 1947. One of recipients was second woman in country to receive award. Ceremonies were translated into 22 foreign languages for broadcast over Voice of America.

Florida Elections

FULL coverage of Florida primary from 7 p.m. May 2, to 10:05 a.m. May 3, interrupting regularly scheduled NBC and local programs to air returns in English and Spanish, was carried by WIOD Miami. Full 15-minute election summary was heard at 11 p.m. and coverage was continued from 11:30 p.m. to 1 a.m. WIOD General Manager James M. Legate coordinated work of staff in tabulating local and state returns. News staff supplemented state returns with phoned in reports of Smathers-Pepper race from WFLA Tampa, WJAX Jacksonville and WIOD.

'Capital Cooking'

KITCHENS of embassies and famous personalities in and around Washington are scene for new TV series, *Capital Cooking*, currently being produced by Bernard G. Wilens & Assoc., TV package producer. Series shows chefs preparing dishes for which respective countries are noted. M.c. is Anne Denton Blair, who has her own show on WQQW Washington. Miss Blair will discuss general background of countries, explain steps in preparation of dish and suggest substitutes for various ingredients not easily available in this country. Embassies of Norway, India, Denmark, Finland and Costa Rica are included. Joseph I. Sonnenreich, New York, is exclusive selling agent for show.



FIRST in series of public interest broadcasts over KOA Denver is attended by Gov. Walter Johnson (seated), as KOA General Manager Lloyd E. Yoder stands by. Gov. Johnson now airs weekly 15-minute fireside chat called *The Governor's Report*, using KOA facilities.

Repairs Aired

PROBLEM of rapid repair and maintenance of B-36 bombers at Air Force fields covered recently by KGO San Francisco for *Special Event*, ABC Pacific network program. Listeners heard actual repair work being done, orders transmitted by two-way radio to waiting teams of specialists, trouble shooters, repair crews, inspectors and test hop teams from time plane rolled up to flight line until test hop was completed, matter of only a few minutes.

Citation Presented

AT BROADCAST of McCurdy Little Symphony on WHAM Rochester, N. Y., station presented special citation to Dr. Howard Hanson for his silver anniversary as radio performer and director of Eastman School of Music. Dr. Hanson also was presented bound portfolio containing special messages from Brig. Gen. David Sarnoff, Niles Trammell, Frank M. Folsom, Joseph H. McConnell, Frank Black, Charles R. Denny and other NBC top personnel.

Cancer Show

ILLINOIS Div. of American Cancer Society will benefit from donations made by Chicago-area televiewers May 19 during two-hour variety show via WENR-TV (ABC). Jim Moran, sponsor of *The Courtesy Hour* (10 to 11 p.m., CST, Friday), is contributing show and supplanting commercials for his Hudson cars with cancer promotion. ABC, in addition to giving extra hour of time 11 until midnight, will donate services of crews, technicians, equipment and directors on air and in rehearsal. Sandra Television Productions is lining up talent, and both American Federation of Musicians and American Guild of Variety Artists have agreed to cooperate. Agency is Malcolm-Howard, Chicago. Greg Garrison will direct.

Centennial Preview

AS preview of Olympia, Wash., Centennial Week, May 1-7, KOMO Seattle originated its *Scott and Freddy* breakfast show in the Evergreen State's capital. Show was one of five KOMO broadcasts to be aired from Olympia. State officials appearing on program included Gov. Arthur B. Langlie, Secretary of State Earl Coe, Treasurer Tom Martin and Attorney General Smith Troy. Several West Coast NBC shows joined KOMO in salute.

Holy Year Hour

HOUR-LONG documentary entitled *The Holy Year in Europe*, presented on WOR New York May 14 from 9:30-10:30 p.m., and re-broadcast on MBS from 10-11 p.m. the same night. Francis Cardinal Spellman, Archbishop of New York, opened religious program, with Pope Pius XII saying Lord's Prayer at its close. Documentary, put together by WOR's John Wingate, brought listeners spectacle of Papal procession in Rome, and description of Vatican interior and catacombs.

Fashion Telecast

ETHEL THORSON, fashion designer and commentator, last week (May 9) started new 15-minute show on WTTG (TV) Washington under sponsorship of Woodward & Lothrop, local department store. Guests on first show were Hy Gardner, humor columnist and radio personality; Bert Bachrach, magazine fashion editor, and Danton Walker, Broadway columnist. Details for new presentation were handled through Lindstrom, Leach & Co. Inc., New York.



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The AGENCY LIST

Here's the 100th Edition of the authoritative basic source of information about 3,000 U.S. and Canadian advertising agencies with data on their recognition, personnel, and over 45,000 clients. Issued three times a year—the AGENCY LIST is part of STANDARD'S complete service or may be purchased separately.

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Write for colored illustrated booklet giving full information about the STANDARD ADVERTISING REGISTER and Supplementary Services. It's yours for the asking.



D. C. NETWORK

Marjack Is First Sponsor

FIRST sponsor for Metropolitan Network, formed earlier this month by five Washington, D. C., area daytime stations, was announced last Wednesday. The group offers programs for joint sale [BROADCASTING, May 8].

Marjack Co. Inc., Washington, nationwide confectionary firm, will sponsor a quarter-hour segment of the one-hour daily program, *Metropolitan Melody Time*, for Chief Treat Popcorn on a 13-week basis beginning this week.

The first program, originating at WARL Arlington, Va., and picked up from WARL-FM and rebroadcast by other network members, was aired simultaneously at 7-8 p.m. Other participants, all independents, are WPIK Alexandria, Va.; WFAX Falls Church, Va.; WGAY Silver Spring, Md., and WBCC Bethesda - Chevy Chase, Md. Marjack account was placed through the firm's agency, William Stark & Hinkle, Washington.

According to Howard B. Hayes, WPIK, Marjack's signing and subsequent "blanket coverage" for the firm, "heralds a swingover" to this type of network offering. "It's an indication for other advertisers, who have shown interest, to come along on Metropolitan Network," he added.

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ONE YEAR—$7

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BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

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Production



ROSS MERRITT, former salesman for Radiotime, joins ABC's Central Division as AM producer.

HONORE NICHOLS appointed producer for WLWT (TV) Cincinnati. She joined station in 1948, shortly after it began commercial operation, handling make-up and script coordination. In 1949 she was appointed assistant editor of *Now, for the Modern Woman* show, and is currently producing *Cowley's Alley*, afternoon disc program.



Miss Nichols

RICHARD ARLEN, stage and screen star, named m.c. of KTLA (TV) Hollywood half-hour weekly *Hollywood Opportunity* program.

MARC OLDS of WKDN Camden, N. J., morning recorded show, and instructor at Columbia Institute's Radio Broadcasting School, Philadelphia, joins staff of WCAU Philadelphia.

FELIX GRANT, m.c. of *Yawn Patrol* on WWDC Washington, selected by CBS to appear as guest star on new network program, *ABC's of Music*.

BOB ROTH, formerly announcer for CBC, joins WIP Philadelphia as relief announcer.

NICK NICKSON, disc jockey for WARC Rochester, appointed to handle new summertime show, *Everything for Everybody*, weekdays, 1-5 p.m. on WARC.

JOE ROCKHOLD, formerly "Uncle Orrie" on National Barn Dance, moves to WRFD Worthington, Ohio, to direct artists bureau for talent now on station. He was previously station manager of WHOK Lancaster, Ohio, and has been with WLW Cincinnati, WLS WGN WMAQ Chicago, WXYZ Detroit and WSPD Toledo.

ALWYN BACH, formerly KYW Philadelphia night supervisor and newscaster, joins KNBC San Francisco as vacation relief announcer.

MRS. LILLIAN J. NEBEL joins WOAI-TV San Antonio as film librarian and assistant to **Hull Youngblood**, film manager. She previously worked for Philco Corp., Ruthrauff & Ryan, McCann-Erickson and Wilding Picture Productions.

TOM MARSHALL, continuity writer at WNJR Newark, N. J., resigns to open his own book and record rental business on Cape Cod.

CARL NELSON joins WBBM Chicago as conductor of nightly record show, *Matinee at Midnight*, after working as disc m.c. at WTMJ Milwaukee, starring on *Masters of Rhythm* show.

GORDON L. HINKLEY, announcer, transfers to WTMJ-AM-TV Milwaukee from WSAU Wausau, Wis. *Milwaukee Journal* owns both outlets.

VICTOR YOUNG, composer-conductor, named musical director of CBS *Contented Hour*. He replaces **TED DALE**, who resigned to join Martha Graham dance troupe.

JOHN BRADFORD, staff announcer of WINS New York, named program director of station. He succeeds **JOHN NEAL**, resigned. **ED BENDER**, producer and night supervisor of WINS New York, appointed assistant program director for station. **FRANK TOMASELLI**, program builder in station's music department, named production manager.

LEE MORRIS, formerly music librarian for WSB Atlanta, Ga., appointed to fulltime announcing staff. **BLAIR TREWHITT** replaces him as librarian.

STEVE HUNTER, formerly with KRIB Mason City, Iowa, joins staff of KJAY Topeka, Kan., as disc jockey on *Destination One A.M.* show.

JOHN CLAAR named to direct new Freddy Martin *Band of Tomorrow* television show to start next month on KTTV (TV) Hollywood.

BOB DICKSON, formerly with WXGI Richmond, Va., as promotion and production manager, appointed program director of WSVS-AM-FM Crewe, Va. **JIM SIMMONS**, formerly spot announcer at WHLF South Boston, Va., appointed continuity chief and production manager for station.

HOOSIER HOTSHOTS, musical comedy group, being featured in new half-hour program, *Symphony in Corn*, on KHJ Los Angeles. Also featured is **ANITA GORDON**, vocalist. **FORT PEARSON** is m.c. of show which is produced by **JIMMIE DOOLITTLE**.

FRANK KOERNER, ABC-TV Chicago technical director, and **MARGEE BISHOP**, freelance TV packager, were married May 9.

LARRY BLENHEIM, WMGM New York staff announcer, is the father of a girl, born May 3.

RUTH CRANE, director of women's activities for WMAL Washington, honored by Advertising Club of Washington for her nomination as Advertising Woman of the Year Award.

REYNALD TEASDALE, chief script writer of CJEM Edmundston, N. B., and Aline Martin have announced their marriage.

ED SULLIVAN, m.c. of *Toast to the Town* show on CBS-TV, awarded engraved silver water pitcher and Sylvania TV set by Maryland Television Dealers Assn., who voted show best on TV.

EDWARD THOMAS SULLIVAN Jr., continuity director of WCOP Boston, is the father of a girl, Mary Ellen.

SDX AWARDS

Cites Davis, Pietzsch, WTTS

ABC COMMENTATOR Elmer Davis, News Editor Sid Pietzsch of WFAA Dallas and WTTS Bloomington, Ind., were included in annual awards for distinguished service in American journalism announced last week by Sigma Delta Chi, professional journalism fraternity.

Mr. Davis won fraternity's radio news writing award for "his consistently brilliant writing, reporting and analysis."

Cited for radio reporting, Mr. Pietzsch was acclaimed for having done "a complete and effective job of radio reporting when he broadcast the news of an airplane crash. His skilled coverage of a dramatic story also demonstrated initiative and preparedness for meeting and covering such spot news events."

The public service in radio journalism award went to WTTS for broadcasting the *School of the Sky*, a public service educational series prepared by Indiana U.'s department of journalism. Slanted to students of the grammar school level, the programs were singled out for their "public service, originality, and the value to an estimated listening audience of over 200,000 persons."

Storecast Additions

STORECAST CORP. of America has announced that during the months of March and April it signed 19 new advertisers. Storecast coverage area includes 500 super markets and FM listeners in Southern New England, Pittsburgh, Philadelphia and Chicago. The sponsor lists now include more than 150 products.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

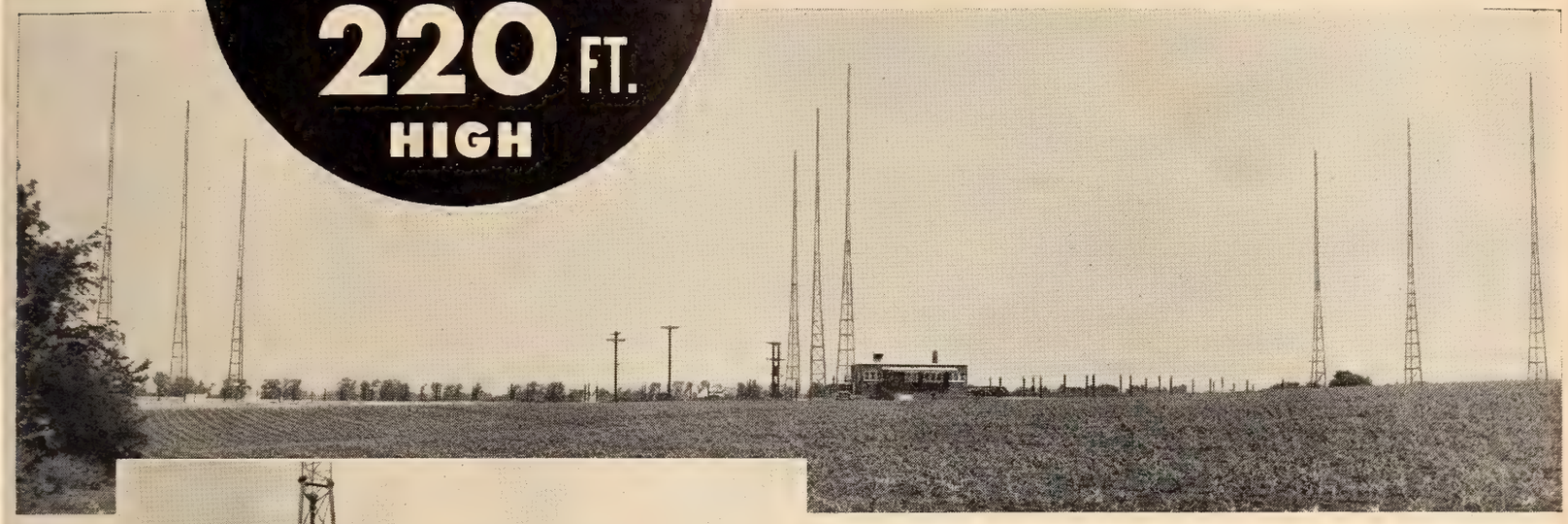
USE CAUTION—LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

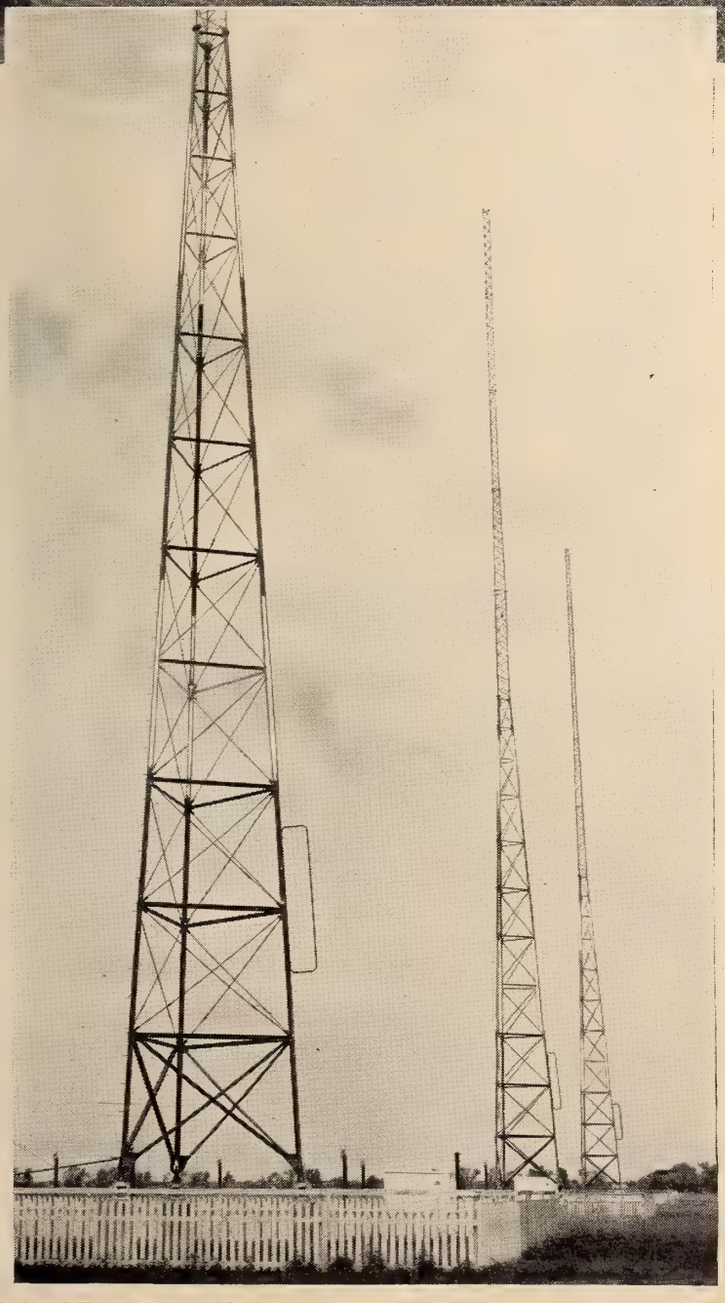
For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.

Nine More
TRUSCON
TOWERS OF STRENGTH
220 FT.
HIGH

WDGY has Nine Truscon Radio Towers in the Milling Capital of America...





WDGY, Minneapolis, Minnesota now represents a powerful new selling force in the great northwest. It has 50,000 watts power on 1130 kilocycles, reaching 55% of Minnesota radio homes within its daytime 0.5 Mv/m. contour. It carries an effective power signal into 96 counties in three states, representing nearly a million radio homes.

The nine WDGY self-supporting Truscon Radio Towers typify Truscon's world-wide experience in designing towers to fit individual needs. Whether your own plans call for new or enlarged AM, FM, or TV transmission, Truscon will assume all responsibility for tower design and erection . . . tall or small . . . guyed or self-supporting . . . tapered or uniform in cross-section. Your phone call or letter to our home office in Youngstown, Ohio—or to any convenient Truscon District Service Office—will rate immediate, interested attention . . . and action. There is no obligation on your part, of course.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON
SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED TOWERS
TRUSCON COPPER MESH GROUND SCREEN

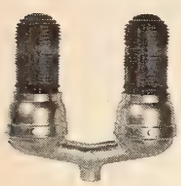
Dependable PERFORMANCE at LOWER COST

H&P TOWER LIGHTING EQUIPMENT

H & P lighting equipment, consistently specified by outstanding radio engineers, is furnished as standard equipment by most leading tower manufacturers.

SINGLE AND DOUBLE OBSTRUCTION LIGHTS

Bases ruggedly constructed of heavy aluminum alloy castings. Precision machining insures proper light center when used with specified lamp. Prismatic globes meet CAA light specifications. Relamping accomplished without removing prismatic globes. Mounting base designed for standard A-21 traffic signal lamps.



OTHER H & P PRODUCTS:
300MM Code Beacons • Mercury Flashers
Photo-Electric Controls • Complete Light Kits for A-2, A-3, A-4 and A-5 Towers

PROMPT SERVICE and DELIVERY
Immediate Shipment Out of Stock
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HUGHEY & PHILLIPS
TOWER LIGHTING DIVISION
326 N. La Cienega Blvd.
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Allied Arts



SAMUEL O. CARTER, formerly on sales staffs of WLIP Kenosha, Wis., and WCAV Norfolk, Va., named sales representative of World Broadcasting System Inc., New York.

JOSEPH M. BARNETT, formerly with National Concert & Artists Corp., and also independent program package producer, appointed New York sales manager of Jerry Fairbanks Inc., New York film producer.

JOE BIGELOW, producer, will direct MGM Radio Attractions' *The Hardy Family* program, replacing **TOM McAVITY,** who has joined CBS Hollywood as radio production supervisor.

JAMES T. MAHONEY, former program director for WLAW Lawrence, Mass., before that with WHDH Boston in same capacity, and at one time production director of NBC, opens program consultant offices in New York at 251 West 57th St.

WILLIAM SLOAN named musical director of John Norman Productions, Houston, Tex.

MARJORIE HYER, former secretary for press and radio of Church World Service, joins staff of Protestant Radio Commission, where she will be in charge of development of radio expediter's program and promotion of the commission-produced transcription series, *All Aboard for Adventure.*

RAY STREETER, former WGN Chicago announcer, named production head of E.C.L. Corp., Madison, Wis., TV specialties firm.

MGM RADIO ATTRACTIONS, New York, announces addition of following stations to its list of subscribers: WTHI Terre Haute, KTTS Springfield, Mo., WSAZ Huntington, W. Va., WJR Detroit and WBNS Columbus, Ohio.

DAHLMAN & DAHLMAN, New York television production service supplying costumes, props, sets, lighting equipment as well as consultation on makeup, hair-styling and scripts, formed. Company has offices at 130 West 42d St., New York; telephone, Wisconsin 7-2466. Its costume department is situated at 3 West 61st St.

KASPER-GORDON Inc., Boston, releases new juvenile transcribed program series titled *The Adventures of Sunny Bear.* Initial unit of 78 quarter-hour episodes is ready, with series expected to continue to 260 or more programs. Audition samples are available on memo for 30 days.

Equipment

PAUL V. GALVIN re-elected president of Motorola Inc., Chicago. Other officers re-elected: **ROBERT W. GALVIN, ELMER H. WAVERING, WALTER H. STELLNER, FRANK J. O'BRIEN, DANIEL E. NOBLE** and **GEORGE R. MacDONALD,** vice presidents, and **CHARLES E. GREEN,** secretary.

ALFRED C. LINDQUIST, formerly manager of RCA TV Antenaplex Systems, becomes manager of sound products and associated electronic activities in RCA Engineering Products Dept. He has been with RCA since 1928.

G. A. BRADFORD, formerly account supervisor for apparatus department of General Electric Co., appointed advertising manager for tube divisions of General Electric.

L. M. CLEMENT, formerly director of engineering for Crosley Div., Avco Mfg. Corp., appointed technical adviser to vice president and general manager, **John W. Craig. D. B. NASON** advanced to manager of electronic engineering in charge of research, development and engineering on TV and radio receivers.

JOHN KANE appointed Bendix Radio & Television district merchandiser for Northern California and Western Nevada.

A. EARLE FISHER appointed merchandise manager of Westinghouse Home Radio Div.

FIVE new types of miniature tubes, designed especially for long life and service under conditions encountered in mobile and aircraft service, added to **General Electric's** product lines. Tubes are designated as 5749, 5750, 5725, 5726 and 5686.

JOHN H. GANZENHUBER, formerly manager of broadcast sales for Western Electric Co., appointed vice president in charge of broadcast sales and product development of Standard Electronics Corp., subsidiary of Claude Neon Inc.

ROBERT F. HERPICH joins engineering staff of Telrex Inc., Asbury Park, N. J., as industrial engineer.

RESEARCH DATA
Nielsen Cites Acceptance

IF THE USER of a research organization believes the findings of a survey when they agree with his opinion, he should believe the findings when they are in disagreement with him, Arthur C. Nielsen believes.

In an address May 5 on the "Executive Program" of the U. of Chicago, the president of Nielsen Radio Index observed that "the truth of research findings is dependent solely upon the skill with which the survey was planned and executed—and not at all on whether the findings happen to agree with the subscriber's own opinion."

Mr. Nielsen suggested that before reading the findings, the subscriber should file a written record of his own opinions—then compare them with the findings.

AP-RADIO UNIT
North Dakota Group Forms

NORTH DAKOTA radio members of the Associated Press have organized the North Dakota AP Broadcasters Assn.

Chairman elected was Jack Dunn, WDAY Fargo. George Brooks, KDIX Dickinson, was named vice-chairman, and AP Correspondent Fred Moen was elected secretary.

KICM Becomes KRIB

CALL letters of KICM Mason City, Iowa, have been changed to KRIB "Crib of the Corn Belt." The 250 w station operating on 1490 kc and affiliated with MBS and the Iowa Tall Corn network, is licensed to Mason City Broadcasting Co. Allan Curnutt is general manager. At a ceremony April 25, congratulations were accorded by the mayor and Iowa's governor, William S. Beardsley.

The Answer to a Disc Jockey's Prayer
• • • •
by
DAVEN



It is now possible to minimize the chance for human error in program control work. The Daven Company has once again pioneered in the field of audio communications controls, and developed a foolproof Miniature Switch. This type*, SW-1000, is a notably compact, low voltage, low current control. It is a cam operated single pole double throw switch, with an OFF position in the center. An outstanding feature of the SW-1000 is that it may be obtained on standard Daven attenuators without increasing the overall dimensions.

This switch may be used to:

- Operate a relay which can start a turntable motor.
- Function as a cueing control.
- Control indicator lamps.

This switch is rated at 1 Amp.—48 Volts.
Available on Daven LA-350 Series of 20 Step Ladder Attenuators

*PAT. PEND. For further information write to Dept. BD-3



SOUTH CAROLINA'S SUPERMARKET*
HAS 37% OF SOUTH CAROLINA'S FOOD SALES
MAKE IT YOURS WITH WFBC
GREENVILLE, S.C.-5000 WATTS
The News-Piedmont Station
NBC For Greenville-Anderson-Spartanburg Markets
Represented by Avery-Knodel

FM STATION OPERATORS!

Here's what one FM broadcaster says about Zenith, it's distributors and it's dealers...

PHONE
1885

Radio **WFMW** Station

"The Radio Voice of The Messenger"
OWNED AND OPERATED BY
MESSENGER BROADCASTING COMPANY
INCORPORATED
Madisonville, Ky.
16 Mar. 50

Zenith Radio Corporation
Attention: Mr. Ted Leitzell
Chicago, Illinois

Dear Sir,

This station will broadcast all of the baseball games of the "Madisonville Miners"...a member of the Kitty League...on all of the road games. The baseball corporation will not allow us to broadcast the home games.

The Madisonville Miners is a farm club of the Chicago White Sox.

We had also planned to carry the St. Louis Cardinal games, however due to the fact that we are in a "Dry" territory and the sponsor is a beer company, we have had to drop these.

The games we carry will be sponsored by a local coal mining company, and we as well as the sponsor will welcome any promotion [illegible]

We also wish to take this opportunity to thank the Zenith Corporation for their untiring efforts in the promotion of FM broadcasts. YOUR PROMOTION HAS HELPED US PUT THIS STATION ON A PAYING BASIS IN LESS THAN ONE YEAR OPERATION.

Yours very truly,
Radio Station WFMW
H. W. Wells
H. W. Wells, Station Mgr.

The Zenith Distributor in your territory is anxious to work with you to get more good FM sets throughout your listening area . . . to build bigger, better audience for you. Get in touch with him now . . . or write direct to Advertising Manager

ZENITH RADIO CORPORATION • 6001 Dickens • Chicago, Illinois

Promotion



'SELL Radio" campaign is underway in Tucson where four network stations, KVOA KCNA KTUC KOPO, have banded together in direct mail campaign for months of May, June and July, to "sell" all local advertisers. In addition to promotion cards, which point up radio as best buy, advertisers also are sent mailing pieces prepared by BAB. Stations also plan weekly radio show, broadcast by four outlets at same time, which will sell radio as best advertising medium.

WTOP Audience Claims

THREE-DAY series of station breaks, May 7-9, on WTOP-CBS, 50 kw Washington outlet, contained announcements to effect that station has more people listening to it "than to any other radio or TV station in Washington" and that more people are listening to station "this year than ever before in history." Statements were based on latest Pulse reports for the Washington area and figures from BMB report.

Beanie Boom

OFFER of beanie hats by Royal Crown Bottling Co. on WHAS-TV Louisville, resulted in sell out of 3,000 in one day at TV cost of 1⅓¢ per sale, Edward Petry & Co. Inc., station representative, reports. Citing promotion as "Proof Through Sales on WHAS-TV," sponsor says response forced them to Air Express to replenish stock.

Adds 'R' for Radio

CHEHALIS (Wash.) High School received added "R" to readin', 'ritin' and 'rithmetic when Hoe Chytil, manager of KELA Centralia - Chehalis, promoted Chehalis High Day on KELA last month. From signon to signoff, programs prepared by students, all commercial announcements and station breaks were presented by seniors. Mr. Chytil said school broadcast proved success both from KELA sponsors' standpoint and audience's. School program day would be planned as annual event, according to Roscoe Mitten, Chehalis High principal.

Sales Stimulants

ACCENT on entertainment in television underscores promotional drive by Florida Power & Light Co. which hopes to stimulate sales of some $800,000 worth of TV receivers during May and June. Both firm and WTVJ (TV) Miami sponsored meetings attended by Greater Miami TV retailers and distributors. Kits were distributed containing TV program schedule, booklets on viewing, window and counter display cards. Electric company backed up dealer displays with full-scale advertising campaign via radio, newspaper, bus card, mailings and special displays. Many retailers changed advertising to stress entertainment rather than tube size or make.

Baton Rouge Radio

DOWNTOWN Baton Rouge, La., window display promoted radio industry as part of city's life recently. Stations cooperating were WIBR WJBO WLCS and WAFB all Baton Rouge. Using theme of radio news, display showed how stations keep listeners abreast of news of the world. Simulated broadcasts were made from window four times daily, with PA system carrying voices to street. World map with ribbons from capital cities coming to Baton Rouge with stations' call letters placed around meeting point was background of window. Teletype machines were placed so that observers could read news as it came into "studio." Stunt was part of Rosenfields department store's 98th anniversary.

TV Center Tours

GUIDED tours of ABC's 23-acre Television Center in Hollywood are being conducted weekly Wednesday through Sunday four times a day to show public what is believed to be world's largest television production facility. Area is famous as site where first talking picture was made by old Vitagraph Studios. Price of complete tour is 60¢ with special student rate for groups of 10 or more at 25¢.

Letter Promotes Radio

LETTER sent to merchants and manufacturers in Tulsa area by Dick Campbell, general manager of KOME Tulsa, promotes radio as primary advertising medium. Letter states: "Although you are not currently a user of radio station KOME, I would like to take this opportunity to commend you for your business acumen in selecting radio as an advertising medium. I feel it produces more sales per dollar spent than any other medium. I sincerely hope you will continue to use radio, which gives free to the poorest man . . . that which the richest man cannot buy."

That's the Ticket

LONG yellow ticket, with perforated stubs attached bearing titles such as "Backyard Specials," "Shore Spots," "Mountain Meccas," and "Historic Shrines," sent to trade by KYW Philadelphia. Main part of ticket reads, "Here's your ticket for a happy summer selling in the KYW vacationland . . . where backyard vacationers alone spend more than $5 billion each year!" Tickets list highlights of vacation spots in Philadelphia area. Attached sheet features drawings of people enjoying themselves within sight of KYW transmitter and short poem urges sponsors to use KYW "where there's no summer hiatus in buying!"

'Cleveland Against World'

WTAM Cleveland (May 8) started contest, in cooperation with Campbell Soup, sponsor of Walter O'Keefe's *Double Or Nothing* program, in which winners will receive week-end trip to Hollywood. In addition to expense-paid trip, winners will appear on Walter O'Keefe show in "Cleveland Against the World" contest. To enter contest, listeners must complete (in 25 words or less) sentence: "I'd like to appear on *Double or Nothing* in Hollywood with (name of artist) because:" WTAM's local programs which will participate in contest are: Jim Chapman's *Musical Farmer*, Jay Miltner's *Musical Clock*, *Bob Reed and His Talking Piano*, Tom Haley's *Off the Record*, and Mildred and Gloria's *Woman's Club of the Air*.

'Novel Stunt'

IN NOVEL stunt to promote sponsor interest in NBC-built radio programs, network distributed RCA record players to nearly 100 agency officials in New York. With record players went audition record of three shows—Mindy Carson, *The Truitts* and *Night Beat*. Auditions of other shows will be sent out in future. Record players and records were delivered by NBC pages. Idea was conceived by Charles Hammond, vice president in charge of advertising and promotion for NBC.

Promotes 'Maid of Cotton'

ALL-OUT effort of Spartanburg, S. C., to promote home-coming of Maid of Cotton, Elizabeth McGee, was highlighted with promotion by WSPA and WORD Spartanburg. WSPA staged doll dress-making contest and WORD put on "Made of Cotton" contest, giving to person listing greatest number of articles made from cotton proceeds from sale of bale of cotton auctioned off in front of WORD studios. Bale brought $127.55, and this was given to winner who submitted list totaling more than 1,600 articles.

Personnel

ALAN (Bud) BRANDT, former director of publicity and promotion for Martin Stone Assoc., effective May 22, will join WNEW New York as director of publicity [CLOSED CIRCUIT May 8]. He has been in charge of promotion and publicity for such Stone productions as *Howdy Doody* and *Author Meets the Critics*. Before joining production firm, Mr. Brandt was assistant to president of International Artists Corp., and prior to that was with Paris publicity office of Columbia Pictures Corp.

MARY JANE LANG, new to radio, joins promotion staff of Don Lee Broadcasting System, Hollywood.

ADOLPH L. SETON, former reporter for *Providence* (R. I.) *Journal-Evening Bulletin*, joins publicity staff of WOR New York as writer. **BARBARA FROST,** with WOR publicity department since last April, named publicity writer for WOR-TV.

ROBERT S. KELLER Inc., New York, appointed sales promotion representative for WIRK West Palm Beach, Fla.

FRED BRICKENDEN appointed press and information officer for CBC International Service at Montreal. He previously was International Service representative at Halifax, and prior to that was on CBC news staff.

CODY PFANSTIEHL, director of promotion for WTOP Washington, appointed to publicity committee of Washington Advertising Club's 1950 Jamboree.

SIG MICKELSON, CBS director of public affairs, is the father of a boy born on May 2.

The stars of today and tomorrow are

Yours for more Sales

... with the *new era* in

Thesaurus



ARTHUR FIEDLER CONDUCTS

the "Concert Hall of the Air"

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal... top name artists! You get *comprehensive* programming, promotion, publicity, tie-ins, cross-plugs, sound effects . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

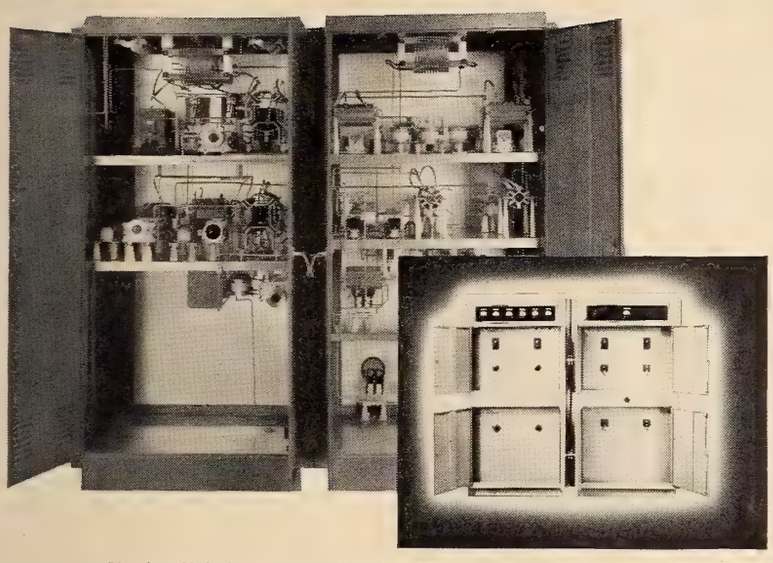
RCA recorded program services

Radio Corporation of America
RCA Victor Division

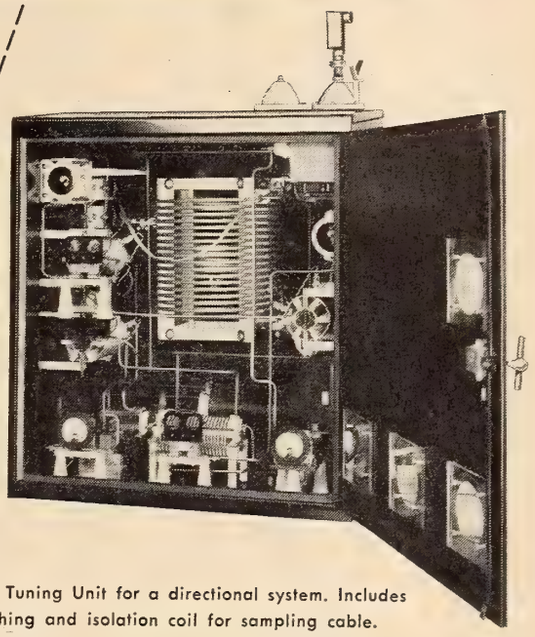
120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood



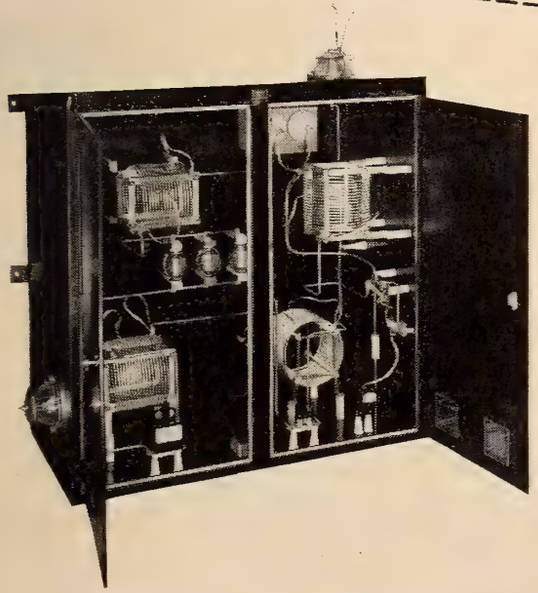
USED BY EFFICIENCY-CONSCIOUS BROADCASTERS ...THROUGHOUT THE WORLD!



Phasing Unit for 6 tower directional antenna system.



Special Antenna Tuning Unit for a directional system. Includes pattern switching and isolation coil for sampling cable.



Special 50KW Antenna Tuning Unit built for a South American station.

ANDREW phasing and tuning equipment has a long record of complete dependability and economy!

Whether your installation requires a single tower or a nine-tower directional array it will pay you, too, to specify ANDREW Equipment.

ANDREW

Andrew CORPORATION
363 EAST 75th STREET CHICAGO 19
World's Largest Antenna Equipment Specialists

TRANSMISSION LINES FOR AM-FM-TV • ANTENNAS • DIRECTIONAL ANTENNA EQUIPMENT
ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT • CONSULTING ENGINEERING SERVICES

News

JACK SWENSON appointed news editor of KFYR Bismarck, N. D. He was formerly in similar position at WDAY Fargo, N. D., and before that was news and special events director at KVNJ-AM-FM Fargo.

PAUL SHINKMAN, Washington correspondent for Central Press Assn. and director of news for WBCC Bethesda, Md., since that station went on the air in 1947, granted leave of absence to accept temporary appointment as consultant in German affairs for Dept. of State.

ALFRED (Tubby) WALTHALL appointed sports director of WSVS-AM-FM Crewe, Va. He has been with station since its inception, as play-by-play man and sportscaster.

JIMMY POWERS, sportscaster, signs long-term contract with WNEW New York. He is heard on *Powerhouse of the Air*, every night, 7:45-8 p.m., and also is sports editor of *New York Daily News*.

LESTER SMITH, sportscaster and newscaster for Yankee Network, is the father of a boy, Mark Allen.

THOMAS J. PAGE, WNBC New York agriculture director, named permanent chairman of National Advisory Committee on Forest Insects and Diseases, of American Forestry Assn.

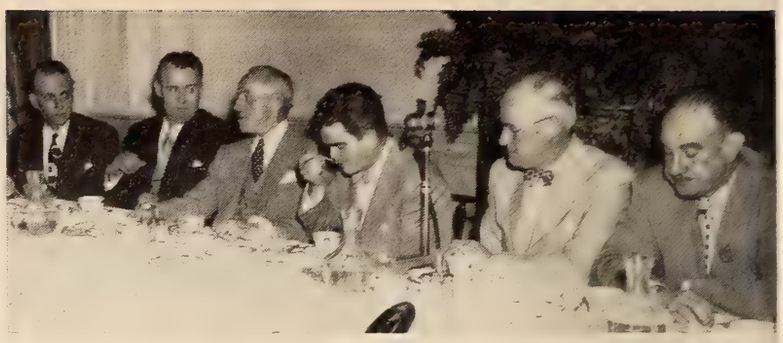
CHESAPEAKE MEET
AP Group Has Spring Session

SPRING meeting of the Chesapeake Associated Press Radio Assn. was held in Washington May 5 with broadcasters from 20 stations in the Chesapeake Bay area attending the day-long session. Principal luncheon speaker was Sen. Millard Tydings (D-Md). He and Maryland Congressmen were guests of the association.

Speakers also included Oliver S. Gramling, AP assistant general manager for radio; W. L. Beale Jr., Washington AP Bureau chief; Max Fullerton, chief of the AP Baltimore bureau; Howard L. Kany, AP Washington radio representative, and Denis Sartain, WWDC Washington news editor, association president. Mr. Sartain appointed a committee to explore the advisability of establishing annual awards for best station cooperation with AP and for the most commendable local coverage by station reporters or newscasters.

Named on the committee were: Ernie Tannen, WGAY Silver Spring, Md.; Stewart Phillips, WARK Hagerstown, Md.; Ed W. Dockeney, WEPM Martinsburg, W. Va.; John Alderson, WFBR Baltimore, and Mr. Fullerton.

Mr. Phillips was elected second vice president of the group, replacing Edwin Hinkle, formerly of WTBO Cumberland, Md., resigned. It was voted to hold an outing in September at the transmitter site of WJEJ Hagerstown, Md.



Head table group at Chesapeake AP group's luncheon included (l to r): Mr. Kany, Mr. Fullerton, Sen. Tydings, Mr. Sartain, Rep. George Fallon (D-Md.) and Rep. Edward T. Miller (R-Md.).

Statistics Ready

FCC book, *Statistics of the Communications Industry*, for the calendar year of 1948 and based on annual reports field with the Commission, is now available from the Superintendent of Documents, Government Printing Office, Washington 25, D. C. Price for the 292-page volume is $1. Section A deals with common carrier services. Section B, available separately at 35¢, deals with broadcast networks and stations. Financial data for FM and TV are included for the first time, FCC said.

'VOICE' RECORDINGS
Bill Would Exempt From Duty

SOUND recordings imported by State Dept. for use in its Voice of America programs would be exempt from duty, provided in the 1930 Tariff Act, under a bill introduced in the Senate May 5 and another being drafted on the House side.

The legislation—a bill (S 3545) sponsored by Sen. Walter F. George (D-Ga.) and a companion measure slated to be thrown in the hopper by Rep. Robert L. Doughton (D-N. C.)—was urged by State Dept. as a means of "speeding up" current import procedure involving foreign countries. Recordings sometimes are delayed in mail through customs red tape, it was explained.



WINS INJUNCTION

Court Stops Union Pickets

WINS New York last week was granted an injunction by the New York State Supreme Court against Local 802 AFM, restraining the union from picketing or boycotting the station or any point where a WINS broadcast originates.

Ludwig Teller, attorney for the station, stated that "the injunction prohibits any and all activities carried on by Local 802 pursuant to its unlawful conspiracy against WINS." The union is boycotting the station due to the fact that it no longer had need for live music and the station feels "that its broadcasting activities could be properly performed by means of recorded music." The union demanded, however, that the station employ 10 musicians.

New Beginner's Guide

HOW TO BECOME A RADIO AMATEUR. Published by The American Radio Relay League, W. Hartford, Conn. 70 pp. $.50.

THIS new, expanded edition of *How to Become a Radio Amateur* is a complete beginner's guide to the hobby of amateur radio. It explains in concise and understandable language what amateur radio offers, from communicating with distant countries to emergency communications work, from learning the code and theory to building a station.

Technical



NORMAN D. (Hap) WEBSTER, technical director of McClatchy Broadcasting Co., Sacramento, Calif., is first man in field of radio to become affiliated with 25 Year Club of McClatchy Newspapers. He recently observed his 25th year with organization.



Mr. Webster

TED JOHNSON appointed to engineering staff of WSB Atlanta, Ga.

GRAY RESEARCH & DEVELOPMENT Co., Hartford, Conn., issues six-page catalogue describing Gray TELOP, camera turrets, multiplexer and other basic equipment designed for broadcasting in TV stations. Catalogue is available on request.

AMERICAN MICROPHONE Co., Pasadena, Calif., produces new dynamic microphone, with one-inch diameter head and omnidirectional pickup, mounted with detachable head for hand use. List price is $125.

AUDIO FACILITIES Corp., New York, announces artificial reverberation generator, new unit for addition of reverberation to radio, video and recorded sound channels.

RCA VICTOR, Camden, N. J., produces new portable service-type oscilloscope (Type WO-57A), incorporating features formerly found only in more costly laboratory oscilloscopes. Firm also announces television "ruler" which can measure time it takes for TV signal to travel across face of kinescope. Item is called "Microstick" and is scaled for use with all picture tube sizes.

CREST TRANSFORMER Corp., Chicago, takes over entire building at 1834 W. North Ave., doubling its previous plant size.

ALTEC LANSING Corp., Hollywood, produces 155A chestplate for use with Altec 21B miniature condenser microphone.

RADIO ENGINEERING LABS., Long Island, producing new FM relay receiver (model 722) for 88 to 108 mc band.

RADIO CITY PRODUCTS Co., New York, develops FM-TV sweep generator and marker combined in one instrument weighing 15 lbs., and selling at net price of $84.50.

PHILCO EMPLOYES

NLRB Orders Ohio Election

NATIONAL Labor Relations Board has ordered an election to determine collective bargaining representative of employes who produce radio and television sets at Philco Corp.'s two plants in Sandusky, Ohio. The bargaining unit will include "all hourly rated production and maintenance employes" but exclude office and clerical help.

Competing for jurisdiction are separate locals of the International Union of Electrical, Radio & Machine Workers (CIO) and the United Electrical (UE), Radio & Machine Workers of America. Election was directed to be held before June 1. Petition originally was filed by the international union.

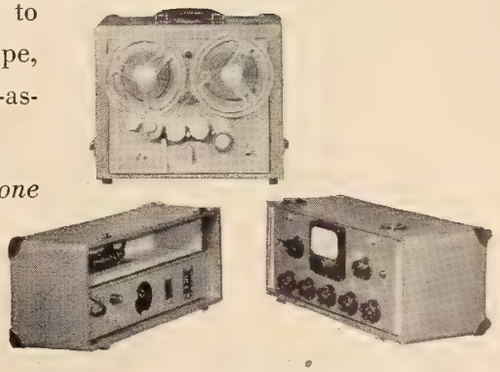
CBC Radio Center

WORK is progressing on schedule for the opening of the Canadian Broadcasting Corp. radio center at Montreal. The former hotel building, now in part occupied by CBC engineering, personnel administration, programming and international service, is to be officially opened late in October with all departments headquartered at Montreal. A TV studio annex is to be started soon to be ready for TV planning and experimental production work early next year.

"WITH CARE"

Whether the thinnest of trebles...or the fattest of bass notes...sound is a perishable commodity to be handled with care. If you would preserve it perfectly, you need a device of exceptional versatility. And that device—in its most perfect, dependable form—is a PRESTO recorder. Here, within a single instrument, electronic fidelity and mechanical exactness are combined to attain results beyond excelling. Whether you choose to record on disc or tape, PRESTO units give the same dependable, accurate reproduction of sound-as-it-was...a faithful, repeatable echo of whatever you wish preserved.

There are many other instruments that will record sound. *There are none that do it better than a* PRESTO.



PRESTO portable tape recorder PT-900

PRESTO

RECORDING CORPORATION

Paramus, New Jersey. Mail to: Box 500, Hackensack, N. J.

IN CANADA:
Walter P. Downs, Ltd.
Dominion Square Bldg.
Montreal, Quebec

OVERSEAS:
M. Simons Company, Inc.
25 Warren Street
New York, N. Y.

FCC Actions

(Continued from page 67)

26 in Washington, D. C., in proceeding re application and that of KAVR Havre, Mont.

The Flagstaff Bcstg. Co., Flagstaff, Ariz.—Granted leave to amend application so as to specify frequency 1450 kc in lieu of 1340 kc and change engineering in support of said application and for removal from hearing of said application, as amended.

By Examiner Leo Resnick

Vermilion Bcstg. Corp., Danville, Ill.—Granted leave to amend application so as to change frequency from 1240 kc 250 w unl. to 980 kc 1 kw DA by supplying entirely new engineering data, and by submitting additional financial information, population data, and subscription agreements, and, in addition, requesting removal of application, as amended, from hearing docket.

By Examiner Elizabeth C. Smith

James E. Murray, Vern Minor and Dorothy C. Murray (Transferors) Hutchinson Publishing Co. (Transferee)—Granted continuance of hearing re consent to transfer of control of KWHK Bcstg. Co. Inc., Hutchinson, Kan. from May 23 to July 18 at Hutchinson, Kan.

By Examiner H. B. Hutchison

WBBZ Ponca City, Okla.—Granted continuance of hearing in proceeding re application of Pratt Bcstg. Co., Pratt, Kan. from May 8 to June 12, at Washington, D. C.

May 9 Decisions . . .

BY THE SECRETARY

WKNA Charleston, W. Va.—Granted license increase power, install new trans, and change DA pattern; 950 kc 5 kw-D 1 kw-N DA-2.

WFKY Frankfort, Ky.—Granted license change trans. and studio location.

WQAN Scranton, Pa.—Granted license change frequency, power, hours of operation, trans. and studio location, and install new trans.; 630 kc 500 w D.

Union Carolina Bcstg. Co., Area Union, S. C.—Granted licenses new remote pickups KA-5744, KIB-759.



United Bcstg. Co., Ogden, Utah—Granted licenses new remote pickups KA-6391, KOB-281.

WSM Inc., Nashville, Tenn.—Granted license change existing remote pickup KIB-339 153.17 mc; 50 w emission F3 (Special).

KWTX Bcstg. Co. Inc., Waco, Tex.—Granted CP and license new remote pickup KA-6586.

WEBR Inc., Buffalo, N. Y.—Granted CP and license new remote pickup KA-2475.

U. of Florida, Gainesville, Fla.—Granted CP new remote pickup KA-6585.

WABG Greenwood, Miss.—Granted license new AM station; 960 kc 1 kw D.

KSTN Stockton, Calif.—Granted voluntary assignment of license from partnership to corporation—San Joaquin Bcstg. Co.

KTLA Hollywood, Calif.—Granted mod. CP for equipment changes, subject to express condition that it is without prejudice to any action Com. may take with respect to outstanding authorizations or applications of grantee in light of decision of Supreme Court in United States v. Paramount Pictures, Inc., et al, 334 U.S. 131; for extension of completion date to 9-1-50. Same condition.

Following granted mod. CPs for extension of completion dates as shown: KSTP-FM St. Paul, Minn. to 12-1-50; WLWD Dayton, Ohio to 12-4-50; WGN-TV Chicago to 12-1-50; KPHO-TV Phoenix, Ariz. to 11-27-50; WAND-FM Canton, Ohio to 7-21-50; WCBM-FM Baltimore, Md. to 11-1-50; KMJ-FM Fresno, Calif. to 5-30-50; WDAE-FM Tampa, Fla. to 12-6-50; WARD-FM Johnstown, Pa. to 9-30-50; WTIM Taylorville, Ill. to 6-15-50.

WNAV-AM-FM Annapolis, Md.—Granted mod. licenses to change studio locations.

WWSW Inc., Pittsburgh, Pa.—Granted CP and license new remote pickup KA-6552.

Fairmont Bcstg. Co., Fairmont, Minn.—Granted CP and license new remote pickup KA-3487.

Shelbyville Radio Inc., Shelbyville, Ind.—Granted CP and license for new remote pickup KA-3422.

Hereford Bcstg. Co., Hereford, Tex.—Granted CP new remote pickup KA-6551.

Richard Field Lewis Jr., Winchester, Va.—Granted CP new remote pickup KIC-286.

Johnson County Bcstg. Corp., Iowa City, Ia.—Granted CP new remote pickup KA-2221.

Shamrock Bcstg. Co., Houston, Tex.—Granted CPs new remote pickups KA-6549-50.

Charles Wilbur Lamar Jr., Houma, La.—Granted CP new remote pickup KKC-978.

Board of Regents U. Sys. of Ga., Atlanta, Ga.—Granted CP for new remote pickup KA-5834.

WJR Detroit, Mich.—Granted CP to use old main trans. as aux. trans. with power of 50 kw at present location. Granted CP to install new main trans.

WSGW Saginaw, Mich. — Granted mod. CP to change type trans.

KECA-FM Los Angeles, Calif.—Granted mod. CP for extension of completion date to 9-30-50.

WKTV Utica, N. Y.—Same to 12-1-50.

Midland Bcstg. Co., Kansas City, Mo.—Granted mod. CP KA-6530 to change type station from base 10th & McGee Sts. Kansas City, Mo. to mobile Area of Kansas City and granted license to cover same.

Radio WMIT Winston-Salem, N. C.—Granted request to cancel license for STL KIA-24.

KCOM Bcstg. Co., Sioux City, Ia.—Granted license for new remote pickup KA-6380.

Mt. Pleasant Bcstg. Co., Mt. Pleasant, Tex.—Granted license for new remote pickup KA-4227.

Corning Leader Inc., Elmira, N. Y.—Granted licenses new remote pickups KEA-874-5; KA-5284-5.

KFRD Rosenberg, Tex.—Granted license increase power; 980 kc, 1 kw D.

WMFT Florence, Ala.—Granted involuntary relinquishment of control of licensee corporation from Franklin L. Bush, deceased, to Emma E. Arland Bush as Executrix of Estate of Franklin L. Bush, deceased, and further transfer of same interest from Emma E. Arland Bush, Executrix, to Emma E. Arland Bush as Distributee under will of Franklin L. Bush, deceased.

KGWA Enid, Okla.—Granted license new AM station and specify studio location. 960 kc, 1 kw, DA, unl.

Western Montana Assoc., Missoula, Mont.—Granted CP and license new remote pickup KOB-314.

WWSW Inc., Pittsburgh, Pa.—Granted CP and license new remote pickup KGB-258.

Grand Forks Herald Inc., Grand Forks, N. D.—Granted CP and license new remote pickup KA-2403.

Western Slope Bcstg. Co. Inc., Grand Junction, Col.—Granted CP new remote pickup KA-6534.

Board of Regents U. System of Georgia, et al., Atlanta, Ga.—Granted CP new remote pickup KIB-815.

Wheeling Bcstg. Co., Wheeling, W. Va.—Granted CP new remote pickup KA-6536.

Lamar County Bcstg. Co., Paris, Tex.—Granted CP new remote pickup KA-6535.

Sarkes Tarzian Inc., Area Bloomington, Ind.—Granted license new experimental TV relay KA-6097.

KRLD Radio Corp., Area Dallas, Tex.—Granted license new experimental TV relay KA-3982.

Midland Bcstg. Co., Kansas City, Mo.—Granted license new experimental TV station KA2XAQ.

City of St. Petersburg, St. Petersburg, Fla.—Granted mod. CP for extension of completion date to 11-15-50.

May 9 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WGRC Louisville, Ky.—Mod. CP AM station to change frequency, increase power etc. for extension of completion date.

Mod. CP new FM station for extension of completion date: KDFC San Francisco; WLAG-FM LaGrange, Ga.; KSCJ-FM Sioux City, Ia.; WBMS-FM Boston, Mass.; WKMH-FM Dearborn, Mich.; WEST-FM Easton, Pa.; KXYZ-FM Houston, Tex.

License for CP

WLOE-FM Leaksville, N. C.—License for CP new FM station.

WVSH Huntington, Ind.—License for CP new noncommercial educational station.

TV—174-180 mc

WJZ-TV New York—CP to install aux. trans. on Ch. 7 (174-180 mc) ERP 0.425 kw vis., 0.207 kw aur., ant. 1,311'6".

May 10 Applications . . .

ACCEPTED FOR FILING

AM—1390 kc

WFNC Fayetteville, N. C.—CP AM station to change from 1450 kc 250 w unl. to 1390 kc 1 kw unl. DA-N AMENDED to request 5 kw-D 1 kw-N DA-2.

License for CP

WHYN Holyoke, Mass.—License for CP new AM station to change frequency, increase power etc.

WDOK Cleveland, Ohio—License for CP new AM station.

AM—980 kc

Vermillion Bcstg. Corp., Danville, Ill.—CP new AM station on 1240 kc 250 w unl. AMENDED to request 980 kc 1 kw unl. DA-1.

Modification of CP

Mod. CP new AM station for extension of completion date: KULE Ephrata, Wash.; KOEL Oelwein, Ia.

WDSM Superior, Wis.—Mod. CP AM station to change frequency, increase power etc. for extension of completion date.

WERC Erie, Pa.—Mod. CP AM station to increase power, install DA etc. for extension of completion date.

KTOK-FM Oklahoma City, Okla.—Mod. CP new FM station to change ERP to 4 kw.

License for CP

WCOV-FM Montgomery, Ala.—License for CP new FM station.

(Continued on page 83)

In Public Service

(Continued from page 20)

ored Reg Allen, WTOP announcer, and Betty Caldwell, local scriptwriter, both of whom died of cancer this spring.

* * *

Syracuse Unity

WHEN (TV) Syracuse, N. Y., reported that a total of $1,500 in pledges was netted for the Syracuse chapter of the American Cancer Society on Sunday, April 23, when talent from Syracuse radio and TV stations joined forces for a special video show. Aired on WHEN, talent from most of the city's five radio and two video stations participated. Doug Johnson, local public relations man, emceed the show which invited viewers to call the TV station and pledge dollars for the cancer fund in exchange for request performances by the artists. Entitled the *Buy-A-Tune* show, it was directed by Jean Slade.

Over the Top

KLEE-TV Houston, Tex., was cited in an article in the *Houston Post* as being responsible for that city's cancer drive going over the top. A seven-hour variety show, featuring a cross section of Houston talent and five emcees, was telecast Sunday, May 7, and helped net some $8,000 above the goal of $75,000.

HIGHWAY SAFETY

Sloan Awards Dinner Held

ALFRED P. SLOAN radio awards for highway safety [BROADCASTING, May 1] were presented at a dinner last Monday at New York's Waldorf-Astoria. Alfred P. Sloan Jr., founder and president of the Alfred P. Sloan Foundation and chairman of the board of General Motors Corp., presented the plaques to the eight radio and television winners.

Mr. Sloan praised broadcasters for their public service activities in carrying messages for highway safety, saying that "there is no other instrument that compares with your ability to do this job."

Gates has it . . .
IF IT IS FOR A
BROADCASTING STATION
GATES RADIO COMPANY
QUINCY, ILLINOIS
TELEPHONE • 522
WASHINGTON, D. C.
TEL. METROPOLITAN 0522

NEW WJR RATES

Wismer Announces Revision

REVISION of WJR Detroit's daytime rates was announced last week by Harry Wismer, assistant to the president of WJR, WGAR Cleveland and KMPC Los Angeles. Nighttime rates will remain the same, in line with policy set by other stations, he said.

Other segments of the broadcast time were increased or reclassified in accordance with audience potentials as determined by recent extensive research, Mr. Wismer pointed out. He said present advertisers will continue on old rates for six months, or until Nov. 6, 1950.

Under the new rates, WJR's Class A time will range from $200 for five minutes to $1,000 for one hour; Class B, $134 for five minutes to $670 for one hour; Class C, $110 for five minutes to $550 per hour; Class D, $80 for five minutes to $400 for one hour; Class E, $100 for five minutes to $250 for one hour. Announcement rates go from $40 for the 6-7 a.m. slot to $150 for one minute from the 6-11 p.m. period.

RAILROAD SPOTS

Started on Ga.-Ala. Stations

TEST radio campaign is underway on three Georgia and two Alabama stations by the Atlanta & West Point Railroad, operating between Atlanta and Montgomery, it was reported last week. Schedule of announcements began May 8 on a basis of five announcements daily.

Campaign will run for an indefinite period, until it is leveled off on a basis of seven announcements per week. Ed Mullinax, president, Georgia Assn. of Broadcasters, worked out details with W. W. Snow, railroad's general passenger agent. Stations are: WCOH Newnan, WLAG La Grange, WRLD West Point, all Georgia; WJHO Opelika, WAUD Auburn, both Alabama.

WTVB Operation

WTVB Coldwater, Mich., began operation May 5 on a non-directional basis using 1 kw on 1590 kc, according to Station Director E. Harold Munn Jr. Owned and operated by Twin Valley Broadcasters Inc., WTVB operates daytime and has been on a directional basis.

1930—1950
20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy
in
DANVILLE, VA.
is
WBTM
Rep: HOLLINGBERY
5kw (d) ABC 1kw (n)



LEADING speakers at the IER convention held May 4-7 at Ohio State U., Columbus, meet with the director. L to r: I. Keith Tyler, director of IER; Frieda Hennock, FCC Commissioner who spoke on a national radio-TV policy, and Ralph Hardy, NAB director of government relations, also a speaker.

* * *

IER VIEWS RADIO

Educators See Long Use of AM

WHILE educators seem increasingly aware of their profession's blossoming stake in television, there is strong indication that a high degree of concern with sound broadcasting will prevail indefinitely in pedagogues' high councils.

This was the general import drawn at the conclusion of a four-day meeting, May 4-7, of the 20th Ohio State U. Institute for Education by Radio at Columbus [BROADCASTING, May 8].

The radio longevity note was struck by a number of the featured speakers. FCC Vice Chairman Paul A. Walker underscored this feeling by saying, "we are going to need sound broadcasting no matter how television expands" and suggesting educators might prepare for TV operation by starting with FM.

'Radio to Stay'

At the same time, NBC Commentator H. V. Kaltenborn told 400 delegates that "radio is here to stay; TV will never completely replace it." The teaching profession, he said, is secure because "there is no substitute for the personal touch." He asserted that teachers and broadcasters are "just as dissatisfied as ever" with each other, a condition, which is "as it should be." Only by wide differences of opinion and active disagreement, he said, can there be progress toward a common goal.

Continuing this trend of thought, W. W. Charters, founder and honorary director of IER, told the audience that the organization has worked to close the gap between "commercial and educational radio people" and that "we believe something in that direction has been brought about through a better understanding of common problems."

Discussing one of these "gaps" —that of current TV programming—speakers at the convention lined up on both sides of the question. Judith Waller, NBC director of public affairs and education, suggested guidance programs in the home. "Everything can't be planned for children," she said. "Parents decide whether a child drives a car. Why blame the TV industry if their children spend too much time looking at TV?"

Opposite viewpoint was expressed by Thomas D. Rishworth, director of U. of Texas Radio House, who found "too much blood and alcoholic humor" entering the home through radio and television. A child acquires a "distorted image of life" through listening to a plethora of killing and thievery, he said.

Answers Ross

Rebutting, Betty Ross, NBC Chicago, observed that many of TV's so-called harmful effects are "simply adult projected." Another TV producer said the new medium should be praised for putting emphasis on cowboy adventure instead of "gangsterism that dominates much of aural broadcasting."

Mrs. Clara S. Logan, head of the Southern California Listeners Assn., avid critic of TV, released a number of statistics on "crime and violence" via TV, while Philip Lewis, Chicago secondary school administrator, called surveys that condemn TV as bad for school children "unfair unless they qualified their investigations and results."

Two live TV programs were presented at the convention: DuMont's *Court of Human Issues*, on the question of losing Constitutional freedoms, and a 15-minute program on anesthesia prepared by the Illinois State Medical Assn. over WBNS-TV Columbus.

At the closing general session, a panel of four considered the part that radio and TV should take in schools and colleges. Louis P. Hoyer, superintendent of Philadelphia public schools, described educational TV programming in the Quaker City. Other speakers were Richard Hull, Iowa State College, director of radio and TV; J. Max Bond, president-elect, Liberia College, Monrovia, Liberia; and William B. Levenson, Cleveland's assistant superintendent of schools, whose speech was read. Howard L. Bevis, Ohio State U. president, presided.

Another session dealt with "Educational Broadcasting Over Commercial Stations," with Parker Wheatley, director of Lowell Institute Cooperative Broadcasting Council, chairman; speakers, Martha Gable, Philadelphia Board of Education, and Earl Wynn, director, U. of North Carolina's Communication Center.

Jack Weir Lewis, acting director of Rocky Mountain Radio Council, told delegates "showmanship is as high an art as teaching and only a combination of the two will reach the people who need to be taught." He said the council uses professors to "further the cause of education only when those professors have become humanized and made effective through a comprehension of the needs of the common people."

Available!

The Happy Kitchen, one of the Midwest's oldest and best liked women's programs, is conducted by Nancy Goode.



Nancy Goode

This 9:15 a.m. week-day feature has been on the air for almost 15 years. The program is deftly handled by Nancy Goode, homemaker, mother and active clubwoman. Her recipes, food and household hints are of great interest to KMBC-KFRM listeners. Her April mail averaged more than 250 letters a week!

Fleischmann's Yeast and K. C. Power & Light are current sponsors, but additional participations are now available!

Contact us, or any Free & Peters "Colonel" for details!

KMBC of Kansas City
KFRM for Rural Kansas

CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager wanted. Capable manager for FM station. Expanding into transit-casting and functional music. Large eastern city. Must be aggressive, experienced and have ability to produce. Only qualified persons need apply. References required. Box 93F, BROADCASTING.

Commercial manager for 5 kw midwest Mutual. National sales experience preferred. Attractive salary and commission plan. Unlimited opportunity for qualified man. Box 132F, BROADCASTING.

Manager: 250 watt daytime independent station. Excellent groundwork already laid in three years of good operation. Manager desired with good background this type operation. Must be sober, morally high-type. Excellent opportunity. Kermit Ashby, Box 30, Lamesa, Texas.

Salesmen

Sales manager-salesman wanted for 5 kw network station in one of mid-south's top markets. Interested in producer, not desk executive. Good man will make money with liberal commission. Do not apply if less than five years experience. Box 980E, BROADCASTING.

Wanted—Experienced, aggressive salesman for 1000 watt fulltime independent New York state station. Draw against commission. Box 10F, BROADCASTING.

Independent station along Atlantic Coast has opening for salesman. Thousand watts—strong on local programming. Part of our territory still unopened. Salary and commission. Box 17F, BROADCASTING.

Salesman—1000 watt Illinois independent has replacement opening for salesman who has considerable experience in local, small-town sales. Minimum $2000 billing at straight 15% guarantees immediate $300 income with potential to $500 easily attained. Good market, fine station, every possible sales help. Outline complete sales experience plus personal data in letter requesting interview. Box 107F, BROADCASTING.

Connecticut 1000 watt independent seeks aggressive salesman with record of proven results in local fields. Interested only in man who knows how to sell and resell. Box 112F, BROADCASTING.

Experienced time salesman for 5000 net affiliate in top south market. Guarantee and commission. Box 122F, BROADCASTING.

Earnings unlimited—middlewest network station. Must know local selling. State experience fully. Box 137F, BROADCASTING.

Fulltime independent in southern city needs hard hitting sales representative. Good all-round sales background necessary for this five station market. Man or woman willing to work and settle in one of south's finest cities should apply for this right job with real money for honest effort. Box 141F, BROADCASTING.

Salesman—Opportunity for steady hard working local salesman on dominant network regional station. Complete details and references with application. WFDF, Flint, Michigan.

Announcers

Straight staff with 5000 watt net affiliate. Occasional special events and mc. Midsouth. Box 121F, BROADCASTING.

Need good commercial staff man in midwestern major market radio. Minimum 3 years experience. Good basic salary. Forward disc, background info. Box 127F, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Experienced announcer for local ABC network station. Box 134F, BROADCASTING.

Announcer-engineer. Must have engineer's license. Quality announcing voice. Wisconsin station. Send disc, photo, background, references, salary expectations. Box 135F, BROADCASTING.

Wanted. Good announcer with first class license. $65.00 for 42 hour week. Southern station. Box 138F, BROADCASTING.

Announcer, only experienced need apply. Disc, photo, tell all first letter. KSCB, Liberal, Kansas.

Announcer with first class phone needed immediately for combination job 5 kilowatt network affiliate. Must be capable announcer. Prefer midwest man preferably from this area. Send full details first letter including references, marital status, experience, salary desired, photo and audition disc. Boy wonders and booze chasers would save time and postage. Address Grover Cobb, KVGB, Great Bend, Kansas.

Wanted—Experienced announcer with first class license for combination position. Starting salary $60.00 week. Ed Anderson, Station WBBO, Forest City, N. C.

Technical

Chief engineer, 250 watt Rocky Mt. net affiliate. Position open near future. Send disc and photo. Write Box 35F, BROADCASTING.

AM-FM independent near Chicago needs summer replacement engineer after July 1. Personal interview required. Box 47F, BROADCASTING.

Chief engineer for 5 kw midwest Mutual. Extensive experience in AM transmitter and studio maintenance and operation essential. Excellent opportunity for right man. Box 133F, BROADCASTING.

Production-Programming, others

Combination man, Wyoming station. Good voice essential. Send disc and photo. Write Box 34F, BROADCASTING.

Experienced play-by-play sports program director with license. Need ambitious, cooperative young man immediately. Salary open. Send tape, disc, details to KAYS, Hays, Kansas.

Television

Salesman

Television opportunity: WFMY-TV is only 7 months old and is growing. We need another good salesman now. This man must have had at least 3 years or more of solid radio selling experience. Prefer a young, aggressive man with good personality and what it takes to grow with accounts. No high pressure, no floaters. WFMY-TV, owned by the Greensboro Daily News, is in the No. 1 market of the No. 1 state in the south. Excellent living and working conditions. Schools, churches, colleges, climate tops. A comparatively small TV operation so you'll have a chance to learn all phases. Maybe you already sell TV and want to locate in this fast-growing section of the south. Send full particulars about yourself (photo preferred) right away. We will make a decision soon as we find the right man. Salary and commission; write Commercial Manager, WFMY-TV, Greensboro, North Carolina.

Situations Wanted

Managerial

Sales manager—who in twenty years has personally sold millions of dollars in local time seeks job as commercial manager of substantial station or manager of a smaller station. 1½ years of television. 45 years old, married and have two children. Complete references. Box 953E, BROADCASTING.

This team will make you money! Father and son combination. Station and commercial manager (father) program director, news, sports, special events, topflight announcer (son). Mature and youthful enthusiasm. Smooth efficient economical operation with real showmanship and sparkling programming. Strong sales results. Long experience in network and independent radio. Promotion and publicity minded. No social butterflies—just sincere, hard-working, honest, sober and dependable men. Pleasing personalities that mix well with young and old. Desire permanent location in city of fifteen thousand or more with one (not more than two) station. Very reasonable salaries and percentage of sales. These two men can give you the station managerial program and sales results you have wanted. Box 19F, BROADCASTING.

Can you top this? As general manager took last station in three station market doubled billing in two months. Terrific job on sales and programming. Young, aggressive, educated. Looking for station in tough midwestern market that will pay for results. Box 105F, BROADCASTING.

Former network actor-producer with local agency and station sales experience. Recently sold one of nations top radio schools. Now available as manager. Ideas + production + promotion + sales impetus = increased national and local sales. Anxious for challenge. Can staff station. South or midwest preferred. Married, 33, veteran. Salary plus percentage or bonus. Personal interview arranged after first letter containing details Box 109F, BROADCASTING.

Station manager thoroughly experienced all phases broadcast operation. 10 years experience, 3 years as manager. Capable of taking complete charge of station and running an efficient operation. Require a salary adequate for self, wife and two small children. Box 142F, BROADCASTING.

Station manager available with proven record of managerial ability over period of years. Have handled all phases of station work from original application for grant, thru construction and on to black-ink operation. Have been announcer, salesman, program director, sales manager. General manager for multiple ownership with outlets for four major networks at same time. Have built and operated at a profit an independent, metropolitan station. Early training was in newspaper field. Have wide acquaintance among national timebuyers. Personal references of highest caliber. Believe my greatest strength is in ability to build an organization that gets results. Box 156F, BROADCASTING.

Administrative ass't — accounting. Thorough knowledge of radio from administrative viewpoint and broadest personal relationship with industry heads. Currently employed and responsible for supervision of accounting, (hold degree), employees, administration and general office managerial duties. Box 166F, BROADCASTING.

Salesmen

Salesman: Young, aggressive. Record of successful achievement. College graduate. TV affiliated operation preferred. Reference from present employer. Box 59F, BROADCASTING.

Salesmanager or salesman, experienced in production, announcing, continuity. Young, college graduate. Box 110F, BROADCASTING.

Fully qualified salesman looking for step upward. Must earn 100 per within short time. Three years radio sales 1000 w to 50,000 w. College graduate. Three years advertising and promotion. A-1 sales record. References. Young. Wants to settle permanently Box 116F, BROADCASTING.

Salesman, three years college, married, 27, three years experience selling, managerial qualities. Write Box 151F, BROADCASTING.

Combination sales, continuity and announcing. Prefer small market setup. College graduate with experience in all three fields. Also experience in advertising agency work and commercial music. Will send further information and details on request. Write Box 165F, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

Looking for an experienced, hard working, dependable announcer and operator? I'm available. Single, 22, college graduate. Travel anywhere. Salary secondary. Box 921E, BROADCASTING.

Newscaster. A newspaperman with a voice. Gather, write, deliver. Best references. Disc, details upon request. Box 923E, BROADCASTING.

Announcer-writer. Age 22, single, college, veteran, AFRS experience disc shows, news shows, commercials. Operate console. Car. Disc, photo on request. Will accept summer replacement. Box 995E, BROADCASTING.

Florida stations—announcer, 5 years experience, family man, college, desires permanent roost in Florida. Box 1F, BROADCASTING.

Chief announcer—Family man. Desires immediate opportunity. Available at once. Box 11F, BROADCASTING.

Excellent announcer. Present 50 kw. Desire change. NBC trained. 28. College. Married. Start $65 week. Box 44F, BROADCASTING.

Topflight sportscaster. Present 50 kw play-by-play, staff, sportswriting, features. 28. College. Married. Start $65 week. Box 45F, BROADCASTING.

Combination man: Chief announcer with ticket, programming, production, writer. News, specialty. Top grade work. 3 years experience. West coast only. Box 49F, BROADCASTING.

Announcer, experienced New York station (FM). 32, single, free to travel. Desires steady position. Resume and audition disc available. Box 61F, BROADCASTING.

Announcer, experienced metropolitan station. 31, married, free to travel. Desires steady position. Resume and disc available. Box 62F, BROADCASTING.

Baseball, play-by-play. Experienced. Available now. Box 101F, BROADCASTING.

Plenty of training—announcing, news, continuity writing. Excellent voice, diction. Married, 30. Ambitious, steady worker. Interested more in experience than salary. Disc, photo, available. Box 102F, BROADCASTING.

If you're looking for an experienced, thoroughly grounded young radio man to fill the position of announcer or news editor, here's your man. Over three years extensive experience includes all phases of announcing, production, continuity writing, local news preparation, console operation. Desires position where there's permanency and an opportunity to work hard. Presently employed. Complete details including photograph, references and audition transcription will be forwarded upon request. Personal interview may be arranged. Box 113F, BROADCASTING.

Announcer, reliable, married. Age 22. Some experience prior to recent professional training. Disc on request. Box 114F, BROADCASTING.

Announcer, network and independent experience. Young, single. Good selling voice. Top references. Available immediately. Disc and details on request. Box 115F, BROADCASTING.

Announcer-engineer. 3 years experience announcing and engineering. Station construction. Currently chief engineer. News and general announcing. Married. Have car. Box 118F, BROADCASTING.

I'm currently employed as an announcer-writer at a 1 kw regional network affiliate. I want announcing only and that's the reason for this ad. Disc, resume available. Box 119F, BROADCASTING.

Announcer—30, single; rich, low voice. Dependable, experienced. Can handle controls. Will travel. Disc and photo on request. Box 120F, BROADCASTING.

Experienced play-by-play sportscaster and news man. College graduate, veteran, married, available immediately $60.00 per week. Box 125F, BROADCASTING.

Announcer, Young, deep mature voice. Graduate of New York radio school. Have had some experience with independent station handling all types of shows. Salary secondary. Free to travel. Box 130F, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college. Former staff 5,000 watt NBC affiliate. Consider all offers. Box 136F, BROADCASTING.

Morning, noon or night man—knows board, location secondary, single, staff, DJ announcing position desired. Box 139F, BROADCASTING.

Sports director-announcer-engineer, if you are really interested in a man who can do a spectacular job of play-by-play on the three major sports, who is also a network caliber announcer with a first class ticket please state salary and working conditions and write to Box 140F, BROADCASTING.

Experienced announcer and program man. 10 years all phases. Want somewhere with future, but for present will be satisfied with salary that will modestly support self, wife, 2 children. Box 143F, BROADCASTING.

Disc jockey—500 watt experience. Capable of handling console. Willing worker, travel anywhere. Can emcee live shows. Need opportunity to develop technique. Presently employed. Age 26, married, disc and photo available. Box 146F, BROADCASTING.

Announcer-engineer: Network caliber newscaster, commercials don't sound read-y, terrific personality and good production on disc shows, scripted or not, (smooth operation, non-obvious disclaimers, etc.) Exceptionally good singer (mail pull), western and pop stylist, guitar, bones. Good ad-lib. Godfrey-Drake-Garroway-Wiley style of delivery). Thirty four, veteran, family, late car, will travel. College, first phone, experience, adaptability. Want permanence, opportunity and no rubber paychecks. Box 147F, BROADCASTING.

If you need an announcer-writer combination, write me. Box 155F, BROADCASTING.

Announcer, vet, graduate of leading radio school. Knowledge of all phases of radio broadcasting. Free to travel, New England or upstate New York. Available immediately. Start at bottom and work up. Always dependable. Box 160F, BROADCASTING.

Attention midwest stations. Topflight young announcer seeks advancement. 4 years experience, sports, news, disc jockey. Dependable family man with car. Box 164F, BROADCASTING.

Announcer. Newscaster. Other qualifications. No hotshot or glamour-boy. Married. Stable. 4 years experience. Will travel. Permanency with immediate opening preferred. Details: 131 South Palm, Ponca City, Oklahoma.

Hold it! Announcer, 3 years experience, college background, knowledge all phases of broadcasting specialty sports and discs available after June 1. Call, write, wire Jay Arthur, 2126 East 24 Street, Brooklyn, Nightingale 8-6608.

Family man, news and commercials. Can do sports. Four years schooling. Disc and photo upon request. David Epstein, 3621 N. Richmond, Chicago, Illinois.

Announcer—Experienced, single. Deep resonant voice. Can operate board. Will travel. John Gary, 635 Hemlock St., Scranton, Pa. Phone 2-1180.

Announcer desires summer position. 2 years part-time 1 kw — newscasting, sports, DJ, board experience. Conscientious, college sophomore. Disc on request. Write Joe Huie, Hunt 3, R.P.I., Troy, N. Y.

Young, single man desires announcer-engineering position. RCA Institute graduate. 1st class phone license, army-control tower operator (2 years). Location and salary secondary. Lee Kramer, 770 Montgomery Street, Brooklyn 25, N. Y.

Announcer with 1st class ticket and straight announcer—both experienced. Desire location together. Bob Longhamp, 7 Sexton Ave., Concord, N. H.

California—Announcer 3 years experience. Left eastern position to settle in any section of southern California. 4 years college, 2 years specialized training. Excellent references, married, dependable, available. Dick Miller, 1306 Bluebell Ave., North Hollywood, Calif. Phone Sunset 1-9467.

Technical

Chief engineer, 17 years experience seeks change to more progressive station. Best of references. Box 924E, BROADCASTING.

Situations Wanted (Cont'd)

Experienced combination man wants position with future in financially sound organization south or southwest. Plenty experience engineering and announcing. Presently employed chief engineer. Sober, dependable, hard worker. Married. Automobile. Two weeks notice. Box 7F, BROADCASTING.

Engineer, degree, licensed, 12 years experience, 8 as chief, now employed. Box 33F, BROADCASTING.

Engineer thoroughly experienced, no announcing, excellent references. Go anywhere. Box 40F, BROADCASTING.

Engineer available on short notice—consider only 5-50 kw stations. Best references. Box 925E, BROADCASTING.

Engineer desires permanent position with a growing station. Willing to travel. Box 46F, BROADCASTING.

Engineer: 10 years experience. Construction, economic operation. Field strength surveys, FM background, professional recording engineer. Chief of kw past four years. Available immediately, any locale. Box 63F, BROADCASTING.

Recent graduate, 1st class phone (with TV training) vet, single, reliable, willing to travel. Box 76F, BROADCASTING.

Radio engineer, formerly chief field engineer Washington consulting firm now chief engineer California radio station desires position as chief or staff engineer where combination consulting and operating knowledge needed. Five years experience full range consulting design and field work. Ten years operating and installation experience including 50 kw power. Capable complete station layout and installation including design and construction directional equipment. Can go anywhere. Box 90F, BROADCASTING.

Young man wishes job in station. Vacation experience in transmitter, network, console, remotes. Two years schooling. Television, radio repairman. Box 100F, BROADCASTING.

Chief engineer—Executive who knows how to run engineering department. Extensive experience in construction, maintenance, operation, allocation and measurement work. Now chief of regional directional but seek connection with more stable and aggressive organization, preferable with TV plans. Engineering degree, married, age 30. Highest recommendations including those of consultants. Box 104F, BROADCASTING.

Engineer, first phone would like permanent position anywhere, 21 months broadcast experience, vet, married, have car. Box 124F, BROADCASTING.

Engineer. 1 year transmitter, control and remote experience. Presently unemployed. Box 129F, BROADCASTING.

Chief engineer, 15 years experience in responsible engineering, all phases AM and FM to 100 kilowatts. Prepared for TV. Highest professional references. Box 131F, BROADCASTING.

Engineer, 27 months broadcast, 3 years army radar experience. Graduate leading radio school. Will travel. Box 144F, BROADCASTING.

Engineer, 14 years experience, AM-FM construction installation—maintenance—studios—transmitter. 10 kw directional, available immediately, references. Box 145F, BROADCASTING.

Engineer now with ABC outlet. Experienced AM-TV. Engineering background with major electronics manufacturer and graduate top engineering school. Age 22. Wants greater opportunity. Excellent references. Go anywhere. Box 152F, BROADCASTING.

First phone license, experienced transmitter operator. Married, car. Want permanent position in northeast. Box 153F, BROADCASTING.

Summer replacement or permanent announcer — experience, good voice, excellent delivery, versatility. Available immediately. Box 154F, BROADCASTING.

Engineer, first phone, single, vet, no experience, willing to travel and willing to learn. Desires job with future. Box 159F, BROADCASTING.

Young man, good background, limited experience all phases independent operation, 1st phone, prefer position as utility man in northeast. Box 161F, BROADCASTING.

First class technician, would accept well-paying, out-of-town position in broadcast communications field. Roy Dashukawich, 4439 Third Avenue Bronx 57, N. Y.

Situations Wanted (Cont'd)

Young man, personable, intelligent, 1st class radio telephone license, looking for position in broadcast field out of New York City. Fred Kreschollek, 3323 Bouck Ave., New York 67, N. Y.

Engineer, first phone, BA Degree; will travel, available immediately, veteran. Write Romar McCamy, 514b S. Tamarind Street, Compton, Calif.

Operator, first license, five years broadcast experience, wants transmitter job. 31. Single. Available short notice. Lewis Sherlock, Box 51, Plainview, Texas.

Operator—First phone, broadcast experience during war, 24, married. North or southeast. J. M. Wall, South River, N. J.

Production-Programming, others

Woman continuity director with air and sales experience. University graduate. Presently employed. Best references. Box 20F, BROADCASTING.

Woman commentator, director. Versatile, experienced all phases radio, seeks connection offering bona fide opportunity for growth, advancement. Personality, record, background just right for aggressive operation following strong public service line. Box 24F, BROADCASTING.

Newscaster: "Newspaperman with voice." BS; family. AM or TV. $90-$100. Box 36F, BROADCASTING.

Man with future seeks continuity job with progressive station or agency. Degree in music and radio. Knowledge sports, news, special events. Travel anywhere. Salary secondary to opportunity. Box 87F, BROADCASTING.

Five graduates, University of Michigan (three MA's in radio production, two first phone engineers) interested in operating small station. Will invest limited capital with profit sharing or eventual purchase in mind. Box 108F, BROADCASTING.

Experienced. Writer and announcer desires change in location. Am now employed. College background. Can also sell. Excellent references. Box 111F, BROADCASTING.

Enthusiastic young woman (25) with "radioactive" imagination and several years experience writing commercial copy, variety-type shows, musical programs, children's stories etc., is ready to graduate from 250 watter to progressive network affiliate demanding originality, initiative and good judgment. Former employers write: "Very competent . . . writes excellent material . . . diligent worker . . . highly recommend her." Replies acknowledged immediately. Samples. References. Will travel anywhere for good opportunity, but prefer Ohio Tri-State area. Box 128F, BROADCASTING.

All-round radio man. Former exec. showman, producer, writer. Available. Your reply invited. Box 150F, BROADCASTING.

Writer: Continuity,—script, commercial copy, sales promotion, publicity. Excellent experience. Through knowledge, music and programming. Creative, dependable. Box 158F, BROADCASTING.

Experienced radio-TV writer-producer for west coast agency; 8 years, know the west. Eyebrow-raising references. Box 162F, BROADCASTING.

Female name personality (with musical comedy, film, big network show, network affiliate station success) desires position as mc of unique disc feature or woman's variety program. Full background information upon request. Box 163F, BROADCASTING.

Combination man. Operate recording studio; board, cutters, announce, act. Completed radio school. 2½ years college. Installed college station—taught radio. Know pop music thoroughly—have own record library. Pronounce French, German dialects. Chance for advancement of prime importance. Married, vet. 24. Will travel. Jimmy Valentine, 1327 N Street, N.W., Washington 5, D. C.

Television

Salesman

Recommended radio salesman wants to switch to TV. Three years radio with 50,000 w experience, B. S. Degree. Theater director. Agency contacts. Traffic. Excellent sales record. Reliable worker. Film contacts. Fully qualified for TV station. Young. Box 117F, BROADCASTING • *TELECASTING.*

Television (Cont'd)

Technical

Telecasting engineer; 1st phone, some broadcasting experience, excellent radio and professional photography background, married, car, desire opportunity in TV station. Box 103F, BROADCASTING • *TELECASTING.*

Two engineers, first phone, seek TV positions. Recent graduates of S.R.T.-TV available first week in June. Single, will travel. Box 157F, BROADCASTING • *TELECASTING.*

For Sale

Stations

South Atlantic exclusive network affiliate. Owner's take, $15,000 annually. $40,000 cash handles. Box 106F, BROADCASTING.

Controlling interest New York area station, reasonable and on terms due to other interests. Identify yourself in full or don't reply. Box 149F, BROADCASTING.

Equipment, etc.

For sale: General Electric FM transmitter, type No. BT-4-B with rated power of 10 kw.; General Electric BC-3A transmitter console, two racks of speech input equipment; also Western Electric 8-section cloverleaf antenna, type 54-A. Make offer. Box 992E, BROADCASTING.

RCA-BTF-250A FM transmitter and type 600T-REL frequency modulation monitor, like new. Price $1500. Box 12F, BROADCASTING.

Presto 90-A recording console, as new, with tubes, plugs and instruction book, $300.00. Box 123F, BROADCASTING.

200 stations have saved $500,000 by using my shortwave remote pickup equipment. Complete, guaranteed, ready to install, as per my article in NAB Handbook. Low priced. Write Wm. C. Grove, KFBC, Cheyenne, Wyoming.

For sale. CP deleted. 25% discount. All brand new in original cartons. GR modulation monitor. GR low distortion oscillator. GR noise and distortion meter. 1000 watt tuning unit. 7/8" co-ax. RCA mike boom. Other equipment. Write for complete list. KNGS, P. O. Box 620, Hanford, California.

For sale: Two Model Y-2 Presto recording amplifiers and turntables. Used very little. Condition good as new. Mounted in handsome console. This equipment cost over $2,200 and is available at a big saving. Contact Radio Station KRIG, Odessa, Texas.

WE 250 watt 310-B transmitter 2 sets tubes. Good condition. Available now. $1,000. KXRO, Aberdeen, Washington.

Two Presto turntables with Western Electric 9-A reproducers. One Gates model 35 console. One RCA BA-2 amplifier. Excellent condition. Make offer. WGCM, Gulfport, Miss.

$11,000 FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

5000 watt AM transmitter. Four 300 foot towers. Box 4F, BROADCASTING.

Turntable, preferably RCA, complete with pickup. State lowest price and age. Box 37F, BROADCASTING.

Wanted to buy—A good used Western Electric 250 watt transmitter, preferably type 451A-1. Box 168F, BROADCASTING.

(Continued on next page)

Help Wanted

Salesman

OPPORTUNITY CALLS

SOUTHWEST REGIONAL KILOWATT has opening for time salesman. Sales Director's position will soon be open. Excellent Conlan and BMB show we dominate this progressive thirty county area with retail sales per family exceeding $6500., highest in the state. Clean, progressive, community that is growing rapidly. Beautiful modern studios with finest equipment and best of facilities, including Hammond organ. Top quality announcers. Everything to make the sales job easy. Here is your chance to become part of a progressive, profitable station in a modern, fast growing community, noted for its wealth. Our entire staff knows of this ad. Send full details of past experience, recent photo, references and personal background to Box 148F, BROADCASTING.

Announcers

NEWS ANNOUNCER: Here's a real opportunity for the right man to join a big California station. We are looking for an experienced news announcer who wants to settle down and become an institution in the community. The man we want has a low authoritative voice, lots of ambition and the ability to keep his feet on the ground. Some news, editorial ability required. Primary emphasis will be placed on ability to deliver on the air. $85.00 a week to start. Send all information and a photo in the first letter and be prepared to supply a transcription on request. Apply to Box 25F, BROADCASTING.

Situations Wanted

Production-Programming

Are you interested in a

PARLAY?

★ **RADIO:** Network, Metropolitan

★ **AGENCY:** $10 Million Billings

★ **NEWSPAPER:** Local & Chain

★ **SELLING:** Printing, Engraving

Interested in this man?

BOX 126F,
BROADCASTING

Situations Wanted (Cont'd)

NAB DEPARTMENT HEAD
(Available June 1)

You're familiar with my work. Am Ass't Treas., NAB and with Ass'n since 1936 (except for three years Navy). Responsible for supervision of accounting (hold degree), employees, administration and general office managerial duties.
Thorough knowledge of radio from administrative viewpoint and broadest personal relationship with industry heads. Write, wire "Rev." Revercomb NAB 1771 N Street N. W., Washington 6, D. C.

For Sale

Equipment, etc.

For sale—Equipment for complete 250 watt broadcast station including high fidelity custom built rack and panel control room installation. Used less than three years. Write for list or specific equipment.

Martin Karig, Station WWSC, Glens Falls, N. Y.

Harbach Heads ASCAP

OTTO A. HARBACH, playwright, author and songwriter, was elected president of the American Society of Composers, Authors & Publishers, by the ASCAP board at a May 3 meeting. Other new ASCAP officers are: Vice president, Oscar Hammerstein II; vice president, Saul H. Bourne; secretary, George W. Meyer; treasurer, Louis Bernstein; assistant secretary, Walter A. Kramer; assistant treasurer, Frank H. Connor.

Okay Funds

NEW OUTLAY of $10,000 to cover expenditures has been accorded the Senate Interstate and Foreign Commerce Committee in a routine resolution (S Res 257) approved by the Senate May 1. Sen. Edwin C. Johnson (D-Col.), chairman of the powerful communications committee, had asked the Senate for the additional sum to replenish the group's depleted fund. The request was granted without objection.

WNBF-FM TESTS

Listeners Favor Continuance

ONE of FM's pioneers, WNBF-FM Binghamton, N. Y., has decided not to join WTMJ-FM Milwaukee and WMIT (FM) Charlotte, N. C., in abandoning this form of broadcasting, according to Cecil D. Mastin, general manager of WNBF-AM-FM-TV.

Instead, Mr. Mastin has decided to keep WNBF-FM on the air as the result of a test survey just completed.

Early in April WNBF announced it would ask FM listeners for their opinions. WNBF-FM carried this announcement April 9-27: "WNBF will decide next week whether or not to continue with its FM system. Write WNBF-FM Post Office Box 48, Binghamton, telling us of your use or dependence upon our FM system."

The station received 637 replies, 482 coming from New York State, 155 from Pennsylvania. Of these 431 said they used FM exclusively, day and night; 65 said they used FM at night; 179 complained of "hash" on the AM band; 63 said they wanted CBS service; 43 indicated recent purchase of FM sets; 9 spoke of shopping in Binghamton; 9 advised the station to discontinue its older AM service.

Report on AM Service

Majority of responses was in an area 25 to 50 miles from Binghamton, complaining they could get "no satisfactory AM service by any AM station at any time," according to Mr. Mastin. "Frankly, I do not know what this survey represents viewing it as a sample of probable listeners. Sure it isn't 100%; most likely not 50%, and I presume substantially 20%. It does indicate to us a bonus to our AM coverage of up to 12,000 listeners. If not that, a substantial amount in any event.

"So, perhaps the FM nag is getting out of the starting gate. Will she overcome her handicaps? Who knows! Anyway, we will continue to ride not one, not two, but all three—AM, FM, TV."

Mr. Mastin, a former chairman of the NAB FM Committee, recalled that WNBF applied for its experimental FM license in 1938, getting on the air in 1942 on the old band.

"A Jansky & Bailey measurement indicated possibility of an 80 to 100-mile coverage for FM, day and night, exposing us to a potential audience of over a million people," Mr. Mastin said. "We invested thousands of dollars in equipment and carried a separate program service during the war years, expecting to realize financial returns after the war.

"Boom, the low band went. Our FM marbles were swept away so we got more marbles, a 10 kw transmitter, new antenna, and broadcast on both bands. Soon we would arrive in FM elysian fields. Two years ago we dropped our low band and duplicated on FM all WNBF programs from 6 a.m. to 1:05 a.m.

Climax to Complications

"On the one hand the engineering standards of AM were being diluted; on the other the FCC was lambasting broadcasters to get into FM or be left at the post. Then along came the glamor girl, television. We took the leap and started our feverish TV building, and boom, the freeze!

"So we decided this spring to re-examine FM and see if we could save a little money. The response to the survey shows me that we are not operating on barren ground but that FM is a young sapling worth cultivating. Neither the number of sets nor the number of listeners is economically sufficient, but they are nevertheless substantial. And of course we realize that as more and better FM sets are made, our service is increased."

Truman's WGIL Speech

FULL ACCOUNT of President Truman's first stop on his current cross-country speaking tour was aired over WGIL Galesburg, Ill., on May 8. The President spoke to a gathering of 7,000 and into the WGIL microphone, reports General Manager Robert W. Frudeger, who also lined up state dignitaries from Springfield, Ill., for a warm-up show. George Thoma, station's news director, met the Presidential train in Chicago and rode with the party to Galesburg where Mr. Truman made his birthday, VE-Day and first WGIL speech.

Money-Making Stations

East

Top network facility — long the number one station in one of the most desirable medium sized markets in the east. Has a long record of excellent earnings. Price $150,000.00. Good financing arranged.

Midwest

One of the best exclusive market properties available. This attractive Wisconsin station has always made money and is now returning better than 25% on the sales price of $90,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FOR SALE—5/10 kw composite transmitter. High level modulated air cooled used less than 500 hours as auxiliary transmitter. Excellent frequency and distortion characteristics, first class mechanical and electrical workmanship. Will make excellent main transmitter for new 5 or 10 kw station or as auxiliary for 5, 10 or 50 kws. Price FOB Cincinnati uncrated with one complete set tubes, miscl. spare tubes and spare parts $6500 cash. C. H. Topmiller, WCKY, Cincinnati.

FCC Actions

(Continued from page 28)

License Renewal

WAER Syracuse, N. Y.—Request for license renewal noncommercial FM station.

Modification of CP

WLWC (TV) Columbus, Ohio—Mod. CP new commercial TV station for extension of completion date to 12-16-50.

TENDERED FOR FILING

AM—1410 kc

KNAL Victoria, Tex.—CP AM station to change hours of operation from D to unl.

May 11 Decisions . . .

BY COMMISSION EN BANC

Request Denied

Commission addressed letter to Columbia Bcstg. System re CBS request that AT&T waive charges for use of inter-city video transmission during TV color tests. Commission stated that it is without authority to grant request.

Order

By order Commission withdrew Nov. 16, 1949 proposed reallocation of Class B FM frequencies for Gadsden, Ala.; Wilmington, Del.; Philadelphia, Pa., and Baltimore, Md., and terminated proceedings in Docket 9502.

STA Granted

KGGF Coffeyville, Kan. — Granted STA for period ending Nov. 10 to operate for STL purpose of providing program circuit from studio to new trans. site of KGGF.

May 11 Applications . . .

ACCEPTED FOR FILING

AM—1450 kc

Flagstaff Bcstg. Co., Flagstaff, Ariz. —CP new AM station 1340 kc 250 w unl. AMENDED to request 1450 kc 250 w unl.

Kettle-Moraine Bcstg. Co., Hartford, Wis.—CP new AM station on 1540 kc 500 w D AMENDED to request waiver of Rule 3.30(a).

Modification of CP

KBOK Waterloo, Ia.—Mod. CP AM station change frequency, hours of operation etc. for extension of completion date.

Mod. CP new AM station for extension of completion date: KMAN Manhattan, Kan.; WJON St. Cloud, Minn.; WGYA Logan, W. Va.

KMAR Bakersfield, Calif.—Mod. CP new FM station to change ERP to 5.04 kw, ant. to 450 ft.

WGBA-FM Columbus, Ga.—Mod. CP to make changes in existing FM station change ERP to 13.8 kw.

License for CP

WNUR Evanston, Ill.—License for CP new noncommercial educational FM station.

TENDERED FOR FILING

AM—1230 kc

KNCM Moberly, Mo.—Mod. CP AM station to change from 1220 kc 250 w D to 1230 kc 250 w unl.

AM—1230 kc

WSKY Asheville, N. C.—CP AM station to change from 1490 kc to 1230 kc.

APPLICATION RETURNED

WTPS-TV New Orleans—Times Picayune Pub. Co. RETURNED May 3 application for reinstatement of CP on Ch. 10 in lieu of Ch. 7. Not in order.

Catholic Meet

ANNUAL convention of the Catholic Broadcasters Assn. will be held June 30, July 1-2 in St. Louis, according to Rev. Patrick J. Peyton, C. S. C., president of CBA. Sessions will be held at St. Louis U., utilizing facilities of the Institute of Speech and Communications Arts and WEW, school's outlet. Reservations for the convention will be accepted through the office of the coordinator of CBA, 216 W. Ninth St., Wilmington 99, Del., it was announced.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO MAY 11

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,128	2,102	179		311	267
FM Stations	704	493	264	3*	22	13
TV Stations	104	39	70		350	182

* Two on the air.

* * *

CALL ASSIGNMENTS: KBOK Waterloo, Ia. changed from KAYX (Waterloo Bcstg. Co.,); KCHN Chanute, Kan. (Chanute Bcstg. Co., 1460 kc, 1 kw day); KFOX-FM Long Beach, Calif. (Ch. 272, Nicholas & Warinner Inc.); KFST Ft. Stockton, Tex. (Ft. Stockton Bcstg. Co., 860 kc, 250 w day); KJAN Atlantic, Ia. (George Basil Anderson, 1220 kc, 250 w day); KLVC Leadville, Col. (Vir N. James, 1230 kc, 250 w unlimited); KOWL-FM Santa Monica, Calif. (KOWL Inc., Ch. 232); KRBL Mena, Ark., (R. B. Bell, 1450 kc, 250 w unlimited); KRUZ San Francisco (Grant R. Wrathall, 1010 kc, 1 kw day); KSGV(FM) Temple City, Calif. (Angelus Bcstg. Co., Ch. 280); KSRT Beverly Hills, Calif. (School of Radio Arts, Ch. 292); WATA Boone, N. C. (Wilkes Bcstg. Co., 1450 kc, 250 w unlimited); WBAL-FM Baltimore, Md. (Hearst Radio Inc., Ch. 238); WBRO Brooklyn, N. Y. (Ebbets-McKeever Exhibition Co. Inc., Ch. 290); WCLI Corning, N. Y. (Corning Leader Inc., 1540, 250 w day); WEWO-FM Laurinburg, N. C. (Scotland Bcstg. Co., Ch. 243); WFAA-TV Dallas, Tex. Changed from KBTV (A. H. Belo Corp. Ch. 8); WGCB Red Lion, Pa. (John M. Norris, 1440 kc, 1 kw day); WGLM Gaylord, Mich. (Midwestern Bcstg. Co., 900 kc, 1 kw day); WJLK-FM Asbury Park, N. J. changed from WJLK (Asbury Park Press Inc.); WJLK Asbury Park, changed from WCAP (Asbury Park Press Inc.); WSNS Sanford, N. C. (Sanford Bcstg. Co., Ch. 276); WWGP-FM Sanford, N. C. (Lee Bcstg. Corp., Ch. 288); WWPF-FM Palatka, Fla. (Palatka Bcstg. Co., Ch. 252).

* * *

Docket Actions . . .

OPINIONS AND ORDERS

WIMA Lima: Sky Way Bcstg. Corp., Columbus, Ohio—Announced opinion and order to dismiss on Commission's own motion proceedings involving application of WIMA for license for station at Lima and petition of Sky Way Bcstg. Corp. for reinstatement of application for new station at Columbus. Granted application of WIMA for license and dismissed petition of Sky Way Bcstg. Corp. Order May 9.

Sky Way Bcstg. Corp., Columbus; Akron Bcstg. Corp., Akron, Ohio—Commission by separate order announced decision for reconsideration and grant without hearing application of Akron Bcstg. Corp., for new station at Akron (2) accepted for filing as of May 9, new application of Sky Way Bcstg. Corp. for new station at Columbus on 1580 kc, 1 kw day. Order May 9.

Ordered on Commission's motion that oral argument in matter of amendment of section 3.66(b) of rules relating to separate operation of aural and visual transmitters of TV stations now scheduled for May 12 be continued to June 2 at 2 p.m. and letter from Paramount Television Productions Inc., be accepted as intention to participate in argument herein. Order May 9.

Non-Docket Actions . . .

TRANSFER GRANT

WBEC-AM-FM Pittsfield, Mass. — **Granted transfer of control from Western Mass. Bcstg. Co., licensee, to Eagle Pub. Co., for $50,000. Donald B. and Lawrence K. Miller are 50% owners of both transferor and transferee and no change of ultimate ownership will result from transfer. WBEC is assigned 250 w on 1490 kc. Granted May 9.**

Deletions . . .

Five FM authorizations reported deleted by FCC last week. Total to date since Jan. 1: AM 17; FM 52; TV 2.

KWK-FM St. Louis—KWK Inc. License May 9. FM showed little promise in that area.

WESB-FM Bradford, Pa.—Bradford Pub. Inc. License May 9. Continuing losses on FM would adversely affect AM.

WEBR-FM Buffalo, N. Y.—WEBR Inc. License May 9. Limited FM audience.

WCAP-FM Asbury Park, N. J.—Radio Industries Bcst. Co. CP May 9. Assignment of Radio Industries to Asbury Park Press Inc.

KWRN-FM Reno, Nev.—Reno Newspapers Inc. License May 9. Cannot make expenses due to lack of listeners.

New Applications . . .

AM APPLICATIONS

Memphis, Tex.—Blake Bcstg. Co., 1370 kc, 250 w day. Estimated construction cost $20,600. Principals include John Blake, 50% owner KPAN Hereford, Tex. and 75% owner KSNY Snyder, Tex; Robert Blake, 75% owner West Texas Printing Co., Brownwood, Tex. Filed May 5.

Moorefield, W. Va.—Lost River Bcstg. Corp., 740 kc, 1 kw day. Estimated construction cost $20,908. Principals in corporation include: R. E. Fisher, director South Branch Valley National Bank 50% owner South Branch Realty Co., 33⅓% Moorefield Examiner, 50% interest South Branch Air Service, president 66⅔%; Mrs. S. A. McCoy, 33⅓% owner Moorefield Examiner, 33⅓%; Katherine Fisher, secretary-treasurer 33⅓%; J. G. Freeland, chief operator and service technician WRMP Romney, Va. State Police Radio Station, vice president ⅓%. Filed May 5.

Junction, Tex.—Kimble County Bcstg. Co., 1450 kc, 100 w unlimited. Estimated construction cost $6,000. Equal partners are: James E. Calhoun, announcer-newscaster KDWT Stamford, Tex., and Callan Graham, attorney and owner of ranch lands. Filed May 5.

Clinton, Mo.—Lee E. Baker and Jeanne F. Baker, 1280 kc, 1 kw day. Estimated construction cost $8,000. Lee E. Baker is a consulting engineer and chief engineer KICK Springfield, Mo., as well as instructor of mathematics and physics, Southwest Mo. State College, Springfield. Filed May 10.

Mt. Airy, N. C.—Mt. Airy Bcstrs. Inc., 1240 kc, 250 w unlimited. Estimated construction cost: $13,100. Principals include: Robert Ennis Epperson, 50% interest in WYVE Wytheville, Va.; Russell E. Hiatt, owner Hiatt's Radio Shop and Erastus F. Poore, salesman for Colonial Granite Co., all hold ⅓ interest. Filed May 10.

Wildwood, N. J.—Francis J. Matrangola, 1230 kc, 250 w unlimited. Estimated construction cost $6,504. Mr. Matrangola, individual owner, is an instructor at New York Technical Institute of Maryland, Baltimore (radio school). Filed May 11.

TRANSFER REQUESTS

WMMJ Peoria, Ill.—Assignment of license from Julian B. Venezky, receiver for bankrupt WMMJ, to WPEO Inc. Principals in new corporation include: J. R. Cary, 25% owner Cary Motor Co. (Ford dealers), Madisonville, Ky., 50% owner Acme Loans Inc., and 50% owner farm, president 33⅓%; Ned Trent, stockholder in Cary Motors, vice president 33⅓%; T. E. Brewer, general and commercial manager WCIF Madisonville, vice president 33⅓%; J. Chase Scully Jr., attorney and director Peoria Malleable Casting Co., no stock interest. Purchase price is $12,500. WMMJ is assigned 1 kw day on 1020 kc. Filed April 21.

WEAT Lake Worth, Fla.—Assignment of license from Robert W. Rounsaville, licensee, to Warren H. Brewster for $60,000. Mr. Brewster owns 29% WLNH Laconia, N. H. which he is presently arranging to sell. Other business interests include 33⅓% Brewster Hotel Corp. WEAT is assigned 250 w fulltime on 1490 kc. Filed May 3.

WFHR-AM-FM Wisconsin Rapids, Wis.— Transfer of control of William F. Huffman Radio Inc., licensee, from Louise Huffman, executrix of the estate of William F. Huffman Sr. (deceased) to Wisconsin Rapids Tribune Co. for $59,280. Wisconsin Rapids Tribune owns 247 of 250 sh. of William F. Huffman Radio, and William F. Huffman Radio in turn owns 488 sh. of Wisconsin Rapids Tribune. There will be no material change in proportionate ownership of William Huffman Radio after transfer is completed. WFHR is assigned 250 w fulltime on 1340 kc.

KSIJ Gladewater, Tex.—Assignment of license from Barnes H. Broiles, Carl B. Everett, John Ben Sheppard, Thomas C. Unis and Henry Wade d/b as The Gladewater Bcstg. Co. to Taylor W. Lee, with same firm name. Mr. Lee will assume expenses of transfer and outstanding debts and accounts payable. Mr. Lee has extensive business interests including oil operations, president and 98% owner VaLee Canning Corp., VaLee Gin Co., and the Red Gate Gin Co., and Raymondville Gin Co. at Raymondville in which he has 50% interest. KSIJ is assigned 1 kw day on 1430 kc. Filed April 27.

WAUX Waukesha, Wis.—Acquisition of control of WAUX Bcstg. Co., licensee, through purchase of 164 sh. of stock (consideration not stated), by Carl Taylor, Donald L. Taylor, Alma I. Taylor and Velma F. Taylor from Lloyd Burlingham and Russell Salter. Mr. Burlingham and Mr. Salter wish to reduce holdings because of their interest in WBEL Beloit, Wis. There will be no change in nature of licensee structure. Mr. Carl Taylor is president and chief executive of WAUX. WAUX is assigned 250 w day on 1510 kc. Filed April 28.

WMAY Springfield, Ill.—Assignment of CP from Gordon Sherman, Alexander Buchan, Melvin Feldman, Sol Binkin and Robert Weiner d/b as Lincoln Bcstg. Co., permittee, to new corporation of same name and people. Minor changes in distribution of stock will result as follows Alexander Buchan, president and director. 28%; Gordon Sherman, treasurer and director 26%; Melvin Feldman 2d vice president 18%; Sol Binkin. 1st vice president 14% and Robert Weiner, secretary and director 14%. WMAY is assigned 1 kw-D 500 w-N on 970 kc. Filed May 11.

WROL-AM-FM Knoxville, Tenn. —

(Continued on page 84)



CRIME PROBE

Communications on Agenda

PLANS for a sweeping national crime probe, encompassing the use of interstate communications facilities, took shape on Capitol Hill last week with formation of a special Senate committee headed by Sen. Estes Kefauver (D-Tenn.) [BROADCASTING, May 8].

Sen. Kefauver, author of a long-pending proposal (S Res 202) to launch such an investigation, told BROADCASTING Thursday that "we're going into communications" but indicated his group "would try not to duplicate" work already done by the McFarland communications subcommittee which has concluded three week hearings on legislation designed to curb use of radio-TV facilities for transmission of "gambling" data.

Sen Kefauver will head a five-man group to include Sens. Charles Tobey (R-N. H.), Lester C. Hunt (D-Wyo.) and Herbert R. O'Conor (D-Md.), all members of the Senate Interstate Commerce Committee, and Sen. Alexander Wiley (R-Wis.) from the Senate Judiciary Committee. Appointments were announced by Vice President Alben Barkley last Wednesday.

Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Commerce Committee, and Sen. Ernest W. McFarland (D-Ariz.), head of its comunications subcommittee, reportedly declined to serve on the Kefauver committee because of pressure of other business.

Meanwhile, the McFarland subcommittee continued to gather data on bookmaking activities in connection with its study of the Justice Dept. bill (S 3358) to ban interstate transmission of gambling data on sports events; require that stations delay broadcast details at least an hour after completion of horse races; and limit networks and stations to one horse race broadcast per day.

A host of officials, including Radio Correspondents Assn., American Telephone and Telegraph, Western Union and various news services, as well as FCC, testified in opposition to the bill [BROADCASTING, May 8, 1, April 24]. FCC offered its own substitute measure which would simply eliminate transmission of all information on bets, odds or prices—in all media—and permit stations to air horse races within that prohibition.

While the Senate subcommittee has indicated further but not extensive hearings may be held, Sen. McFarland has hinted his group may adopt a compromise measure somewhere between the Justice Dept. bill and the FCC plan, which many observers feel the "lesser of two evils."

Tobey Statement

Hope that the McFarland group will evolve a bill to "strike at the evil of illegal bookmaking and at the same time not do violence to our basic constitutional precepts of a free speech and radio," was voiced last week by Sen. Tobey in a statement accepting an appointment to the special five-man Kefauver unit.

Sen. Tobey, ranking member of the Senate Interstate Commerce Committee, felt that hearings held by the McFarland group would pave the way for the broader forthcoming crime investigation and said evidence already obtained would prove "invaluable" to the special Judiciary-Commerce committee.

The Senate, which authorized a sum of $150,000 for the probe, also approved a resolution calling for employment of a chief counsel at $17,500 and assistant counsel at $12,500. A lawyer of national reputation will be selected. The committee must file its report to the Senate by Feb. 28, 1951.

FCC Roundup

(Continued from page 83)

Applications Cont.:

Assignment of licenses from S. E. Adcock d/b as Stuart Bcstg. Co., licensee, to new firm Mountcastle Bcstg. Co. Inc., for $301,293.78. Paul Mountcastle, is president and 100% owner. He is president of Life and Casualty Ins. Co. of Tenn., and less than 25% stockholder, he is president and 21% owner Fireproof Storage and Van Co., president and less than 25% owner Southern Industrial Bank, as well as director and less than 25% stockholder Commercial National Bank. Others in corporation include Paul Mountcastle Jr., treasurer and W. H. Linebaugh, business manager WROL, vice president. WROL is assigned 5 kw fulltime, directional on 620 kc. Filed May 11.

KPET Lamesa, Tex.—Assignment of license from R. O. Parker, R. A. Woodson, K. S. Ashby a partnership d/b as Lamesa Bcstg. Co., licensee, to R. O. Parker and R. A. Woodson. Mr. Ashby sells his 24% for $20,000. Mr. Woodson's holdings after transfer will total 37% and Mr. Parker's 63%. KPET is assigned 250 w day on 690 kc. Filed May 11.

WNAT Natchez, Miss.—Assignment of license from M. T. Seale and H. J. Jennings d/b as Old South Bcstg. Co. to H. J. Jennings, Charles E. Ratcliffe, Laurie G. Ratcliffe, Elna R. Lambert and Edward G. Lambert new firm with same name. Consideration $20,000. Ownership interests: C. E. Ratcliffe owns 25% interest in Ratcliffe plantation and stock farm, 17⅓%; L. P. Ratcliffe 25% Ratcliffe plantation, 17⅓%; Mr. Lambert, circulation manager Natchez Democrat, 8⅓% and Mrs. Lambert, housewife, 8⅓%; H. J. Jennings, manager WNAT, 50%. WNAT is assigned 250 w unlimited on 1450 kc. Filed May 11.

ALL-CANADA

Industry Leaders Speak At Toronto Meet

LATEST developments in programming and advertising were studied by some 44 commercial and program managers of stations represented by All-Canada Facilities at a Toronto meeting held May 8-11. Speakers, discussing a wide range of topics from TV to tape recordings, included industry leaders from the U. S. and Canada. Guy F. Herbert, general manager of ACF, was chairman.

First day's sessions included talks by George Bertram, advertising manager of Swift Canadian; T. L. Anderson, general manager of Cockfield Brown & Co.; R. B. Wakeley, media manager of H. E. Foster Agencies; a timebuyers panel under chairmanship of M. Rosenfeld of MacLaren Adv. Co.; and a representative panel presided over by John Tregale of All-Canada and including Joe Weed and Pete McGurk of Weed & Co., New York.

Tuesday Agenda

Tuesday sessions included a talk on national sales by Pat Freeman, sales director of Canadian Assn. of Broadcasters; BAB slide presentation and recording of a talk by Maurice Mitchell, director of BAB, at the recent CAB convention at Niagara Falls. Tuesday afternoon was devoted to programming for sales, with tape recordings, news, library services and transcriptions being discussed. Wednesday was devoted to a visit of all Toronto stations and a tour of a record pressing plant.

Thursday sessions featured agency relations, success stories, handling local accounts, and television. On Friday the group visited WBEN-TV Buffalo, CKOC Hamilton and a steel plant.

Editorializing

(Continued from page 28)

the current UAW-Chrysler dispute, there have been several requests from both federal and state mediators, asking the disputants NOT to give out statements at critical times in the negotiations, on the grounds that such action might delay or hinder a settlement.

Mr. Bannister said FCC's letter, released in Washington April 21, was not received by WWJ until April 28. But when the station learned of it via press association dispatches on April 21, he said, he contacted union representatives and offered time on April 21, 22, and 23. The union felt it was too late to get a speaker for April 21 or 22, he said, but accepted the offer for Sunday. However, he added, "the speaker for the UAW-CIO never appeared, so the time went by unused."

'Hopeful Stage'

He continued:

By that time, the negotiations were in a highly hopeful stage . . . and my guess is that UAW-CIO did not want to endanger a settlement by publicly airing the issues.

However, if the situation should take a bad turn, as it has on several past occasions when a settlement was in sight, I'm certain we'll hear from [union representatives] with further requests.

The situation is delicate and critical, but if the UAW-CIO requests time, we intend sorrowfully to open our facilities regardless of whether or not Chrysler also requests or accepts similar time.

We will take this action in deference to the Commission's wishes, because it is obvious that you want us to this. . . .

Frankly, I think the best way to handle this matter, and any subsequent matters of the same nature which may arise, is to follow the language of Paragraph 10 which recognizes that each case is different. To attempt a lateral imposition of Paragraph 8 [the section cited by FCC as denying one side the power to "veto" an entire presentation by refusing to participate] as a blanket rule is, in effect, a nullification of Paragraph 10. . . .

Furthermore, it seems to me that unless a licensee disqualifies himself on moral or ethical grounds, or by an obvious display of bias or incompetence, you really have no recourse other than to permit the licensee to use the fullest latitude in making these on-the-spot decisions.

If he does disqualify himself on any of the aforementioned grounds, then he should no longer be a licensee. But I don't see how you can grant him a license and then attempt to mastermind him by remote control in matters of this sort.

KDKA Pittsburgh Agricultural Scholarship awards given Carroll L. Howes, of Penn. State College, Dale W. Zinn of West Va. U, and Donis D. Patterson, Ohio State U.





WOMEN'S TOUCH

Theme of AWB Meet June 1-4

THEME centering on "Radio's Feminine Touch" will mark the seventh annual convention of the NAB's Assn. of Women Broadcasters, to be held June 1-4 at the Cleveland Hotel in Cleveland, according to Eleanor Hanson, WHK Cleveland, chairman of the AWB Convention Committee, and Bette Doolittle, AWB acting executive secretary.

Opening day will include morning registration for women broadcasters from NAB member stations, with regional luncheons to be held at noon. Delegates will see lighting demonstrations in the afternoon at the General Electric Co. plant, at Nela Park.

Other highlights on the agenda:

Trip to the Northern Ohio Food Terminal will be taken the morning of June 2 for a breakfast session. Business meetings start at 10 a.m., to be followed by a TV show, *Through the Kitchen Window*, conducted by Louise Winslow on WNBK (TV) Cleveland.

Afternoon agenda includes a food forum conducted by Grocery Mfrs. of America. Taking part will be W. Howard Chase, General Foods; Milton Fairman, Borden's; Steve Nisbet, Gerber Products Co.; Esther Latzke, Armour's; Paul S. Willis, Grocery Mfrs. of America.

Third day will open with a panel on programs for children, led by Esther Mullin, WGAR Cleveland. Robert K. Richards, NAB public affairs director, will conduct a public relations panel.

Miller to Speak

NAB President Justin Miller will address the June 3 luncheon. A fashion show will follow, staged by Mary Kelley of the New York Millinery Fashion Bureau. Radio and TV work sessions will be held in the afternoon with the latter to be led by Kathi Norris, WNBT (TV) New York. Broadcast Advertising Bureau will hold a panel on its new sales manual titled "Radio's Feminine Touch," with Meg Zahrt, BAB assistant director, in charge.

National Assn. of Greeting Card Publishers will be host at a cocktail party following the afternoon meeting. Annual business brunch will be held June 4, with AWB board members, officers and district chairmen discussing association business.

Members of the convention committee, besides Misses Hanson and Doolittle, are Mildred Finnell and Gloria Brown, WTAM Cleveland; Esther Mullin, WGAR Cleveland; Jane Stevens, WJW Cleveland.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

National Nielsen-Ratings* Top Programs

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
APRIL 2-8, 1950

Current Rank	Previous Rank	Programs	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average For All Programs)....			(9.8)
1	1	Lux Radio Theatre (CBS)	20.9
2	3	Jack Benny (CBS)	19.3
3	2	Godfrey's Scouts (CBS)	17.8
4	10	Bing Crosby Show (CBS)	17.0
5	5	McGee & Molly (NBC)	17.0
6	8	You Bet Your Life (CBS)	16.9
7	4	Amos 'n' Andy (CBS)	16.9
8	9	Walter Winchell (ABC)	16.4
9	7	My Friend Irma (CBS)	16.0
10	6	Charlie McCarthy Show (CBS)	15.4
EVENING, MULTI-WEEKLY (Average For All Programs)....			(5.9)
1	1	Beulah (CBS)	11.7
2	2	Lone Ranger (ABC)	11.2
3	3	Counter-Spy (ABC)	10.7
WEEKDAY (Average For All Programs).....			(5.8)
1	1	Godfrey (Ligg. & Myers) (CBS)	11.7
2	2	Godfrey (Nabisco) (CBS)	10.0
3	14	Godfrey (Gold Seal) (CBS)	9.3
4	11	Backstage Wife (NBC)	9.0
5	5	Right to Happiness (NBC)	8.7
6	4	Pepper Young's Family (NBC)	8.7
7	3	Romance of Helen Trent (CBS)	8.6
8	16	When a Girl Marries (NBC)	8.5
9	8	Wendy Warren (CBS)	8.4
10	18	Young Widder Brown (NBC)	8.3
DAY, SATURDAY (Average For All Programs).....			(5.3)
1	1	Armstrong Theatre (CBS)	10.8
2	3	Let's Pretend (CBS)	9.6
3	2	Grand Central Station (CBS)	9.6
DAY, SUNDAY (Average For All Programs)			(3.8)
1	3	Shadow (MBS)	9.8
2	1	True Detective Mysteries (MBS)	9.2
3	2	Martin Kane—Private Eye (MBS)	8.8

Copyright 1950 by A. C. NIELSEN CO.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

KGLN OPENING

MBS Outlet Now on Air

KGLN Glenwood Springs, Col., owned by the Western Slope Broadcasting Co., was scheduled to open yesterday (May 14).

Broadcasting 18 hours daily with 250 w on 1340 kc, KGLN is a Mutual affiliate. Its local programming includes news, women's programs, weather reports, local sports and civic programs, officials said. Glenwood Springs, Rifle, Aspen, Eagle and intervening communities are in the KGLN primary coverage area, it was reported.

KGLN will be under the personal supervision of Rex Howell pending the appointment of a permanent resident manager. Carl Anderson is chief engineer. Owners are Rex and Charles Howell, president and secretary-treasurer respectively of Western Slope Broadcasting Co., which also owns KFXJ Grand Junction.

STROTZ ELECTED

Heads L. A. Charities Group

SIDNEY N. STROTZ, administrative vice president in charge of NBC Western Division, was elected president of Radio Television Recording Charities Inc., Los Angeles, at a meeting of incorporators and directors May 9. The group was formed recently to organize the many isolated charity drives held throughout this year in Los Angeles into one major combined drive in the fall, RTRC reported.

Other officers elected to the group were:

Larry Shea, head of Artists & Products Inc., vice president; Donn Tatum, vice president and counsel for Don Lee Network, secretary; Wayne Tiss, vice president and manager, Hollywood office, BBDO, treasurer. Executive committee includes Robert Reynolds, general manager, KMPC; Glenn Wallichs, president, Capitol Records; George M. Balzer, radio writer; John Brown, actor; Everett Crosby, president, Bing Crosby Enterprises; Phil Fischer, radio representative, Musicians Union; Knox Manning, commentator; Carl Seaman, comptroller and campaign director for charities group.

NW-SKY WAY CASE

FCC Settles 4-Year Issue

FOUR-YEAR old controversy between Northwestern Ohio Broadcasting Co. and Sky Way Broadcasting Co. for 1150 kc at Lima and Columbus, Ohio, respectively, was settled by FCC last week. Northwestern was given a license for WIMA Lima while Sky Way, which has sought reconsideration of the WIMA grant, was allowed to file a new application for 1 kw daytime on 1580 kc at Columbus.

The Commission also dropped its investigation of whether both applicants had been entirely "candid and truthful" concerning Sky Way's allegations that Northwestern was trying to sell WIMA three weeks after it finally won the facility over Sky Way's bid [BROADCASTING, Jan. 9]. FCC indicated insufficient evidence existed to merit pressing this investigation and noted that "after four years of controversy in these proceedings, the dispatch of our Commission business justifies an end to this controversy at this time."

POLITICAL CLINIC

SCBA Gives Election Advice

ANTICIPATING California's June election, the Southern California Broadcasters Assn. held its first all day political broadcast clinic at NBC studios last Friday.

State-wide candidates and their staffs, as well as advertising agencies handling political campaigns, were on hand to glean information on how to intelligently utilize radio and TV to best advantage in the election, SCBA reported. The clinic included seven lectures with panel discussions and questions from the floor, and was held under the direction of Jennings Pierce, chairman of SCBA's educational committee and NBC Western Division manager of public affairs and education.

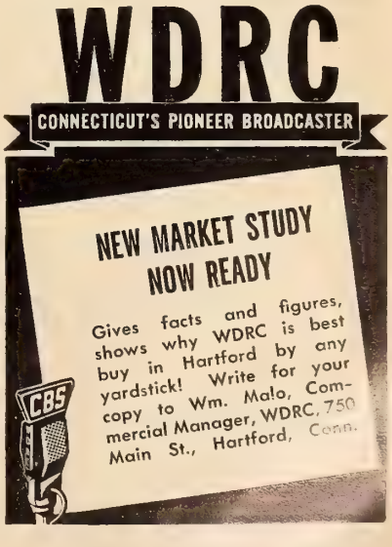
SCIENCE BOARD

Truman Signs Law for Agency

LEGISLATION creating a National Science Foundation which will serve as a central clearinghouse for information on U. S. scientific and technical personnel and also appraise the impact of research upon industrial development was signed into law by President Truman last week.

The foundation, established as an independent agency within the executive branch of the government, also will be authorized to develop a national policy for promotion of basic research in engineering and other sciences; initiate and support specific research activities involving national defense; and to foster the interchange of such information among scientists of the U. S. and other countries. Foundation also will be able to make contracts or arrangements with foreign countries.

The President will be authorized to appoint 24 members to the science board from engineering and other fields, and a director or chief executive officer at $15,000 annual salary. Provision for executive committees, science divisions, subcommittees and special commissions also is made.



At Deadline...

PROMPT COLOR DECISION URGED BY JOHNSON

ANY DECISION on TV allocations "now" would involve four to six weeks of hearings without consideration of color and would "set back" advent of commercial color TV by "a generation," Sen. Edwin C. Johnson (D-Col.), chairman of Senate Interstate & Foreign Commerce Committee, declared Friday, quoting FCC Chairman Wayne Coy as authority.

"The odds are . . . that it could well take 60 days from June 25 for a final decision in the color question," he said. ". . . Under all circumstances, it would appear unlikely that the final allocation decision can be made before late November or early December." He asserted FCC "feels absolutely" it cannot take up allocations before giving color decision. He emphasized, however, that FCC "has no schedule fixed or announced for target dates on completion of the present schedule of hearings."

He said committee expects to receive Condon Committee's special color TV report "early next month," adding that this "may . . . aid the Commission in expediting its own decision" on color. Report to be made public.

Sen. Johnson's statement issued Friday following conference with officials of National Society of Television Producers on problem of lifting of TV freeze. James Lawrence Fly, ex-FCC Chairman and now general counsel to NSTP, said society is "satisfied that the Commission is doing everything it can" and that freeze probably can't be lifted before year's end. He said NSTP officials had conferred with two FCC members on Commission TV timetable. Efforts to meet with others Friday afternoon were unavailing since Commission was in executive session.

NSTP members attending, in addition to Mr. Fly, were: Irvin Paul Sulds, NSTP president and head of Sulds Productions; Mal Boyd, president, West Coast branch, Hollywood; Mike Jablons, vice president, Gainesborough Assoc. Inc., N. Y.; Judy Dupuy, Video Events Inc., N. Y.; Oliver W. Nicoll, Radio Features of America Inc., N. Y.; Walter Armitage, Cavandish Productions Inc., N. Y.

ABC NET INCOME HIGHER

ABC announced last week its net income for first quarter of 1950 after taxes was $93,000 or 5 cents a share on common stock. Figure for similar period last year was $64,000.

NEW LAGRANGE, ILL., OUTLET

NEW AM outlet on 1300 kc with 500 w daytime granted LaGrange Broadcasting Co., LaGrange, Ill., in final decision issued by FCC Friday. Initial ruling also reported to grant new station on 1490 kc with 250 w fulltime at Greenville, S. C., to Piedmont Broadcasting Co. and to deny competitive bid of William M. Drace for same facilities at Greer, S. C.

WKZO-TV RELAY GRANT

PRIVATE inter-city TV relay facilities granted by FCC Friday to WKZO-TV Kalamazoo, Mich., to permit it to receive TV network programs.

SCHLOEDER JOINS R&R

STAN SCHLOEDER, formerly with Benton & Bowles, New York, as timebuyer, joins Ruthrauff & Ryan, same city in same capacity.

DON LEE RENEWAL ORDER IS MADE FINAL BY FCC

LONG-PENDING Don Lee network case settled by FCC Friday in adopting as its final decision earlier proposed ruling to grant renewals to Don Lee's KGB San Diego, KDB Santa Barbara, KFRC San Francisco and KHJ-AM-FM Los Angeles [BROADCASTING, Jan. 2]. Commission majority ruled Don Lee had violated network regulations but since only penalty was flat non-renewal, majority was inclined to afford last chance. Chairman Wayne Coy and Comr. Frieda Hennock dissented, voting for denial.

Final decision severed Don Lee's TV application at San Francisco from network case and placed it in pending file until TV freeze is lifted. Bid does not become part of San Francisco comparative TV hearing in which four applicants seek two facilities and tentative reservation of Channel 2 (54-60 mc) there continues, FCC said. Final ruling further severed Don Lee bid for Class B FM facilities in San Francisco and granted motion to sever KGB application for switch from 1 kw to 5 kw on 1360 kc. FCC ordered further hearing on KGB bid on technical issues only. KVRS Rock Springs, Wyo., and KMOD Modesto, Calif., were made parties to hearing.

JOSCELYN HEADS SCBA

AUSTIN E. JOSCELYN, CBS Hollywood operations director, elected president of Southern California Broadcasters Assn., succeeding William J. Beaton, KWKW Pasadena, who had served three years. Clyde P. Scott, KECA-AM-TV Los Angeles, elected vice president to succeed incumbent, Ernest L. Spencer, KVOE Santa Ana. Cliff Gill, KFMV (FM) Hollywood, elected secretary-treasurer. Re-elected to board were Robert O. Reynolds, KMPC Hollywood; Jennings Pierce, NBC; Calvin J. Smith, KFAC Los Angeles, and Mr. Beaton.

HOOPER DEFENDS RATINGS

ACCURACY of Hooper television ratings cited by C. E. Hooper, president of C. E. Hooper Inc., at New York U. advertising convention Friday, answering critics' complaints. Kendall Foster, TV vice president of William Esty & Co., said TV cost-per-thousand is less than newspaper costs. Arthur Duram, CBS TV market research director, said TV effect on other media will hit magazines hardest. Bruce Robertson, BROADCASTING, was panel moderator.

WMGM RELEASES EIGHT

EIGHT staff announcers on WMGM New York given four-week notice of release last week. Bert Lebahr, director of WMGM, said action is without regard to personalities and does not represent either a layoff or permanent reduction in number staff announcers, since replacement will be made immediately. Station policy calls "for hard hitting sales techniques," Mr. Lebahr stated.

TUBE PLANT TRANSFERRED

REMINGTON RAND Inc. transferring TV picture division at South Norwalk, Conn., to Reeves Soundcraft Corp., Stamford, Conn., including facilities for manufacture of rectangular tubes for home sets. With pilot production completed, manufacture of tubes on large scale is planned.

COLLIER EXPANSION

COLLIERS magazine, through Kudner Agency, slated to expand spot announcement campaign in Chicago and New York starting May 18.

Closed Circuit

(Continued from page 4)

it must wait for decision on overall allocations (not expected much before end of year, at earliest).

TOP CANDIDATES for successor to late Judge J. Fred Johnson Jr. as FCC's chief hearing examiner at this point reportedly are Examiners Fanney N. Litvin, one of FCC's senior attorneys, and James D. Cunningham, who drew assignment to succeed Judge Johnson as presiding officer in explosive G. A. (Dick) Richards news policy case.

FIRESTONE TIRE & RUBBER would star Jeannette MacDonald in TV series if money is right. She insists deal must not interfere with other professional assignments.

TWO-MAN NAB team of President Justin Miller and General Manager William B. Ryan will represent NAB in today's New York session with network brass, reversing original plan to take along department heads as reserves. Association hopeful networks and owned stations will stay within fold despite apparent lack of enthusiasm by three out of four networks.

ORIGINALLY scheduled as all-day session, proceedings will be confined to luncheon. Networks are to be represented by these emissaries—Frank White, MBS president; Robert E. Kintner, ABC president; Joseph H. Ream, CBS executive v-p; Charles R. Denny, NBC executive v-p.

WITH THROWING IN of sponge by his nearest rival, Gordon Persons, former part-owner and manager of WSFA Montgomery, automatically becomes Alabama's new governor next November. Democratic nomination is tantamount to election, but runoff had been indicated. Mr. Persons, who entered politics about ten years ago, selling his interest in Montgomery station which he fathered, is brother of Maj. Gen. Wilton B. Persons, who handled Congressional liaison for military establishment and now is superintendent of Staunton Military Academy.

NEW BOOK on radio being authored by Charles A. Siepmann, of FCC "Blue Book" fame, now scheduled to roll off presses in September. Book will carry wrapper by Ed Murrow, CBS news analyst, and reportedly tears into BBC's operation—a departure from Siepmann's *Radio's Second Chance* in which he castigated American radio in contrast to British Government monopoly. Author is chairman of Communications Dept. of New York U.

PROMINENT SOUTHERN station-owner is under consideration by President Truman for appointment to highly placed economic post in Federal Government, sitting just under Cabinet.

THERE ARE SIGNS that TV's bite on motion picture attendance has reached point where procedures may go into reverse. For example, it's reported that Balaban organization in both Detroit and Chicago has offered TV stations in those cities long-term leases at nominal rentals. Theatres, of course, would be used for TV studio production.

NLRB ORDERS ELECTION

SECRET ballots ordered by NLRB to determine if stage electricians, carpenters, and property men at WNBT (TV) and WJZ-TV, both New York, and WNBQ (TV) Chicago desire to be represented by NABET or IATSE or neither. Some extras found eligible to vote.

RADIO . . . or TV

WHICH . . . WILL IT BE?



The smart buy is BOTH in WLW-land!

WHY BOTH? COVERAGE • DOMINANCE • PENETRATION = IMPACT

Television's tremendous growth has resulted in a decline in radio listening. But this decline has been OFFSET by an *increase in the total number of radio homes.** And when TV enters a radio home, the total viewing-listening activity is more than ever before . . . thus increasing the adver tiser's opportunity to sell!

WHY WLW? DOMINANCE • PENETRATION = IMPACT • COVERAGE

The Nation's Station delivers 20 million home hours of listening per week in an area comprising 330 counties . . . 13,404,000 people . . . nearly 1/10 of the United States. Yes, WLW is still far ahead in . . .

COVERAGE—In four weeks, WLW reaches 80.7% of all radio homes in WLW-Land—an increase of 25% in coverage since 1946.

DOMINANCE—WLW enjoys 16.6% of all radio listening in its Merchandise-Able area . . . competing with 257 other stations.

PENETRATION—The average radio home in WLW-Land listens to WLW 5 hours and 27 minutes per week . . . more than the four leading competitors combined.

And when you put coverage, dominance and penetration together . . . THAT'S IMPACT!

Further, on a cost-per-thousand basis, WLW delivers advertising impressions *at lower cost than five combinations* of the best local stations in 21 major markets. The savings you realize by using WLW, if invested in WLW-Television, will result in an additional audience and will protect your AM advertising dollars in metropolitan TV areas against the inroads of television.

WHY WLW-TELEVISION? PENETRATION = IMPACT • COVERAGE • DOMINANCE

The three micro-wave-linked Crosley Stations—WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus—have an average share of Audience of *52.5% from 11 A. M. to 11 P. M. seven days* a week. Compare this to an average of 28.5% for the other five TV stations located in these three cities.**

And look at the market. It's the 2ND LARGEST TV MARKET IN THE MIDWEST . . . 6TH LARGEST TV MARKET IN THE NATION.

As for costs, WLW-Television has the *second lowest cost in the midwest*—as low as 16c per-thousand-set owners.

SPECIAL SUMMER "BONUS TIME PLAN" • IMPACT = COVERAGE • DOMINANCE

Special summer discounts are available through September to advertisers on both WLW, The Nation's Most Merchandise-Able Station, and on WLW-Television, the most dominant television operation in the nation's 6th largest TV market.



For complete information, contact any of the WLW Sales Offices in New York, Chicago, Hollywood, Cincinnati, Dayton or Columbus.

* *All WLW data based on Nielson Radio Index, Feb.-Mar., 1949*

** *All WLW-Television data based on Videodex Reports, April, 1950*

WLW

WLW-Television

Crosley Broadcasting Corporation



New-type glass for RCA television picture tubes filters unwanted light, to give sharper, clearer images.

Wayward light is disciplined—**for better television!**

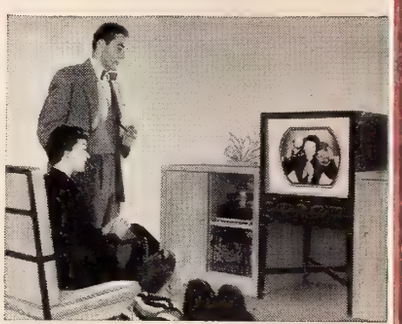
Now television pictures gain still greater contrast and definition—through research initiated by scientists at RCA Laboratories.

Their discovery: That wandering light waves inside a picture tube—and even more important, *inside the glass itself*—may cause halation and blur an image's edges. But, by introducing light-absorbing materials into the glass, the wayward flashes are disciplined, absorbed, so that only the light waves which make pictures can reach your eyes!

Glass companies, following this research, developed a new type of glass for RCA . . . Filterglass. Minute amounts of chemicals give it, when the picture tube is inactive, a neutral gray tone. In action, images are sharper, clearer – with more brilliant contrast between light and dark areas. Reflected room light is also reduced.

* * *

See the latest in radio, television, and electronics at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, N. Y.



Filterglass gives you more brilliant pictures on the screens of today's RCA Victor home television receivers.

RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television

MAY 22, 1950

BROADCASTING
TELECASTING

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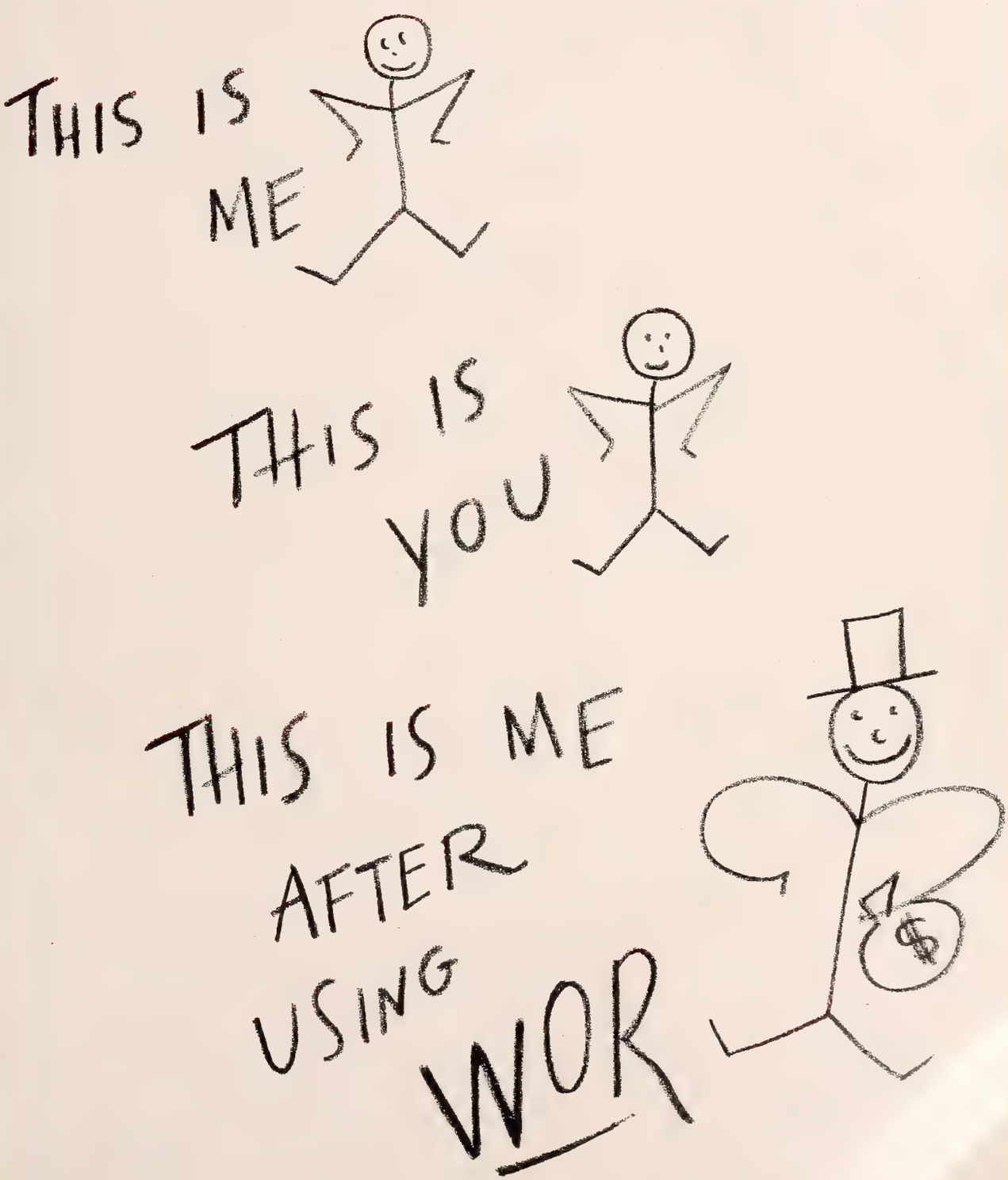
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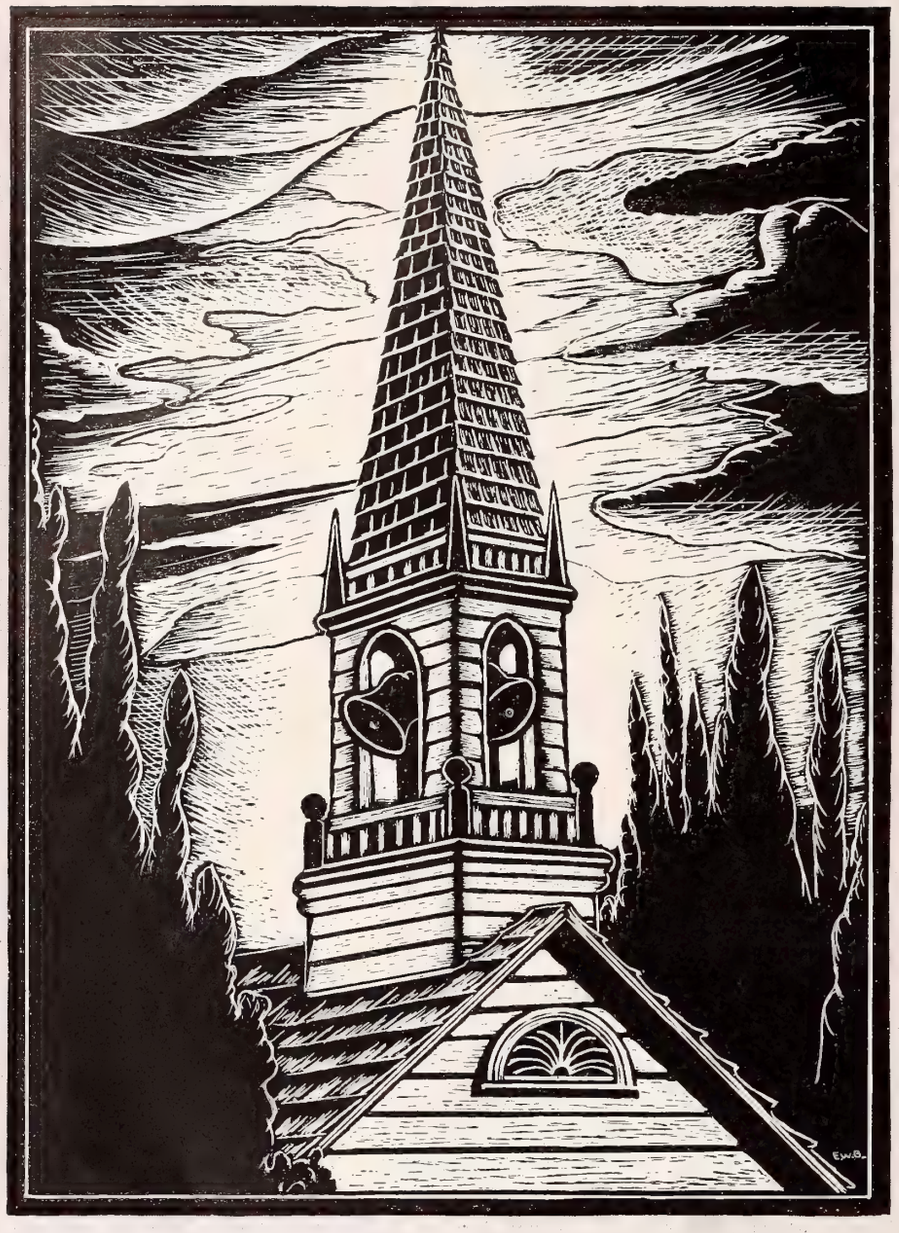
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TELECASTING
Begins on Page 43

The Newsweekly
of Radio and
Television.

$7.00 Annually
25 cents weekly





Church Bells Ring..

and the substantial family people of Midwest America are called to Church ...for religion is deep-rooted in the small towns and farming communities that dominate the Midwest...and church bells sound the answer to a basic need in all the 217 counties where WLS is counted a helpful friend as well as a radio station...

CHURCH BELLS RING...and with equal fervor and loyalty, Midwest families gather at their radios to enjoy "Little Brown Church of the Air" and its radio pastor, WLS' Dr. John W. Holland, for 18 years a regular visitor in most of the 1,840,320 farm and smalltown radio homes within easy listening of our 50,000-watt, clear channel broadcasts. So church bells symbolize the kinship between listener and broadcaster...a kinship we believe to be unique in all radio, both as a channel of service and a means of achieving unusual advertising results.

WLS CHICAGO 7 The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

Behind: An eventful decade...

Ahead: Strength to meet the oil needs of free people

STANDARD OIL COMPANY (NEW JERSEY) REPORTS FOR 1949...

THE 215,000 STOCKHOLDERS of Standard Oil Company (New Jersey) have just been sent the Company's 1949 Annual Report. Some highlights are given here.

The report covers the closing year of an eventful decade — a decade of violent action and change . . . of war, and war's results, of great shifts in people's living standards, and in their hopes and aims.

It was a decade which put the strength and adaptability of American business to great new tests. *And proved that the American kind of business enterprise gets jobs done.*

To the oil business, these last ten years brought demands far beyond any past experience.

Standard Oil Company (New Jersey) carried well its full share of this load. More new supplies of oil were found and developed than ever before. With them came more new processes, more new products, more new jobs and job opportunities. We took in more money, and paid out more — for wages, taxes, dividends, supplies—than in any previous decade in history. And in that ten years almost four times the amount paid in dividends was invested in new facilities — strengthening the business to meet war and post-war needs.

Like all sound American business, Jersey Standard got these results through skill, initiative, teamwork and the productive use of capital. Men who work in the business of their choice — free to think and make decisions — took actions which got results and got them in time.

In reporting for 1949, this Company offers its stockholders not just the report of one business year . . . With it comes the hopeful assurance of strength and ability to meet the growing oil needs of free people in free lands.

HIGHLIGHTS FROM THE 1949 REPORT:

(for the consolidated companies)

PRODUCTION — 957,000 barrels daily total (11% less than 1948)

REFINING—1,287,000 barrels daily total (7% less than 1948)

SALES—1,363,000 barrels daily (slightly less than 1948)

RESEARCH—$21,400,000 spent on scientific projects (6% more than in 1948)

CONSOLIDATED NET EARNINGS — $268,870,000 or $8.91 a share. This compares with $365,605,000 or $12.44 a share in 1948. Total income $2,934,686,000 (12% less than in 1948)

PARENT COMPANY NET EARNINGS — (from which shareholders' dividends are paid) $171,707,000 or $5.69 a share. This compares with $155,923,000 or $5.31 a share in 1948.

DIVIDENDS — $4.00 a share plus one share for each 50 shares held.

EMPLOYEE RELATIONS—Again no work interruption due to labor difficulties.

• • •

Copies of the full report will be gladly sent to anyone wishing full details. Write Room 1626, 30 Rockefeller Plaza, New York 20, N. Y.

STANDARD OIL COMPANY (NEW JERSEY)

AND AFFILIATED COMPANIES

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

NAB board will get detailed report in June on Washington hotel facilities. Move to shift annual convention to Washington apparently based in part on theory broadcasters could improve relations with legislators and government officials, following newspaper editors strategy. NAB holds option on Stevens Hotel, Chicago, for 1951 meeting but hasn't signed contract.

WCON, *Atlanta Constitution* ABC outlet on 550 kc, ceases operation May 31 as result of merger of Constitution Publishing Co. with *Atlanta Journal* (see story page 30). ABC affiliation will switch to WGST, regional outlet owned by Georgia Institute of Technology. It's presumed Mutual affiliation which WGST will relinquish will go to WATL, Woodruff-owned regional.

PRESIDENTIAL pickers for proposed $50,000 post at Radio Mfrs. Assn. veering away from military and government bracket toward own industry, with name of Ray Cosgrove, now honorary president, looming larger. If honorary presidency is continued—and this is entirely possible—name of W. R. G. Baker, of General Electric, among those being considered. Reorganization decision up to RMA membership in Chicago convention next month.

TOM LYNCH, timebuyer for Cunningham & Walsh, New York, slated to join Ruthrauff & Ryan in similar capacity on June 1. C & W looking for replacement.

IT LOOKS like early June before bids for Thomas S. Lee Enterprises Inc. (Don Lee Network and associated radio and automotive properties) will be opened by Public Administrator Ben Brown of Los Angeles [BROADCASTING, May 15]. Among active bidders are CBS, Music Corp. of America, Col. A. L. Lintner, Alaska capitalist and businessman, and several brokerage houses. CBS, primarily interested in KTSL (TV) Hollywood and Don Lee's new headquarters as well as San Francisco properties, is represented in persons of William S. Paley, chairman and principal owner, and Howard Meighan, vice president and general executive now running West Coast headquarters.

FIREWORKS loom when FCC goes before Senate appropriations subcommittee in next fortnight or so for hearings on 1951 budget. Among subcommitteemen is Sen. Homer Ferguson (R-Mich.), plain-spoken FCC critic who castigated Commission and called for investigation in fiery speech on Senate floor two weeks ago [BROADCASTING, May 15].

WESTERN UNION can look for claims for rebates as natural follow-up to FCC decision outlawing its $2-per-game special assessment on stations using its baseball reports in networks (story page 28). One of largest, in-

(Continued on page 82)

Upcoming

May 22-23: North Carolina Assn. of Broadcasters, Chapel Hill, N. C.

May 25-26: Virginia Assn. of Broadcasters, Tides Inn, Irvington, Va.

May 31-June 2: Advertising Federation of America Convention, Statler Hotel, Detroit.

June 5-8: Radio Mfrs. Assn. Convention, Stevens Hotel, Chicago.

(Other Upcomings on page 30)

Bulletins

DANCER-FITZGERALD-SAMPLE, New York, making up list of radio stations in varied markets for General Mills (Cheerios) to start June 1 for 52 weeks.

H. J. HEINZ Co., Pittsburgh, renews *Adventures of Ozzie & Harriet*, effective Sept. 29 on 277 ABC stations for 52 weeks. Agency: Maxon Inc., New York.

NEW STUDIES SHOW RADIO SUPERIORITY, SAYS MITCHELL

NEW TECHNIQUES in radio research undergoing pilot tests in Pacific Northwest are proving radio's superiority over other media, notably newspapers, Maurice B. Mitchell, director of Broadcast Advertising Bureau, told Georgia Radio Institute at Athens Friday.

Preliminary studies were described by Mr. Mitchell to joint session of Georgia Assn. of Broadcasters and U. of Georgia Journalism School showing that radio, dollar for dollar, outpulls other media on direct sales by substantial margins [BROADCASTING, May 1]. He predicted results of point of purchase studies in such cities as Portland, Spokane and Bellingham, Wash., would establish generally uniform pattern for other cities in Northwest now being surveyed.

GAB presented to university and to Dean John E. Drewry, of its School of Journalism, resolution unanimously adopted expressing appreciation for Dean Drewry's "leadership, initiative, foresight and ability" in establishing Georgia Radio Institute four years ago.

At May 18-20 sessions, Institute heard number of radio and journalism executives, including Sig Mickelson, CBS director of public affairs; Warde Adams, director, Protestant Radio Center; John A. Reagan Jr., advertising and public relations manager, Sunoco Products Co., Hartsville, S. C.; John M. Cooper, director of radio and Malcolm Johnson, Pulitzer prize winning correspondent of International News Service, and Sol Taishoff, editor and publisher of BROADCASTING.

Saturday's session concluded with symposium on television which was scheduled to be moderated by George E. Storer, president, Fort Industry Co.

Business Briefly

GENERAL MILLS CONTINUES ● General Mills renews *Lone Ranger* effective Jun 2 on 132 ABC stations, three times weekl for 52 weeks. Agency, Dancer-Fitzgerald Sample, New York.

SCHLITZ PLANS SHOW ● Television show built around Pulitzer Prize awards bein contemplated by Schlitz Brewing Co., Mil waukee, through its agency, Young & Rubicam Chicago.

COLLIER'S CAMPAIGN ● *Collier's* maga zine adds seven stations in New York an five in Chicago for 13-weeks in addition t campaign on ABC owned and operated stations Agency, Kudner Adv., New York.

WGIL NAMES ● WGIL Galesburg, Ill. names William G. Rambeau as national repre sentative.

PACKARD RENEWAL ● Packard Motor Inc., Detroit, has renewed *Holiday Hotel* o 47 ABC-TV stations, and effective Sept. 1 will change to new time 9-9:30 p.m. Thursday Agency, Young & Rubicam, New York.

COLGATE TESTS ● Colgate-Palmolive-Pee Co., Jersey City, starts *Tello-Test* June 5 fo 52 weeks, Mon.-Fri. (10:15-10:30 a.m. PDT on 35 Don Lee stations. Agency, Sherman & Marquette, New York.

LOOKING FOR SHOW ● Celanese Corp. through its agency, Ellington & Co., New York understood to be in market for prestige tele vision show.

CHRYSLER WANTS TIME ● Chrysle Corp., through McCann-Erickson, New York dickering with NBC-TV for specific time t sponsor *T-Men*.

NEW CAPITAL SERVICE

NEW business music service, Tempo Inc. started in Washington last week by group o businessmen. Service affiliated with Functiona Music Inc., Chicago, and competes with Muzak Music of WWDC-FM transit service is utilized with pulse signals cutting out transit com mercials. Pulse system will prevent bootleg ging. Music will be sold in time blocks WWDC may extend separate FM programming additional hours.

LIFSCHULTZ NAMED

EVELYN LIFSCHULTZ, CBS Hollywoo production supervisor, named radio coordina tor, office manager and assistant to Dian Bourbon, radio department head, at War Wheelock Co., Hollywood. Appointment effec tive June 5. No replacement named for Mis Bourbon, who leaves agency in August.

NAMED VICE PRESIDENT

SYDNEY RUBIN, radio and television di rector of Frederick-Clinton Co., New York named vice president.

Announcing!



WNOE

NOW NEW ORLEANS

50,000 WATTS

Available Right Now —

SPOTS ON LONG ESTABLISHED LOCAL SHOWS.
PROGRAMS: NEWS... SPORTS... MUTUAL CO-OPS
LIKE KATE SMITH... DIXIELAND JAZZ!

★ NEW Spot on the Dial **1060** K.C.

★ NEWEST, Most Modern All RCA Equipment!

★ Building listener loyalty 25 years!

★ Individual Programming tailored to the area—*plus* leading Mutual Shows!

★ Building More Listeners Now With Our Greatest Promotion In History!

WNOE MUTUAL BROADCASTING SYSTEM

James A. Noe, Owner

James E. Gordon, Gen. Mgr.

Nat'l. Reps.
RA — TEL
420 Lexington Ave.
New York City

50,000 WATTS DAYTIME — 5,000 WATTS NIGHTTIME

Get in Your Orders Now!

Sales ARE A FAMILY AFFAIR



. . . and Flint Families want what they hear about on *WFDF*

● Flint's families, with their high $5,764 average effective buying income, *spend* their money . . . and it's natural for them to patronize WFDF advertisers because their products are best known to them!

Morning, noon and night, more Flint families listen to WFDF than to all of the other Flint stations combined. It's hardly surprising that local and national advertisers choose this top advertising medium—to make sure of getting their full share of the $288,000,000 annual retail sales in Flint.

Remember—sales are a family affair . . . don't just try to get your foot in the door when you can sit right down with Flint's high-income families in their own living rooms. That's the SURE way to make sales!

910 Kilocycles **WFDF FLINT MICH.**

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING TELECASTING

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WASHINGTON HEADQUARTERS

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NEW YORK BUREAU 250 Park Ave., Zone 17, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin. **Bruce Robertson,** *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

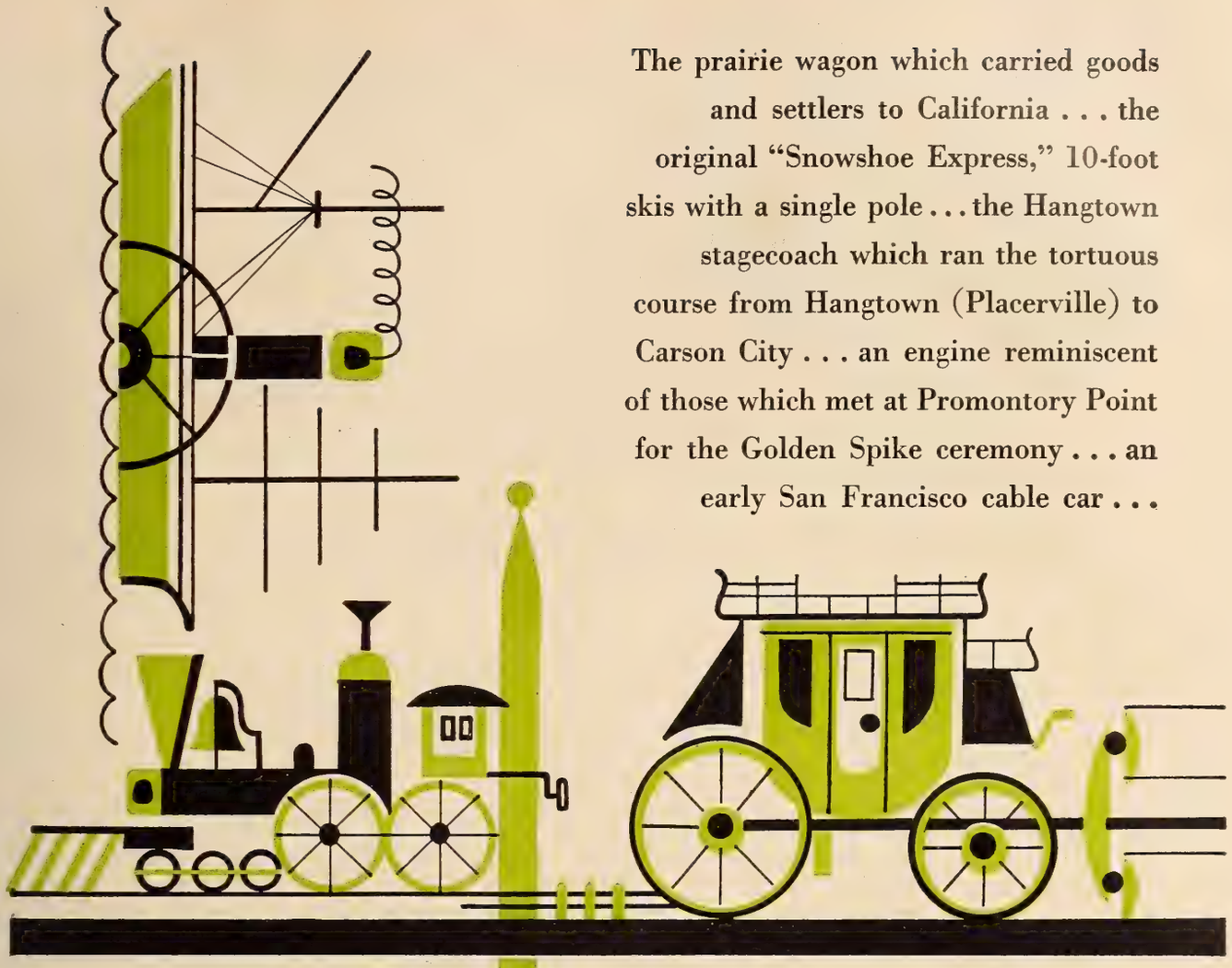
TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

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*Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy



The prairie wagon which carried goods and settlers to California . . . the original "Snowshoe Express," 10-foot skis with a single pole . . . the Hangtown stagecoach which ran the tortuous course from Hangtown (Placerville) to Carson City . . . an engine reminiscent of those which met at Promontory Point for the Golden Spike ceremony . . . an early San Francisco cable car . . .

the old paddle-wheeler on the Sacramento River. These were familiar sights in the early days of northern California. Today 28-year-old KNBC is as familiar to the people of northern California as were the wagons and steamboats of the 1850's. It is northern California's best buy.

KNBC

THE STATION OF
NORTHERN CALIFORNIA

50,000 WATTS 680 K. C.

Represented by NBC Spot Sales



A statement of our business philosophy on our 17th Anniversary
by John Blair, President — JOHN BLAIR & COMPANY

We're solving today's tough problems of radio representation with the proved old principles that brought us success!

What lies ahead for radio and television? This year . . . next year . . . and from then on? One thing is sure! The problems are changing. They're getting tougher . . . not easier. Solving them will be tougher . . . not easier. And it's going to take strong, sound, experienced representation . . . working closely with stations, advertisers and agencies alike . . . to maintain the profitable progress of the whole field of broadcasting.

The seriousness of today's problems, including television, has prompted us to review our whole business philosophy. And, having done so, we proudly repeat the basic pledges we first made in 1933 to the broadcasting and advertising fields we serve. These are the principles by which we have grown through 17 years. They are the principles through which the stations we represent have prospered. We are convinced they are the principles which will continue our growth and the success of our stations in 1950 . . . and from then on!

WHAT is the John Blair & Company philosophy?

When John Blair & Company was new we published a simple statement of policy which included these four essential points:

1. To maintain a staff of professional, seasoned advertising men, with radio experience so far as possible.

2. To create and adopt new and better methods of service to advertising agencies and to simplify their time-buying job.

3. To foster such an intimate relationship with the stations represented—to know them so well—that we are able to act as the station itself at the point of sale.

4. To keep faith with our customers by making only recommendations which are conscientious and sincere.

This is still our philosophy of operation. That it has been a sound one has been attested, I believe, by the success we and our stations have known throughout the years.

WHO is John Blair & Company?

The strength of a firm of representatives rests on the people in it. We at John Blair & Company have consistently sought the most experienced, best qualified men available. Consequently we now have an organization that is outstanding in the field of radio representation.

60% of our men have radio station backgrounds. Another 10% have network experience. All others have had broad advertising experience—with agencies, other media or other representative firms.

These men are John Blair & Company. The extreme care with which they have been chosen has resulted in a closely knit, well-integrated staff. Internally, that has meant a congenial, cooperative, efficient relationship. Externally, it has assured the same kind of relationship between us, our clients and our customers and has helped build not only our business but theirs.

WHO owns John Blair & Company?

Under a profit-sharing, stock distribution system—unique in the industry—*only* men who are currently active in this business own John Blair & Company. A generous Employees' Retirement Trust and a liberal Employees' Pension Plan (established more than 10 years ago) further cement the bond between the company and the individuals in it. Blair salesmen have a vital personal interest in doing more than an adequate job because they are paid on a *salary and commission* basis. They are rewarded promptly and substantially for what they produce.

Our men look upon their positions as permanent careers. Personnel turnover is virtually nonexistent, nearly half our staff having been with us 10 years or more. We have no need for constantly educating and training new people. John Blair men know their business; they *own* their business; and they work constantly to develop better ways to better their business. The benefits to advertisers, agencies and John Blair stations are obvious and virtually automatic.

WHAT has John Blair & Company contributed to Radio

We have always felt that whatever

benefited the radio industry benefited us. In our own consistent advertising, in Fortune magazine and numerous trade papers, we have concentrated on developing the use of Spot Radio. Through the years the effect of these campaigns has been felt by us, of course, and by the entire radio industry as well.

Timebuying in the early days was pure guesswork. Stations were remote and buyers unfamiliar with radio practice and potential. In 1933, in an effort to overcome pig-in-a-poke buying, we pioneered the now common practice of auditioning local station productions on our own portable equipment. We followed up with standardized presentations which included case histories, result stories, talent information and other factual data.

We have always worked vigorously to simplify the buying of Spot Radio. We were the first to develop a standard program-schedule form which we made available to our stations at no cost. This form was later adopted by the NAB and distributed widely throughout the industry.

After the 1946 BMB study was released, we originated and distributed standardized coverage-maps and presentations for our stations. These four-page folders included availability sheets, BMB maps and complete BMB breakdowns and marketing information. These forms were adapted by BMB, itself, for distribution in its 1949 study.

We were the first to develop a standard method and form for the presentation of availabilities. We also designed and used standard forms for the presentation of programs and other information on our stations.

Knowing that it takes more than a rate card, a coverage map and an affable personality for a salesman to make an intelligent solicitation, we created a Sales Development Department which keeps our salesmen supplied with effective sales materials of all kinds. All of these things are necessary for successful representation. We pioneered with them and we plan to continue them because they have paid off well—for us and for the entire industry.

WHAT does "represented by John Blair & Company" actually represent?

We are proud of the relationships we enjoy with our stations—many of which go back to the founding of the company. These relationships have been so intimate that we can indeed *act as the station* when doing business with buyers of radio time.

We are proud, too, of the confidence placed in our men by the buyers of radio time. It is an absolute essential to success in this field and one which results only from years of sincere and conscientious service.

These two assets, made more valuable by their rarity, make up the worth of Blair representation. They explain, perhaps more than anything else, the success we and our stations have earned, and the enviable position we hold in the field of radio representation.

WHAT about Television?

The problem of television representation faced us immediately after the war. We recognized that AM broadcasting and television are basically competitive media. We recognized our primary obligation to the AM stations we represent. At the same time, we felt a responsibility to the TV stations which were already seeking our services.

Blair-TV, Inc. was the logical outgrowth of these considerations. Established in 1948, it was television's *first* exclusive national representative. Blair-TV, Inc. recognized and met television's real need for exclusive, hard-hitting, single-minded representation.

That our approach to this problem has been sound is demonstrated in part by the way other organizations have followed our lead. Even more important evidence is the fact that Blair-TV, Inc., in its most competitive television market, has outstripped all competition!

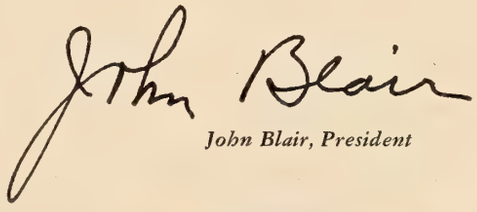
While Blair-TV, Inc. has been expanding to meet the increased needs of television, the sales force of John Blair & Company has also grown substantially. Thus, both organizations are equipped to meet the severe competition which is inevitable. Each can give the stations on its list aggressive representation. Each has its own specialized and fully qualified personnel and its own single goal. Each offers the sure promise of success.

WHERE do we go from here?

The original statement of principle we published many years ago still stands. We feel that by following those principles for the past 17 years, we have kept faith with the industry, our stations and ourselves. We have maintained a staff of seasoned, experienced, successful men. We have made them more effective by giving them an ownership stake in the business and its profits. We have made every effort to improve our service to agencies, clients and stations alike. We have cemented even more firmly our relationships with our stations. And we have preserved the high confidence and trust of those who buy through us.

We have done all these things for one simple reason: to increase the national Spot Radio business done by each of the stations on our list. The measure of our success in doing so lies in the constantly increased billings placed with our stations. We stand on that record . . . proudly!

John Blair & Company is pledged to a continuation of our original principles and to the principle of complete separation of sales-effort on radio and television. We are convinced that there is no better way to produce increasing profitable business for our stations, to provide the finest service to advertisers and their agencies . . . and to continue our own uninterrupted success.



John Blair, President

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

OFFICES IN CHICAGO • NEW YORK • DETROIT • ST. LOUIS • DALLAS • SAN FRANCISCO • LOS ANGELES

ON THE
WASHINGTON SCENE

FOR THE FIRST TIME
IN THE GREAT
WASHINGTON MARKET

The Rudy Vallee Show

. . . a smash hit in New York and other cities . . . now bringing to thousands of Washington homes that refreshing Vallee repertoire of stories, anecdotes, tidbits, music . . . plus the sales message of the advertisers who have already boarded this great selling bandwagon.



CALL ABC SPOT SALES

Monday thru Friday
1:15 to 1:45 pm

WMAL-TV

WMAL
THE EVENING STAR STATIONS
WASHINGTON, D. C.

WMAL-FM

Agencies



JOHN L. McQUIBB, vice president, partner and manager of Detroit office of Geyer, Newell & Ganger, New York, elected to agency's board of directors. He also is group director on Nash and Kelvinator accounts in Detroit.

FRANKLYN W. DAYSON, vice president in charge of radio and television, appointed partner and member of board of Turner, Leach & Co., New York. He currently directs *Kuda Bux* television show on CBS-TV.

FRANK W. CHAFFEE joins LeVally Agency, Chicago, as vice president in charge of merchandising, June 15. Mr. Chaffee, who works for *American Home* magazine, is former Western advertising manager of *Look* magazine and has been associated also with Curtis Publishing Co., *Good Housekeeping* and the Chicago *Herald-American.*

R. IAN LAIDLAW appointed associate radio director of Russell T. Kelley Ltd., Toronto. He has served with CFRB Toronto, CHSJ and CFBC St. John.

ALGOT SWANSON appointed vice president and account executive of MacKenzie Inc., Minneapolis. He was formerly account executive for BBDO and McCann-Erickson.

JAMES BURTON, former manager of Hutchins Adv., Hollywood, joins firm's New York office as assistant to **H. PIERSON MAPES,** vice president in charge of radio and television, including *Philco TV Playhouse.* Mr. Burton also is manager of agency's commercial film production department.

WALTER M. LEE, formerly advertising director of Soft-Lite Lens Co., New York, joins copy staff of S. R. Leon Co., New York.

KAY MacKAY, formerly in Ruthrauff & Ryan Inc., Hollywood, radio department, joins Associated Adv., Los Angeles, media and copywriting staff.

LEONARD CAROLTON, agency producer for the *Mark Trail* program, sponsored by Kellogg Co., appointed production director of radio department of Kenyon & Eckhardt, New York.

HERBERT W. COHON, formerly account executive with Redfield-Johnstone Inc., joins Joseph P. Schneider Inc., New York, as head of its new business department.

FRANK McKIBBEN, account executive for Hal Stebbins Inc., Los Angeles, named vice president of agency.

MRS. MARJORIE ALLEN, formerly with Compton Adv. and McCann-Erickson, joins copy department of Kenyon & Eckhardt, New York. **ROYALL SMITH,** formerly with Benton & Bowles, New York, also joins copy department.

ED SACHS, formerly with Independent Lithograph Co., San Francisco, joins Guild, Bascom & Bonfigli, same city, as production and traffic manager.

EDNAMAY FASANO, formerly with Lynn Baker Inc., New York, joins copy staff of Ruthrauff & Ryan, New York.

CATHERINE BRADY, formerly with General Service Corp., Los Angeles, and one-time executive assistant to **Ed Gardner** of *Duffy's Tavern,* joins Western Adv. Inc., Los Angeles, as radio and television timebuyer. She replaces **Ruth Johnson,** who left to take government position in Japan.

CYRELLA ANDERSON joins Ruse & Urban, Detroit, as timebuyer after working at Wolfe, Jickling & Conkey, same city.

HECTOR FONTAINE appointed chairman of board of Canadian Advertising Agency Ltd., Montreal. **L. ERIC SCHOFIELD** appointed president and **R. M. DAGG,** vice president.

GORDON G. VANDERWARKER, former media coordinator for Benton & Bowles, New York, joins BBDO, New York, in same capacity.

GEORGE KLOSSMAN, formerly with Leo Burnett Co., Chicago, joins L. C. Cole Co., San Francisco.

JOHN M. MILNE appointed manager of Walsh International Adv. Ltd., Toronto, succeeding **ROGER IRWIN,** who recently was appointed Ottawa representative of agency.

RUSS McCOLLUM and **JOHN PERSHING** join Tullis Co., Hollywood, as account executives. Mr. McCollum formerly was in production and management capacity with KFRC San Francisco, KOMO Seattle and KPOA Honolulu; Mr. Pershing in retail merchandising.

GET OFF THE SPOT!

Be ON the Spot WHEN it Happens

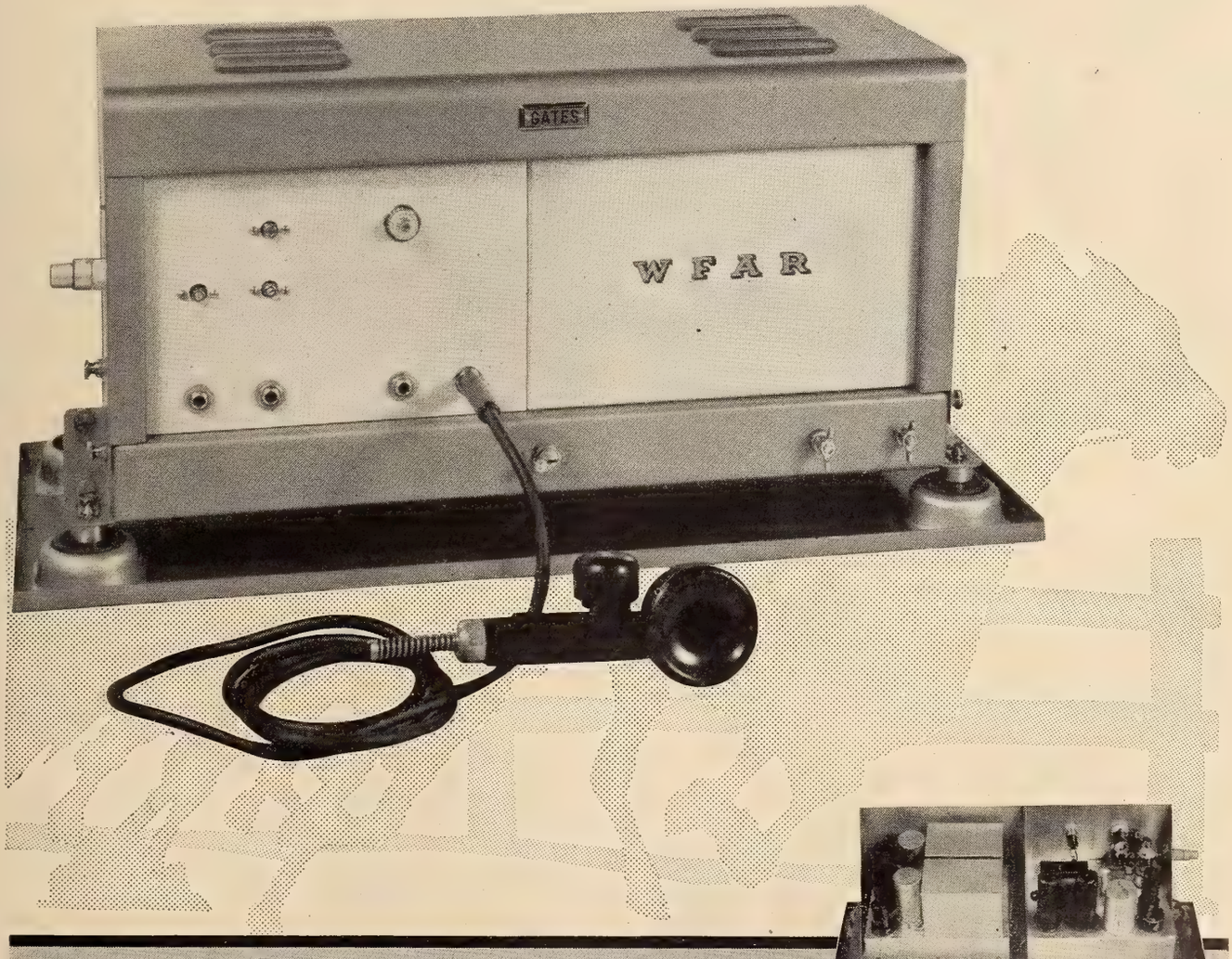
It is a proven fact that dials stay at the station which broadcasts **every** important event. Many events are aired minutes after they happen—there is no time to install lines.

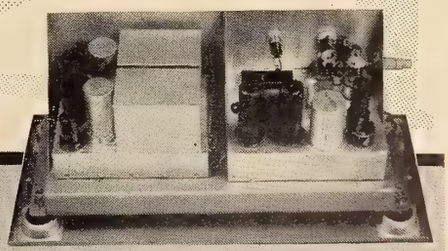
Gates offers the RP-10, a compact highly efficient wide response mobile transmitter . . . complete with antenna and hand microphone, ready to install in your car.

The Gates RP-10 delivers 10 watts of solid signal in the 26 Mc. band over a surprisingly wide area. Any good high frequency AM receiver may be used.

After clamping the antenna to the bumper and attaching to the car battery, you are on the air—on the spot where action means listeners and dollars.

At a very modest price, you can add something new and so dominantly effective that increased business is bound to result. A line on your letterhead will bring the story entitled, "Get Off The Spot—Be On The Spot When It Happens."





GATES GATES RADIO COMPANY
MANUFACTURING ENGINEERS SINCE 1922
QUINCY, ILLINOIS, U.S.A.

2770 POLK AVE., HOUSTON, TEXAS
WARNER BLDG., WASHINGTON
CANADIAN MARCONI COMPANY, MONTREAL

14% SALES INCREASE IN RECORD TIME...

results in sponsor* adding 6 new markets!



*This medium-sized Southern bakery (name on request) tested "Cisco Kid" for 90 days . . . in a market where distribution was thin . . . during the summer, when bread sales are lower.

Now In 2nd Renewal! Results were so sensational—14% sales increase—that this bakery decided to sponsor "Cisco Kid" in six additional markets! "Cisco's" performance, as a record-breaking salesman for many products and services, is ready for your inspection. Write, wire or phone for details. See the proof — before you commit yourself on any Western!

Sensational "Cisco Kid" Promotion Campaign—
From buttons to guns—is breaking traffic records.

LOW PRICED!
½-Hour Western Adventure Program . . . Available 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

New Business



FELS & Co., Philadelphia, for Felso (detergent), through Elser & Cothran, New York, planning spot radio announcements in selected Eastern and Midwestern cities early in June.

ROYCE CHEMICAL Corp., New York (Royox household cleanser), names Samuel Croot Co., same city, to handle its radio advertising campaign.

CARLSON & SULLIVAN, Los Angeles (steel tape rules), planning June test TV spot campaign on Midwestern stations. Campaign to start in Kansas City and proceed to Indianapolis, Minneapolis and St. Paul. If successful, it will be extended to other markets. Agency: Steller-Millar-Lester Inc., Los Angeles.

NEW MINIATURE magazine to be launched in June by *Newsweek* appoints Lennen & Mitchell, New York. Radio and television spots being considered.

BLUE SUDS MFG. Co. and **WESTON BISCUIT Co.** appoint Ruse & Urban, Detroit. Test campaigns planned in Michigan with radio and TV contemplated.

JULES MONTENIER Inc., Chicago (Squeeze Spray deodorant), planning schedule of one-minute live-action TV spots to be placed in eight markets before mid-June. Agency: Kaufman & Assoc., Chicago.

J. W. MANNY Inc., New York (hearing aid distributor), appoints Norman D. Waters & Assoc. Inc., New York, to handle its advertising. Radio is planned.

ZENITH RADIO Corp., Chicago, entering spot TV for first time late in June with series of six one-minute and 20-second commercials for new phonograph combination. Spots expected to be released regionally and to dealers for co-op sponsorship. Plan will be introduced with new model at dealer convention in Chicago next month. Agency: MacFarland-Aveyard, same city.

BANNER SPECIALTY Co., Philadelphia (automatic merchandising machines), appoints Weightman Inc., same city. Television will be used.

JOHN MECK INDUSTRIES, Plymouth, Ind. (TV receivers), names LeVally Agency, Chicago, to handle its national advertising. **Rhodes Newbell** is account executive. Radio and TV may be used later.

Network Accounts . . .

MILES LABS., Elkhart, Ind., moves *One Man's Family* from Sun., 2-2:30 p.m. (CST) on NBC to slot now occupied by Lucky Strike *Light Up Time*, five-a-week, 6-6:15 p.m. (CST) starting June 5. In addition, broadcast will be repeated 10-10:15 p.m., both on 149 stations. Agency: Wade Adv., Chicago.

MARS Inc., Chicago (candy), renews Mon. 5:45-6 p.m. segment of *Howdy Doody* on NBC-TV 13 weeks from June 15, adds Wed. and Fri. segments, 5:30-5:45 p.m., on 27 connected stations (Mon. kinescoped on 14 outlets). Agency: Leo Burnett, Chicago.

FARMERS INSURANCE GROUP, Los Angeles, June 2 starts 52 week sponsorship of *Proudly We Hail* on full Don Lee Network (45 stations), Friday, 8-8:30 p.m. Agency: Bishop & Assoc., Los Angeles.

TIDEWATER ASSOCIATED OIL Co. buys sponsorship of George Putnam's commentary, *Broadway to Hollywood*, on DuMont Television Network, Wednesday 10-10:30 p.m. Lennen & Mitchell, New York, is agency.

GENERAL MILLS Inc., Minneapolis (Kix breakfast cereal), June 5 starts sponsorship of five weekly *Frances Scully* program Monday through Friday, 3:00-3:05 p.m., PDT, on full ABC Pacific network (23 stations). Contract for 52 weeks. Agency: Tatham-Laird Inc., Chicago.

Adpeople . . .

J. E. DREW, associate director of public relations for Lever Bros., named director of public relations, and **G. F. GAMBER,** associate director of personnel, named director of personnel. Both have been with company for past two years.

CHARLES G. MORTIMER Jr., vice president in charge of marketing for General Foods Corp., elected to board of directors. He has been with General Foods since 1928 and in 1947 was named to his present post.



Handwriting on the Wall—1950!

To Belshazzar, king of ancient Babylon, the fearful warning on the wall of his banquet hall came too late. That very night he and his kingdom were destroyed.

Here in America there's handwriting on our own walls today: "EXCESSIVE DEBT LEADS TO DISASTER!"

Our public debt . . . national, state and local . . . staggers the imagination. Worse yet, through the so-called policy of "Deficit Spending," we are plunging deeper and deeper into the red. *We're spending money we don't have.*

These spending policies now endanger the security and prosperity of all American business and industry, both large and small, and of their employes, stockholders and customers. That means, of course, that the security and prosperity of *you* and *you* . . . and *everyone else* . . . is at stake, too!

Take a look at the record. During America's first 152 years (1789 to 1941), the federal government spent a total of 180 billion dollars. Now, in the *five years* ending June, 1950, it will have spent 217 billion dollars. *That is 37 billion dollars more, spent in the last five years alone, than was spent during the first century and a half of our nation's existence.*

Any man can create a false and temporary prosperity for himself by living beyond his income and by borrowing money to make up the difference. Would *you* handle your own family finances that way? Of course not. Nor would any sensible business man handle his company's affairs in such a manner. A day of reckoning always comes. Debts *must* be paid.

The policy of "Deficit Spending" has now increased the federal debt to 256 billion dollars. Your share of this debt burden is $1700. Your wife and each member of your family owes that much, too. So does every person in America. Each of your children must face the future, carrying a $1700 mortgage, as of today. It may be more next year.

There is one answer to this frightening problem . . . SIMPLE, SENSIBLE, DAY-BY-DAY ECONOMY. Most of us practice that kind of economy in our private lives. Isn't it time we started to practice that same kind of economy in our national, state and local governments, too?

SEND FOR THESE FREE BOOKLETS TODAY!

Republic has prepared interesting booklets on two of today's most important economic problems. Booklet titles are "Profits" and "Is Bigness Bad?" Address Republic Steel Corporation, 3100 East 45th St., Cleveland 1, Ohio, and simply ask for "Economic Booklets."

REPUBLIC STEEL

Republic Building, Cleveland 1, Ohio

A GOOD PLACE TO WORK—
A GOOD PLACE TO STAY

REPUBLIC STEEL

Alloy, Carbon, Stainless Steels • Cold Finished Steels • Plates • Bars • Shapes • Strip • Sheets • Tin Plate • Pipe • Tubing • Bolts • Nuts • Rivets • Nails • Pig Iron • Coal Chemicals • Farm Fence • Wire • Fabricated Steel Products.

Milestones

► WCSC Charleston, S. C., May 14 observed its 20th anniversary on the air. Slogan for the CBS voice of coastal Carolina is "1390 since 1930." Assigned 500 w when it went on the air in 1930, WCSC now operates with 5 kw. Owned by John M. Rivers since 1944, the station has grown from four full-time people in 1930 to a staff of 28 fulltime employes.

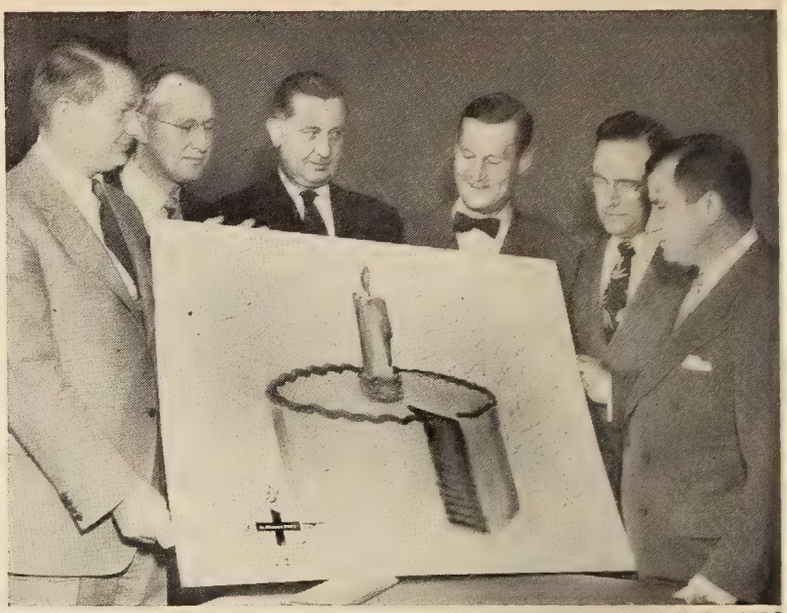
► Utilization of booth space at the 1950 Builders' Show helped WING Dayton, Ohio, publicize its 25th anniversary last month. Motif for the WING display was furnished by a three-tiered 4½ foot cake, 10 ft. in diameter, done in white and silver and featuring 25 lighted candles. Pictures of WING personalities on blue, white and silver posters flanked the cake on each side.

► The "WIS Hired Hands" hillbilly group April 16 celebrated their 14th year of continuous broadcasting on WIS Columbia, S. C. Heard twice weekly, with an early-morning and a noon-time show, members of the group are "Snuffy" Jenkins, Ira Dimmery, Tommy Faile, Marion Kyser and Grady Lindler.

► NBC's *Your Hit Parade* observed its 15th anniversary April 22. The show's first stars when it made its debut in 1935 included Lennie Hayton and his orchestra, Gogo De Lys, Johnny Hauser, Charles Carlisle and Kay Thompson. Current singing stars are Jeff Clark and Eileen Wilson with Raymond Scott as conductor.

► KDYL-TV Salt Lake City marked its second anniversary April 19 with a special half-hour show. Mayor Earl J. Glade complimented the outlet for its record of performance. In addition, the TV audience was taken on a "behind the scenes" tour of more than 6,000 square feet of floor space in the KDYL-TV Playhouse.

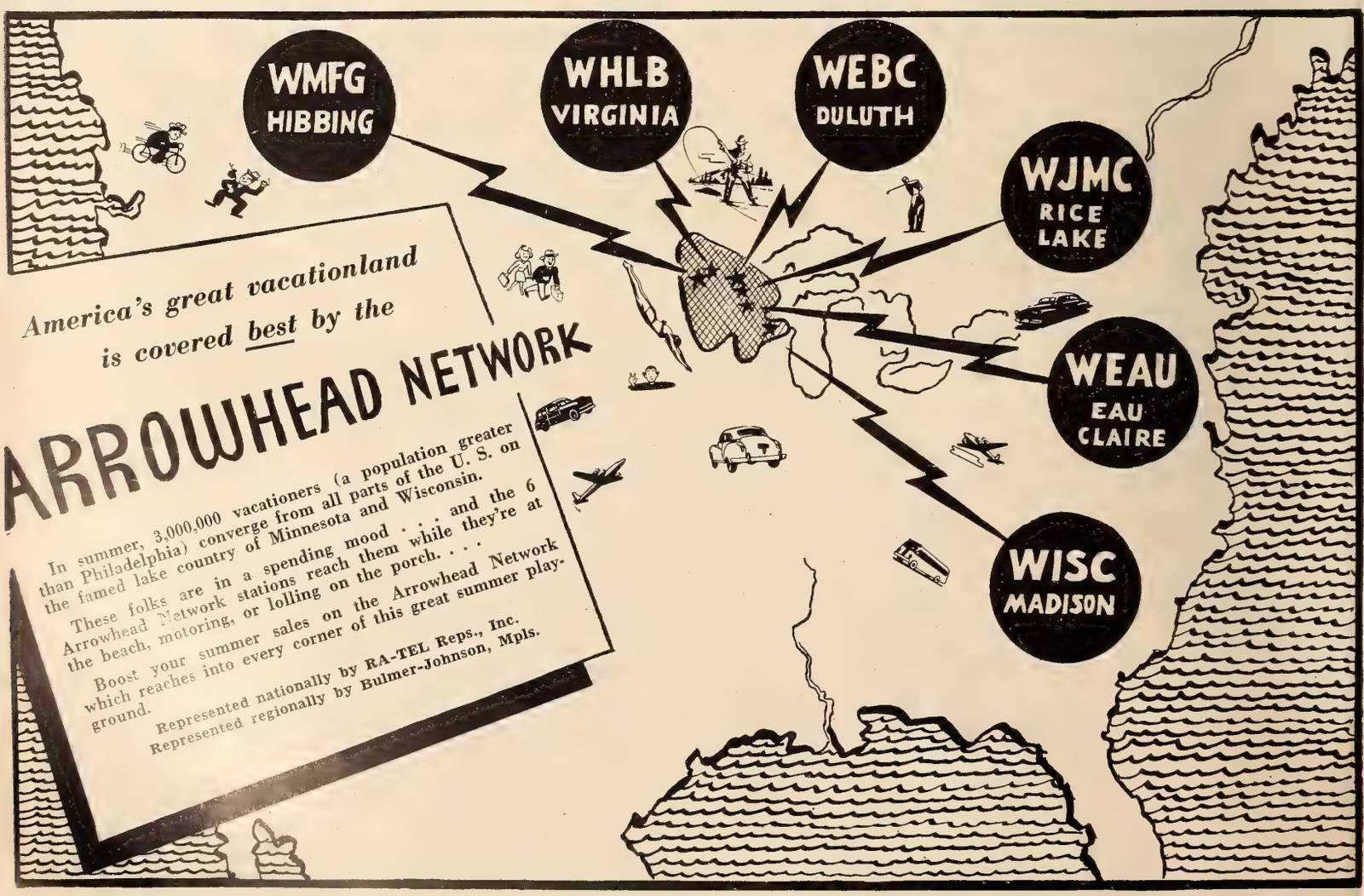
► In recognition of his fifth anniversary with KWK St. Louis, Disc Jockey Gil Newsome was feted May 3 in St. Louis by 65 leading personalities in the music and record business worlds. Also joining in the tribute to Mr. Newsome were civic leaders, including Mayor Joseph Darst who presented him with a special citation, and praise from colored and religious leaders recognizing Mr. Newsome's efforts to improve inter-racial relations in St. Louis.



THEY KNEW he was coming, so Mutual officials baked a "cake" for MBS President Frank White (r) to help celebrate his first anniversary at the helm of the network. Attending the presentation of the sketch, which bears signatures of Mutual employes, are (l to r): Theodore C. Streibert, chairman of the board; E. M. Johnson, vice president in charge of engineering and station relations; James E. Wallen, treasurer and comptroller; Robert A. Schmid, vice president in charge of promotion, advertising and research; William Fineshriber, vice president in charge of programs, and Mr. White. Luncheon was held May 1 [BROADCASTING, May 1].

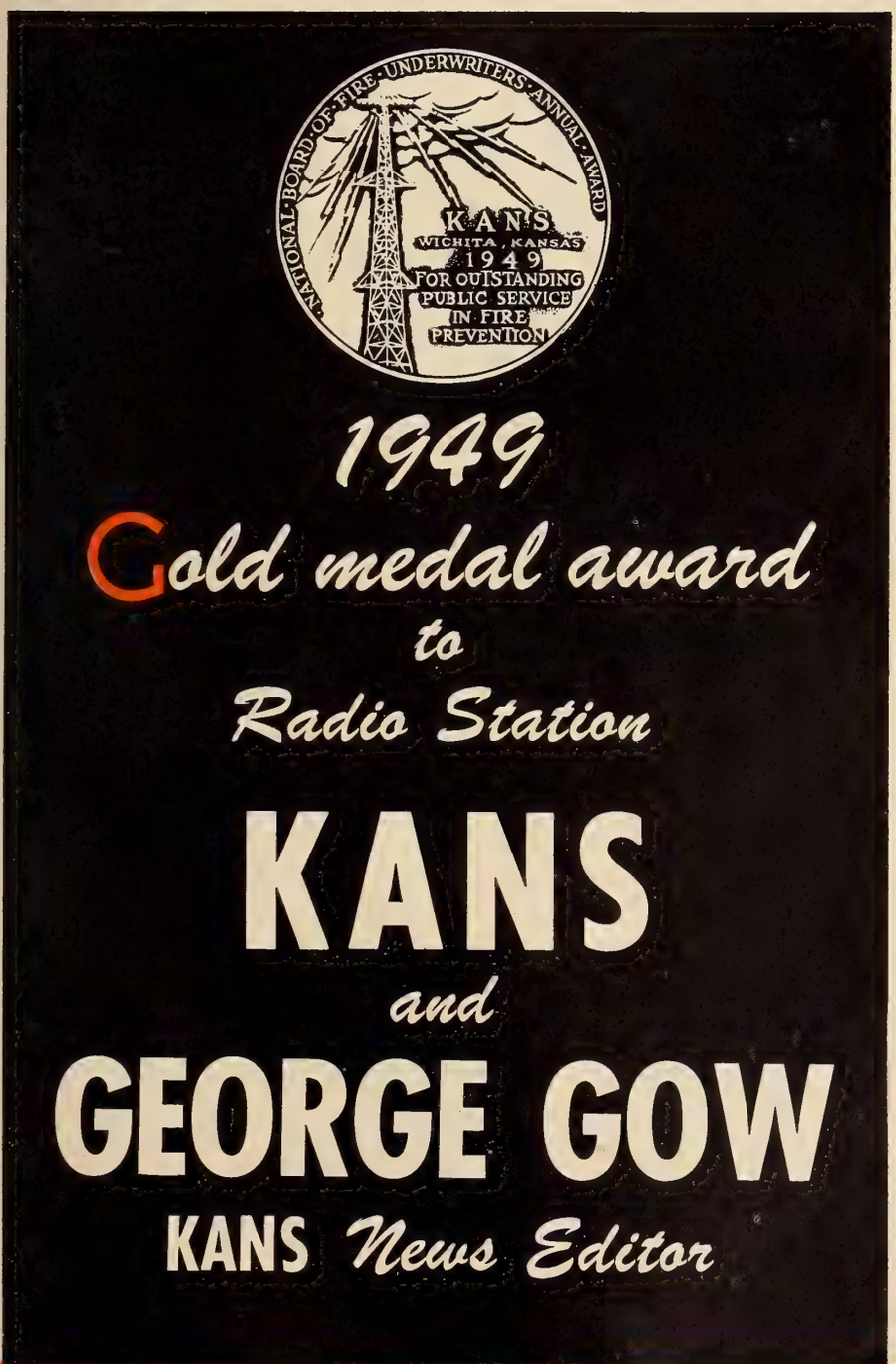
The hour-long salute included a special tribute over Mutual during the 15-minute origination from the Chase Hotel.

► WATR Waterbury, Conn., last month celebrated the 12th anniversary of its telephone quiz show *Phone Your Answer*. Claimed by WATR to be the oldest of its kind in New England, the program has been produced and emceed by Sam Elman, station manager, since its inception in the pre-war days.



For the most meritorious public service rendered by a radio station in the United States in promoting greater safety from fire in its community . . .

The National Board of Fire Underwriters Presents its



1949 Gold medal award to Radio Station

KANS

and

GEORGE GOW

KANS News Editor

KANS used the above red check mark as a symbol of fire prevention and distributed these stickers to over 40,000 Kansas school children to place in their homes.



Children such as the group shown here were visited at their respective schools and appealed to personally by KANS representatives. These children agreed to obey instructions including pasting up the red check stickers and at all times to be on the alert for fire hazards around their homes.



George Gow, KANS News Editor, and the dynamic leader in this Fire Prevention Campaign, gave every available minute to talk to the school children, to write and phone personal appeals to the fire officials in neighboring cities. Gow closed each night's broadcast with the admonition: "Be *sure* to check your house against fire before going to bed!"

Tops in News

KANS

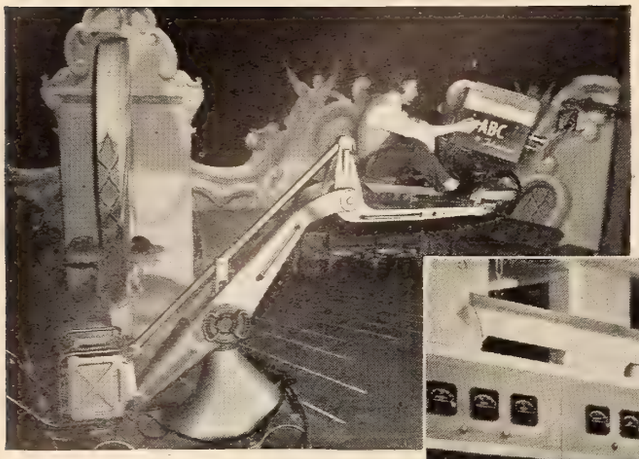
WICHITA, KANSAS

5000 WTS. DAY
1000 WTS. NITE
1480 K.C.

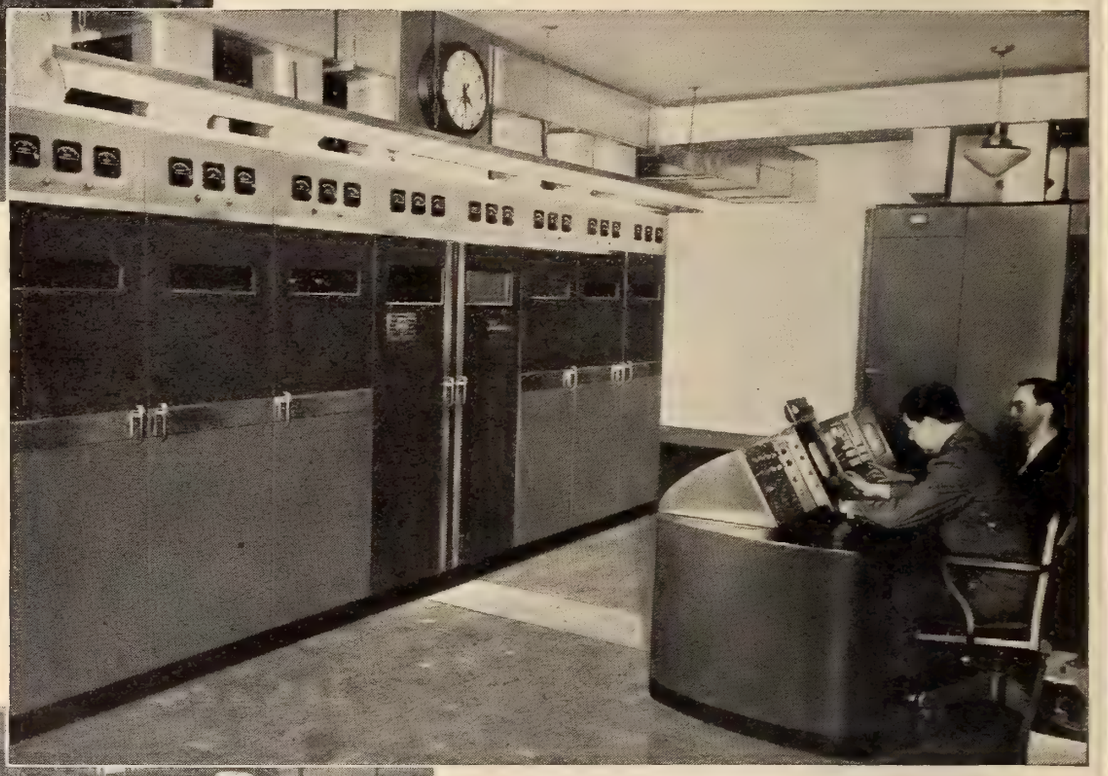
Affiliated with NBC

National Representatives
THE TAYLOR CO., INC.
NEW YORK • CHICAGO • DALLAS
LOS ANGELES • SAN FRANCISCO
PORTLAND • ATLANTA • SEATTLE

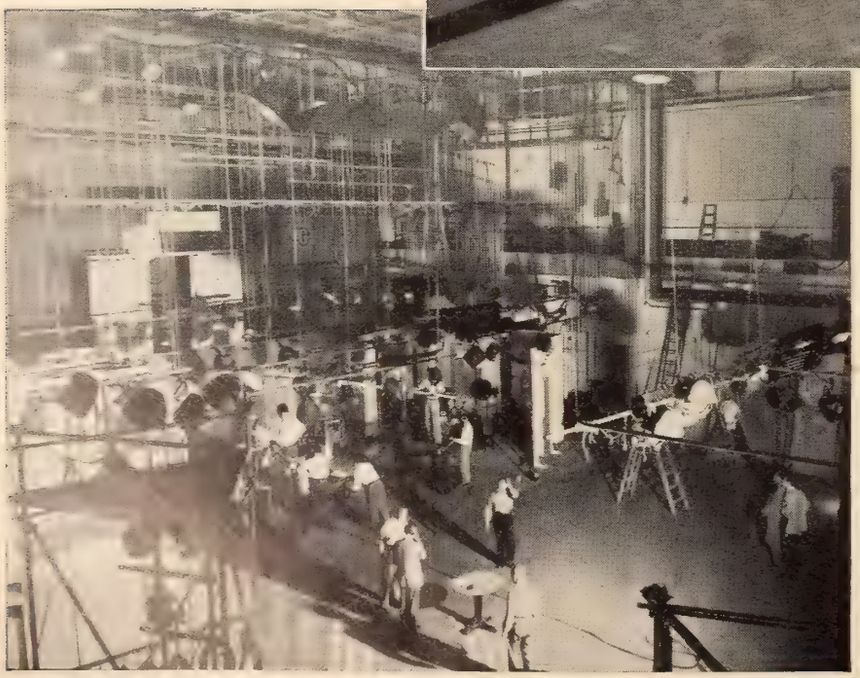
America's Key Network TV Equipment



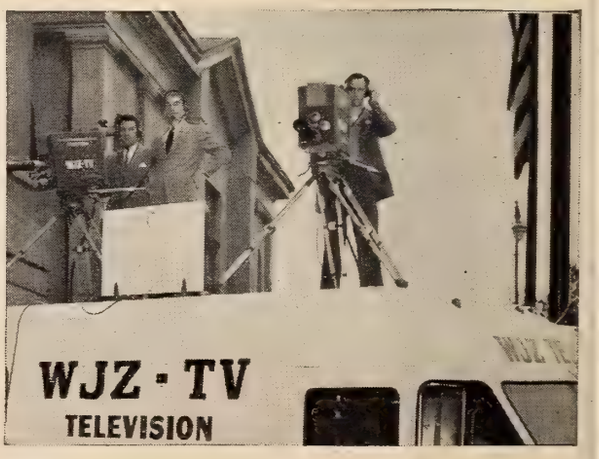
WJZ-TV uses this RCA De Luxe studio crane to get dramatic viewing angles, smooth panning of big scenes, approaches, retreats.



WJZ-TV's Empire State transmitter room is completely RCA-equipped. It includes a 5-kw transmitter (plus 2.5 kw for FM sound), a 500-watt stand-by transmitter, control console, antenna diplexer, vestigial side-band filter, dummy load.



WJZ-TV's famous ABC Studio One—and its six other TV studios—is RCA-equipped with cameras, dollies, booms, stands, mounts, microphones, and accessories.



WJZ-TV uses two fully-equipped RCA field trucks—including seven field cameras.

Stations Use RCA

...WJZ-TV, for instance

NOW ON THE AIR from atop the world's tallest television tower... the Empire State building in New York City ... WJZ-TV is setting an enviable record for wider coverage, and brighter, clearer pictures over the vast Metropolitan area.

We are proud that the superior service of this important ABC network station is backed by equipment designed and built by RCA. Seven modern studios, complete with RCA's new remote video relay switching system. A modern film-projection and film-recording room—complete with four Kinefoto film recorders. A fleet of field trucks—with all necessary gear. A complete transmitter room with all associated equipment.

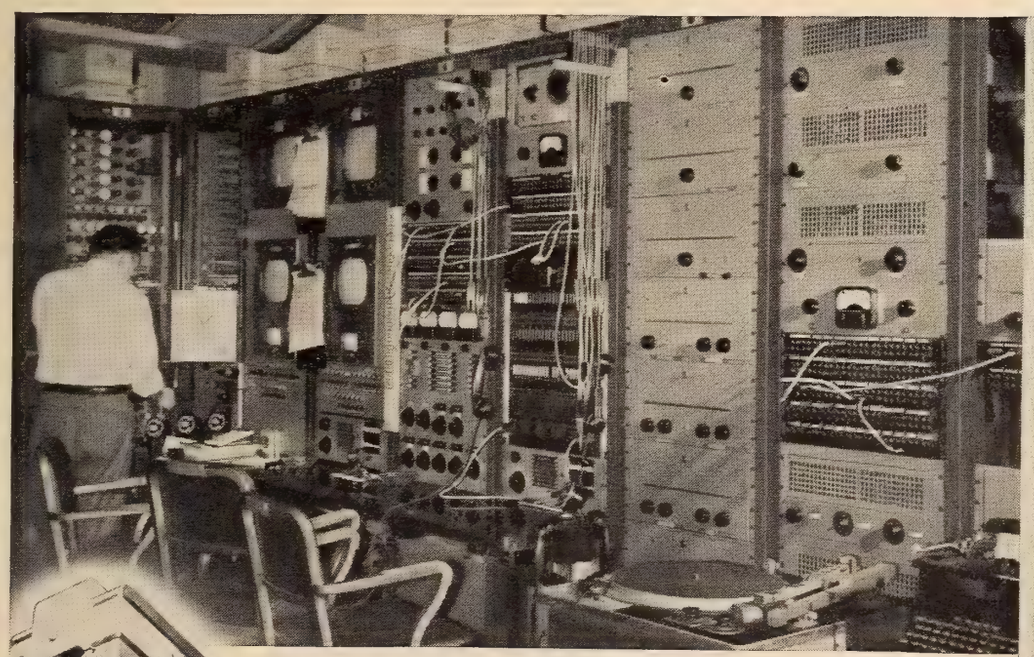
Good reason why WJZ-TV can count on continued unexcelled performance from its new Empire State location.

TELEVISION BROADCAST EQUIPMENT

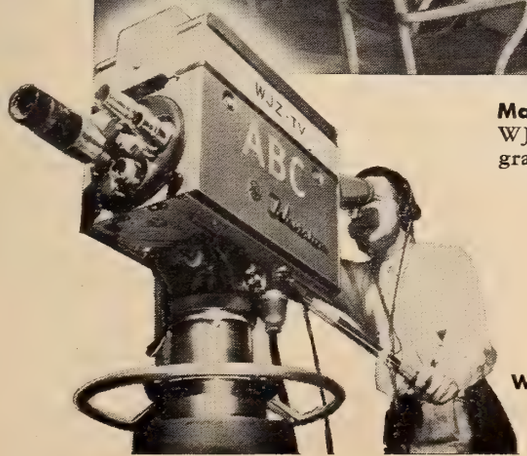
RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

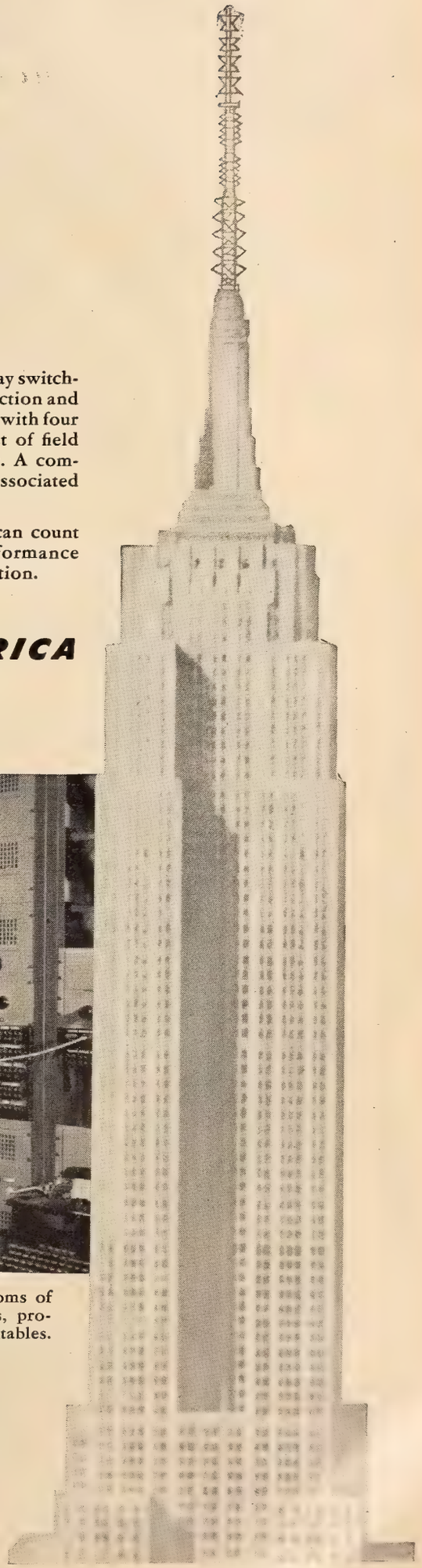
In Canada: RCA VICTOR Company Limited, Montreal



Master Control Room. All seven control rooms of WJZ-TV use RCA equipment—video consoles, program console, audio consoles, microphones, turntables.



WJZ-TV uses RCA Studio Cameras



Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Draws Comments

EDITOR, BROADCASTING:

Just wanted to say thank you for the nice story [Respects, BROADCASTING, April 24] . . . Since the . . . issue came out, I've had quite a few complimentary comments about the column. . . .

Beatrice Adams
Executive Vice President,
Gardner Adv., St. Louis

* * *

Cites Cancer Report

EDITOR, BROADCASTING:

BROADCASTING'S many informative features and excellent industry news coverage long have been among my most reliable means of keeping abreast of developments in the field.

It was especially gratifying, then, for me to read your "In the Public Interest" column in the May 15 issue. The 11 reports of what radio stations and networks did during the recent Cancer Crusade summarize what we have known the industry has been doing—giving the American Cancer Society vigorous, ingenuous and determined assistance in its efforts to bring about the control of cancer.

May I take this means of again thanking radio for its splendid and invaluable support of our work. And may I also congratulate BROADCASTING for its good sense and fairness in giving recognition to a phase of radio which is too often sniped at and too seldom applauded.

Walter King
Director, Radio and TV
American Cancer Society Inc.
New York

* * *

Not Worried About TV

EDITOR, BROADCASTING:

Is television hurting AM radio?

When your magazine becomes an 80-page TELECASTING with a 12-page BROADCASTING insert, then I'll begin worrying about radio's future.

But not until then.

Art Leavitt
Announcer
KOCY Oklahoma City, Okla.

* * *

Evaluating Radio

EDITOR, BROADCASTING:

My congratulations to the man who wrote "John's Other Bull" [BROADCASTING, May 8]. Some of our learned pedagogues confuse everybody except the man who is spending his money. Apparently it took Shakespeare several hundred years to become the immortal bard and required classroom reading, but when he wrote—he wrote for money. And, he came out of the most commercially productive era in English history.

Back in 1940 I took a young lady from the Australian BBC on a guided tour through Radio City, New York. She was amazed by the stupendous organization and the splendor. She had to admit that things were a bit stuffy on the BBC.

Most of us today are no better at evaluating our culture than most of Will Shakespeare's contemporaries were in his day. But, radio is on the rack for being a medium of trash and I say that the day the college professors stop picking on us is the day we'd better evaluate ourselves.

Bill Roche
Promotion Director
WFBR Baltimore

* * *

Only Lord Haw Haw

EDITOR, BROADCASTING:

I wonder if Dean Kenneth G. Bartlett of Syracuse U., whom you spanked in your editorial "John's Other Bull" [BROADCASTING, May 8], has ever stopped to realize that while the American broadcasting industry has produced dozens of radio stars and personalities who get small fortunes for personal appearances in Great Britain, the only English radio personality ever to receive much publicity in this country was the late Lord Haw Haw. Even he had to take lessons from Axis Sally who broke him of his dull and boring air habits acquired from too many years listening to the BBC.

Thomas B. Newsom Jr.
Radio Station Sales
Transfer & Investment
Melbourne, Fla.

* * *

Defends Peabody Award

EDITOR, BROADCASTING:

I think that BROADCASTING missed the point in its editorial criticism of the Peabody Award to Harold Ross [BROADCASTING, May 8]. Terminal Radio Inc. broadcast by direct line rather than a radio transmitter, and thus, in the technical sense, was not "radio." Nevertheless, the audience, on hearing transcribed music, commer-

(Continued on page 64)

DON'T FORGET TO ADD

MISHAWAKA

WHEN YOU STUDY

SOUTH BEND SALES FIGURES!

Saleswise, the two cities of South Bend and Mishawaka are one. They are separated only by a street. Together they form a single, unified market of 160,000 people.

This two-city fact makes a big difference in South Bend's national sales ranking. For example: in 1949, South Bend ranked 85th in the nation in retail sales, with a total of $161,266,000. But, when you cross the street and add Mishawaka's 1949 retail sales, the total jumps to $190,907,000. That figure boosts South Bend-Mishawaka to 72nd place nationally—instead of 85th!

Be sure to add Mishawaka when you count up South Bend sales figures. Remember, too, that these sister cities are just the *heart* of the South Bend market. The *entire* market takes in more than half-a-million people who spent more than half-a-billion dollars for retail purchases in 1949!

WSBT—and only WSBT—covers *all* of this rich and responsive market.

WSBT

Figures from Sales Management's 1950 "Survey of Buying Power"

WSBT SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE



The New Collins 20V
One-Kilowatt
AM Transmitter

Here's Pinchpenny in Person

It is 1950's great engineering gift to the harassed, cost-conscious AM broadcaster.

A brand new one-kilowatt transmitter that will get by on a leaner operating and maintenance budget than ever before, while delivering a thousand fat watts of power to a transmission line.

This new, ultra-frugal transmitter, the Collins 20V, is the product of new engineering techniques resulting from research conducted during the past five years, and only recently available in terms of tubes and other components. It obsoletes the engineering of pre-war 1940.

The modulator and power amplifier tubes used in the new Collins 20V are high gain tetrodes, of types that have regularly chalked up operating life records of 4,000 to 8,000 hours, even at FM broadcasting frequencies. Their characteristics permit great simplification in associated circuitry, and the use of low-drain receiver type tubes in the driver stages. Only 16 tubes are employed in the entire transmitter. The replacement cost of the complete tube complement is only $217.10.

Whether you are thinking of building a new station or replacing an obsolete thousand-watt transmitter, get all the facts about the Collins 20V. Write, wire or phone your nearest Collins representative.

FOR BROADCAST ECONOMY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St.
NEW YORK 18

2700 W. Olive Ave.
BURBANK

1330 N. Industrial Blvd.
DALLAS 2

Dogwood Road, Fountain City
KNOXVILLE

417 Rosalyn Ave.
DAYTONA BEACH

First in Dollar Value in NASHVILLE Because WKDA Delivers the Audience

3RD ANNUAL AUDIENCE REPORT
(Hooper Station Audience Index)
CITY: NASHVILLE, TENNESSEE
MONTHS: Jan.-Dec., 1949

Total Coincidental Calls—This Period-

INDEX	"A"	"B"	"C"	"D"
HOMES USING SETS	WKDA 21.7	22.0	18.3	10.1
Total Rated Time Periods	25.3	26.1		

Represented By
FORJOE & CO., INC.
T. B. Baker, Jr., General Manager

NASHVILLE, TENN.
WKDA
MUSIC • SPORTS • NEWS

Feature of the Week

RELUCTANCE of a Muskegon, Mich., department store to employ radio as an advertising medium soon evaporated following twin promotions on WKNK Muskegon this spring. Results of the Grossman's department store radio campaign gave rise to this comment from Louis Grossman, vice president of the firm, to Don Mann, WKNK general manager:

"We are convinced that WKNK is a medium to obtain results. Part of our new advertising budget has been allocated for radio on WKNK. We feel confident that our new program with you, *Koffee Klatter,* will bring immediate results for us and our co-sponsor, General Electric. Enclosed please find the signed contract for the show. . . ."

Promotion consisted of a series of daily spot announcements with two live 15-minute interview type programs aired from the fourth floor of the store April 13-22. Grossman's ran several tests on WKNK. One day a setting of silverware for six with each purchase of a major GE appliance was offered. The unanticipated



Checking last-minute radio plans are Messrs. Grossman (center l) and Mann.

* * *

response made it necessary for the store to withdraw the offer the next day. Three days after the twin promotion programs ended, Mr. Grossman signed a contract.

All promotion, the shows *Grossman Days* and *Grossman's Housewares Fair* and spot announcements, was aired only on WKNK. No other medium was used. *Koffee Klatter,* Mr. Mann explained, follows the format of the test shows —interview type and broadcast direct from the store.

On All Accounts

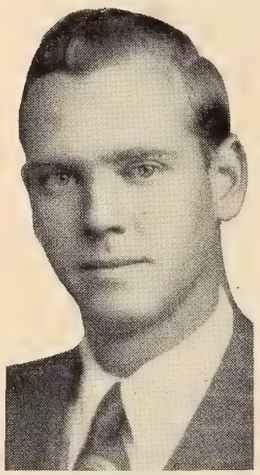
HUGH S. HOLE, radio and television director for Brooke, Smith, French & Dorrance, Detroit, is a baseball fan, but he's wondering if TWO opening days in the same season aren't too much.

When Goebel Beer decided to bring Detroit fans the opening day ceremonies from Cleveland on both AM and TV this year, it meant a flying trip home from Colorado for Hugh to make all necessary arrangements in the city across the lake. Then, three days later, back to Detroit for the opener there.

This was the first time an out of town opening game was brought directly to Detroit viewers and listeners, but was in line with a standing Goebel policy to bring direct all important series involving the Tigers. Under BSF&D guidance, the Goebel Network has now grown to 36 stations in Michigan and Ohio. In addition, a selected number of games are telecast by WWJ-TV Detroit.

Slim, quick-grinning Hugh got an early exposure to radio and radio personalities on a trip to New York to visit his brother, Leonard, who was one of the earliest employes of Benton & Bowles, and active in early radio shows. There Hugh was thrown into the company of such old timers as Tiny Ruffner and the cast of the "Show Boat."

Returning home to Greensboro, N. C., Hugh could think of nothing else but a career in radio. This ambition persisted through four years of prep school and the U. of North Carolina where he was graduated in 1942 with a B.A. in dramatic arts. This drama training has served him well many times in his rapid advance in radio and TV.



HUGH

"No training could possibly have helped me as much," he says. "After all, a stage is a stage, and I felt perfectly at home in TV operations."

Hugh's earning power is no secret, either. He readily tells that he started with Benton & Bowles in 1942 as a mail boy, for the "huckster" salary of $19.52. Of his progress since those days, he openly confesses: "I've had a raise."

Like all ambitious men, in 1946 he decided to go into business for himself, and with his brother, Leonard, and several other partners, he formed Television-Radio Enterprises to develop and market

(Continued on page 69)

k-nuz SUCCESS STORY!
No. 5



Mr. Reeves W. Hendershot
Gulf Brewing Company

Pale Dry Grand Prize has moved from seventh position to Houston's LARGEST selling beer in just a few scant months.

"The phenomenal rise and public acceptance of Pale Dry Grand Prize," according to Reeves W. Hendershot, Vice-president in Charge of Sales at GULF BREWING COMPANY in Houston, "was due to the cooperation of retailers and salesmen who merchandised our intensive media campaign. And I heartily attribute a good portion of their success to our 12 quarter-hours and 21 announcements carried weekly over K-NUZ."

Upon request K-NUZ will be happy to furnish complete story of the success of the GULF BREWING COMPANY, or you can contact Mr. Reeves W. Hendershot at 5301 Polk, Houston, Texas.

Grand Prize Advertising Is Prepared By Foote, Cone and Belding, Houston Office.

Before you buy the Houston market check the top Hooperated availabilities K-nuz offers. You'll be dollars ahead in sales and savings.

CALL, WIRE OR WHITE
FORJOE: NAT. REP.
DAVE MORRIS, MGR.
CE-8801

k-nuz
(KAY-NEWS)
9th Floor Scanlon Bldg.
HOUSTON, TEXAS

MEN YOU LIKE TO MEET



LLOYD REISNER "1950 DRIVER OF THE YEAR"

A blinding storm. A wrecked car. A mother deep in shock. In her arms a horribly hurt little girl—in danger of bleeding to death.

Lloyd Reisner, edging his truck cautiously through the deluge, stares through the windshield.

His air-brakes check his momentum as his alert eyes see the wreck.

Pulling off the road, Reisner jumps from his cab.

Reisner gave first aid; his training and instruction as a truck driver had given him the instinct to do the right thing in a crisis.

In desperation, he commandeered a car—and holding the little girl in his arms, applied pressure to the throat arteries to stop the dreadful hemorrhaging.

Then—with the little girl safely hospitalized and her life saved—he went on about his job.

For this deed and for his many years of competent, safe, *accident-free* driving for the Hancock Truck Lines Inc., Indianapolis, Ind., Lloyd Reisner was selected from among hundreds of candidates as the trucking industry's 1950 Driver of the Year.

* * *

Last year's winner, Martin Larson of St. Paul, Minnesota, saved a trapped car driver from certain death by freezing.

The year before, it was Verl Langford of Buena Vista, Colorado, who ran 7 miles down a mountainside to bring help to a badly injured group of motorists, saving their lives.

Some of these drivers have *over a million miles* of accident-free driving. They are safe, courteous and trained in first aid, often by the American Red Cross. Next time you are in trouble on the highway, chances are it is the truck driver who will offer help.

They are Men You Like To Meet.



THE AMERICAN TRUCKING INDUSTRY

AMERICAN TRUCKING ASSOCIATIONS, WASHINGTON 6, D. C.

©1950, American Trucking Associations



"You say radio is the best buy?"

Yes, sir, we do! You can reach more people at lower cost through radio than any other advertising medium.

And in Baltimore, the way to get the absolute *maximum* from your advertising dollar is to buy W-I-T-H. No other station delivers so *many* listeners at such *low* cost.

That means low-cost results. That means that small appropriations on W-I-T-H do *big* things. Call in your Headley-Reed man for the whole story today.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, President • Represented by HEADLEY-REED

BROADCASTING
TELECASTING

Vol. 38, No. 21 WASHINGTON, D. C., May 22, 1950 $7.00 A YEAR—25c A COPY

CBS QUITS NAB

Withdraws Its 7 Outlets; ABC Expected To Follow

NAB FACED at the weekend the problem of maintaining normal services without benefit of possibly $65,000 in dues as the result of resignation of CBS and its owned stations and the apparently imminent withdrawal of ABC and its owned-and-managed outlets.

CBS notified NAB Wednesday it was preparing a letter of resignation. ABC appeared on the verge of resigning. NBC and MBS did not withdraw.

The CBS action culminated a year of discontent with NAB functioning, an attitude shared to some degree at least by the three other major networks [CLOSED CIRCUIT, Feb. 20].

All four networks had aired their views last Monday at an NAB-instigated joint luncheon held in New York.

Whether the CBS withdrawal would start a chain reaction affecting NAB's very life could not be foretold, but the network's announcement said it hoped independently owned stations would not follow the example. There were no immediate portents of wholesale resignations.

Strict Economy Started

Withdrawal of CBS and indication that ABC would pull out came as the industry's trade association was starting to operate on a policy of strict economy under direction of William B. Ryan, installed just a fortnight ago as general manager.

"We'll live with it," one top NAB official told BROADCASTING Thursday, reflecting the general attitude at NAB Washington headquarters. While no effort was made to conceal chagrin at loss of key industry support, it was noted that for many years prior to 1945 the association had only two of the four networks on its rolls.

From 1942 to 1947 networks had been active members, with MBS having joined in 1945. The by-laws were amended in 1947, at network suggestion, to give them associate rather than active status and removing them from board membership except through representation of an owned station.

In a statement explaining its resignation, CBS cited NAB duplication of functions the network already performs for itself. If there were other factors, such as reported dissatisfaction over executive personnel or the association's legislative record, CBS did not mention them in its official announcement.

NAB declined to comment Thursday on the ground that it had not been officially notified and had no way of knowing what CBS was doing. Unofficial disclosure came with a series of phone calls from reporters anxious to know if the association had any comment.

Acclaim Accorded

Just as CBS was giving NAB unofficial notice Wednesday of its withdrawal, the association was being acclaimed for its active opposition to President Truman's FCC reorganization project (Plan 11) which was defeated in the Senate (see story page 26).

The membership defections came as B. Walter Huffington reported to NAB headquarters as field director, with the job of conducting a one-man membership drive in the field. Mr. Huffington formerly was manager of WSAP Portsmouth, Va. [BROADCASTING, May 15].

NAB officials insisted that services would be continued on a normal basis, aside from the drive for strict economy in all phases of association operation. Staff fear of immediate personnel cuts was discounted.

The 1950 NAB budget runs about $800,000 a year. Mr. Ryan has been reviewing the budget carefully and conducting a detailed study of departmental functions. He has full administrative charge under President Justin Miller and will submit a detailed budget report to the board when it meets in Washington June 20-22.

In leaving the association, to which it paid $5,000 a year as an associate member, CBS also withdrew its seven owned stations. The network's total dues amounted to an estimated $40,000 a year.

The NAB dues of ABC and its five owned and managed stations are estimated between $25,000 and $30,000 a year. NAB itself refused to divulge the dues on the ground the information was confidential.

Speculation Arises

Future attitude of the other two national networks toward NAB membership continued to be the subject of speculation at the weekend.

Suggestion was heard that some stations historically outside NAB's

(Continued on page 40)

AUDIENCE DIVISION

Independents Prosper

INDEPENDENT STATIONS have felt the competition of TV less keenly than have network affiliates in the same cities.

Television to a substantial degree is creating its own audience.

These two conclusions arise inevitably from examination of the accompanying tables which compare the average evening ratings of all programs—network radio, non-network radio, TV—and the way the total evening audience is shared among these three for March-April of this year and the same period a year ago, as measured by The Pulse Inc. in five major markets for which data for both years was available.

General Trend Seen

Five markets do not make a nation, but when they all show the same general trends and differ only in detail they may be assumed to present a significant picture of audience changes in the past year in cities which have both radio and TV program service.

Table I, showing average sets-in-use from 6 p.m. to midnight, or average ratings, if you prefer, reveals that in all five cities the total broadcast audience has increased from last spring to this. To put it another way, more people were found listening or looking during

(Continued on page 24)

TABLE I

THE AVERAGE ¼ HOUR SETS-IN-USE

6 p.m.-12 Midnight—From March-April Radio Reports

	Mon.-Fri.		Saturday		Sunday		Entire Week	
	'49	'50	'49	'50	'49	'50	'49	'50
NEW YORK								
All Indies	9.6	11.3	9.8	12.3	4.7	7.7	8.9	11.0
Networks	20.5	18.6	17.2	15.8	26.7	20.8	20.9	18.6
All TV	5.0	15.3	3.9	15.6	4.9	14.4	4.8	15.3
All Radio	30.1	29.9	27.0	28.1	31.4	28.5	29.8	29.6
Total Homes using Radio or TV*	35.1	43.2	30.8	41.9	36.2	39.6	34.6	42.7
PHILADELPHIA								
All Indies	5.4	4.9	5.5	5.3	3.2	3.4	5.1	4.7
Networks	21.8	17.3	20.8	15.3	27.4	19.9	22.5	17.4
All TV	4.5	14.4	3.3	12.5	4.3	13.3	4.3	14.0
All Radio	27.2	22.2	26.3	20.6	30.6	23.3	27.6	22.1
Total Homes using Radio or TV*	30.7	34.9	29.2	31.7	34.1	35.2	30.9	34.5
BOSTON								
All Indies	4.9	4.9	6.0	5.6	2.8	3.2	4.8	4.7
Networks	24.6	22.4	22.3	21.3	28.6	25.1	24.8	22.5
All TV	1.4	9.5	2.0	9.0	2.3	9.5	1.6	9.5
All Radio	29.5	27.2	28.3	25.9	31.4	28.2	29.6	27.2
Total Homes using Radio or TV*	30.9	35.5	30.3	33.8	33.7	36.7	31.2	35.6
CHICAGO								
All Indies	5.9	5.8	7.3	5.9	5.1	4.0	6.0	5.6
Networks	21.2	17.3	18.5	13.3	22.7	17.8	21.1	16.8
All TV	2.2	12.1	1.7	12.2	2.4	12.8	2.1	12.3
All Radio	27.1	23.1	25.8	19.2	27.8	21.8	27.1	22.4
Total Homes using Radio or TV*	29.1	33.7	27.4	30.4	30.2	33.5	29.1	33.3
CINCINNATI								
All Indies	6.5	4.7	7.2	5.6	4.5	4.1	6.4	4.8
Networks	27.5	22.5	24.3	19.9	29.0	23.1	27.3	22.3
All TV	.9	9.8	.6	9.8	1.1	9.9	.9	9.8
All Radio	34.0	27.2	31.5	25.6	33.5	27.2	33.7	27.1
Total Homes using Radio or TV*	34.9	35.8	32.1	34.6	34.6	36.0	34.6	35.8

* May be higher than the total of radio plus TV as some homes reported using both.
Source: The Pulse Inc.

Audience Division

(Continued from page 23)

the evening hours in March-April 1950 than in March-April 1949.

Television should be credited with adding new members to the overall broadcast audience and with increasing the total amount of time spent on broadcast entertainment—either oral or visual—as well as blamed for converting yesterday's radio listeners into today's video viewers.

It is perhaps noteworthy that New York, which has had regular TV programming longer than any other U. S. city and therefore might be assumed to be less affected by TV's novelty appeal than any other city, shows the largest percentage increase in total audience of the five cities reported. In fact, the total radio audience in that city showed almost no change during the year, with the full growth in the TV audience being matched by the increase in total audience during the 12-month period.

The relative positions of network radio, non-network radio and TV are more clearly shown in Table II, comparing share of total mentions—or share of audience—among the three forms of broadcast entertainment. This table, which reflects the competition among the three classes, shows for all cities the same general changes in the past year: TV share has increased and radio's share decreased, with network stations losing more heavily than the non-network stations.

TABLE II

SHARE OF TOTAL MENTIONS

6 p.m.-12 Midnight—From March-April Radio Reports

	Mon.-Fri.		Saturday		Sunday		Entire Week	
	'49	'50	'49	'50	'49	'50	'49	'50
NEW YORK								
All Indies	27.0	25.4	31.7	28.5	13.0	17.8	25.6	24.8
Networks	58.6	41.0	55.6	36.2	73.7	49.0	60.5	41.4
TV	14.4	33.6	12.7	35.3	13.3	33.2	13.9	33.8
PHILADELPHIA								
All Indies	17.2	14.1	18.8	16.5	9.3	9.5	16.1	13.7
Networks	68.7	47.3	70.2	46.4	78.3	54.9	70.5	48.3
TV	14.1	38.6	11.0	37.1	12.4	35.6	13.4	38.0
BOSTON								
All Indies	16.5	13.8	19.5	16.1	9.3	8.3	15.9	13.3
Networks	79.1	60.7	74.1	58.4	84.1	65.8	79.1	61.2
TV	4.4	25.5	6.4	25.5	6.6	25.9	5.0	25.5
CHICAGO								
All Indies	21.0	17.0	27.4	19.2	17.2	11.7	21.2	16.5
Networks	71.7	49.1	66.7	42.4	75.0	51.7	71.6	48.6
TV	7.3	33.9	5.9	38.4	7.8	36.6	7.2	34.9
CINCINNATI								
All Indies	18.5	13.1	22.8	16.1	13.9	10.9	18.5	13.2
Networks	78.5	60.9	75.3	56.6	83.7	62.7	78.8	60.6
TV	3.0	26.0	1.9	27.3	2.4	26.4	2.7	26.2

The Pulse Inc.

* * *

Type of Programming

This situation seems a natural result of the type of programming which TV offers, programs that in general compare closely with those offered by the radio networks—name stars, elaborate musical and variety shows, big dramatic productions and the like. Conversely, TV has very little of the music-and-news type of programming which is the basic formula of much of non-network station operation.

The disc jockey, often the most popular attraction of an independent station, has no exact counterpart in TV. It is a logical conclusion, therefore, that people who formerly spent most of their listening hours tuned to network stations should more quickly transfer their affections to television where they find the same type of entertainment, while those who prefer the independent station type of entertainment stay with radio because they can't find this kind of programming in television.

A corollary explanation for TV making deeper inroads into network radio audiences than into the audiences of independent stations arises from the economic status of TV set-owners. Families in the upper income brackets have generally been the first purchasers of video receivers, with TV sets gradually moving down into the middle and lower income groups as set prices decline and as the amount of TV programming available to the community increases.

Network programming rates highest with the upper income groups, research indicates, with non-network programming most popular with the middle and lower income bracket families. If more TV sets go into the homes of families who prefer network radio programs than into homes of those who do not, it should follow that the network programs will lose more listeners than the non-network broadcasts.

Close observers of the radio-television situation in New York believe that this conclusion should not encourage the independent broadcasters to think they have nothing to worry about and can sit still and watch their network competitors waste away. TV sets are already moving into middle and lower income class homes and at a constantly accelerating rate, they point out. And once a TV set has entered the home, the impact of sight-and-sound programs is bound to make some impression on even the most faithful disc jockey fan.

The answer given by one radio-television veteran is simple: All radio broadcasters, network and independent alike, have got to do the best program jobs they possibly can, have got to offer new program ideas, new program formats, new stars, to keep 'em listening instead of looking.

Stanton Plans Vacation

FRANK STANTON, CBS president, will leave on an extended vacation on May 26. Mr. Stanton is planning to tour the country by motor.



Drawn for BROADCASTING by Sid Hix

"Is this counted as a public service or will I be charged regular rates?"

MARY DUNLAVEY

Is Cohen's Head Timebuyer

MARY DUNLAVEY, former timebuyer with Cunningham & Walsh, New York, has been appointed head of the timebuying department of the Harry Cohen Advertising Co., New York.



Miss Dunlavey

Miss Dunlavey takes over her new duties today (May 22). While with Cunningham & Walsh, she handled the Auto-Lite and Chesterfield spot campaigns. Before that she was with Pedlar & Ryan and Ruthrauff & Ryan, both New York. At the latter agency, she placed one of the largest spot announcement campaigns in radio history for Pall Mall with its "On Land, On Sea and In the Air" schedule. She also placed time for Lever Bros.

At the Cohen agency Miss Dunlavey will handle the Grove Labs and Fitch Shampoo accounts, both active radio and television users.

HAMM CAMPAIGN

50 Outlets Set by Beer Firm

MORE than 50 stations will be used for the advertising program of Hamm's beer during the spring and summer months, Clyde E. Rapp, advertising director of the Theo. Hamm Brewing Co., St. Paul, announced last week.

Mr. Rapp said Hamm's has agreed to sponsor baseball broadcasts in Duluth, St. Paul and Moorhead, Minn.; Fargo, N. D.; Sioux Falls, S. D., and Wichita, Kan. Sportscasts and news broadcasts have been purchased from California to Wisconsin on an individual market basis. The Intermountain Network also is included and Transit Radio is being used in Houston, Mr. Rapp said.

Brewster Joins M-E

ROBERT J. BREWSTER, program manager of WOR-AM-TV New York, joins McCann-Erickson, Chicago, as executive assistant for radio and television. He will report to Homer Havermale, vice president in charge of the Chicago office. James Shelby continues as radio and television director. Mr. Brewster formerly worked as an account executive at J. Walter Thompson Co. in New York and at JWT in New York and Hollywood as a radio producer. He produced the Bing Crosby show for five years.

Carlos Franco Weds

CARLOS FRANCO, general executive of Kudner Adv., New York, married Gisele de Bueno of New York, on May 10 in New York City.

RETURN BOUT IN TALENT FIGHT

NBC Plans 'Raids'

STRUGGLE for leadership between CBS and NBC last week was erupting in such intensity that NBC had abandoned the defensive tactics it those two years ago—when CBS began raiding its talent—and was in the raiding business itself.

NBC's top brass was personally leading what it hoped would be a series of successful forays, not only to capture some stars from CBS but also to tie up Bob Hope, current NBC attraction.

Joseph H. McConnell, NBC president, and Mannie Sacks, whom RCA hired away from Columbia Records Inc. a few months ago to become a top talent executive of RCA Victor, were in Hollywood making overtures to half a dozen stars, some of them now on CBS.

The revision in NBC tactics was obviously caused by the ascendancy of CBS in both audience ratings and radio billings. Within recent weeks, through all kinds of promotional and sales techniques, CBS has repeatedly announced its claims to network leadership in both areas.

Last week CBS publicly unveiled its latest presentation, "Radio's Extra Profit Margin," which asserts that because of its expenditure of $30 million since 1946 in acquiring top talent and building programs CBS has won "the largest weekly circulation of all networks . . . both night and day" (see story page 39).

Quotes PIB Figures

In the same presentation, CBS reports Publishers Information Bureau figures showing that CBS led all networks in radio billings in the first quarter of this year.

The CBS promotional campaign has emphasized that its audience and billings figures are for 1950, mainly a counter to an NBC promotional campaign which has run in newspaper ads and elsewhere that claims NBC leadership on the basis of BMB figures (for 1949) and on total 1949 PIB billings.

"One factor above all others has created for CBS advertisers this extra profit margin," the new CBS presentation asserts. "CBS, alone of all the networks, has acted on the principle that effective programming comes before anything else in the endeavor of broadcasters."

Two years ago, when William S. Paley, CBS chairman of the board, noticed *Amos 'n' Andy* and Jack Benny to CBS from NBC on the basis of "capital gains" deals, NBC let it be known that its strategy was to resist joining the high bidding for talent.

At a meeting of stockholders of RCA, parent company of NBC, Brig. Gen. David Sarnoff, then RCA President and chairman of the board, outlined that strategy in response to a stockholder's question. Gen. Sarnoff said at that time that it was not NBC's intention to let talent prices get out of hand.

The eminence of Mr. Sacks in the Hollywood negotiations was not without significance. As one of the most active talent chiefs in the CBS executive ranks, he had assisted Mr. Paley in turning more than one of the big star deals.

To some of the stars who were being sought, joint NBC and RCA Victor contracts were being offered, a hitherto unprecedented unification of effort by RCA and its subsidiary.

Competitive bidding is keen with top executives from both NBC and CBS making flying trips to Hollywood for talks with such names as Mr. Hope, Groucho Marx and Dinah Shore.

Niles Trammell, NBC chairman of the board, and Mr. McConnell, as well as Mr. Paley and Frank Stanton, CBS president, and James Seward, CBS vice president in charge of program packages, are among New York executives who have been handling talks.

Although Mr. Hope is said to be safely in the NBC fold on a long term contract for radio and television, it is still a question if he will remain with that network or accept a CBS offer.

All the major points of a contract have been settled, Mr. McConnell let it be known when in Hollywood last week, but there are many minor ones to be clarified before the deal is definitely consummated.

Offer Stock Purchase

The NBC offer to Mr. Hope includes purchase for $1 million stock of his corporation and in addition a five year contract which would pay him $10,000 weekly if he works or not. It covers radio as well as video.

Contracts are yet to be signed, according to James L. Saphier, radio-TV agent for Mr. Hope.

Meanwhile, there is considerable speculation as to Mr. Hope's radio status with Lever Bros. Although he has made formal request to sever relations, his contract with that firm has three years more to go. Future plans also depend greatly upon this settlement.

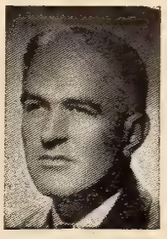
Whether Mr. Marx's *You Bet*

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WITT JOINS CHCM&S

Is Head of New L. A. Office

APPOINTMENT of Harry W. Witt as general manager of the newly established Los Angeles offices of Calkins & Holden, Carlock, McClinton & Smith Inc., New York agency, was announced last week by H. L. McClinton, agency president.



Mr. Witt

Mr. Witt was for four years assistant general manager of the Columbia Pacific Network and KNX Hollywood and more recently was general manager of KTTV (TV) Los Angeles, owned by CBS and the *Los Angeles Times*.

NAB Names Waters

FRANCIS M. WATERS Jr., former assistant director of market research and public relations for Luett, Peabody & Co. Inc., New York, last week was appointed assistant to Paul B. West, president, ssn. of National Advertisers Inc.

NAB BUSINESS GROUP

U. S. Leaders Named

TOP FIGURES in American business and industry will cooperate with broadcasters in mapping economic trends and planning for the future through the NAB Business Trends Committee.

This move to bring the nation's industrial giants into close relationship with broadcasters developed at the NAB board meeting in Chandler, Ariz., last February [BROADCASTING, Feb. 13]. NAB President Justin Miller last week announced formation of the board-approved project.

First meeting of the committee, which thus far includes 19 members, is scheduled July 11 in New York. Other members may be named prior to the opening session.

Judge Miller announced the purpose of the trends committee is "to bring together at regular intervals the best minds in American industry to chart out, through discussion and interchange of ideas, the status of the American economy and to supply NAB members with basic information concerning the business and economic trends within our free enterprise system."

Participating in the committee activities for NAB will be Judge Miller; William B. Ryan, general manager; Richard P. Doherty, employe-employer relations director and Robert K. Richards, director of public affairs.

Judge Miller and Mr. Doherty have discussed the committee's objectives with a large number of business and industrial leaders since the board's approval of the project last February. They have met enthusiastic support.

Committee deliberations will be reported to the NAB membership in an economic letter to be prepared by Mr. Doherty following each session and through regular reports to the membership, which Mr. Richards will edit.

Will Expand Soon

"Nineteen men who epitomize American industrial and business leadership thus far have accepted my invitation to serve on the NAB Business Trends Committee," Judge Miller said. "This number will be expanded in the near future by the addition of a few more business advisors and representatives selected from NAB's network and station membership.

"The men whose genius is responsible to a great degree for the stability of America's economy have recognized unanimously the values of such activity as that represented in the NAB Business Trends Committee. Their willingness to discuss with network and station broadcasters problems of mutual interest speaks for the importance they attach to such discussion.

"I am confident that through this continuing association, business and industrial leaders not only will contribute much to their mutual business pursuits but will develop ideas and information that will serve immeasurably the cause of a free economy to the benefit of our nation's welfare."

Members of the committee are:

William M. Rand, president, Monsanto Chemical Co.
S. Bayard Colgate, chairman, Colgate-Palmolive-Peet Co.
Herman W. Steinkraus, president, Bridgeport Brass Co.
Keith McHugh, president, New York Bell Telephone Co.
Raymond W. Fogler, president, W. T. Grant Co.
J. Cameron Thompson, president, Northwest Bancorporation
R. W. Moore Sr., president, Canada Dry Ginger Ale Inc.
Gilbert W. Chapman, president, Yale & Towne Mfg. Co.
William A. Berridge, economist, Metropolitan Life.
Murray Shields, vice president and economist, Bank of Manhattan
Allen H. Temple, vice president and economist, National City Bank of New York
Dexter Keezer, economist, McGraw-Hill Publishing Co.
Thomas Holden, president, F. W. Dodge Co.
John Sinclair, president, National Industrial Conference Board
Marion B. Folsom, treasurer, Eastman Kodak Co.
Lloyd Brace, president, First National Bank of Boston
Paul F. Clark, president, John Hancock Mutual Life Ins. Co.
Harry A. Bullis, chairman, General Mills Inc.
Robert C. Tait, president, Stromberg-Carlson Co.

FCC REORGANIZATION

President's Bill 'Vetoed' by Senate

A CONCERTED campaign by NAB and other radio factions was credited with defeat of President Truman's FCC "reorganization" plan last Wednesday as the Senate "vetoed" the controversial proposal by a slim margin.

The President's plan to vest administrative and executive functions in the FCC Chairman was beaten by a vote of 50-23—one more than the constitutional majority of 49 needed to keep it from becoming effective tomorrow night (Tuesday).

The "defeat," one of five suffered so far by the Administration on reorganization measures (without a victory), culminated a spirited drive by opponents, including Sens. Edwin C. Johnson (D-Col.) and Ernest W. McFarland (D-Ariz.) of the Senate Interstate & Foreign Commerce Committee; Sen. John L. McClellan (D-Ark.), chairman of the Executive Expenditures Committee; and the Federal Communications Bar Assn.'s executive committee, as well as NAB.

Though no official comment was forthcoming from NAB, the association assuredly was gratified with the result, which many observers felt had stemmed largely from NAB's campaign carrying the fight to both member and nonmember stations. NAB had received over 200 replies from stations reporting action on the plan and this week plans to send out detailed reports summarizing the proposed legislation, according to Ralph Hardy, NAB government relations head.

Sen. Johnson Led Fight

Sen. Johnson led the floor fight to reject the plan after the Senate Executive Expenditures Committee had reported "adversely" his resolution, on which technically the Senate acted.

Simultaneously, in bi-lateral blasts at FCC and Chairman Wayne Coy, he quoted the committee's report charging that FCC was the "only" agency which "declined to cooperate" in the compilation of memoranda requested by Sen. McClellan's group, and that Chairman Coy "countermanded" a report requested by the committee and prepared by the Commission (see story page 38).

Sen. Johnson noted the FCC Chairman is appointed by the President and questioned a statement by Sen. Hubert Humphrey (D-Minn.) that no "dictatorship" is involved in the Truman plan. Sen. Johnson declared:

"The Commission prepared a report, Congress wanted that report, but Mr. Wayne Coy vetoed the request. I call that dictatorship . . . This plan gives all the powers of the Commission to the Chairman so that he can become, in the operation of the Commission, a complete dictator, just as he indicated he would become when a committee of the Senate asked him for a report . . ."

Sen. Johnson had obtained unanimous consent to set aside only 30 minutes for debate, a move strongly protested by Senate Majority Leader Scott Lucas (D-Ill.), who defended the Truman plan along with Sen. Humphrey.

Question of Appointment

Pointing out that the issue involves a "fundamental principle of government involving an arm of Congress," Sen. McFarland noted a "distinct difference between transferring certain functions of a commission to a man who owes his appointment as chairman . . . to the President . . . and transferring [them] to a Chairman who owes his appointment . . . to the Commission itself."

Staffs of independent agencies have become "more and more important and Commissioners must consult them for advice and for expert opinions, Sen. McFarland noted.

"Are the Commissioners going to have to consult staff members who do not owe allegiance to them? Are [they] to be placed in a position where they will not be able to function independently because staff work and staff opinions, on which they must rely, are prepared under the direction of the Chairman, who, in turn, is wholly within the domination of the executive?" he asked Senate colleagues.

Sen. McFarland then quoted FCC's statement on the Hoover Commission recommendations:

The Commission believes that the existing provisions of sections 4 and 5 of the Communications Act of 1934 provide sufficient flexibility to enable the Commission to delegate to the Chairman necessary authority to expedite Commission administrative activity. Under these provisions the Commission has over a period of years delegated increasing powers to the Chairman with respect to administrative matters. Administrative order No. 8 has recently been adopted setting forth this principle of Chairman initiative in Commission administration. . . .

To the extent that any additional legislation may be deemed advisable to expressly designate the Chairman as the chief executive officer of the Commission, the language proposed in section 5 (a) of S. 1973, a bill providing for extensive changes in Commission procedure and organization which was favorably reported by the Senate Committee on Interstate Commerce on July 21, 1949, would appear to meet such requirements. . . .

Conceding that Chairman Coy had favored the plan as a means of relieving other Commissioners of day-to-day administrative details [BROADCASTING, May 1], Sen. McFarland noted that "only one other member" (Comr. E. M. Webster) had "supported him" and that two others (Comrs. Rosel Hyde and George Sterling) had opposed it in statements filed during hearings on the proposal.

Opposition from FCC

Sen. McFarland said he assumed the rest of the Commission took no "official position publicly" because they had previously adopted and submitted to Congress their opposition report to Hoover Commission recommendations.

Sen. McClellan, who served on the Hoover Commission, told the Senate that it was "never the intent of the Hoover group to concentrate power under the Chief Executive" and claimed the Hoover task force findings and Commission recommendations were not necessarily always identical. He charged that there is not a "$1 of savings in any of the plans."

At one point in debate on reorganization, which also included a plan covering Interstate Commerce Committee, also defeated, Sen. Johnson remarked: "There is a well-known saying in Washington 'Commissioners may come and go but the staff goes on forever'."

Sen. Lucas thought it "ridiculous and fallacious" that the Chairma

(Continued on page 42)



ENJOYING a between-sessions chat during National Assn. of Radio Station Representatives' May AM clinic are (l to r): Louis Moore, Robert Meeker Assoc.; Fred Hague, George Hollingbery Co.; Richard Grahl, William Esty Co., guest of the association, and Lewis Avery, Avery-Knodel Inc. and NARSR president.

APRIL NETWORK GROSS

Down 5% From '4

GROSS time sales of the four nationwide networks in April totaled $15,918,672, down 5% from April 1949, according to data compiled by Publishers Information Bureau.

For the first four months of the year, gross radio network time sales amounted to $65,252,973, a decrease of 4.5% from the like period of last year. For television PIB cannot supply comparable figures for the two years as th DuMont TV Network billings ar no longer available it was an nounced.

NETWORK RADIO

	April 1950	April 1949	Four Months 1950	Four Months 1949
ABC	$ 3,136,891	$ 3,893,784	$13,339,364	$16,046,208
CBS	6,056,316	5,569,965	23,911,229	22,607,449
MBS	1,441,452	1,757,432	5,932,426	7,086,604
NBC	5,284,013	5,542,138	22,069,954	22,545,740
TOTAL	$15,918,672	$16,763,319	$65,252,973	$68,286,001

NETWORK TELEVISION

	April 1950	April 1949	Four Months 1950	Four Months 1949
ABC	$ 371,422	$ 47,359	$ 1,152,379	$ 98,6
CBS	896,776	186,616	2,724,717	617,5
Dumont	..... *	87,851	..... *	292,7
NBC	1,154,982	477,843	4,350,564	1,568,3
TOTAL	$ 2,423,180	$ 799,669	$ 8,227,660	$ 2,577,2

* Not Available



A Bank Builds Prestige and Accounts . . .

As Patron of Community Talent

THE HAMILTON National Bank in Washington, D. C., received climactic acclaim May 14 for its radio series—first in the history of the institution.

That day, an audience made up of Congressmen, the city's board of ducation and superintendent of chools, bank officials and hundreds f students listened at Constitu- ion Hall to nine finalists com- ete for music awards.

Roots of Hamilton's initial radio roject were formed early this ear when the bank became per- onality conscious in the realization hat well-aged institutions can ather moss as easily as non-rolling tones.

To become the friendly, neighbor- ood bank (it has branches in esidential areas), Hamilton de- ided to swing into a radio cam- aign that would reach John Q. ublic and possibly entice him to he cashier's cage.

At the least, bank officials would e satisfied to keep the institution efore the eyes of depositors and on-depositors in the Washington rea. If the campaign managed to btain new accounts, so much the etter.

Waterfield Plans

Fortified by his client's approach, ohn E. Waterfield, president of dmasters Advertising Inc., Wash- ngton, outlined plans for this oodwill and business wise ven- ure to officials at WMAL Wash- ngton.

Mr. Waterfield explained that he bank wanted to step down from s lofty financial pedestal accepted y so many of its peers. In more pecific terms, the idea was to lend ssistance to deserving high school usicians.

A talent contest would be held. tudents selected from the city's 26 arochial and public high schools ould have their performances re- orded. A panel of prominent ashington artistes and music itics would pick the winners from these tapings. Hamilton would recognize the winners by awarding them scholarships. Other finalists would receive lesser awards.

WMAL felt the big recording job could be done and joined in the project with enthusiasm. At the same time, a city-wide promotion campaign involving school posters and newspaper ads was launched. Student reception was lusty.

Mitchell Heads Judges

Howard Mitchell, director of the National Symphony Orchestra, gave the idea his blessing and accepted an invitation to head a panel of prominent judges: Warner Lawson, dean, Howard U. school of music; Rt. Rev. John K. Cartwright, rector, St. Matthews Cathedral; Patrick Hayes, concert bureau operator, and music critics of the four Washington dailies.

Appointments were made with each of the high school musical directors. J. Wilton Peters, Hamilton assistant president and public relations chief; Jack Logan, director of AM operations, WMAL, and Mr. Waterfield checked school auditoriums for peculiarities which could arise during high fidelity recording.

Following this survey, the lengthy recording job got underway. WMAL Announcer Jack Henry was chosen to be master of ceremonies at the schools during the recordings. By the end of January, all the city's high school students had heard their musically talented friends introduced by Mr. Henry as entrants in the talent contest. Some 62 vocalists and 82 instrumentalists had their solo performances recorded. In addition, school glee clubs, bands, orchestras —even a fife and drum corps— were recorded to lend a change of pace.

But the big job had only begun. A tremendous task of editing was required to bring the shows into sharp, interesting focus that would entertain and hold the radio audience.

Impartiality was assured by requesting the judges to hear the performers on playbacks of the high-fidelity tape. When the judges selected the best talent, the announcer's voice was dubbed in, giving explanatory remarks and introductions of students by name. Music was both classical and popular, with the former category predominating.

Debut of Series

The curtain lifted on the series Feb. 14. The 26 programs, each a half-hour, were placed on WMAL on Tuesday at 8:30 p.m. and on Sunday at 5 p.m. every week. By the first week of May, the semi-finals were held, 20 contestants competing for the finals. Nine were selected, three in the vocalist category and six instrumentalists.

Thus on May 14, the finalists were the products of a radio search that had touched upon talents of some 150 aspiring youngsters. At the ceremony, Dr. Sigmund Spaeth, lecturer and writer on music, and in the past eight years in radio on ABC's *Metropolitan Opera Quiz*, presented the winning soloists with their awards—a $500 scholarship to a school of music. Other semi-finalists were given trophys.

In addition, honors were bestowed on the high school with the best musical presentation during the contest, the school with the finest choral singing and the one with the best orchestra.

* * *

HAMILTON trophy is awarded Hendrick Essers (l), high school orchestra director, by Dr. Sigmund Spaeth as William J. Waller, bank president, smiles approval.

As early as the first few weeks of the series, results were enlightening to Wilmer J. Waller, president of the bank. Not only did Hamilton begin to notice a large amount of goodwill as seen by batches of letters and postcards and a deluge of telephone calls, but new faces were appearing at the savings account window.

A number of new depositors mentioned they were opening accounts in appreciation of what Hamilton was doing for the city's youth. One letter received from a new depositor said the account was being placed for an unborn baby "because you are doing such a fine thing. . . ."

Aids Musical Life

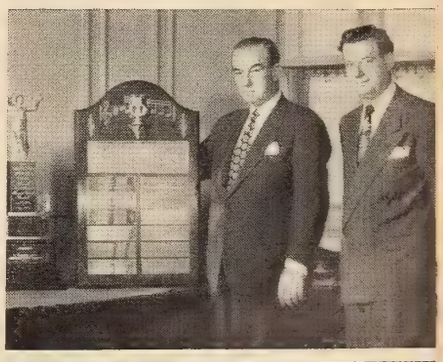
A local official echoed these sentiments from another approach. Richard Bales, music director, National Gallery of Art, said the program series would prove to be an important development in the musical life in Washington. Eventually, he opined, the series would make its "contribution toward a finer American music culture."

This radio success has not been lost on Hamilton officials. A total of 400 unsolicited letters praising the program have been received. Present Hamilton plans call for an annual contest series. It is estimated that this year's campaign cost the bank approximately $30,000.

Hamilton National Bank's first radio project rang a bell in its ivory tower. Now that it has mixed freely with the powerful medium of radio, Hamilton is rediscovering what traditional radio-users already know—goodwill makes good business.

* * *

EXAMINING awards prior to the finalists' appearances are campaign planners J. Wilton Peters (l), assistant bank president, and John Walterfield, Admasters Advertising Inc.'s president.







ASSURING broadcast, via studio re-creations from Western Union wire reports, of every other New York Yankee baseball game over WNOR Norfolk, Va., this season are (l to r): Earl Harper, WNOR general manager; Charles Sweeney, WNOR acct. exec., Parker New, gen. mgr., New Bell Storage, sponsor.

SETTING contract to air *Dugout Chatter* on WWDC Washington prior to every Washington Senator baseball game this year, are Bob Wolff (l), WWDC sportscaster, and Jack Blank, owner of Arcade Pontiac Co., sponsor of the program. Mr. Wolff also does part of play-by-play of the Senators games



AGREEMENT for KERG Eugene, Ore., to air games of the Far-West League's Eugene Larks is set by (l to r): Seated, Monte LeFors, general sales mgr., Davidson Baking Co., sponsor; L. W. Trommlitz, KERG mgr.; standing, Herb Michael, KERG sales mgr.; Don Hall, Davidson sales; Walt Nellis, Larks.



EXCLUSIVE rights to broadcast the Toronto Maple Leafs ball games for two years go to CKEY Toronto, as deal is completed by (l to r): Seated, Joe Zeigler, Toronto baseball club mgr.; Hal Cooke, CKEY mgr.; standing, Sportscasters Joe Crysdale and Hal Kelly. Broadcasts are sponsored by Imperial Oil Ltd.



SPONSORSHIP of a quarter-hour sports review over KFH Wichita, Kan., six days a week for 26 weeks, is okayed by J. W. Gerhardt (seated r), president, Conway Springs Bottling Co. Looking on are (l to r) Sportcaster Glen Perkins, Sales Mgr. Bob Hix and Gen. Mgr. Frank Webb, all of KFH.



FOR a third year, Globe Brewing Co. (Arrow beer), Baltimore, agrees to sponsor home games of the Petersburg Generals on WSSV Petersburg, Va., Setting plans are (l to r): Louis H. Peterson, pres., WSSV; Edward E. Phillips, local Arrow distributor; Jack Laflin, WSSV sports dir.; Ray Moss, WSSV gen. mgr.

INKING contract for sponsorship of Mutual's *Game of the Day* major league broadcasts on WCBI Columbus, Miss., is W. E. McClure (seated), owner-operator of a chain of furniture stores in Mississippi. With him are Bob McRaney (l), gen. mgr., Mid-South Network, and J. W. Eatherton, WCBI mgr.

LONG-term pact to sponsor WCPO Cincinnati's *Man in the Street* program is arranged by (l to r) Sam Johnson, WCPO acct. executive; Vernon Curran, setting the deal for the Streitmann Biscuit Co., sponsor; Bill Dawes, m. c. on the show, and Glenn Clark Miller, WCPO station director.





WIRE FEES

WU Ponders FCC Action On Baseball Charges

WESTERN UNION was pondering its next move last week after FCC affirmed—and seemingly strengthened—an examiner's decision holding unlawful the assessment of special charges for its baseball play-by-play reports when used by networks.

Upholding Examiner Elizabeth C. Smith's initial decision [BROADCASTING, Jan. 9], FCC ordered WU to eliminate the special $2 charge it has been levying upon subscribers for each additional station to which they furnish the play-by-play service.

The same ruling applies in the case of a $1 additional charge which the telegraph company fixes for each non-subscriber station carrying, from a subscriber, after-the-game summaries of the highlights of play.

The extra charges, FCC ruled, are "discriminatory" since they apply to radio stations but not, for example, to press associations which similarly transmit the reports to several newspapers. Further, FCC said, use of the reports by several stations in a network does not increase Western Union's expenses in providing the service.

Western Union authorities said they could not determine their next step until they have studied the decision thoroughly.

But there was speculation that the company may appeal to the courts or perhaps undertake some other tariff revision which might cost sports-service users as much or more in the long run.

Fee 'Unreasonable'

More clearly than the initial decision, FCC's final ruling branded the $2 charge not only discriminatory but "unreasonable"—a label which users almost certainly would cite in protest if WU should seek to eliminate "discrimination" by imposing a similar $2 fee for each client served by the press associations.

Some observers thought the company might undertake to withdraw the challenged tariff altogether, leaving their regulations with no specific provision for network broadcasting of the sports reports.

This was the situation which existed before the $2 fee was imposed in April 1949. WU claimed that until 1948 it did not know that networks were using its reports and that, in fact, the status of the tariffs at that time did not permit their use by stations not owned by subscribers to the service.

WIND Chicago, however, which operates the Midwest Baseball Network and which was one of the chief complainants against the $2-per-station additional charge, claimed on the other hand that the pre-1949 tariffs definitely did contemplate use of the reports by more than the subscriber station.

On this point FCC's decision sided with Western Union. It held WU violated the Communications Act by knowingly permitting subscribers to broadcast the reports to non-subscribers in a network in 1948, even though WU said it did so in order not to upset the stations' schedules and with clear notice that additional charges would be made for such network use in 1949.

If WU withdraws the contested tariffs and is not overruled by the Commission, then presumably each station which wishes to carry the reports would have to subscribe and accordingly would have to pay, instead of the $2-per-game charge, the basic subscriber's rate—which averages about $23 per game.

Question of Rebates

The question of rebates by Western Union for the "discriminatory" charges collected since the case has been under FCC consideration—which encompasses all of the 1949 season as well as the 1950 season to date—has not been raised and was not mentioned in FCC's decision. Presumably, however, the company will be faced by a claim for these collections.

WIND, whose complaint touched off the Commission's investigation, organized the Midwest Baseball Network in 1947 to carry games of the Chicago Cubs. The network had grown to some 32 stations in 1949, and also received, from WJJD Chicago, games of the Chicago White Sox and other American League teams. Western Union facilities are used when on-the-scene broadcasts cannot be made.

In the case of the Midwest Baseball Network, the $2 extra charge increased the network's operating costs by about $3,000, FCC found. Most of its broadcasts were on-the-scene accounts, not dependent on WU reports.

In addition to WIND, KFBC Cheyenne, Wyo., participated in the FCC hearing as key station feeding baseball accounts to some 18 stations on the basis of reports furnished by Western Union.

Agencies Shift

THREE top Chicago agencies are shifting into new locations at the Palmolive Bldg., 919 N. Michigan Ave., on June 1. Grant Advertising formerly occupying quarters on the seventh floor, moves to the 19th floor, vacated by Foote, Cone & Belding when it moved into its own building at 155 E. Superior last month. Other former FC&B space on the 19th floor is being taken by BBDO. The latter's offices in the tower on the 36th and 37th floors will be occupied by Russel M. Seeds moving from the third floor. BBDO also relinquished space on the 33d and 35th floors.

N. M. TAX MUDDLE

Locals Await Ruling

THE State of New Mexico has abandoned its attempt to collect a 2% gross receipts tax on income from local broadcasts of regional and clear-channel stations in that state but has not yet decided what to do about 250 w outlets, BROADCASTING was informed Thursday through official sources.

The attorney general's office indicated it was considering two courses—collection of the tax from low-power stations or recommendation that the legislature enact at the next session a new tax law that would bring broadcasters within its scope.

Thus the six-year controversy over the state's privilege tax remains in a state of confusion after, or as a result of, a series of trial and appellate court decisions.

Last March, when the New Mexico Supreme Court handed down two decisions in the case of KOB Albuquerque, there were 13 suits pending [BROADCASTING, March 6, 20]. The decisions called for separation of KOB receipts from local and interstate broadcasts, with the 2% tax to be levied on the local but not on interstate income.

The state attorney general consented that judgment be entered in all of KOB's suits to recover taxes, which it had paid under protest, with KOB also to receive interest on the payments. This was construed as official admission that the station did not have to pay the tax.

Last week, however, it was learned that the attorney general's office was still pondering policy, especially in regard to collection of the tax from low-power outlets on the ground they were strictly intrastate business operations despite the fact that their signals passed over state lines.

Enforcement Undecided

While the state apparently has decided not to attempt enforcement of the 2% tax on KOB income from local broadcasts, the broad legal questions in the case are left in a state of confusion by the two decisions last March.

It is clear, according to industry lawyers, that an unapportioned gross receipts tax on station advertising income is forbidden under the Fisher's Blend decision. It is not clear, on the other hand, whether the New Mexico tax can be levied on station income from local broadcasts originating in the studio and bringing business to sponsors from surrounding states.

The litigation started five years ago after New Mexico decided to apply its 2% privilege tax on the gross receipts of broadcast stations. KOB sued to recover $23,000 paid under protest, contending it was engaged in interstate commerce and the tax was unconstitutional under the Fisher's Blend decision. The trial court held the station must pay the tax.

KOB took the case to the New Mexico Supreme Court which held the tax could be levied on local broadcast advertising revenues but not interstate business. The trial court admitted new evidence showing the local broadcasts were intended by advertisers to be heard outside the state. This evidence had not been introduced at the first trial. The lower court therefore held it was impossible to separate income of the station into solely intrastate and interstate receipts, ordering the entire tax refunded to KOB.

This time the state appealed to the New Mexico Supreme Court, under Docket 5236. The station, meantime, had sued to recover another tax payment covering a four-month period (Docket 5237), claiming it was not necessary to amend the pleadings to introduce into evidence the fact that business was derived from outside New Mexico by sponsors of local broadcasts.

Outcome of Cases

The two cases were tried together. The state relied on a plea of *res judicata* (already litigated). The trial court would not accept this plea and held KOB was not liable for any of the tax.

Once more the state appealed. The upper court in Docket 5236 reaffirmed its earlier decision and rebuked the lower court for failing to carry out the order to separate local and interstate business. In addition it struck out evidence admitted at the new trial. Thus KOB was adjudged liable for taxes on its local broadcasts for a four-month period.

In Docket 5237, however, the appellate court upheld the trial court in ordering all taxes for another four-month period returned to KOB.

While the two decisions fail to clear up confusion over the interstate character of broadcast business, KOB clearly won a financial victory.

Another series of legal actions, started in 1945, was based on the contention that the tax was unconstitutional because of radio's interstate characteristics. These stations went to a three-judge federal court, which ruled there already was an adequate remedy in the state courts. The U. S. Supreme Court upheld this position in 1947.

FCC MERGER

Combines FM With AM In New Aural Unit

MERGER of the broadcast functions of FCC's engineering FM Broadcast Division with its engineering Standard Broadcast Division, to form a new Aural Broadcast Division under the charge of James E. Barr, chief of the former Standard Broadcast Division, was announced by FCC last Wednesday. The changes are effective immediately.

Simultaneously, FCC announced that Cyril M. Braum, chief of the former FM Broadcast Division, was named chief of the Television Broadcast Division. He succeeds Curtis B. Plummer, now chief engineer of the Commission.

Although the action pertained only to engineering duties at this time, it was indicated the move in effect is a preliminary step in accord with FCC's overall reorganization along functional lines which currently is underway [BROADCASTING, March 13, 20]. Further modifications and personnel changes could be made when the full reorganization is accomplished, it was pointed out.



Mr. Barr



Mr. Braum

Past Realignment

FCC already has abolished its Bureaus of Law, Engineering and Accounting with the broad administrative duties now under the Offices of General Counsel, Chief Engineer and Chief Accountant. One complete functional reorganization effected is that within the newly established Common Carrier Bureau, which includes legal, accounting and engineering personnel.

Last weeks' action on FM and AM engineering divisions also was said to have been taken in an effort to more evenly distribute the Commission work load and assure more efficient use of existing personnel.

FCC explained that the FM, noncommercial educational FM and facsimile functions of the FM Broadcast Division, together with the personnel dealing with those functions, were merged with the functions and personnel of the AM Broadcast Division into the new Aural Broadcast Division. Functions and personnel of the FM division concerned with auxilliary broadcast services, including developmental, remote pickup and studio-transmitter services, were transferred to the Television Broadcast Division.

Functions and personnel concerned with international broadcast services were transferred from the television division to the chief engineer's office. Only personnel involved is Engineer Kenneth Miller, now attending the world high frequency conference in Florence, Italy.

ANAHIST CASE

Medical Man Supports FTC

TESTIMONY by a university professor of medicine was offered last Monday in Cleveland, Ohio, in support of Federal Trade Commission's charges against Anahist Co. and Bristol-Myers Co. for alleged "deceptive" advertising of its antihistamine cold products.

Dr. John Dingle of Western Reserve U. cited a university research report which questioned the "competent and effective treatment" of colds claimed for the drugs.

Both Anahist Co. (for Anahist) and Bristol-Myers Co. (for Resistabs) once again denied the allegations. Attorneys reiterated that claims for their products are based on "clinical evidence" [BROADCASTING, March 27].

Hearings are scheduled to resume in Boston today (Monday), with other sessions slated for Baltimore, New York, Chicago and Washington.

The government has filed similar charges against Grove Laboratories Inc. (Antimine), St. Louis, for claims contained in advertisements on MBS in December 1949 and February 1950, Whitehall Pharmacal Co. (Kriptin), and Union Pharmaceutical Co. (Inhiston) [BROADCASTING, May 15].

185 FAMILIES FOR ONE CENT

•

See Centerspread This Issue

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

FCC WORK LOAD

Actions Near Record High

NEAR RECORD in number of station transfer grants was marked up by FCC last week along with authorizations for 13 new AM stations, two new FM outlets and improved facilities for nine existing standard stations.

Some 23 different station transfer cases were approved by the Commission with 35 AM, FM and TV facilities involved and considerations totaling almost $1,000,000.

Principal transaction approved was transfer of the WSB-AM-FM-TV Atlanta properties from the Atlanta *Journal* to Atlanta Newspapers Inc. along with WCON-FM-TV there from the Atlanta *Constitution*. Atlanta Newspapers is the new parent firm under the consolidation of the ownership of the two papers in which the chief control goes to the James M. Cox Sr. interests which presently own the *Journal* and WSB [BROADCASTING, April 3, 10]. No monetary consideration is involved in the Atlanta consolidation.

Nashville Approved

WSM-AM-FM-TV Nashville, licensed to WSM Inc. and owned by National Life and Accident Insurance Co., was granted voluntary relinquishment of control from Associated National Trustees to 80 beneficiaries under the trust agreement, now expired. No money or ownership change is involved.

Other major transfers approved by the Commission included:

WSAN-AM-FM Allentown, Pa. — Transfer of control from John C. Shumberger Sr. and associates and Call-Chronicle Newspapers Inc. through sale of 77% interest for $214,565 to B. Bryan Musselman and family.

WQUA Moline, Ill.—Sale by Bruff W. Olin Jr. of his 85% interest for $130,000 to Dalton LeMasurier, majority owner of KDAL Duluth, Minn., and part owner of WIRL Peoria, Ill.

WKIX Columbia, S. C.—Transfer of control from George W. Dowdy and associates for $100,000 to group headed by Charles W. Martin.

KFIO Spokane, Wash. — Sale by Arthur L. Smith for $30,000 to Louis Wasmer, former owner of KGA and KHQ there and presently part owner of KOL Seattle and KXLL Missoula, Mont.

WLEC Sandusky, Ohio — Sale by Lloyd A. Pixley and associates of 69.5% interest for $83,520 to General Manager Albert T. Heiser and 14 others. The Pixley family owns WCOL Columbus, Ohio.

Transfer Details

Further details of the transfers and new station grants are given in FCC Roundup beginning on page 79.

Date for consummation of the Atlanta consolidation has been set for May 31, it was reported to FCC last week. At that time the *Journal* will assign the license of WSB, pioneer 50 kw clear channel outlet on 750 kc, to Atlanta Newspapers and the *Constitution* will surrender to FCC for cancellation its permit for WCON, assigned 5 kw on 550 kc.

At midnight May 31 WCON's ABC affiliation is to switch to WGST Atlanta, now a Mutual outlet, owned by the Georgia Institute of Technology. WSB will retain its NBC affiliation.

WCON's assignment is being sought by WAGA Atlanta in an application now pending with FCC to switch from 5 kw on 590 kc. WAGA has offered to buy the WCON AM plant for $237,500. The entire WCON-AM-FM-TV investment was reported at almost $1,000,000.

On the May 31 settlement date the license of WSB-TV will be assigned to Atlanta Newspapers by the *Journal* as will the permit for WCON-TV by the *Constitution*. When WCON-TV is licensed for Channel 2 (54-60 mc) operation from its 1,000-ft. antenna and its FM-TV transmitter plant, now nearing completion, the license for WSB-TV on Channel 8 (180-186 mc) will be surrendered. The WCON-TV call would be switched to WSB-TV.

WSB-FM Transfer Action

Similarly on May 31 the license of WSB-FM also will be transferred from the *Journal* to Atlanta Newspapers as will the permit for WCON-FM from the *Constitution*. WCON-FM would cease interim operation, it was explained, and upon subsequent licensing its call would be changed to WSB-FM with the present WSB-FM being cancelled.

FCC's approval of the transaction was conditional upon the assignments not being effected until the *Journal* surrendered its license for WSB-FM and the *Constitution* its permit for WCON. The Commission also ruled there shall be no simultaneous operation of WSB-TV and WCON-TV and that no program authorization will be issued for WCON-TV except simultaneously with the cessation of operation by WSB-TV and the surrender of its license.

Ex-Gov. James M. Cox, chief owner of the *Journal*, becomes chief owner of Atlanta Newspapers and board chairman under the consolidation. Clark Howell, president of the *Constitution*, becomes vice chairman of the board. The Howell interests acquire all the preferred stock in the new firm. J. Leonard Reinsch, managing director of the Cox radio properties, which include WIOD Miami, Fla., and WHIO Dayton, Ohio, in addition to WSB, becomes radio director of Atlanta Newspapers, and a member of its board of directors.

WAJL (FM) FLINT

FCC Questions Lease Arrangement

LEASE arrangement for WAJL (FM) Flint, Mich., transit FM outlet licensed to Advertisers Press Inc. and operated by Flint Transcast Co., was declared by FCC last week to violate provisions of the Communications Act. Advertisers Press was given until June 19 to show it had regained "exclusive use and operation" of WAJL or face the sanction of revocation.

In the unprecedented action in the transit FM field, FCC said that from information on hand it believed the lease agreement between Advertisers Press and Flint Transcast violates Sec. 310(b) of the Act, prohibiting unauthorized transfers of control, and Sec. 301 of the same statute prohibiting unlicensed operation of a broadcast station.

WAJL programs are carried on busses of the Flint Trolley Coach Inc. Established in 1948, the station is assigned Channel 296 (107.1 mc), a Class A facility. President of Advertisers Press is Myron Weingarden.

Lease Terms Outlined

The lease between Advertisers Press and Flint Transcast was entered into Nov. 1, 1949, FCC reported. Flint Transcast agreed to lease all equipment, premises and facilities used by WAJL in consideration for 5% of gross income from all time sales. In addition Flint Transcast agreed to assume all operating and maintenance expenses and to keep the facilities in good condition, the Commission stated.

The lease, good for one year and with option to renew for nine one-year periods, further provided that "programming shall be left solely to the discretion" of Advertisers Press and that the lessor should have control over the length of commercial announcements, their quality and other program details, FCC reported.

FCC stated Advertisers Press in latter February advised the Commission it didn't believe the lease involved any transfer of control or responsibility, contrary to the opinion of an inquiry on the matter by FCC earlier that month.

Letter on Situation

"The only attempt made to justify your conclusion," FCC said in its letter to Advertisers Press last week, "was the statement made [in] your letter wherein you stated: 'I think I can assure you that I exercise more watchfulness and control over the programming of the station now than I ever did. I have a receiver here at my desk and I check on them several times per day. I receive program logs which I go over very carefully.'"

FCC's letter to Advertisers Press continued:

The Commission is of the opinion, on the basis of the information presently available to it, that the lease agreement in question amounts to a violation of Sec. 310(b) of the Communications Act in that it transfers to the Flint Transcast Co., without prior Commission consent, rights and duties which are by law properly exclusive to a radio licensee. The Commission is further of the opinion that the operation of WAJL-FM by the Flint Transcast Co. under the lease amounts to an unlicensed operation in violation of Sec. 301 of the Communications Act.

As you know Sec. 312(a) of the Communications Act provides that a station license may be revoked for failure by the licensee to operate substantially as set forth in the license, or for violation of or failure to observe any of the restrictions and conditions of the Act or of any regulation of the Commission authorized by the Act.

This will advise you that unless you submit a properly verified statement by June 19, 1950, showing clearly that Advertisers Press Inc., as licensee of WAJL-FM, has regained the exclusive use and operation of the station, the sanction of revocation as authorized by Sec. 312(a) will be ordered. As to this showing, it will be necessary to supply the Commission with verified copies of any and all documents and papers necessary to effect the required result. Upon receipt of such showing the Commission will give further consideration as to what action should be taken with respect to the license of station WAJL-FM.

Upcoming

May 22-23: CBC board of governors, Ottawa.

May 26-27: Michigan AP Broadcasters Assn., Michigan State College, East Lansing.

June 1-4: Assn. of Women Broadcasters seventh annual convention, Hotel Cleveland, Cleveland.

June 2-3: Florida Assn. of Broadcasters, Orange Court Hotel, Orlando, Fla.

June 5: Pennsylvania Assn. of Broadcasters annual membership meeting, Bedford Springs, Bedford, Pa.

June 9: West Virginia Assn. of AP Broadcasters, Vandenberg Room, U.S. Capitol, Washington.

June 12-13: Radio Farm Directors, Administration Bldg., Washington.

RADIO DOLLAR

Biggest Return Cited

THE ADVERTISER is now getting more for his radio dollar than at any other time in radio history despite television competition. That was the opinion of Robert J. McAndrews, managing director, Southern California Broadcasters Assn., speaking before the regular monthly meeting of Southern California Advertising Agencies Assn. [BROADCASTING, May 15].



Mr. McAndrews

Discussing "What's Happening in Southern California Radio," Mr. McAndrews offered a statistical profile of radio as it exists today as to set distribution costs compared with other media, and success stories in various categories.

Radio has managed to retain its top position in Southern California, he said, because of the huge growth of the audience in that area without an increase of rates. Audience captured by television is mainly made up of the increase in total broadcast tune-in. Actually, he said, TV has cut into total Los Angeles home radio audiences only 5%.

George Arthur Arnot

GEORGE ARTHUR ARNOT, 36, sales manager of William Wright, Toronto, station representative, died suddenly May 14 at his home at Weston, Ont. He started with William Wright as representative in Winnipeg, joining the Toronto office five years ago. He is survived by his widow and two sons.

RICHARDS CASE

Cottone Views Re-Opening

FCC General Counsel Benedict P. Cottone told the Commission last week that it is under "no legal obligation" to start the G. A. (Dick) Richards hearing anew, but that he has no objection to such a move.

Mr. Cottone's statement was filed Monday in response to a petition by Hugh Fulton, chief trial counsel for Mr. Richards, claiming a fresh start is essential because of the death of Examiner J. Fred Johnson Jr., who conducted the first phases of the hearing on Mr. Richards' news policies [BROADCASTING, May 15].

"In view of the propensity of petitioners' trial counsel to try this case everywhere else," Mr. Cottone told the Commission, "it should be made clear beyond the possibility of confusion that he is being afforded the fullest opportunity to try this case before the Commission and accordingly, no objection is interposed by the General Counsel to the grant of a *de novo* hearing."

Mr. Cottone said the Richards petition, in citing precedents for the grant of a new start, overlooked the Administrative Procedure Act which "clearly contemplates completion of a hearing by another examiner where the first examiner becomes unavailable."

"However," he continued, "in view of the fact that applicants appear to feel strongly that there should be a hearing *de novo*, and since the General Counsel does not want applicants to have any possible basis for a belief that they have not had the full and fair hearing to which they are most certainly entitled, the General Counsel is agreeable to a grant of a hearing *de novo* as a matter of policy."

Background of Case

The hearing, dealing with charges that Mr. Richards instructed staff members of his KMPC Los Angeles to slant news against the late President Roosevelt, members of his family, and certain minority groups, is slated to resume June 5. Three weeks of the hearing, all devoted to presentation of FCC's case, were held in March. Since Judge Johnson's death, Examiner J. D. Cunningham has been designated to take over the case.

Counsel for Mr. Richards claim that Examiner Cunningham will be unable to judge the credibility of the witnesses FCC has presented against Mr. Richards, unless he personally hears them testify.

The case involves license renewal applications of all three of Mr. Richards' stations — KMPC, WGAR Cleveland, and WJR Detroit—as well as his plan to set up a trusteeship to control the three outlets.

FIRST Japanese edition of *Radio & Television News*, with Japanese rights leased to Seibundo-Shinkoshaco Pub. Co., Tokyo, published recently. Magazine is shortened and carries local advertising.



AMONG those at the May session of New Jersey Broadcasters Assn. in Atlantic City [BROADCASTING, May 8] were (l to r): Seated, Ivon Newman, WVNJ Newark; Harry Goodwin, WNJR Newark; Fred Bernstein, Estelle Feiner, both of WTTM Trenton; Ranulf Compton WKDN Camden, vice president of NJBA; Carl Mark, WTTM, NJBA president; Charles O'Neil, WNJR; Mary Haines, WCAM Camden; Mrs. William Maron, William Maron, WPOE Elizabeth; Dave Freedman, Sam Aloytz, both WMID Atlantic City; standing, Arnold Snyder, WTTM; Fred Weber, WFPG Atlantic City; James L. Howe, WCTC New Brunswick, NJBA past president; George Croy, WMTR Morristown; Charles Scully, WAAT Newark; Willard Schriver, John Cleary, both WCAM; Martin Pollins, Joe O'Hara, both WNJR, and Paul Alger, WSNJ Bridgeton.

HOOVER'S VIEW

Tobey Demands Statement

SEN. CHARLES W. TOBEY (R-N. H.) last Monday called on Herbert Hoover to "speak out specifically and unequivocably" on President Truman's FCC and other reorganization plans up for Senate consideration last week (see separate story).

In a telegram to the former President and chairman of the commission to study government reorganization, Sen. Tobey noted that "group after group has sponsored resolutions of disapproval" and wondered whether arguments raised against the plans are "valid." He further observed charges that the proposals are "not in line with Hoover Commission recommendations"; "establish dictators of Commission chairmen," and "delegate powers of Congress."

Sen. Tobey said many Senators, not members of the Executive Expenditures Committee which has considered the plans, are "not in a position to determine the fine points of these arguments."

". . . The climate to reorganize is daily growing more unfavorable under the incessant hammering of these special groups, both within and without the government," he told Mr. Hoover.

UN OBSERVANCE

NBC To Spearhead Week

NBC, in cooperation with the National Education Assn., and the American Assn. for the United Nations, will again spearhead the observance of United Nations Week, Oct. 16-24, in which 80 to 100 other national organizations, including NAB, NAM and U. S. Chamber of Commerce as well as the national AFL and CIO bodies, will also cooperate.

Theme of this year's UN week will be "Today's Best Hope For Peace Is UN Plus You" and all organizations and all media will be used to tell the American public how each individual can do his part by helping UN to stave off a third world war. Justin Miller, NAB president, is chairman of the radio and TV committee, which is expected to repeat last year's achievement of filling the air with UN programming on Oct. 24, climax of the observance.

ABC STOCK

Anderson Sells 6,000 Shares

KARL E. ANDERSON, ABC vice president and member of the board, sold 6,000 shares of his ABC stock in April, it was learned last week.

Mr. Anderson is the third among ABC officers and directors to sell ABC stock during April, when prices of the shares on the New York Stock Exchange rose sharply. Others were Charles C. Barry, ABC vice president in charge of programs, who sold 500 shares of his stock, making his holdings total 501 shares [BROADCASTING, April 24], and Owen D. Young, honorary chairman of the board of General Electric and member of the ABC board of directors, who sold 5,000 shares of his ABC stock [BROADCASTING, May 15]. Mr. Young retained 5,000 ABC shares. Mr. Barry joins NBC June 5.

Mr. Anderson still holds 9,000 ABC shares.

FM CHANNELS

FCC Puts Changes Aside

PROPOSAL to reallocate certain FM channels in Gadsden, Ala., Wilmington, Philadelphia and Baltimore was dropped for the present time by FCC last week. Initiated last November, these proposed changes were withheld when final action was taken in January on a number of other reallocations [BROADCASTING, Jan. 30].

FCC dropped its plan to add Channel 226 to Gadsden and switch Channel 293 for 294 in Baltimore. Similarly, FCC dropped its proposal to delete Channels 243, 279 and 295 from Philadelphia and substitute them for Channels 229, 241 and 297 at Wilmington. WAMS-FM and WDEL-FM Wilmington would have been required to change frequencies. FCC indicated the proposed revisions are still under study.

NIELSEN RATINGS*

(Total U. S., Incl. Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)

RANK OF TOP PROGRAMS, EVENING, ONCE-A-WEEK
EXTRA-WEEK, APRIL 9-15, 1950

Current Rank	Previous Rank	Program	— Current Ratings — Homes (000)	Homes %	Points Change
1	1	Lux Radio Theatre (CBS)	8,913	21.9	+1.0
2	3	Godfrey's Talent Scouts (CBS)	7,774	19.1	+1.3
3	5	Fibber McGee & Molly (NBC)	6,797	16.7	—0.3
4	6	You Bet Your Life (CBS)	6,716	16.5	—0.4
5	2	Jack Benny (CBS)	6,593	16.2	—3.1
6	16	Mr. Chameleon (CBS)	6,553	16.1	+2.0
7	9	My Friend Irma (CBS)	6,512	16.0	0.0
8	26	Mr. Keen (CBS)	6,431	15.8	+2.5
9	12	Mystery Theatre (CBS)	6,349	15.6	+1.0
10	20	Dr. Christian (CBS)	6,146	15.1	+1.5

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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DO WE SAY ONE MILLION?

WELL–ALMOST!

WCKY DELIVERS 923,850 BMB FAMILIES NIGHTTIME

FOR

$50.00*

(*—open 1 min. Jamboree Participation Rate)

WCKY IS ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

INVEST YOUR AD DOLLAR WCKY'S-LY

DO WE SAY ONE CENT?

YES, EXACTLY!

FOR ONE CENT, WCKY DELIVERS

185 FAMILIES NIGHTTIME*

FOR THE LOWEST COST COVERAGE OF THE SOUTH
WCKY IS YOUR BEST BUY

(*—1 min. open rate & Total BMB Nighttime Families)

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TWX: Ci 281

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WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

Still a Seven-Man Team

BY ITS REJECTION of President Truman's plan to concentrate FCC's administrative and executive functions in the Chairman (see story this issue), the Senate has made clear that it wants the Commission's business run by seven Commissioners, not a Snow White and six dwarfs.

We judge it a commendable and far-sighted decision, chiefly because it minimizes—insofar as it is possible to do so without specific, affirmative action—the risks which always lurk where powers are concentrated.

It is not enough to say the powers would not be used unwisely or arbitrarily in the present regime. So long as the qualities and tempers of future chairmen and future commissioners are unknown and unknowable, it is unwise to court even the possibility of one-man dominance.

Credit for defeat of the President's plan can be shared by many—the NAB, whose Government Relations Director Ralph W. Hardy was notably and effectively active; the broadcasters who responded to NAB's call; the Federal Communications Bar Assn.'s executive committee, and, in the Senate itself, Chairman Ed Johnson (D-Col.) of the Interstate and Foreign Commerce Committee and Chairman E. W. McFarland (D-Ariz.) of the radio subcommittee, who carried the ball with telling effect.

It is significant, we think, that the Commission itself was divided. Chairman Wayne Coy and Comr. E. M. Webster found the plan meritorious, capable of freeing commissioners from minutia and enabling them to concentrate on the Commission's real business. Comr. Rosel Hyde, on the other hand, took the long-range view that there would be too few curbs to eliminate "the danger of one-man control" in the future. Comr. George E. Sterling considered the plan sufficiently similar to the Chairman's present authority to be "unnecessary" as a matter of legislation.

Even if the President's plan were identical to FCC's *modus operandi* in every respect, we would have to challenge it as legislation. The Commission can un-do a thing of its own making; legislation is more permanent.

Those who figured in it can take pride in the present victory. But it is no time for sitting on laurels. There is a McFarland Bill to reorganize the FCC. It may have flaws, but it is headed in the right direction. It has passed the Senate. It should be pushed through the House—at this session.

Radio's Heart Beats

THE AGENDA for the annual convention of the Radio Mfrs. Assn. to be held June 5-9 in Chicago has a familiar and nostalgic ring. RMA is going to reorganize, and acquire a formidable national figure as its "paid" president. Thus it will be organized along lines of the NAB, the Motion Picture Assn. and numerous other trade groups which have gone outside their own bailiwicks for leadership.

The broadcasters and telecasters wish RMA well. RMA, after all, is their "circulation" department. And, were it not for the broadcasters and telecasters, who supply the programs, there would probably be no RMA—a point which many manufacturers may have overlooked in the past. Most of them, however, are doing much better with TV, through the use of both aural and visual radio to merchandise their products.

The convention will mark the retirement of Bond Geddes after 23 years of stewardship as executive vice president, general manager and secretary. He has served valiantly. He carried the association through lean years of depression. He departs for a well-earned respite when his membership is riding the crest of a TV boom that places it in the forefront of all industry.

RMA and NAB have worked together on some projects, but not as effectively as the natural affinity of the two groups would appear to dictate. The outstanding example has been National Radio (and now TV) Week. The notable successes of the last two years are ascribable principally to team-work of three men: Gifted W. B. McGill of Westinghouse who spawned the idea; inspired Robert K. Richards of NAB, and intelligent, resourceful James D. Secrest, of RMA. (It is sheer coincidence that Messrs. Richards and Secrest got their boot training in Washington radio on this journal, and that the editor and publisher of BROADCASTING broke into newspaper work under Bond Geddes, at the Associated Press.)

We have no doubt that NAB-RMA collaboration will be more effective henceforth. A new mutuality of interest has developed by virtue of TV. There are common regulatory problems. And manufacturers at long last are learning that radio and TV can deliver sales faster and cheaper than other media.

There's an opportunity at the upcoming convention for RMA to perform a real service for its radio contemporaries. The April NAB convention passed a resolution requesting TV set manufacturers to install FM tuners in all sets. It costs but a few cents, and it performs a real service. It will pay long-range dividends.

Broadcasters extend to their RMA brethren every good wish for a successful convention and a painless reorganization which will bring inspired leadership. If proof be needed as to the blood relationship of the two associations, it may be found on the agenda. FCC Chairman Wayne Coy, who was principal speaker at the NAB convention in April, holds that honored spot for the RMA too.

TV Wins Its Case

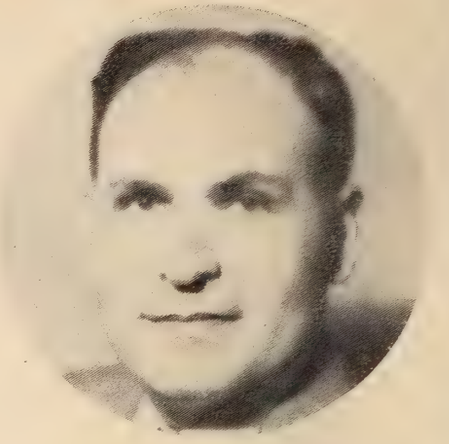
THE JORDAN SURVEY of television influence on sports attendance, which is reported elsewhere in these pages, is the kind of sober and intelligent research that is desperately needed to restore perspectives about the newest invention in entertainment.

Too many scatterbrained conclusions have been leaped at by proprietors of other amusements who, acting on inadequate information or no information at all, have adopted policies antagonistic to television. The members of the Big Ten, for example, having only a few weeks ago barred television from their football games, must now wonder if their decision was sound.

The Jordan survey shows that last year although more college games in the Big Ten area were telecast than in any other region a higher percentage of the colleges in that area recorded increases in game attendance than colleges anywhere else. It would be hard for the most witless arithmetician to add these figures up to any conclusion save that television not only did not harm the gate but actually may have improved it.

It has become fashionable to blame television for any unpleasant development that is not otherwise easily explained. Investigations like the Jordan survey serve to abate such witch-doctor thinking. We hope more of them will be undertaken to examine television's influence not only on sports but also on all the social behavior patterns it has been accused of either wrecking or degrading.

Our Respects To—



SYDNEY ROSLOW

IF SYDNEY ROSLOW, head of The Pulse Inc., were asked to sum up his career in a single sentence, that sentence might well read: "I started out with an idea for a radio program and wound up with a successful radio research business."

While this one-sentence biography is necessarily an over-simplification of the Roslow story, it is essentially true.

It started in 1941 when young Dr. Roslow, who had been employed in market research at the Psychological Corp., was imbued with the idea that a weekly report on what the average New Yorker was thinking about would make a good radio program. And that a good name for the program would be *The Pulse of New York.*

So he started the rounds of New York radio stations. As his friends were mainly station research executives, he found himself listening to complaints about the shortcomings of the telephone techniques employed by the major audience measurement firms instead of himself explaining the virtues of his program idea.

The result of his station visits was that he temporarily shelved the program to embark on a house-to-house personal interview survey of the listening habits of the radio families of greater New York.

This was in April 1941 and during the spring and summer Dr. Roslow conducted three or four experimental studies in audience research, perfecting the roster technique with the financial support of a half-dozen broadcasting organizations. In October, taking the name of his proposed radio program, he launched The Pulse of New York as a new audience research organization, with four of his summer clients as regular subscribers. This quartet—NBC, CBS, WNEW and WOV—are today still Pulse subscribers.

The technique then used is substantially the same as that which the Pulse uses today. In the intervening years the sample size has been increased, the number of day-parts stepped up from three to four and the quota sample system, which starts with a preconceived sample comprising the correct proportions of economic and other groups, changed to a probability sample method. This involves the random selection of every nth family in the area to be surveyed so that, while nothing is known in advance about any individual family, the overall sample is representative of all families in the area.

Personal interviews and a house-to-house survey with a scientifically selected sample are

(Continued on page 70)

Once again it is the privilege of the National Board of Fire Underwriters to make its awards for public service in fire prevention. As in past years, these citations include—

A GOLD MEDAL to the radio station for the campaign which has been most effective in the fight against fire in its community.

HONOR AWARDS to five radio stations for distinguished achievement through their campaigns.

In reporting the news, hundreds of America's radio stations, through the years, have been close to the tragic stories and appalling property losses due to fires. This has made them keenly conscious of the need for public education in fire prevention and they have made invaluable contributions toward this end. They have been behind the drive for modern fire fighting equipment and more effective fire departments . . . behind the drive for better fire safety laws . . . stimulated the work of civic organizations . . . made millions of listeners more aware of fire hazards in their homes . . . at their jobs . . . on their farms.

Through the constant work of these radio stations thousands of lives have been saved.

For this work in the public interest the National Board of Fire Underwriters joins with the grateful citizens of America to pay you homage.



TO RADIO

for a job well done in the interest of America and Americans

GOLD MEDALIST

Station KANS
Wichita, Kansas

This station made every week Fire Prevention Week in Wichita. It built a fire safety campaign around the nightly suggestion of news commentator, George Gow, "to check your home against fire before going to bed." A red check-mark was made the symbol of the campaign, and 40,000 stickers bearing the check-marks were distributed to homes by school children. The station also enrolled 2,000 listeners in a KANS Fire Brigade in a voluntary movement to inspect homes and other buildings.

HONOR AWARDS

for fire protection campaigns of unusual merit

WEBR, Buffalo, N. Y.— For its mass fire drill for all schools in Buffalo and Western New York, its weekly fire department program, and its year-around fire prevention campaigns.

WJEF, Grand Rapids, Mich.— For originating a special Saturday morning program for children to promote fire safety consciousness, and emphasizing the cause of local fires in newscasts.

KONO, San Antonio, Texas — For its daily broadcasts describing the fire alarms of the previous 24 hours in human, real life terms, including the errors which had caused the fires.

KELO, Sioux Falls, S. D.— For its year-around campaign against farm fires, which included 1,033 spot announcements, 55 special programs, and 150 announcements in newscasts.

KSYC, Yreka, Calif.— For aiding volunteer fire fighters by interrupting its programs and giving the location of fires, and for its effective campaign against forest fires.

Judges

TED COTT, *Vice-President and Director of Programs,* WNEW, New York City
BARRY MAHOOL, *Radio Director,* American Heritage Foundation
GERALD MAULSBY, *Manager of Broadcasts,* Columbia Broadcasting System

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AN EVALUATION OF BMB

Loyet Compares Other Data

By PAUL A. LOYET
Vice President-Resident Manager
WHO Des Moines, Iowa

THE RECENT release of the 1949 BMB study has already brought forth numerous articles regarding it, some pro and some con but none overenthusiastic. This might also describe the 1949 subscribers since there was no whole-hearted reception of the 1946 study. Most subscribers seem to have felt it at least was common to all broadcasters and its technique was generated by advertisers and advertising agency representatives as well as broadcasters. This lethargic feeling is bad for radio.

BMB was not a casually thought up study but one which seemed necessary to the whole industry. The early committees were well represented by acute students of all of the older measurement techniques and the calibre of these men suggests they should have evolved something useful. Unfortunately, few have come up to defend the real value of the study aside from its uniformity. The purpose of this article is to examine BMB in the light of other knowledge and see if this expensive tool can be evaluated more closely.

Many Questions Raised

The publication of the 1946 study brought on all sorts of "use" questioning. Just what did the percentages mean? Which should be used? Was there a primary, secondary, or even a tertiary coverage defined by percentage and if so, where? Were enough and the right questions asked the listener? And so on.

The release of the second study has provoked even more controversy since there are more percentage figures. In addition to the published ones, BMB itself suggests another weighted one labeled "Average Daily Audience." This despite the fact that the county figures are presumably not weighted within the county.

Many researchers in 1946 worried about the single response of "Listened to Once a Week" as being too nebulous an answer for careful circulation appraisal. Response to this question was shown to be very similar to "Heard Regularly" (Whan) or "Regular Listening" (NBC) in a comparison study of the three surveys published in BROADCASTING (Feb. 24, 1947). While the questions in themselves seem very different psychologically, they evidently elicit very similar response from the listener. He seems to immediately name a station he can depend on as far as actual coverage is concerned. This conjecture should therefore have some correlation with engineering data.

Cites Engineering Studies

Prior to BMB the only uniform coverage studies were engineering ones and they were uniform only on basis of signal strength. They generally lacked several engineering factors such as noise and unwanted radio interference, both co-channel and adjacent channel. What seemed needed by the engineer was not only signal strength but the ratio of the "wanted" signal to the "unwanted." This ratio unfortunately required some standardizing since "the ability to listen" might be a long way from "pleasurable listening."

For instance, engineering committees have found that a wide cross-section of people, if given free choice, prefer a signal to noise ratio exceeding 100 to 1. This ratio is exceeded in parts of the U.S. for a certain percentage of the year and then generally inside relatively high signal strength contours. Practically all of these factors can be taken into account today but the calculations and presentation of the data is very laborious and complicated. Not only that, but when finished it does not take into account the individual listener himself, who not always having "free choice," and perhaps not knowing any better, thinks it is good. In a way he is like the bumblebee who, according to aerodynamics experts, hasn't enough wing area to fly, but not knowing this, goes ahead and flies anyway.

At the other extreme, the engineering study does not generally provide information on competing stations' signal strengths. One is not apt to listen very long to a definitely inferior signal. As an example, most city dwellers stick closely to their local stations regardless of sizeable signals from outside (Milwaukee vs. Chicago). We know these extremes are existent and are too complicated to handle by engineering alone.

If we can show the divergence of these listener "extremes" by more practical means, about a mean engineering curve of some sort, our problem becomes simpler. The engineering curve can then be depended on for coverage information without worrying about program impact. At the same time, we should glean some information about the effects of program material, competing signals, necessity of signal to noise ratios, etc. Since BMB is one source of such practical listening data it should provide these answers.



Mr. LOYET

* * *

Figure 1 is a scattergram of BMB daytime "Total Weekly Audience" percentages applied to the various counties against the distance from the center of the county to the location of the WHO transmitter. Each point thus represents a lot of listeners. The open dots represent counties within the state of Iowa, the black ones counties outside of Iowa. The dotted curve is the root mean square value of the white dots representing counties within the state of Iowa. The solid curve is representative of all of the dots on the page.

Ability to Listen

These two curves indicate several things. First, of course, both curves pass through the 50% BMB ordinate at approximately the 0.5 millivolt line. It would appear, therefore, that the 50% BMB figure, aside from its own average value has significance when related to engineering concepts of ability to listen. The scattered points produce a field strength curve but individually are highly influenced by program and other factors. *The measured field strength curve it-*

THIS article by Paul Loyet is an excellent presentation of the results of a careful study of the BMB data relating to his station. The technique he has used—that of relating his BMB data to other things he knows about his station—is one that should be employed by every station. It is foolhardy to accept a measurement merely because it gives one a high standing or rating. It is equally shortsighted to reject a measurement simply because it does not put one in first place.

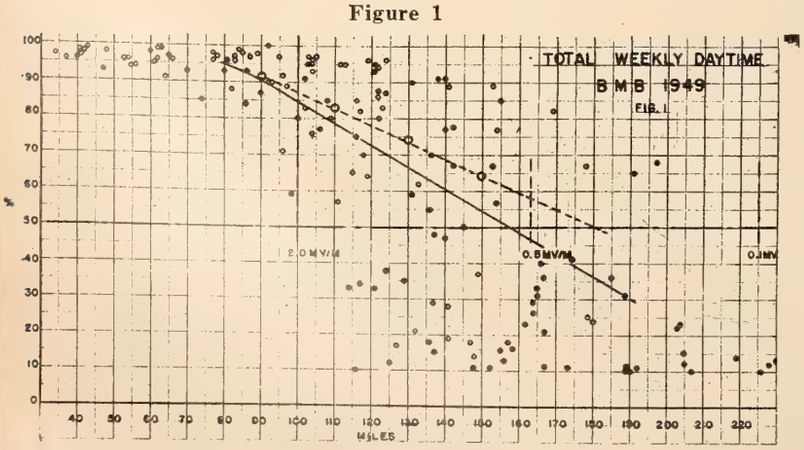
Mr. Loyet's engineering background has accustomed him to a reliance on facts and he realizes that facts sometimes contradict each other and must be reconciled. This imposes a requirement of objectivity which it is hard for many to attain. When it is attained, as in the case of this article, facts are made clear and presented in such an array that everyone can examine them and come to his own conclusions.

Everything possible should be done to encourage other similar careful examinations of the BMB data. BROADCASTING is to be congratulated for making this possible.

Kenneth H. Baker
NAB Director of Research
Acting Director, BMB

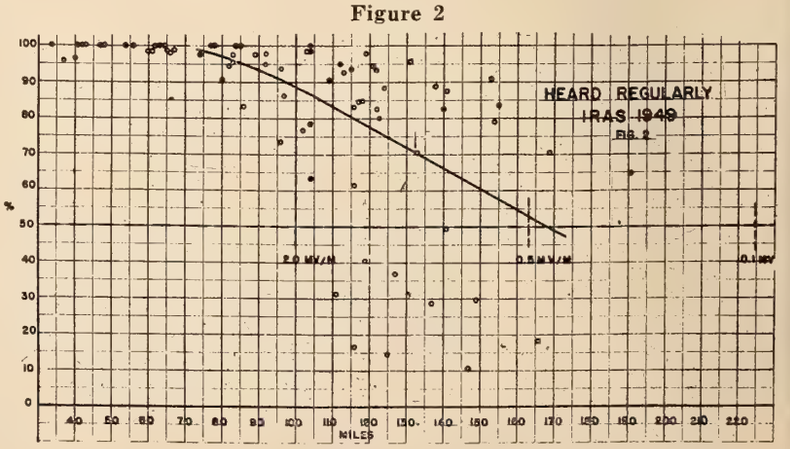
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Figure 1



* * *

Figure 2



self would better serve to indicate coverage.

The disparagement between the dotted and solid curves indicates a definite loyalty trend. There is no doubt that a listener is prejudiced in several ways in favor of his local station, whether state or city. This undoubtedly is due to pride, and the program specialties peculiar to the region's requirements. Local news handling is typical of this interest. There certainly is no doubt as to the divergence of these curves since a little later on it will be noticed that the same thing occurs on the BMB "6 or 7 Days Weekly."

Note next that the 90% to 100% BMB penetration occurs generally within the 2.0 millivolt line, which represents an approximate 100 to 1 signal to noise ratio in the state of Iowa on a year around basis. In this area, generally, the high signal is sufficient to over-ride not only noise but other forms of interference and results in a marked degree of fidelity.

Figure 2 is the same type of diagram derived from the 1949 Iowa Radio Audience Survey, conducted by Dr. Forest L. Whan of the U. of Wichita. The Iowa curves are remarkably alike again despite the fact that IRAS used the "Heard Regularly" question as it has for many years past. We thus have a distinct correlation between the daytime BMB "Total Weekly Audience" and the Whan "Heard Regularly" studies.

Figure 3 is a graph similar to Figure 1 but of the BMB column "6 or 7 Days Weekly." This curve supplies additional data on listening. The 50% BMB "Daily Audience" figure is applicable near the 1.0 millivolt line, and inside of the 0.5 millivolt contour a 25% BMB audience can listen daily. Here, as mentioned before, is a distinctive showing on state or local loyalty.

It would appear therefore that the "Total Weekly Audience" and the "6 or 7 Days Weekly" figures bear a close relationship to previously used data, engineering- or listener-wise. Similarly, "The Total Weekly" figure serves to validate the 1946 BMB study.

Summing up, BMB is not only a useful tool to substantiate coverage, but provides a measure of "extremes" not easily susceptible to engineering appraisal. With fair exactness it shows that:

1. The average person can listen "once a week" inside the 0.5 mv/m contour regardless of other factors.

2. The average person can listen "daily" inside the 1.0 mv/m contour regardless of other factors.

3. Field strength alone has merit as a coverage indicator without "wanted" to "unwanted" signal factors.

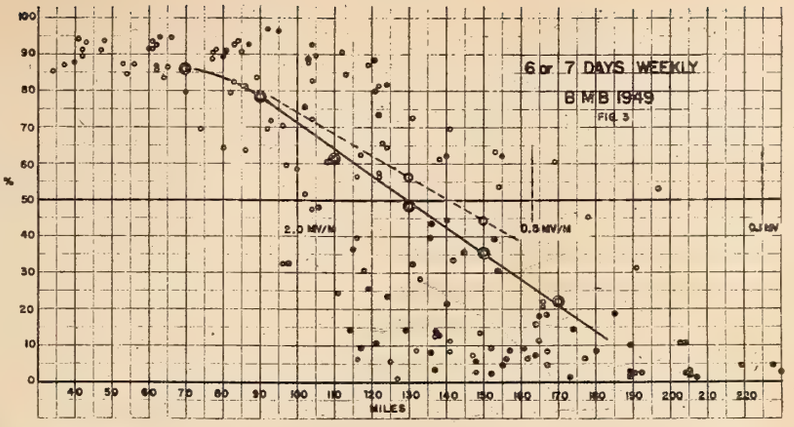
4. Field strength has more merit as a *coverage* indicator than listener surveys.

5. Of all BMB percentages, 50% is most easily related to field strength.

6. There is definite local listener loyalty.

7. That both 1946 and 1949 BMB questions elicit useful answers.

Figure 3



SINDLINGER

Audience Analysis Firm Resumes Business

SINDLINGER & Co., Philadelphia, is back in the radio audience analysis field with new clients and a new approach to the radio-TV industry's problems.

That was the announcement last Tuesday from the firm's president, Albert E. Sindlinger. The company, which for 22 months operated Radox, audience measurement system, closed doors about a month ago because of financial losses and lack of satisfactory response to its circulation of the Radox reports [BROADCASTING, May 1].

Mr. Sindlinger told BROADCASTING that the radio picture in regard to inroads made by TV has been clouded by conflicting reports. He said he has found discrepancies in surveys made on the audience share of TV sets-in-use. In addition, Mr. Sindlinger said, the stress has been on TV vs. radio rather than television vs. time.

Subsequently, the firm, which plans to specialize in qualitative research and media analysis, will study habits of television set owners and the "effect that television has on reading, motion picture attendance and radio," Mr. Sindlinger explained. From his own experience, he said, some heavy users of radio "are getting excited" over the "survey which claimed Baltimore is the greatest TV town" [TELECASTING, May 1].

Concern Premature

However, he said, such concern is premature and unfair to radio. Mr. Sindlinger made the following points which he said will be brought out in detailed analyses by his company:

1. It is not the presence of a TV set in a home that is significant but the way it is used—what leisure or "entertainment" time is consumed.

2. Research in the past has shown that even after TV is in the home, "radio comes back."

Mr. Sindlinger said his firm had gathered much material while sampling Philadelphia homes. This data will be compiled and combined with additional information.

First clients for the qualitative studies, he disclosed, are the four radio networks—ABC, CBS, MBS and NBC—DuMont TV Network, Paramount Pictures and Philadelphia stations KYW WCAU WDAS WFIL WIP WPEN.

Radox—a system whereby instantaneous radio-TV audience measurements are taken—will be continued in operation but on a limited scale. The telephone company in Philadelphia had not disconnected Sindlinger's Radox lines which were sampling 342 homes owning 542 radio and 132 TV sets. Sampling now will be made on special request and will not be published.

Following discontinuance of his service, Mr. Sindlinger said he was approached by motion picture, magazine and radio-TV interests, who asked him to consider the possibility of making qualitative studies.

Qualitative Reports

Mr. Sindlinger said that his original intention, when he left the Gallup public opinion survey organization almost three years ago, was to service clients with qualitative reports. "Now after all this time, we are finding out that that's what people wanted to know in the first place," he said.

The "half-billion dollar radio industry" is in serious straights, he said, "if advertisers believe that TV is pushing radio listening out of the homes in big cities," a belief which he does not hold as accurate, adding that "not all of the time consumed by TV listening is coming from radio."

Meanwhile the $2.5 million court action against A. C. Nielsen Co. and C. E. Hooper Inc. by his company will continue to be pressed, Mr. Sindlinger said. The damage suit filed in a U. S. District Court last month against the Nielsen and Hooper firms charged them with "malicious and unlawful interference" with Sindlinger's business rights, and accused the Nielsen company of an illegal filing of patent applications [BROADCASTING, April 3].

FM CHANNEL 206

FCC Proposes UN Use

RESERVATION of FM Channel 206 (89.1 mc) in the New York area for use by the United Nations was proposed by FCC last week. The Commission would amend its rules to prevent any assignment which would cause objectionable interference with the UN station. The outlet would broadcast proceedings of the UN and other related programs. Comments were invited to be filed with FCC by June 19.

The Commission notice stated FCC had received a letter last November from Durward V. Sandifer, Acting Assistant Secretary of State for United Nations Affairs, in which the Commission was requested to take no action which might jeopardize the availability of an FM channel for the UN.

It was indicated negotiations are underway to establish the necessary formal agreement between the United States and the UN looking toward installation and operation of an FM station in the new headquarters of the UN in New York.

Earlier Letter

The State Dept. communication referred to an earlier letter about the UN station addressed to FCC in 1948 by Maj. Gen. Frank E. Stoner, then chief communications engineer for the UN and now a consulting engineer with Weldon & Carr in Seattle [BROADCASTING, April 10]. Gen. Stoner told the Commission the UN contemplated the establishment of an FM broadcast station which would broadcast programs in English. These programs, it was explained, would consist of running commentaries of important meetings in the Council chambers and the General Assembly and periodic news.

The UN station would program about 12 hours per day, Gen. Stoner told FCC, and would be located on the 40th floor of the Secretariat building now under construction. In 1948 it was estimated the building would be completed in early 1950. FCC's proposed reservation specifies effective radiated power of 20 kw with antenna height above average terrain of 500 ft.

The formal agreement to authorize the FM station must be made pursuant to the 1947 legislation which constitutes the agreement between the U. S. and the UN for establishment and functioning of the UN headquarters district in New York. Section 4 of this law (Public Law 357, 80th Congress, 1st Session, 61 Stat. 759) pertains to communications facilities.

This section provides for establishment and operation of shortwave equipment, for radiotelegraph, radiotelephone radioteletype, radiotelephoto and similar services; one point-to-point circuit between the UN in New York and the UN office in Geneva for the exclusive exchange of broadcasting programs and interoffice communications; low power microwave, medium or low frequency facilities for communication in the headquarters district itself; other point-to-point facilities under conditions similar to that for U. S. amateur operation, and "such other radio facilities as may be specified by supplemental agreement between the United Nations and the appropriate American authorities."

FCC HIT

Hill Group Charges Lack of Cooperation

A CHARGE that FCC refused to cooperate with a Congressional committee was raised last week by committee staff members.

In a memorandum entered into the record of hearings on the President's plans to "reorganize" FCC and other agencies (see story page 26), they asserted that "the Commissioner," presumably Chairman Wayne Coy, "countermanded" delivery of information they had requested.

They said Mr. Coy subsequently sent them a letter but that it was "silent" on the point on which they had particularly requested information.

FCC's Reasoning

Failure of FCC to deliver the material they sought was ascribed to the fact that Chairman Coy had just testified before the committee on the subject of the reorganization plan "and that a scrutiny of his testimony would disclose those facts which we sought."

But his testimony did not cover all the points on which they needed information, they asserted.

The memorandum was signed by Thomas A. Sappington, professional staff member with the Senate Committee on Expenditures in the Executive Departments, which conducted the hearings, and approved by Staff Director Walter L. Reynolds.

The memo dealt with the authority which the chairmen of the agencies in question—FCC, Interstate Commerce Commission, Federal Trade Commission and Federal Power Commission—would have in the selection of hearing examiners and other personnel if the President's plan were put into effect.

The question had been raised during the hearings [BROADCASTING, May 1]. To get specific information the staff queried the four agencies and the Civil Service Commission. Of FCC, the memo said in part:

Of the five agencies from which information was required in the compilation of this memorandum, only the FCC has declined to cooperate.

In view of the necessity for expeditious accumulation of the data herein, the staff made request by telephone for the several reports required. We are advised by the FCC that the material requested by us had been prepared but the delivery thereof was countermanded by "the Commissioner," understood to be Mr. Wayne Coy, the Commission Chairman.

The reason given for this countermanding is that Mr. Coy had testified on Tuesday, April 25, 1950 before this committee with respect to Reorganization Plan No. 11 of 1950 and that a scrutiny of his testimony would disclose those facts which we sought.

The staff of this committee has not only read Mr. Coy's testimony but had also been in attendance at the time of its personal delivery. Although there is not available therefrom complete information as required for this memorandum, in view of the declination of the FCC to comply with our request it is necessary that we extract from the testimony and from other sources such pertinent data as may be available. . . .

Since the original advice from the FCC, referred to in the first paragraph of this section, a letter has been received confirming the [memorandum's] statement of the personnel appointment situation there. However, the staff had, in each verbal request to the several agencies involved in this memorandum, emphasized the Committee's interest in the appointment of hearing examiners. Mr. Coy's letter is silent as to that segment of the Commission's staff.

The Committee staff concluded that it did not have available information on "whether or not the positions of hearing examiners are included in that particular group whose appointments must be submitted to the Commission for approval" under the ill-fated reorganization plan.

Present Operation Outlined

It was pointed out that FCC's present operation is "substantially" the same as that provided in the President's proposal.

But, the memo noted, "although certain staff appointing actions are now subject to the approval of the entire Commission," under the President's plan "those matters would be under the sole authority of the Chairman, with the qualification . . . which reserves to the approval of the entire Commission the appointment of the heads of major administrative units and exempts from the plan personnel employed regularly and fulltime in the immediate offices of the respective Commissioners."

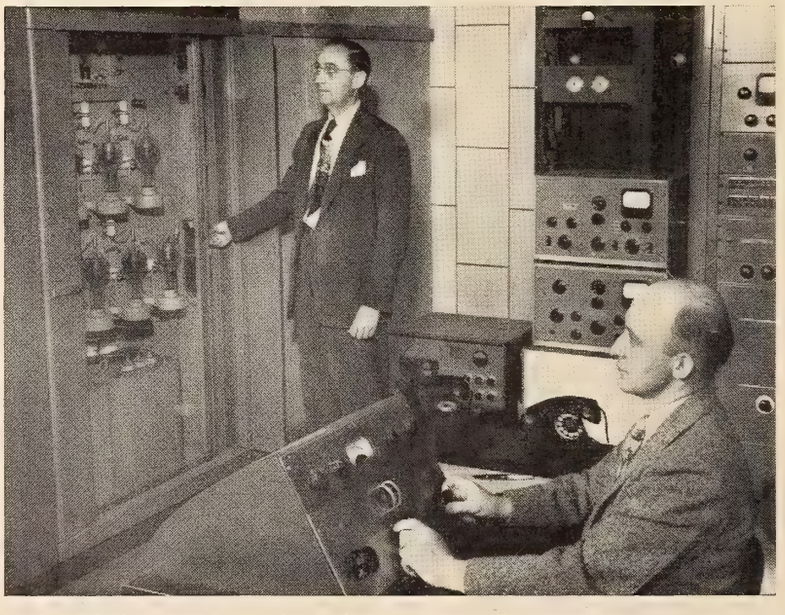
NCAB SESSION

Annual Meet Opens Today

ANNUAL convention of the North Carolina Assn. of Broadcasters opened today (Monday) at Carolina Inn, Chapel Hill. The two-day session was called to order by Robert Wallace, WOHS Shelby, NCAB president.

Highlights scheduled for today's program include address of welcome by W. D. Carmichael Jr., acting president, U. of North Carolina; showing of NAB-BAB film, "Lightning That Talks"; luncheon address, "Trend in Music Licenses," by Robert Burton, vice president, Broadcast Music Inc.; discussion of NCAB group insurance plan by James Vincent, Pilot Life Insurance Co., Greensboro; address on "Taking Another Look at North Carolina's Use Tax Law," by W. C. Harris Jr., Raleigh attorney; cocktail party hosted by WDNC WSSB WTIK Durham, WPTF WRAL Raleigh. Also scheduled is a banquet at 7:30 p.m.

Tomorrow's activities will open with an address by Andrew G. Haley, Washington attorney, on "Broadcaster's Responsibility Toward Airing Controversial Issues"; talk on "Foresight Will Minimize Construction and Operating Costs in Radio and Television Stations," by Rodney Chipp, director of engineering, DuMont TV Network; address by Harold Essex, WSJS Winston-Salem, District 4 director of NAB, on "What About NAB"; luncheon and tour of Morehead Planetarium. Concluding event will be a business session with Mr. Wallace presiding.



MANIPULATING the switch, Arthur F. Rekart (l), chief engineer, turns on the KXOK-FM St. Louis new 10 kw transmitter located in the Boatmen's Bank Bldg. in downtown St. Louis. Robert V. Nicholas, assistant, operates the control panel. New facilities, in operation since April 27, enable the station to broadcast with a radiated power of 70 kw in a 17,500 square mile area. Its new tower rises 574 ft. above street level. KXOK-FM, affiliated with Transit Radio Inc., broadcasts continuous music-news-weather programs to 1,000 buses and streetcars of the St. Louis Public Service Co.

SUPER MARKETS

Use of Radio Outlined

SUPER MARKET operators can best expand their business "through low-cost, word-of-mouth advertising over the radio," Frank Reardon, president and general manager of KBOW Butte, Mont., and owner of the largest super market in the state, asserted in Chicago last week.

Mr. Reardon outlined how to use radio at a panel meeting Tuesday morning during the 13th annual Super Market Institute, attended by 6,500 operators from all parts of the country.

Mr. Reardon recommended radio over all other media for super market owners because (1) it is fast—"With radio you can always clean up on any item that would spoil over a weekend and you can turn a loss into a profit—and (2) it sells staple and fair-traded goods, "and is best at selling nationally advertised and known brands."

Own Experiences

Discussing his own experiences with radio before he built KBOW three and one half years ago, Mr. Reardon remarked that he had been in the super market business 15 years and in the grocery business 43 years. He recalled one success story which concerned a 30,000-pound shipment of cherries which arrived on a Saturday afternoon and had to be moved fast so they wouldn't spoil by Monday. He spotted announcements on a local station and before 8 p.m. had sold the entire load. "There is no other advertising than radio that will do this for you," he said.

In another instance, he stocked up on canned goods before the war and planned to store them in a warehouse and sell from there with the help of radio. "I gave floor space to the first carload, and we never used the warehouse." As each carload arrived, it replaced its predecessor and was emptied immediately by purchases of customers.

Registers Run Riot

"We were taking money out of the store fast enough to pay cash for the goods as they arrived and get discounts. We had six cash registers, and because they didn't work rapidly enough we removed the governors so we could attend to more customers. We averaged one burned-out motor a week on the registers."

In merchandising his goods, Mr. Reardon "always ties in with nationally advertised brands, especially when they are radio-advertised. We have our own radio spots next to theirs, and place posters referring to the radio shows beside merchandise displays."

He recommended that super market owners "give up private brands, which meet a stiff sales resistance, and stick to nationally advertised brands, which increase profits and sales simultaneously."

FIRST 15 HOOPERATING LOS ANGELES, MARCH-APRIL

ALL HOMES

1.	Jack Benny*	27.0 Radio
2.	Charlie McCarthy*	21.0 Radio
3.	Walter Winchell*	19.0 Radio
4.	Bing Crosby	17.8 Radio
5.	Groucho Marx	16.7 Radio
6.	Red Skelton	15.7 Radio
7.	Radio Theatre	15.2 Radio
8.	Bob Hope	14.5 Radio
9.	F. McGee & Molly	13.4 Radio
10.	My Friend Irma	12.6 Radio
11.	Texaco-M. Berle	12.6 TV
12.	Louella Parsons*	12.5 Radio
13.	Judy Canova	12.4 Radio
14.	Burns & Allen	12.3 Radio
15.	People Are Funny	11.6 Radio

RADIO-ONLY HOMES

1.	Jack Benny*	32.8
2.	Charlie McCarthy*	28.2
3.	Walter Winchell*	21.1
4.	Bing Crosby	20.4
5.	Red Skelton	20.1
6.	Radio Theatre	18.0
7.	Bob Hope	17.6
8.	Judy Canova	17.6
9.	Louella Parsons*	17.5
10.	Groucho Marx	16.7
11.	F. McGee & Molly	16.5
12.	My Friend Irma	16.2
13.	Burns & Allen	15.7
14.	People Are Funny	15.2
15.	Horace Heidt	14.3
16.	Our Miss Brooks	14.3

TV HOMES

1.	Texaco-Milton Berle	40.7
2.	Hopalong Cassidy	35.4
3.	Film-Movies (Sun. 8:00-KTLA)	31.8
4.	Lone Ranger	30.7
5.	Western Varieties (Sat.-8:30-KTLA)	30.7
6.	Laurel & Hardy	29.8
7.	Chevrolet Feature Theatre	28.0
8.	Harry Owens	26.0
9.	Sandy Dreams	24.9
10.	Time For Beany	24.2
11.	Tim McCoy	23.9
12.	Cyclone Malone	23.6
13.	Suspense	21.5
14.	Film-Western (Wed. 7:00-KTSL)	20.5
15.	Pinkie Lee	19.5

* Includes first and second broadcast

The Average evening Broadcast Audience This Report is 38.4 down 1.3 from Last Report and down 0.9 from Year Ago.

CBS SALVO

Radio Gets Largest Audience Per Dollar

CBS last week let go its latest promotional salvo, a full-dress presentation which asserts that network radio delivers more audience per dollar than either magazines or newspapers.

The presentation, called "Radio's Extra Profit Margin," compares results to be expected from a $22,000 investment in (1) CBS network radio, (2) national magazines, (3) newspapers.

The CBS study was first shown on May 12 to representatives of 56 CBS affiliates meeting in New York. Their response was described as enthusiastic.

In CBS radio, the presentation says, $22,000 will reach 12,667,000 prospects—figures arrived at by computing costs for time and talent on the average CBS half-hour, evening programs and computing audience size by applying the most recent Nielsen Radio Index CBS evening, half-hour average to the total radio homes and multiplying that by the 2.34 persons per set that C. E. Hooper estimates.

In *Life* magazine $23,000 will reach 9,519,000 prospects—figures reached by computing the cost of a four-color, full-page ad and using magazine audience group study figures on average noters of such an ad per issue.

In newspapers, $22,000 will buy 500-line ads in leading newspapers in 49 of the biggest cities and will reach a total of 5,836,000 prospects—figures reached by applying the percentage of noters per 500 line ad (Analysis of Continuing Study of Newspapers) against total readership of the papers.

The CBS presentation points out that "noting" magazine and newspaper ads creates the largest possible audience figures for those media and that "average audience" creates the smallest figures for radio.

Even with those facts in mind, the conclusion that radio is cheaper than magazines and newspapers is inescapable, according to the presentation.

It points out that the average $22,000 CBS program delivers 577 listeners per dollar while *Life* delivers 414 noters per dollar and newspaper delivers only 263 noters per dollar.

In the past two years, CBS points out, television homes grew from 189,000 to 5,000,000, but radio homes also grew—from 37,600,000 to 40,700,000. Despite the growth of television, the average CBS nighttime sponsor is getting 1,243,000 more listeners per broadcast now than he got in 1948, the presentation asserts.

The new CBS presentation, plus optimistic sales reports from network executives and from stations, reportedly evoked enthusiasm among the representatives of the 56 CBS radio station affiliates who gathered at the Ritz-Carlton Hotel, New York.

The special meeting was confined to affiliates situated in television markets and was designed to invigorate radio activities in those areas where television constitutes a threat.

A roster of CBS executives, headed by Frank Stanton, president, addressed the affiliates, and all had cheering news of rising billings and audiences to report.

The meeting of the officials from the 56 affiliates followed a three-day session, also at the Ritz-Carlton, of the CBS Affiliates' Advisory Board.

NAME LOUNSBERRY

Again Heads CBS Affiliates

I. R. LOUNSBERRY, president and general manager of WGR Buffalo, has been reelected chairman of the CBS Affiliates Advisory Board.

E. E. Hill, executive vice president of WTAG Worcester, was reelected secretary. In addition to Messrs. Lounsberry and Hill, members of the board are: C. T. Lucy, WRVA Richmond; Glenn Marshall Jr., WMBR Jacksonville; Howard Summerville, WWL New Orleans; Richard Borel, WBNS Columbus, Ohio; William Quarton, WMT Cedar Rapids, Ia.; Clyde Rembert, KRLD Dallas; Clyde Coombs, KROY Sacramento, Calif. The board met in New York May 10-12.



Mr. Lounsberry

Mrs. Walter E. Benoit

MRS. WALTER E. BENOIT, wife of the vice president of Westinghouse Radio Stations Inc., died Thursday night in Abbington Memorial Hospital, Philadelphia. She had been ill for some time. Mrs. Benoit will be buried this morning (Monday) from the L. H. Caron & Son funeral home in Chicopee Falls, Mass. Services will be held at 9 a.m. in St. George Roman Catholic Church, Chicopee Falls.

Pioneers Meet May 26

RADIO PIONEERS will hold a special luncheon May 26 at the Hotel Roosevelt, New York, at 12:30 p.m. Session has been called by the group's new president, Frank E. Mullen, board chairman of Jerry Fairbanks Inc.

ELECT WEIL

New President of FLQN

RALPH N. WEIL, general manager, WOV New York, was elected president of the Foreign Language Quality Network Inc. Thursday at the first meeting of the stockholder stations of FLQN, held at WOV.

Each of the eight charter member stations is represented on the board by a vice president, elected as follows: Patrick J. Stanton, WJMJ Philadelphia, also elected chairman of the board; Roy E. Ferree, WHOD Homestead, Pa.; Lee C. Mikesell, KSAN San Francisco; Ralph H. Robinson, WACE Springfield, Mass.; Sam R. Sague, WSRS Cleveland; E. Douglass Hibbs, WTEL Philadelphia; Aldo De Dominicis, WNHC New Haven.

Mr. Hibbs was named secretary; Mr. De Dominicis, treasurer, and Claude Barrere, exec. secretary.

Eleven other stations have confirmed their intentions of participating in the development of FLQN and of becoming stockholders, Mr. Barrere reported. This permits the group to offer advertisers outlets in the two languages with most widespread national distribution—Italian and Polish—in 18 markets, including Boston and Springfield, Mass.; Providence and Westerly, R. I.; Hartford-New Britain, New Haven, New York, Buffalo, Philadelphia, Scranton-Wilkes-Barre, Pittsburgh, Baltimore, Cleveland, St. Louis, Chicago, Milwaukee, Los Angeles and San Francisco.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

1949 BMB

Day—**110,590** *families in* **36** *counties*

Night—**85,830** *families in* **31** *counties*

and

3 to **7** days weekly:

Day—**90,320** *families*

Night—**66,230** *families*

(Retail sales in the area are over $600 million yearly)

WDBJ
CBS · 5000 WATTS · 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA
FREE & PETERS, INC. National Representatives

CBS Quits NAB

(Continued from page 23)

fold because of opposition to network membership, even as associates, might decide to join the association as a result of last week's defections.

Charles R. Denny, NBC executive vice president, said that NBC had "no plans for withdrawing from the NAB."

Frank White, president of Mutual, issued a similar statement.

It was learned, however, that both networks were carefully trying to assess what influence would be exerted by further network withdrawals on the operation of the trade association. The elimination of all four networks and their owned stations would seriously deplete NAB income, perhaps so seriously as to require complete revamping of the present structure of the association.

Mr. White, it was learned, will discuss the question of Mutual's continuing as an NAB member with the Mutual board of directors at its next meeting, scheduled for mid-June in New York.

Ream Statement

In announcing the CBS resignation from the association, Joseph H. Ream, CBS executive vice president, said the question had been under study for more than a year.

"We have concluded that the services provided by NAB are largely duplicated by the services which we ourselves provide for the CBS network and the CBS-owned stations," Mr. Ream said, "and the fact that we have been members of the NAB has led to confusion and misunderstanding in a number of areas in which CBS has been active in its own name.

"It is our belief that the NAB can and does provide many valuable services to independently owned stations, and we do not wish our resignation to be taken as an example to be followed by any independently-owned station.

"The manifold problems of the radio industry attest to the need for a trade association such as the NAB. The anomaly, however, of network membership has become increasingly apparent recently, and it is for this reason that CBS is resigning."

The seven CBS-owned stations whose memberships were resigned simultaneously with the withdrawal of the network are WCBS New York, WEEI Boston, KMOX St. Louis, WBBM Chicago, WCCO Minneapolis-St. Paul, KNX Los Angeles and KCBS San Francisco.

ABC's owned and managed stations are WJZ New York. WENR Chicago, WXYZ Detroit, KGO San Francisco and KECA Los Angeles.

P&G DROPS QUIZ

Offers Edwards TV Version

PROCTER & GAMBLE Co., after 10 years, has cancelled the weekly NBC *Truth or Consequences* following the June 14 broadcast, but made Ralph Edwards, program packager and m.c., a definite offer to put that show on TV. Program would be filmed in Hollywood.

Mr. Edwards has reserved decision pending negotiations with another radio sponsor. The AM show already has been offered to advertising agencies and their clients. Should the new radio sponsor not insist upon video rights, Mr. Edwards will re-sign with Procter & Gamble, it was said.

In Hollywood last week to confer with Mr. Edwards were A. N. Halverstadt, manager of radio and media division, and Gail Smith, radio and TV executive, of Procter & Gamble; Lewis Titterton, vice president in charge of radio and TV, and Leonard T. Bush, director and secretary, both of Compton Adv. Inc., New York.

ABC INCOME UP

TV Billings Are Credited

SPECTACULAR increase in TV billings, both on the network and on owned - and - operated stations, was mainly responsible for the improvement in ABC's first quarter financial report this year as compared with last [BROADCASTING, May 15], it was pointed out last week.

According to Publishers Information Bureau, ABC-TV network gross billings in the first quarter of 1950 were $784,311. In the same period last year they were only $51,299.

The billings of individual ABC-owned television stations are not matters of record, but it is known they have increased sharply since the first quarter of last year, and some of the stations are near the break-even point.

ABC recorded net income of $93,000 in the first quarter of 1950, compared with a net loss of $64,000 in the first quarter of 1949.

Another factor influencing the improved financial report, it was said, was rigorous economizing at the network, both in operations and personnel. For example, WJZ-TV New York, key station of the network, has been telecasting on a five-day-a-week schedule in recent months, thus saving overhead. Last week it was announced the station would return to the seven-day-a-week schedule, an indication of how much the television revenue situation has improved for the network.

The better ABC financial record in the first quarter of 1950 was achieved despite a severe decline in radio network billings. PIB reported ABC's gross radio billings in the first quarter of 1950 were $10,184,501 compared with $12,-152,424 in the same period last year.

VIRGINIA ASSN.

Irvington Meet May 25-26

INDUSTRY problems centered in station operating costs, local promotion and impact of TV will be discussed by the Virginia Assn. of Broadcasters at a meeting to be held May 25-26 at Tides Inn, Irvington, Va. Phil Allen, WLVA Lynchburg, will preside.

Opening speaker will be Harold Essex, WSJS Winston-Salem, N. C., newly elected NAB District 4 director. Mr. Essex will discuss NAB functions. Richard P. Doherty, NAB employe-employer relations director, will discuss NAB's station cost study and wage-hour regulations. Keith Kiggins, of Edward Petry & Co., will review TV developments.

Station promotion in the local field will be discussed by Fred Lowe, promotion manager of WTAR Norfolk, winding up the Thursday proceedings. Business meeting and election of officers are scheduled Friday.

FIRST QUARTER of 1950 Canadian radio set sales amounted to 142,650 units as compared to 138,778 in 1949, Canadian Radio Mfrs. Assn. reports. Radio inventories increased to 152,639 receivers as against 125,884 before.

RECORDING STANDARDS

NAB Drafts Data

NEW standards for disc and tape recording devices, designed to bring uniformity in equipment and response, have been approved by an NAB committee and are being sent to the industry for comment. The standards will be added to revised standards adopted in April 1949.

The Executive Committee of the NAB Recording & Reproducing Standards Committee has approved the new standards, originally submitted by project groups. Chairman of the executive group is Robert M. Morris, ABC. The top Recording & Reproducing Standards Committee, of which NAB Engineering Director Neal McNaughten is chairman, comprises all industry elements having an interest in recording.

NAB board approval is required before the standards become effective. The new proposals are to be submitted to the board in June along with standards covering magnetic tape reels as well as disc wow factor, platen size and center hole which were approved by the top committee April 15 [BROADCASTING, April 24].

Started in 1940

Adoption of recording standards was started in 1940, leading to virtual worldwide use of many characteristics. The project was suspended by NAB during the war and then resumed in 1947 by nine project groups under Chairman Morris.

The standards were completely revised in 1949, but some elements in the recording process are still not standardized.

NAB is considering an oft-heard proposal that it exclusively produce and distribute standard reference recordings, both tape and disc, to insure maintenance of standards.

Newest additions to the mechanical recording standards provide clockwise rotation for disc records. Minimum rumble characteristics are specified. Specifications for lateral frequency records are listed, including physical characteristics, groove contour, recording level, frequency characteristic, symmetry of reflected light pattern, recorded frequencies, noise, distortion and label information.

Additional standards are provided for magnetic tape recording. Erasing function is to be applied to the entire width of the tape. With present standards for high-quality broadcast use set at 15 inches per second, length of tape is to be 2,400 feet, providing 30 minutes of recording. A secondary standard of 1,200 feet provides a 30-minute recording time.

Deviation of response is not to exceed plus or minus 1 db. Detailed specifications are given for the standard reference tape.



Return Bout

(Continued from page 23)

Your Life moves from CBS to NBC next fall in a combined radio-television deal should be decided before this week-end, according to John Guedel, co-owner and packager with Mr. Marx. The show has been renewed for another 39 weeks starting next season by DeSoto-Plymouth on CBS.

NBC is said to have offered Mr. Marx a guaranteed 10-year deal with television figuring prominently. CBS, it is understood, is willing to top any NBC offer.

Networks would buy all rights to *You Bet Your Life*. Besides the services of Mr. Marx, it would include Mr. Guedel's production staff. Although neither CBS or the packagers would reveal the amount of money involved, Mr. Guedel said it was "in the millions." Besides offers from NBC and CBS, he said there "has also been talk with ABC."

Miss Shore also is considering bids from NBC to move from CBS where her radio show now is sponsored by Procter & Gamble. This offer came from Mr. Trammell through Mr. Sacks when the latter was in Hollywood recently.

Dinah Shore Offer

Mr. Sacks also offered her an RCA-Victor five-year contract calling for $400,000. Miss Shore's current Columbia Records contract, which expires next Jan. 1, guarantees her $250,000 in five years. Mr. Paley and Goddard Lieberson, vice president of Columbia Records, also talked about a new deal with her, but Miss Shore reportedly is still considering.

NBC would like to have Red Skelton back but no TV arrangement can be made because of his MGM contract which forbids video appearances. The film studio is "cold" to television.

There have been talks too with Jimmy Durante and Phil Cohan, producer and co-owner of the NBC-*Jimmy Durante Show*. Although NBC would like to retain him, CBS and ABC also would like to have the comic with TV in view. He is under contract to MGM for another year, but when that expires he will be free to make other commitments.

Edgar Bergen was another star, now appearing on CBS, whose services were being sought last week by NBC and RCA Victor. Mr. Bergen's contract with CBS, which wooed him away from NBC a year ago, runs through 1951, and he has been renewed on CBS by his sponsor, Coca-Cola.

The primary romancing of Mr. Bergen was being done by Mr. Sacks, who seeks him for an RCA Victor recording contract, but interest also was shown by NBC in obtaining the ventriloquist for services after termination of his CBS and Coca-Cola arrangements.

PLAYS, drama magazine for young people, publishes book entitled, *Radio Plays for Young People*, which contains 15 classic stories adapted for radio by Walter Hackett.

EYES ON PRIMARIES

Congress Awaits Results

THE NATION's solons, with one eye on unfinished Capitol Hill business and the other on the '50 Congressional elections, are currently channeling their interest to state primaries now in progress. On the results will hinge the complexion of the 82d Congress and the legislative course of communications during 1951-52.

Of particular interest to the radio industry is the membership of the House Interstate & Foreign Commerce Committee, whose 28 seats are at stake, and the Senate Interstate & Foreign Commerce Committee, five of whose members will be up for re-election this fall.

With respect to the House group, the test will reach its peak in primaries involving its members this September when nine Congressmen will bid for additional two-year terms. Six committeemen have an interest in primaries held during May.

Of the powerful, more radio-active Senate Interstate Commerce Committee, five Senators each will seek another six-year term. They are Sens. Charles W. Tobey (R-N. H.), Homer E. Capehart (R-Ind.), Brien McMahon (D-Conn.), Francis J. Myers (D-Pa.) and Warren G. Magnuson (D-Wash.).

Tenure of Sen. Edwin C. Johnson (D-Col.), committee chairman, does not expire until 1955, though admittedly his chairmanship of the Senate group and its makeup in the interim will hinge on the fortunes of the Democratic Party. Sen. Ernest W. McFarland (D-Ariz.), head of the Senate Interstate Commerce communications subcommittee and second-ranking committee member, will face voters in the '52 Presidential elections. The terms of Sens. Owen Brewster (R-Me.), John W. Bricker and John J. Williams (R-Del.) also expire in 1953.

Sen Myers, No. 2 Senate ranking Democrat and Majority Whip, last week was unopposed for Democratic renomination in Pennslyvania. Primaries in New Hampshire and Washington, home states of Sens. Tobey and Magnuson, respectively, are slated for Sept. 12.

Status Not Set

Nominations of Sen. Capehart and Sen. McMahon will be determined by party conventions. Sen. Capehart, former owner of a radio manufacturing firm bearing his name, presently is active in a commercial phonograph producing firm. Sen. Tobey, ranking Republican committee member, anti-monopoly crusader and outspoken critic of FCC, has served since January 1939.

On the House side, Rep. Robert Crosser (D-Ohio) of the Interstate & Foreign Commerce group appears virtually to have assured himself of the chairmanship if the Democrats preserve their House majority. Though opposed in the Ohio primaries, he is expected to return to Congress next January for his 18th term.

In the event that the Republicans gain control of the lower chamber, the post presumably would go to Rep. Charles A. Wolverton, ranking GOP committeeman, who is favored following conclusion of the New Jersey primaries last April.

Rep. Alfred L. Bulwinkle, (D-N. C.), titular head of the group's FCC-FTC-SEC subcommittee, already has announced he will not compete in his state's primaries, which begin this Saturday.

In his absence the communications post has been filled by Rep. George Sadowski (D-Mich.), himself ailing, as acting chairman. Rep. Sadowski plans to enter the Sept. 12 primaries in Michigan in search of his eighth term.

Rep. Sadowski has been more actively associated with radio measures during the 81st Congress than either Chairman Crosser, whose greatest interest is transportation, or Rep. Bulwinkle.

Other figures familiar in radio circles also will be watched with interest as the primaries unfold.

Congressmen and dates of primaries listed in parenthesis:

Reps. John Phillips (R-Calif.), who with his sons sold KPAS Banning, Calif., last year (June 6); Alvin E. O'Konski (R-Wis.), owner of WLIN Merrill, Wis. (Sept.19); Harris Ellsworth (R-Ore.), who holds 125 out of 500 stock shares in KRNR Roseburg, Ore. (last Friday, May 19); W. Kingsland Macy (R-N.Y.), whose brother Valentine is president of West Chester Broadcasting Corp., licensee of WFAS White Plains, N. Y. (Sept. 19); Karl Stefan, formerly WJAG Norfolk, Neb., newscaster (Aug. 8); Francis Walter (D-Pa.), frequent critic of FCC, (unopposed last Tuesday, May 16); R. B. Wigglesworth (R-Mass.), another FCC critic (Sept. 19); H. R. Gross (R-Iowa), formerly news editor of WHO Des Moines, KXEL Waterloo and WISH Indianapolis (June 5).

Unopposed nomination of Frank T. Bow, former counsel for the House Select Committee to Investigate FCC during the 80th Congress, as Republican candidate for Ohio's District 16 also is being closely watched. If elected this fall, Mr. Bow may introduce a resolution to probe FCC on broadcast matters [CLOSED CIRCUIT, May 8, BROADCASTING, Dec. 5, 1949]. He formerly was a newspaperman and commentator for WPAY Portsmouth, Ohio.

Up for re-election on the Senate side is Sen. Chan Gurney (R-S. D.), whose family formerly operated WNAX Yankton, S. D. South Dakota primaries will be held June 6.

Sen. Robert Taft (R-Ohio), ranking Republican of the Senate Labor & Public Welfare Committee and member of the Senate Finance group, is expected to carry one of Ohio's two Senatorial seats.

Sen. Taft's family holds ownership interests in WKRC Cincinnati and the *Times Star*.

PROFITS SOAR

Night Club Turns to Radio

THE NIGHT CLUB business today isn't what it was a few years ago. But the profit chart at Philadelphia's Latin Casino tells a different story now that WPEN's three-hour *Kal Ross Show* has taken over.

Radio was employed when Harry Steinman, club's owner-operator, had a hunch in mid-April, as sales sagged to a new low, that a well-programmed radio show would prove a stopgap. He contacted WPEN General Manager Edward C. Obrist and two weeks later, the Ross show originated from the club's Circus Lounge nightly from 11:05 p.m. until 2 a.m.

After one month passed, Mr. Steinman had this to say: "Before my radio brain storm, I had quite a few vacant seats each night. Now traffic has increased 800%. I sure picked the top man and the right station." Presenting a varied show, Mr. Ross interviews celebrities from the world of sports, stage, screen and theatre; talks about world affairs to listeners over the phone; reviews books, plays and moving pictures, and spins records intermittently.

185 FAMILIES FOR ONE CENT

•

➔ *See Centerspread This Issue* ➔

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

FCC Reorganization

(Continued from page 26)

has "to take it up with the Commission every time he makes a minor work assignment." He said functions dealing with the expenditure of funds and reviewing budget estimates is still held by the Commission itself.

Sen. Humphrey felt the evidence before the Expenditures Committee was "rather overwhelming" for reorganization, and said that "what this plan authorizes is merely that the [FCC] plan which has been in effect for one year on a temporary basis shall become a permanent administrative plan for the organization."

Voting lineup on the FCC plan indicated almost as many Democrats opposed to the President's proposal as favoring it. Twenty-four Democrats and 26 Republicans opposed it, while breakdown of those approving it showed 15 Democrats and eight Republicans, including Sen. Charles Tobey (R-N. H.) of the Senate Interstate Commerce Committee, which is headed by Sen. Johnson.

Not Opposed to 'Principle'

Comr. Hyde, in a statement on the Truman proposal, wrote Sen. McClellan that he is not opposed to the "principle of delegating certain purely administrative and executive functions" to the Chairman. But he felt the plan "goes too far in its delegation and might . . . at some future time, result in the concentration of control in the hands of a Chairman desirous of obtaining such control." . . . He observed:

. . . The broad powers proposed to be transferred [appointment of personnel] . . . are not sufficiently tempered or limited by the other [provisions] so as to eliminate the danger of one-man control . . . Such limitations as are set forth in the plan are so broad as to possibly lead to abuse of the delegation or to undesirable problems of jurisdiction within the Commission.

Specifically, the appointment or supervision of "all personnel" might tend to place such personnel under the personal influence of the Chairman possessing such power and thus to diminish the influence and prestige of the other members . . . with the staff. A natural reaction on the part of the staff might be to unduly minimize the views and desires of the other Commissioners and to satisfy [those] of the Commissioner directly concerned with their appointment and promotion.

Control over the "disposition of business" might also result in an undesirable stressing or minimizing of particular projects in accord with the Chairman's views which perhaps might not be in accord with the views of the Commission or a substantial minority thereof. The control over the use and distribution of funds could also result in the advancement or delay of projects in accord with a Chairman's personal desires. . . .

Comr. Hyde made plain that his views should not be construed as a "reflection" on Chairman Coy but were expressed to show "what I believe to be the inherent danger" of the plan.

Comr. Sterling pointed out to the committee that the Commission already has revised its internal administrative affairs and felt the Truman proposal is "unnecessary to accomplish" the transfer of functions.

The Senate reversal came after Sen. Herbert O'Conor (D-Md.) had reported "adversely" the Johnson resolution on behalf of the Senate Executive Expenditures Committee Tuesday. The Truman plan had been favored 6-5 in committee over the strong objections of Chairman McClellan (D-Ark.). No minority views were filed with the report.

Opposition Vote

Voting against the Truman FCC plan in committee, it was learned authoritatively, were Sens. Karl Mundt (R-S. D.), Joseph McCarthy (R-Wis.), Margaret Chase Smith (R-Me.), Andrew F. Schoeppel (R-Kan.) and Sen. McClellan. In favor were Sens. Clyde R. Hoey (D-N. C.), Humphrey (D-Minn.), William Benton (D-Conn.), Irving Ives (R-N. Y.), Edward L. Leahy (D-R. I.) and O'Conor. Sen. Arthur Vandenberg (R-Mich.), who has been ill, and James O. Eastland (D-Miss.) abstained from voting, though the latter voted against the reorganization plan on the floor. Sen. Eastland's vote would have deadlocked the committee report had it been cast in committee.

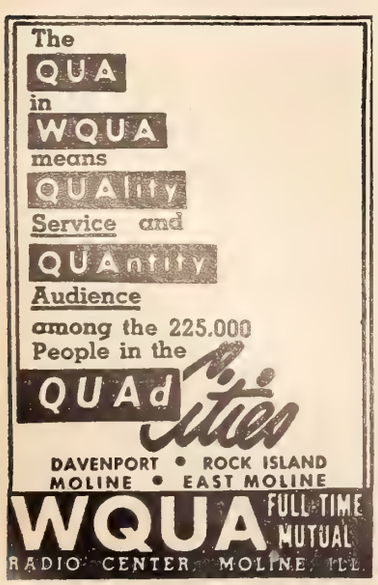
The majority report of the committee felt it "perfectly obvious" that the plan would not have transferred to the FCC Chairman functions which are not presently vested within the Commission. It added:

The most conclusive evidence of the merits of the plan is that the FCC has operated for the past year under FCC Administrative Order 8 which is practically identical with Plan No. 11. Not one of the "inherent dangers" witnesses repeatedly charged would be brought about if administrative responsibility for . . . day-to-day operations are transferred permanently to the Chairman . . . have come about. . . .

With respect to the Administrative Procedure Act, the majority took exception to charges that the Truman plan would vest in the Chairman "the right to hire and fire hearing examiners without recourse to the Commission, and that he might influence decisions on cases which met his approval by assignments to examiners who were inclined to the same views."

Examiners cannot be appointed by the Chairman alone without Commission approval, and the Act contains "adequate protections" through rotation of cases "which the Chairman could not ignore," the majority asserted.

Additionally, it said, the Hoover Commission on Reorganization stressed the "great" administrative burden on individual Commissioners, an "intolerable situation" which the majority felt would be corrected by the Truman plan.



HONOR GRIGNON

For Druggist Program

MILWAUKEE County Pharmacists Assn. will honor WISN Milwaukee's general manager, Gaston W. Grignon, at a dinner party June 7 marking the completion of eight years of continuous broadcasting of the public service program, *Know Your Druggist Better.*



Mr. Grignon

The weekly 15-minute dramatic series, which has been under Mr. Grignon's supervision since it first took the air, has received acclaim from prominent figures in the American pharmaceutical world as one of the finest shows of its type in the country. Each week the program features some phase of the pharmacist's work and his contributions to better living.

The radio committee of the Milwaukee County Pharmacists Assn. acts as an advisory board for the program and checks each script for professional accuracy. The committee also makes recommendations for new subjects to be featured on the series.

KICK LICENSE

Renewal Hearing Ordered

LICENSE renewal application of KICK Springfield, Mo., was designated for hearing by FCC last week. The Commission indicated it wished to investigate ownership of the station and determine whether any misrepresentation has been made.

KICK, assigned 250 w fulltime on 1340 kc, is on temporary license to Sept. 1. FCC ordered the license renewal hearing to commence Aug. 1 in Springfield.

The Commission denied petitions by KTTS Springfield which sought reconsideration of FCC's grant of a license to KICK last September and to designate the license application for hearing. FCC said the renewal hearing on its own motion would be more conducive to the proper dispatch of its business than the type hearing sought by KTTS.

Telecasting Insert

Pull Out for Filing

HENNOCK HOPE

Educators Must Cooperate

FCC ALONE can't improve programming, FCC Comr. Frieda B. Hennock warned educators Wednesday at a symposium on the regulation of radio and communication held at Mount Holyoke College, South Hadley Mass. At best, she said, the FCC limited authority—such as license renewal power—is negative rather than constructive.

Urging educators, parents groups and the individual to let broadcasters know their views on programs, Comr. Hennock suggested they cooperate with local stations and if possible create programs themselves which they believe desirable.

On the question of types of programs available to the American radio or TV audience, Comr. Hennock said "the cultivated and the educated have always been the first to complain about what gets on the air, but their affirmative contributions have been niggardly, to say the least."

The Mount Holyoke speech was a reiteration of Comr. Hennock's views on radio and television programming and the educators' responsibility. Once again, Comr. Hennock warned them to avoid being left out of TV—as they were left out of standard radio—by actively supporting those organizations participating in FCC's TV hearing and by seeking TV channels for educational purposes.

By pointing out that the responsibility for program improvement is with the educators and not the FCC or any governmental agency, Comr. Hennock contended educators "who can see no further than their own schoolrooms or campuses are neglecting some of their most important charges."

Warning that TV now is at a crucial stage of development, the Commissioner said the educational community must "try to assure that television does not rest completely in commercial hands."

AWB MEETING

Hardy To Speak

RALPH W. HARDY, NAB government affairs director, will address the seventh annual convention of the Assn. of Women Broadcasters, meeting June 1-4 at the Hotel Cleveland, in Cleveland, according to Bette Doolittle, AWB executive secretary. Mr. Hardy will speak at the June 3 luncheon.

Convention proceedings open June 1 with registration and a regional luncheon for all 17 districts. Presiding will be Katherine Fox, WLW Cincinnati, AWB Executive Committee chairman. Eleanor Hanson, WHK Cleveland, is chairman of the AWB Convention Committee.

MAY 22, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

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Time & talent cost tears got you swamped?



See Daylight with Du Mont Daytime Television

Dry those eyes. Take a good, clear look at Du Mont Daytime Television—*your customers do.* If you need major results on minor time and talent money—this is your buy. Network or local, we can show you actual case histories of Du Mont daytime programs that pay their cost many times over in direct phone and mail sales.

TELEVISION DUMONT NETWORK

America's Window on the World

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What's New in Television? **Take a Look at WPTZ!**



At 3 o'clock we're *Really Cooking!*

AS an important feature of our afternoon program schedule, "Deadline for Dinner" not only gives the housewives of Philadelphia some mighty useable ideas for tomorrow night's dinner but brings in outstanding Philadelphia chefs to tell them exactly how to prepare the special dishes.

The program, part of WPTZ 3 P.M. cooking strip, is on the air Monday and Tuesday immediately following "Hollywood Playhouse," the hour-long daily feature picture.

Results from "Deadline for Dinner" in the three weeks it has been on have ranged from excellent to staggering! For instance, the other day the chef of the Hotel Warwick demonstrated how to make Shrimp Lamaze, the hotel's famous and once secret specialty. The first mail brought 1300 letters requesting the recipe! After that we lost count but it seemed like *everybody* wrote us including a chap who owed us money who said he still couldn't pay but wanted the recipe anyway.

With four years of post war experience in producing cooking shows . . . facilities which include three full scale working kitchens for both gas and electricity, WPTZ certainly should know how to make the most of such programs.

If you have a food or household product and want to reach the 435,000 television homes in Philadelphia at reasonable cost—"Deadline for Dinner" is a steal! This successful program is now available either on a participation or fully sponsored basis.

For more complete information see your NBC Spot Sales Representative or call us direct.

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A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C.

MAY 22, 1950

BROADCASTING, Telecasting $7 annually, 25c weekly

KTTV BUYS NASSOUR STUDIOS

Sale Price $2 Million

WITH PRICE said to be $2 million, KTTV Inc., Los Angeles, has purchased the Nassour Studios at 5746 Sunset Blvd., Hollywood, and the property is now in escrow [CLOSED CIRCUIT, May 8]. Joint statement last Tuesday by Norman Chandler, president of *Los Angeles Times* and KTTV Inc., and Edward and William Nassour, announced the purchase.

Transfer of studio property title is expected to be completed within two weeks, it was said. KTTV has been operating from four different locations and will move to the new headquarters by June 1.

In addition to purchasing the studios, it is understood that KTTV has arranged to buy land and apartment houses adjoining on Van Ness Ave. which the Nassour brothers had under lease with option.

In 'Radio Row'

Office structure and sound stages, newest and among the most modern in the motion picture industry, occupy approximately 3½ acres and are located in Hollywood's "Radio Row." Construction of Nassour Studios was completed last year.

KTTV television production will occupy a portion of the sound stages with the remainder as well as office space available to independent motion picture producers.

Will Expand

"These fine new facilities will enable KTTV to produce television programs under ideal conditions," said Harrison Dunham, general manager. He added that facilities also will permit KTTV to start daily telecasting at 1 p.m. instead of the curent 4 p.m. time, effective June 5. With time expansion KTTV becomes the third Los Angeles station to telecast during daylight hours and will be operating on a 66-hour and 30-minutes weekly schedule. Other Los Angeles stations are KFI-TV and KLAC-TV.

The *Buster Keaton Show* will be the first filmed by KTTV under the new corporation set up by the *Los Angeles Times* for the handling of syndicated programs. Shooting is expected to start in late June. Mr. Dunham has signed some 25 TV stations, all newspaper-owned, to participate in the leasing of these filmed programs.

Managers' Meet Set

He plans to have general managers of these TV stations in Hollywood for a roundtable discussion with KTTV executives in mid-June. Besides financing, discussion will include type of programming and amount each station will need or can use. An executive producer to handle the as yet unnamed syndication setup will be appointed in the meantime.

CTI SHOWING

Calls RCA, CBS Monopolistic

COLOR TELEVISION Inc. demonstrated its color TV system for FCC on its San Francisco home grounds last week, simultaneously attacking the objectives of its rivals—RCA and CBS—as monopolistic and their color systems as impractical and undesirable.

CTI President Arthur S. Matthews, referring to CTI's two "mammoth" competitors, described his company as "the small dark horse" in the color contest and said it asks only a "fair chance" and seeks no "domination over this industry."

After the demonstration, presented Wednesday with Chairman Wayne Coy and Comr. Rosel H. Hyde representing the Commission, Mr. Matthews reiterated that the CTI system is completely compatible with present black-and-white, produces a good color picture, and "requires no souping-up of transmitters."

Uses KPIX

The San Francisco showing, scheduled after CTI equipment developed defects in the RCA-CBS-CTI comparative demonstrations in Washington earlier this year, was staged at the St. Francis Hotel. Telecasts originated in the CTI laboratories, were microwaved approximately two miles to the KPIX San Francisco transmitter, and were broadcast on KPIX's Channel 5 (76-82 mc). Authorities said no alteration of the KPIX equipment was necessary.

Color and monochrome sets supplied by RCA were used along with CTI color sets. The RCA color receiver employed dichroic mirrors. The tests were conducted under the supervision of FCC engineers: E. M. Allen, technical research chief, and Wilmar K. Roberts of the FCC laboratories. Assistant General Counsel Harry M. Plotkin, chief counsel for the Commission in the color proceedings, also witnessed the showing.

CTI spokesmen hailed the tests as a successful presentation of the "interlaced" color shift technique which the company had planned to show before the equipment breakdown in Washington.

Interlaced Shift

The interlaced shift was described as a double shift in which each picture line appears in all three colors—green, red, blue—in the course of six field scannings. Each color appears in successive frames, as nearly as is geometrically possible, "interlaced" or halfway between its appearance in the preceding frames.

CTI officials claimed it to be the best pattern yet produced and called it a "marked step forward, insuring both better color pictures and completely compatible black-and-white pictures."

A four-colored pinwheel spinning at 40, 80, 120 and 150 revolutions per minute in front of the pictures revealed no breakup or fringing of colors.

CTI told the FCC members and more than 100 press and industry representatives at the demonstrations that the tests "completely refuted charges that lack of definition has masked defects in the CTI system."

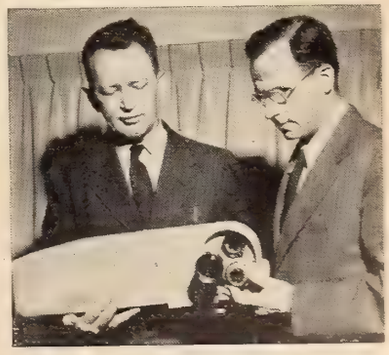
Comparative average resolutions on the three types of receiver used in the tests were reported as: 230 lines vertical and 200 horizontal, and 210 vertical and 250 horizontal, for two CTI sets in use; 300 vertical and 267 horizontal for the RCA black-and-white receiver, and 267 vertical and 237 horizontal for the RCA color receiver.

Industry witnesses appeared particularly enthusiastic about the quality of reception on the black-and-white set.

A spot check of several observers brought unanimous agreement that the black-and-white picture from the CTI color transmission was of better viewing quality than is usually achieved with black-and-white transmission.

In his attack on RCA and CBS at a brief hearing following the

(Continued on Telecasting P. 17)



NEW CBS color camera chain, which is one-sixth the size and one-third the weight of present black-and-white cameras, is held by James Reeves (l), CBS engineer, as Dr. Peter Goldmark, the network's director of engineering and research development, inspects the unit.

TV COMMERCIALS

McNamara Cites Errors

MANY television commercials fall by the wayside because they were either (1) badly conceived, (2) made on too small a budget, (3) had too short a production schedule or (4) didn't have adequate scheduling.

So declared Don C. McNamara, television director of Telefilm Inc., Hollywood, when he addressed the San Francisco Ad Club members in the Palace Hotel, that city, May 16. Analyzing various types of film commercials to show what makes them "tick," he said that of some 8,000 made, "you can rule out 4,000" as not having a chance due to one of those four reasons.

He used the Lucky Strike dancing cigarettes as a successful illustration and pointed out that this was a new idea worked out effectively and given heavy scheduling, Mr. McNamara said it was the province of the film producer to work closely with the advertising agency in order to produce the finest product for the budget allowed, and by doing so improve effectiveness of known techniques; find new ones and use TV for what it is—"the most potent selling force the world has ever known."

THREE COLOR TUBE

DuMont Issued Patent

A THREE-COLOR direct view television tube, for which a patent was issued last week to Allen B. DuMont Labs, was described Thursday at a news conference by Thomas T. Goldsmith Jr., DuMont director of research, as offering a "basic contribution" to the development of color television.

Similar in construction to the usual black-and-white picture tube, the new tube in place of the coating of fluorescent material which produces a black-and-white picture has a fluorescent screen composed of tiny fluorescent dots which give forth red, blue and green colors, respectively, when struck with the electron beam. These dots, numbered in the order of 1,000 to one as compared to picture height, are so arranged that each dot of one color is surrounded by dots of other colors and are placed so close together that they produce fine picture detail, Dr. Goldsmith said.

Operation Outlined

In operation, as the electron beam of the color TV tube passes over the tiny color spots successively the beam is turned on and off rapidly in accordance with both the brightness and color of the picture to be reproduced. The fluorescent dot screen is employed at both ends of the TV system, in the camera tube as well as the receiver tube, and can be used with any of the three color systems which have been proposed to the FCC—the field sequential, dot sequential or line sequential.

At the camera end, Dr. Goldsmith said, the new tube has great advantages over the three-gun color tubes which require the most careful handling to obtain correct color registration whereas this tube does the whole process in one focus and with one instead of three optical registrations.

"This tube provides an all electronic system of high definition, compatibility, and also large picture size," Dr. Goldsmith stated. "It provides for compact cabinet size with a minimum of additional equipment within the set. It does away with motors, whirling disks, extraneous apparatus, and hazards. It also eliminates expensive distorting lenses or pale, dim projected images, or dichroic shadow tunnels requiring complicated and costly mirrors and optical alignment equipment."

Kasperowicz Inventor

Henry Kasperowicz of the DuMont Labs invented the tube some five years ago, Dr. Goldsmith said, explaining that application for a patent was filed Oct. 26, 1945, but the patent was granted only last week. He said that the tube is not ready for public demonstration as yet but predicted that it will be in about a month. It can produce "good bright pictures," he stated, "with color quality about as good as Kodachrome and substantially better than Technicolor movies."

Dr. Goldsmith noted that the new tube is not limited as to size when used in a receiver, commenting that actually larger tubes are easier to produce than smaller ones. He said it is too early to talk about price but that probably the cost of converting a black-and-white receiver to receive color pictures by installing this new tube and the other necessary parts would approximate the original cost of the set.

Asked when the tube could be put into mass production, Dr. Goldsmith replied that it would take from 18 months to two years after the FCC has approved standards for commercial color to set up production lines for this tube capable of turning out hundreds of thousands of them annually.

Dr. Goldsmith said that in announcing this tube the DuMont organization was merely giving a progress report on its own experiments in color TV and was in no way dropping its frequently stated contention that there is much to be done before color is perfected and that standards should not be set at this time.

Dr. DuMont Concurs

This view was also expressed by Dr. Allen B. DuMont, company president, who said, in a prepared statement:

Significant though this development is, this invention is only one of many avenues of exploration in color the DuMont Laboratories has been investigating for many years. Although this particular tube shows great promise, we still feel there is much ground to cover before we will have achieved a color system which is comparable to present black-and-white in quality, ease of operation, and cost.

Te-Ve



Drawn for TELECASTING by John Zeigler

Y&R STUDIO

TV-Motion Picture Conference Room Opened in N. Y.

YOUNG & RUBICAM, New York, formally opened its motion picture and television conference studio, the first of its type, last Thursday in its New York offices.

The studio is designed specifically to present television program ideas both to the agency and its clients, to monitor current TV shows, review previous programs and provide facilities for experimenting in the telecasting of clients' products.

The studio, located on the 4th floor at 285 Madison Ave., consists of an air-conditioned room, a reception hall, a control room and the conference room which seats 35 people. An auxiliary studio on the 11th floor, equipped with an RCA Vidicon, permits intensive experimentation as well as the "test" telecasting of products before they are placed in front of standard cameras.

Among the unusual features of the conference studio is a rear projection screen built into the wall to simulate a cathode ray tube. A mirror reflector takes the picture directly from the projector and transmits it to the screen. Optical glass in front of the projector and in front of the rear view screen eliminates any picture distortion, as well as mechanical sounds and interior noises. The room also contains the latest 19-inch General Electric receiver.

The auxiliary studio will be used for experimental purposes, Roland Gillett, vice president in charge of TV production for the agency, said. Among other things, it will be used "to train copy writers to think pictorially instead of with words."

Agencies will be judged by "how well they can do commercials," Mr. Gillett told newsmen at the formal opening, and he explained that Y & R clients will be able to see pictures of their products in the studio just as they would be presented on a correctly tuned-in television set in the home.

Television Code—(III) . . . . . AN EDITORIAL

SELF-REGULATORY codes usually are written by majorities in an effort to improve the habits of minorities.

Codes therefore work only if the majority holds enforcement powers to cause the offending minority to fall into line.

If enforcement powers are absent, no code can be considered more than a document of hope. The NAB code, which is being reexamined these days with a view to adapting it to television, is such an instrument. The code of the Motion Picture Assn., to which telecasters are also looking for instruction, is not.

Whether agreeing with its principles or not, one cannot ignore the fact that after 20 years of application the movie code is a very active entity. It is questionable that the same may be said for the NAB code, last adopted two years ago, and which superseded several others.

Enforcement of the film code is possible through the cooperation of exhibitors, only a scattering of whom will show a picture that has not passed review. The broadcaster, being his own producer and exhibitor, is not subject to such control.

If a broadcaster elects to take liberties with the NAB code, the industry for all practical purposes is powerless to prevent it. The only retaliatory action theoretically possible for the NAB to take is expulsion from the NAB. We know of no instance in which that theory was, or is likely to be, put in practice.

A code without attendant means of enforcement becomes, in effect, a formal expression of the attitudes of the majority that adopted it and was practicing its principles before its adoption. It is in no real sense binding upon the minority whose excesses it was to cure.

Now there may be a pragmatic reason for drawing up such a toothless code in spite of its obvious shortcomings. The only reason we can think of is that a code can always be held up, in times of criticism, as proof that the industry's heart is pure.

Such reasoning exceeds pragmatism. It borders on cynicism. It would be a pity if television fell into habits of insincerity before it even came of age.

There is in television, as in every medium of communication with the public, an overwhelming need for self-regulation. But the need is best expressed in individual terms.

No document, however finely worded or intended, has the power to make decisions that the practical telecaster must make for himself. It does not take 3,000 words of multi-syllabic prose to tell a telecaster when a chemise is correctly tailored or a comedian is turning blue.

The vast majority of telecasters are already aware of the nature and sensibilities of their audience. No code is needed to underline the already obvious fact that the television audience is a family in a living room and not the boys in the pool hall down on the docks.

Jordan's Survey Strips Scapegoat Mantle from Telecasting

TV Doesn't Empty Grandstands

DOCUMENTED proof that attendance at sports events does not suffer from television, after the novelty of set ownership has worn off, is presented in a study conducted by Jerry N. Jordan, U. of Pennsylvania graduate student and son of Clarence L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia.

Results of the study were submitted last Monday by Mr. Jordan to the Milwaukee meeting of the National Assn. of Newspaper Promotion Managers (summary of findings appeared in the May 15 BROADCASTING).

Mr. Jordan started the study two years ago while a student at Princeton and continued the research as a Penn graduate student. The results showed clearly, he said, "that television habits do change after people have had their sets for a year or more. When they first get a set, it is an exciting new hobby. They stay home—go out less to paid entertainment.

"But a year later, when the novelty has worn off, the original pattern tends to return. Attendance at some forms of entertainment even shows an increase. . . . It is hard to conceive of the great industry of sports today without the constructive support of sports writers and commentators. Yet, earnest and sincere men once thought that both were harmful to the game."

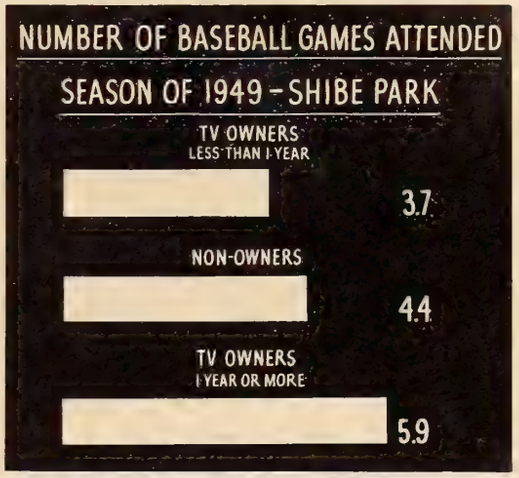
Major and minor baseball league owners cooperated in the study, as did colleges, high schools and others connected with sports. The list includes 16 major league clubs, 444 minor league clubs, 193 colleges and universities, 32 high schools, and more than 100 race tracks, arenas and other sports enterprises located in 572 towns in all parts of the nation.

Extent of Survey

Figures in the survey cover all 51 areas where TV was in operation last fall along with major non-TV areas. The public attitude survey consists of 1,203 personal interviews and 918 mailed questionnaires along with data from 13,908 interviews made by Atlantic Refining Co.

Most of the interviews were conducted in the 50-mile Philadelphia area, with highest TV saturation of any large area in the world—36.4% in April 1950 and 24% last fall. The area has had sports television for a decade. The interviews showed "a marked change in habits the longer a family had owned its television set."

In the case of football (see chart) 24% of the TV owners who had owned a set less than three months went to see one or more football games in the fall of 1949, 41% for 4-11 month ownership, 45% for 1-2 years, 54% for two years or more. This compares with 46% attendance by non-TV owners.



The same pattern was found in baseball, with 44% of TV owners of less than a year attending major league baseball games in 1949 and 58% of TV owners of more than a year. This compares with 45% attendance by non-TV owners.

It was found that TV owners of less than a year went to 3.7 games in the six-month baseball season (see chart), owners of more than a year went to 5.9 games and non-owners went to 4.4 games. Football shows similar results.

In other words, owners of more than a year actually attend more games than non-owners.

The theory was tested against actual paid attendance figures for all types of baseball and football games; on big teams and little teams; on network and local telecasts, and other types of conditions. Fifteen factors affecting attendance were studied, according to Mr. Jordan, who discovered each sport is a separate study in itself.

Four major factors that have caused the fast growth of sports attendance are higher incomes and shorter hours, management, performance and publicity, the study shows. With shorter hours and higher incomes, people have more leisure and money and have autos to provide fast transportation to athletic fields. The amount spent on spectator admissions is up 200% since 1929, with personal income up 250% in the same period. Sports admissions are up 440% compared to 192% for movies, decline of 3% for theatre, opera, etc., and gain of 215% for non-athletic, non-profit and other admissions.

Economic conditions and team performance are powerful factors in attendance, Mr. Jordan found on the basis of a 25-year analysis of the Philadelphia Athletics.

Comparing performance and attendance he found:

Fifteen out of 16 major league baseball clubs had television last year.

The seven clubs that improved their performance in 1949 over 1948 had an increase in attendance of 7.2%.

The nine clubs that had a lower performance record in 1949 showed a decrease in attendance of 15.3%. These nine included Pittsburgh, the only club not televised.

Obviously television could not have been a very important influence because 15 of the 16 clubs followed performance regardless of TV, according to Mr. Jordan.

Analysis of TV ownership last year (April-October) and combined attendance figures at half-season and entire season showed that baseball attendance slipped 4.2% with economic conditions in the first half, while TV ownership increased 21%. With one of the hottest pennant races in history, attendance picked up despite a 45% increase in TV sets. The size of the TV audience was found to have practically no effect on the number of admissions at the park, whether day, night or Sunday games. This finding was confirmed in an analysis of 444 minor league clubs.

The Minors' Situation

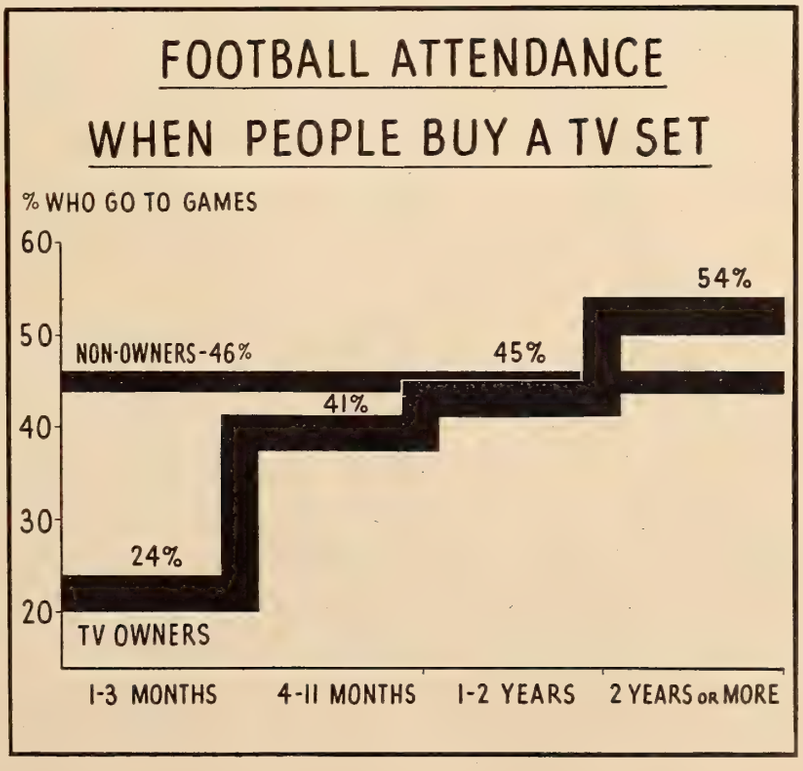
Most of the minor league teams showed attendance records following performance, just as in the majors. The minors had an all-time record of 42,000,000 admissions last year. The study shows that telecasting of a major league game, especially at night, creates severe competition for nearby minors but only 3% of minor clubs are within TV range of any major league city and some of these did not show attendance losses last year. Mr. Jordan contends this does not uphold the charge that TV threatens the future of minor league baseball, especially since some of the teams near major league cities did not show attendance losses last year.

Actual sampling of crowds at Shibe Park, Philadelphia, late last season showed on Sept. 25 (Athletics-Senators) 25.7% of the fans were TV owners; on Oct. 2 (Phillies-Dodgers) 28.6% of the fans were TV owners. On Oct. 1, 18.6% of the families in the Philadelphia area owned television sets.

The payoff, Mr. Jordan found, was the fact that 59% of the TV owners in the stands had owned their sets for more than one year, twice as high as the percentage of long-term owners in Philadelphia.

"There couldn't be any further

(Continued on Telecasting 17)



America's No. 1 Television

First in programs

MOST OF THE 'TOP TWENTY'

NBC	**11**
2nd Network	**5**
3rd Network	**3**
4th Network	**1**

HIGHEST AVERAGE RATING

NBC	**26.8**
2nd Network	**20.9**
3rd Network	**19.3**
4th Network	**14.9**

TV Network Hooperatings, January-February, 1950

First in audience

NBC advertisers attract by far the biggest audience in television—25,000,000 different viewers a week, in 60 of America's most important markets.

First in program coverage

Due to its pioneering in the field of television, NBC is now able to deliver the greatest number of major markets for national advertisers. In actual performance, NBC sponsored programs are being viewed on the average in 50% more markets than the programs of the second network, as these figures show—

Network in every way:

AVERAGE STATIONS PER PROGRAM

NBC	30
2nd Network	20
3rd Network	20
4th Network	12

Rorabaugh, February, 1950

First choice of advertisers

PERCENTAGE OF TOTAL NETWORK BILLINGS

NBC	52%
2nd Network	30%
3rd Network	11%
4th Network	7%*

P.I.B., January-February, 1950 **Estimated*

First in creative programming

To build other new top-rated programs—and the show *you* will need to power your TV selling drive—NBC has assembled some of the most talented producers, directors and technicians in show business... a staff that for versatile showmanship has no equal in television. Their programming skill is still another assurance that the advertiser who chooses NBC is getting *America's No. 1 Television Network.*

NBC

TELEVISION

A service of Radio Corporation of America

Telefile:

WTVJ (TV) MIAMI



. . . Finds Showmanship and Public Service Make a Successful Combination

NEW chapter is being added to the combined 50 years in show business for theatre co-owners Mitchell Wolfson and Sidney Meyer, who are entering the second year of operation for WTVJ (TV) Miami.

Messrs. Wolfson and Meyer are soldering a link between theatre and television operation along the zealous lines which knot together broadcasting and telecasting.

Establishment of WTVJ in April 1949 was an outgrowth of expansion plans which have long been gathering steam under direction of these showmen. They also have operated the Wometco Theatre circuit in South Florida since 1925. There are 30 movie houses in the circuit with an additional theatre now under construction at Miami Beach.

In making their debut in the video world, the partners felt the step to be a logical one in keeping with their theatre background. From the entertainment standpoint, both fields flourish on showmanship.

'TV Essentially Showmanship'

Mr. Wolfson says "television is essentially showmanship." To round out this belief, he adds: "People will buy a television receiver for the entertainment it offers them and will support the stations that give them the most in return entertainment-wise. It has been the same with movies down through the years."

Miami, where sun-baked beaches, sentinel palm trees, luxurious hotel playlands and richly lacquered swimming pools offer a bounty in entertainment for year-round residents and winter vacationers, is a haven for showmanship.

An example of this flair for the novel was WTVJ's anniversary week of April 12-18 when Miami televiewers were given an eyeful of telecasts spiced with special birthday shows. The high point of the celebration was a remote telecast picturing the South Florida area shown from a Goodyear sightseeing blimp.

For the unique blimp-cast, the air vessel was stripped of seats and into this space was fitted the necessary equipment, including a 110 volt generator, a field camera, sync generator, low voltage power supply, etc., complete with associated cables. A walkie-talkie provided contact from blimp to control tower. Theme of the telecast was growth of the area within a one-mile radius of WTVJ's antenna tower. Various scenes were pointed out to viewers by a trio of civic leaders who appeared before cameras at the control tower.

Other specialties during the week, declared "Television Week" by Miami Mayor William M. Wolfarth, included the showing of feature films and various network personalities' birthday greetings by kinescope recordings. Window displays in downtown stores, streamers in TV set outlets and other promotion were used to spread WTVJ's anniversary message.

* * *

WHILE WTVJ uses showmanship to the limit, it also has left an indelible mark in public service programming. Built around personalities who visit Miami, the station has introduced to its viewers Secretary of Commerce Charles Sawyer; Sen. Spessard L. Holland (D-Fla.); Secretary of the Navy Francis P. Matthews; Harold Russell, AMVETS national commander, and Charles A. Goren, bridge expert. President Truman's appearance at the Miami VFW convention was picked up by WTVJ's remote crew.

Remotes Are Important

The station credits its remote telecasts with being the ace-in-the-hole that has delivered varied entertainment to its viewing audience. Every available type of telecast, including that of the blimp stunt, has been included in WTVJ's schedule for remotes which centers on sports and civic events.

Starting with local games of the Florida International Baseball League last April, remote crews have covered wrestling bouts, U. of Miami football, high school gridiron play, university and high school basketball, Miami's City Commission elections, the seven week session of the Roller Derby, the Little River (Miami suburb) TV Fair, the dedication of Mt. Sinai Hospital in Miami Beach, the Miami Beach Open Golf Tournament, and twice-weekly races at Hialeah and Gulfstream.

Other remote landmarks were telecasts of the Latin American sport—Jai Alai—during its season, presentation of "A Comedy of Errors" (from the U. of Miami's stage), and coverage of the devastating hurricane that swept Florida last September.

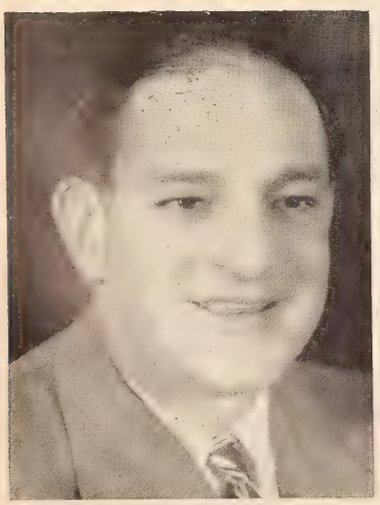
Attendance Helped

The station believes its policy of local remotes wherever possible has been responsible for the growing interest in TV by local residents as well as a renewed interest in the events telecast. For example, WTVJ points out that Hialeah's 1950 meet was one of the most successful in history as both attendance and mutuel figures topped 1949. Jai Alai played to packed houses throughout its three-month season. The U. of Miami's football team played to 40,000 more paying customers in 1949 than in preceding years, WTVJ reports.

Interest in Miami television is not confined to the set owners. Advertisers are becoming increasingly aware of this medium as a super salesman for their wares. WTVJ had six sponsors buying time the day it started operations. At the end of its first week there were 25. The list now has grown to a January-February-March weekly average of 76. The first year total includes 265 sponsors exclusive of network and national spot advertisers.

Hours of programming and the

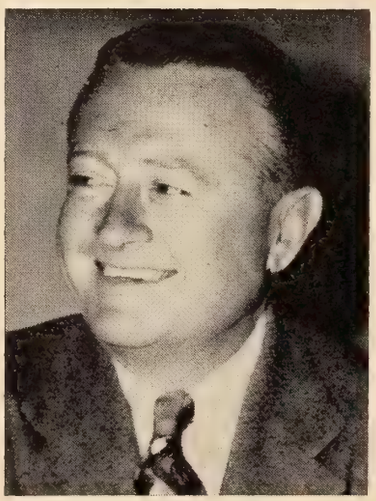
* * * * * *



Mr. MEYER



Mr. RUWITCH



Col. WOLFSON

number of set owners have similarly increased. Programming has been expanded from 12 hours per week last summer to an average of 45 hours per week at present. WTVJ, which is affiliated with all four TV networks, uses an average of 16 hours of network kinescopes per week. Set owners now are tabulated at 22,000 in the Miami area.

* * *

KEEPING pace with this increased speed of operation, WTVJ has more than doubled its staff—from 22, on opening day, to 47. This is the lineup of executives:

Messrs. Wolfson and Meyer are active in the operation of WTVJ and formulate its general policies.

Lee Ruwitch has been general manager of the station since August 1949. He is a graduate of the U. of Minnesota and has been associated with Mr. Wolfson in the operation of the Wometco Theatres from the past five years.

John (Jack) Shay works with Mr. Ruwitch as technical and programming coordinator. Mr. Shay joined WTVJ several months before the station went on the air and was instrumental in the installation of the station's equipment. He was formerly associated with General Electric at WRGB (TV) Schenectady and has been in radio and television for 15 years.

Lewis Chief Engineer

Earl Lewis is WTVJ's chief engineer. He has spent his business life in the electronics field, has written several textbooks on radio operations and was chief engineer at WMIE Miami before he joined WTVJ.

Clyde Lucas, active in the show world since 1927 as a top-flight band leader, has been WTVJ's program director since the station went on the air. Lee Waller handles traffic and copy for Mr. Lucas.

Harold W. Batchelder is sales manager, and is in charge of a staff of five salesmen. He previously was sales manager at WBAL-TV Baltimore. Lynn Morrow, formerly promotion manager at WBZ-TV Boston, is administrative assistant to Mr. Batchelder. Burt Toppan handles publicity and audienee promotion for the station.

Cornerstone of WTVJ operation is the traditional theatre-radio maxim of giving the public what it wants to see or hear. In order to keep abreast of public opinion, the station uses its facilities to query the viewing audience about program preferences. Last summer, *WTVJ Television Forum*, as a weekly feature on the station, brought together for a roundtable WTVJ staff members, a local TV dealer and a visiting member of the viewing audience.

Mr. Wolfson participated in these telecasts, outlining the station's program plans for coming months and inviting viewers to write or call in their program preferences. This invitation also was carried in announcements on Wometco Theatre screens.

In programming, studio presentations average nine hours per week. These shows vary in type from sports, kitchen views, commercial "shopping" shows, variety shows to several variations of quiz programs.

Two studio shows, *Holiday House* and *Shopper's Guide*, have been WTVJ features since last summer. Built around participating spots and using a women's show format, the programs have proved to be excellent commercial vehicles and have a waiting list of prospective sponsors.

Holiday House features Josephine McCarthy on Tuesday and Friday, 5-5:30 p.m. It provides helpful hints for the housewife. *Shopper's Guide* stars Jackie Pierce (Miss Television of Miami) and Alec Gibson in a home setting where they display unusual shopper items to their audience. This program carries 12 participations.

* * *

THE *Shopper's* program has claim to a success story. Casa Elsasses, a gift department store in Hollywood, Fla., featured a toy retailing at $32. Within four days after a single participation, 10 of the toys were sold and, according to the sponsor, the sales were the direct result of the TV spot. This return represented $320 on a $30 investment.

The station's investment in equipment is estimated at approximately $450,000.

WTVJ's studios are located in the Wometco Theatres main office building at 17 N. W. Third St., Miami. One is 40 x 20 ft.; the other 60 x 22 ft. The walls and ceiling are made of rock wool blankets and perforated transite. There are five banks of fluorescent lights to provide a smooth lighting system. Storage space is located at the rear of the studio, providing room for a complete kitchen plus four refrigerators, two ranges, three console TV sets and the necessary flats used to dress the shows.

Both studios, as well as the rest of the building, are completely air conditioned.

* * *



Mr. LUCAS



Mr. SHAY



Mr. LEWIS

* * *

The control room is located just forward of the main studio with a 5 x 10 ft. glass partition through which the director has a full view of the studio. The control room is arranged so the director sits about five feet above the studio with the monitors slightly below him. Monitor controls, however, are mounted on his table together with mikes to contact the cameramen and floor director.

The station's projection room is equipped with an iconoscope film camera, two 16mm projectors and a double custom-built baloptican. It adjoins the control room.

* * *

FOR studio use, WTVJ has purchased two General Electric studio-type, image orthicon chains, making a total of five cameras. The WTVJ technical crew had the cameras with the new video switching and line monitoring equipment installed and on the air within 72 hours after they had been delivered.

The station's remote truck is a Linn Special made under GE specifications and described as "a complete control room on wheels."

WTVJ's 5 kw transmitter and tower are located atop the Hotel Everglades on Biscayne Blvd. about four blocks from the studios. The antenna is a GE three bay and is 306 feet above street level. GE monitoring and measuring equipment is installed together with a control console. The station is currently operating with 2.2 kw visual and 1.1 kw aural power on channel 4 (66-72 mc).

* * *

Located next to the studios is WTVJ's "Television Theatre," a 60 seat regulation movie theatre. This theatre is equipped with both 16mm and 35mm projectors and a 6 x 8 ft. Theater-View projector TV receiver. Clients and guests are entertained in this little theatre during business hours. At all other times it is open to the public.

This theatre has been used by many of WTVJ's sponsors, including American Bakeries, Westinghouse and Anheuser-Busch, to conduct sales meetings and to screen TV programs for their personnel.

WTVJ's local rates are $250 an hour for A time, $187.50 for B time and $125 for C time (the latter runs from sign on to 5 p.m. and 11 p.m. to sign off). National rates for Class A time are $300 per hour with the national spot rate at $50 per minute. Local spots and participations are $30 per minute.

Heavy Local Sponsorship

It is estimated that during an average week last March, about 70% of WTVJ's advertisers were local accounts with the remainder either network or national spot accounts. In this same week, the station programmed a total of 44 hours and 50 minutes; 81.1% of this time commercial and 18.9% sustaining.

As an added boon to the WTVJ advertisers, clients receive additional promotion through Wometco Theatres' art displays in window and lobby, "decals," and other materials. In addition, screen trailers promoting shows are run in the circuit which plays to over a million and a half patrons each month.

Adding up its first year's scoreboard, WTVJ faces the future with the same calm confidence with which owners Wolfson and Meyer entered the TV field. As a matter of fact, Mr. Wolfson says he believes the year's results have been successful and now that "WTVJ has established its leadership in south Florida," it "intends to keep that lead."

Messrs. Wolfson and Meyer also have their eye cocked to what lies over the TV horizon. Mr. Wolfson says "we are now planning to expand into multiple-station operations as soon as it is possible."

* * *



LABE MELL, WTVJ cameraman and producer, gets last minute instructions before going aloft for WTVJ's anniversary blimp-cast. Jesse Cripe of WTVJ's technical staff is in the background.

Federal Announces



A NEW LONG-LIFE TELEVISION TUBE

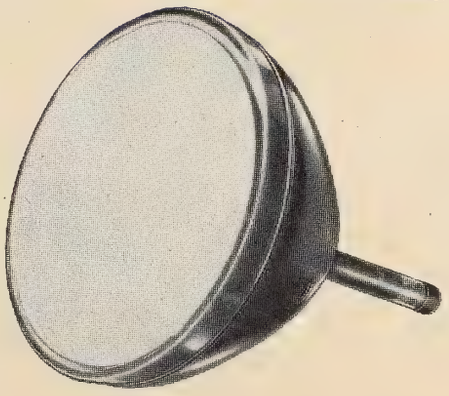
High in Light Output!

Produced with the Newest and Most Advanced Type Equipment in the TV Industry

KINESCOPES BY *Federal*
Perform Better...Last Longer
Federal Kinescope Types
RECTANGULAR SCREEN:
14", 16", 17", 19"
ROUND SCREEN: 12½", 16", 19"

Here's the precisely *right* tube for TV. Here's tube design based on more than forty years' tube manufacturing experience. It's Federal's New-Day Kinescope, introducing a new high in *light* output and fine performance.

Federal's Kinescope is the new over-all advanced design embodying the ion-trap type electron gun. Magnetically focused, magnetically deflected, delivering the sharpest contrast and picture definition, it assures the user quality-first pictures, quality-first performance. For complete details, write to Dept. K409.



BACKED BY MORE THAN FORTY YEARS' TUBE MANUFACTURING EXPERIENCE



FEDERAL TELECOMMUNICATION LABORATORIES, Nutley, N. J. . . . a unit of I T & T's world-wide research and engineering organization.

Federal Telephone and Radio Corporation

VACUUM TUBE DIVISION, 100 Kingsland Road, Clifton, New Jersey
In Canada: **Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.**
Export Distributors: **International Standard Electric Corp., 67 Broad St., N. Y.**

FEDERAL TELEPHONE & RADIO FTR — AN IT&T ASSOCIATE



PRESIDING over the "Reddy Kilowatt" *Modern Electric Cooking School* on KRLD-TV Dallas are (l to r) Irene McDaniels and Marian Gauldin, home economists. Irene and Marian appear each Wednesday afternoon at 4 o'clock. The program is sponsored by the Dallas Power & Light Co.

FACTS about the new facilities of WDSU-AM-FM-TV New Orleans are explained by General Manager Robert D. Swezey (seated), to (l to r) E. C. Page, consulting engineer; Harry Wismer, ABC sportscaster, and George Markham, NAB's TV director, all of whom attended the studio opening.



ON behalf of Author John E. Hasty, Video Actress Vilma Kurer accepts Chevrolet's TV award for his script "The Wine of Oropalo," chosen as best presented on winter cycle of *Tele-Theatre* dramas. Award is made by W. G. Power (r), Chevrolet adv. mgr., as NBC Director Garry Simpson looks on.

MARY PICKFORD, famous star of the silent movies, is shown some of the technical equipment used in TV station operation by Paul L. Chamberlain, manager of GE equipment sales, at Syracuse. Miss Pickford and her husband, Charles (Buddy) Rogers, have applied for three video stations in North Carolina.



LOCAL EXECUTIVES who discussed the Los Angeles television outlook at recent Los Angeles Advertising Women's TV Panel include (l to r): Charles Glett, v. p. in charge of Don Lee TV; Fred Henry, asst. gen. mgr. and prog. dir., KLAC-AM-TV; Martha G. Bigelow, KFOX Long Beach account executive, moderator; Richard A. Moore, asst. gen. mgr. and dir. of TV operations, KECA-TV; Joseph Conn, KTTV (TV) executive producer; Thomas B. McFadden, KNBH (TV) station mgr.



TV PROBLEMS

Largely Money Matter, Says Goshorn

THE PROBLEMS of television are largely a matter of money, Clarence B. Goshorn, president, Benton & Bowles, said Thursday. Noting that "it now costs us as much for access to one-sixth of the homes by television as five-sixths by radio," he stated: "Certainly we expect television to be as effective in relation to its cost as any other medium we have used—and that means it must be more effective because the costs will be higher."



Mr. Goshorn

Mr. Goshorn spoke at the final luncheon of the 1949-50 season of the Radio Executives Club of New York at the Hotel Roosevelt in that city. Session also included the induction of the club's officers for the coming year: Robert Saudek, ABC vice president, as REC president; Ralph Weil, general manager of WOV New York, as vice president; Claude Barrere, Foreign Language Quality Network, as secretary, and Jack Brooke, Free & Peters, as treasurer. Retiring REC president, John J. Karol, CBS sales manager, presided.

Hits Production Costs

"One reason why the progress in [video] programming has not been as great as we had hoped is that too much of the expense goes into the wrong things," Mr. Goshorn said. "Production costs too much, not only because we are up against new blocs of high-cost union labor, but because we have not yet learned how to handle the physical properties economically.

"Talent costs are too high against the potentials of the present number of sets. That money would do more for television and for the actors if it went into ingenuity and creative brains, into originating new exploitations of the unique television facilities, rather than torturous adaptations from other media and translations from other entertainment forms.

"Many of the big stars of radio are pricing themselves out of television—perhaps, because of the rigor of the work involved, they want to wait until it can support them in the manner to which they are accustomed."

Lauds Progress

Declaring that already there are TV programs which indicate that their producers are beginning to learn how to use this new medium, Mr. Goshorn said: "We have some programs probably as good as we will ever have in many fields—drama, comedy, musicals including even opera, children's shows, forums, press interviews and others."

He noted that these good shows "perhaps receive less praise than the bad shows receive blame" and commented that "perhaps all of us with a stake in television should make its public relations our personal responsibility," first making good shows and then talking about them.

"We should tell what's good about them and what we did to make them good," he said. "We should explain over and over again what is involved in putting on good shows, what goes on behind the scenes. . . . Tours through studios are more valuable to television than to radio; they heighten the interest of the visitor instead of disillusioning him."

FILM CATALOG

For TV Stations' Use

CATALOG of films available for use by TV stations has been published by the Radio & Television Service, U. S. Dept. of Agriculture. Designed in loose-leaf form, the catalog will accommodate future department film releases.

Kenneth M. Gapen, assistant director of information for radio and TV at the department, said some of the films are in color but these will be furnished in black-and-white as soon as time and budget permits. He added that the department is the only government agency supplying written TV clearance for its films. The catalog tells each TV station where prints can be obtained. With the catalog are copies of the film releases.

'SCIENCE REVIEW'

Davison Sponsors WAAM Show

SPONSORSHIP of *The Johns Hopkins Science Review*, claimed to be the first television program to be presented weekly by a university, was taken over by the Davison Chemical Corp., Baltimore, effective with the May 12 show.

The review is made up of a series of science demonstrations given by well-known scientists of Johns Hopkins U. over WAAM (TV) Baltimore. Commenting on the sponsorship, C. F. Hockley, president of the chemical firm, said that the general educational format of the program would be maintained under the direction of Lynn Poole of the university.

Standard Oil Renewal

STANDARD Oil of Indiana, Chicago, through McCann-Erickson, same city, is planning to renew the *Wayne King Show* on NBC-TV for 44 weeks starting next fall. Half-hour weekly Thursday night show, which originates in Chicago, goes off the air for the summer June 22. It has been on since September.

'FRESH MONEY' TV Not Robbing Radio—Stolzoff

MONEY invested in television is "fresh money," coming from increased advertiser profits and not money transferred from other media, such as radio, J. S. Stolzoff, vice president in charge of radio-television, The Cramer-Krasselt Co., Milwaukee advertising agency, told the National Newspaper Promotion Assn. last Monday.

Mr. Stolzoff's views were presented in connection with the first of a series of national department store television surveys being conducted by Cramer-Krasselt. He emphasized that many of his conclusions were based on "the trend of thinking among department store executives" on the role of TV, radio and newspaper advertising in their plans.



Mr. Stolzoff

At the association's Milwaukee meeting, Mr. Stolzoff said apprehension that a new medium will cut into the advertising dollar spent for other media was similarly voiced in 1927 when radio was in its infancy.

Ascendancy of television, he said, has not changed the fact that about 90% of advertisers' funds invested in TV comes from advertisers' profits not tabbed for investment in other media.

Mr. Soltzoff pointed out that in 1947 it was said TV's "fresh money" was there because of the experimental period and the situation would change by 1948. However, in the latter year, he said, the same condition existed and the belief was advanced for 1949. Again, the prediction was based on a change in 1950.

"Well," he said, "it really hasn't changed today at all. Most of television's money is additional appropriation money or even better it is money that is coming from bringing non-advertisers or relatively small advertisers into the fold of those who use the sales power of advertising."

TV Dollars Earn Profit

That TV expenditures by advertisers eventually will come out of the other media's dollars is still questionable, Mr. Stolzoff said. He said it was his belief that the TV billing of new money will continue "because most of the dollars being invested in television are earning a good profit. Much of that profit will be plowed back into more television space."

Also released at the meeting was the survey made by Jerry N. Jordan, son of Clarence L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia, on the effect of television on sports attendance [BROADCASTING, May 15, also see survey story Telecasting 5].

Third aspect of TV impact was discussed by Charles P. Hammond, NBC vice president. Mr. Hammond told the conventioners that the new art is the top promotion tool for newspapers which seek increased circulation. It can "show the non-reader your front page . . . feature articles . . . bring your writers and columnists before him in person . . . make him want to buy," he said.

Newspapers which also are operators of TV stations present examples of this type of promotion on TV, he pointed out. In the same way that radio-TV's story is told in some instances through newspapers only, Mr. Hammond said "there are many occasions where television can tell your (newspaper) story better than any other medium and bring it dramatically before the people you want to reach."

Message Not Limited

Mr. Hammond emphasized that a newspaper which advertises on TV "does not have to have its message limited to three minutes of commercial announcements in a half-hour of entertainment." The whole program content and every part of it, he said, can be a presentation of the information and entertainment to be found in the columns of the paper.

Nielsen Audimeter listening records are being combined with household inventories for the first time to determine for network shows the relative buying power of each audience as compared with the average, A. C. Nielsen, president of the research firm of the same name, revealed in a session Monday.

Outlining the "Program-Market Ratings" for the first time publicly, Mr. Nielsen explained how some sponsored shows reach audiences with only 70% of the buying power for a specific commodity. With a more careful selection of program material, he pointed out, advertising can be beamed to homes with a buying power from 25 to 50% above the average for the particular commodity.

Potential Increase Seen

His conclusion—based on ratings made from 1,066 different combinations—is that the potential increase in radio's selling power is 41%. This gain will counterbalance the loss of radio audience size because of TV's inroads, he claims.

Mr. Nielsen said there has been a trend to "exaggerate" television's effect on AM listening volume, but admitted that evening and daytime listening decline 73 and 13%, respectively, in a new TV home. Because the percentage of TV homes is small, however, the actual decline is only about 8.5%, he explained.

The loss of hours of radio listening per home has been evenly balanced by the increased number of radio homes. Because of this, January 1950 listening for the U. S. was the same as the average for January for the three preceding years, he said.

Harold S. Barnes, director of the Bureau of Advertising of the American Newspaper Publishers Assn., told the convention that television will have a "very negligible effect" on newspapers as long as newspapers are kept readable.

He pointed out that television may affect the hours at which a paper is read, but if it is "alert, well edited, sympathetic to the interests and needs of the community, I'm sure it's going to get as thorough reading as it ever did."

Mr. Barnes referred to the "almost universal tendency" to believe that a new medium such as television can grow and prosper only at the expense of older media. As an illustration, he declared that newspaper and magazine circulations increased sharply notwithstanding the advent of radio.



TALKING things over at the National Assn. of Radio Station Representatives' Spot TV Clinic luncheon held at New York's Biltmore Hotel last month are (l to r): T. F. Flanagan, managing director of NARSR; Patrick R. Gorman, advertising manager, Philip Morris Co., and luncheon guest; William Faber, Headley-Reed Co.; Albert Goustin, Blair TV Inc.

KLAC-TV SUIT

Fedderson Denies Charges

REPLYING to a $250,000 damage suit filed in Los Angeles Superior Court by John Masterson, John Reddy and John Nelson, charging plagiarism of their co-owned and produced ABC *Bride and Groom* program, Don Fedderson, vice president and general manager of KLAC-TV Los Angeles, denied that he had infringed on their rights with the weekly 30 minute video program *Wedding Bells*.

Mr. Fedderson, in a formal statement, declared that "our television show is the complete opposite of their radio program in that we televise the actual wedding ceremony, whereas they just discuss the wedding which takes place in a room other than the site of *Bride and Groom* broadcast." In addition, Mr. Fedderson said he had "proof" that both he and KLAC have staged radio wedding shows as far back as 1930. He let it be known that KLAC-TV expects to fully enforce prior television rights to its wedding program.

Also named as defendants, in addition to Mr. Fedderson and KLAC-TV, are Mrs. Dorothy Thackrey Schiff, KLAC-TV owner; Maury Gresham, Herb Allen, M. Morton and GAM Productions, reportedly packagers of the KLAC-TV program.

Sterling Drug Co. sponsors *Bride and Groom* on ABC.

WASHINGTON FILM

Preview First of Series

NEW SERIES of documentary films on the theme "This Is Washington" is being produced by Hullinger Productions, Washington, D. C., for television and educational use. Preview of the first of the series depicting a typical day in Congress will be shown at the National Press Club Wednesday, 9 p.m. More than 40 members of Congress shown in the film have been invited to attend.

The new series is under the direction of Edwin Ware Hullinger, who, during the war, was assistant director the Foreign Broadcast Intelligence Service at FCC. Subsequent films will deal with the White House, the various federal agencies and similar themes.

Telestatus



Talent Fees Seen Increasing

(Report 112)

TELEVISION talent fees have risen 5% to 15% in the past year and are still definitely on the upgrade, according to the April-May issue of *Ross Reports on Television Programming*. The report predicts that in the "fall, when sponsors' costs and set sales should reach a point where television moves ahead of AM as an advertising buy," talent may be expected to increase its demand for higher fees.

Noting that "the actual present scales being paid vary according to the name, number of cast, type of role and sponsorship," Ross reports the range in fees for dramatic shows as: "Commercial, hour drama—star, $500-$1,500; supporting, $100 to $275; bits, $70-$90; sustaining, hour drama—star or lead, $250-500; supporting, $75-250; bits, $60-85; commercial, half-hour drama—star, $300-750; supporting, $75-225; bits, $60-85; sustaining, half-hour drama—lead, $225-400; supporting, $65-175; bits, $50-75."

Wide Range in Talent Fees

Variety talent fees range from $50 to $2,000 for guest shots, in rare cases going as high as $3,000, the report points out, adding that when an act uses its own material the proposed TVA and SAG scales call for minimum fees of $200 for a single performer, $300 for doubles, $400 for trios and $500 for quartets. Writers get from $300 to $500 for adaptations and $300 to $700 for original scripts for one-hour, dramatic shows; $200 to $500 for half-hour scripts, Ross states.

Directors at the major networks get staff salaries of $145 a week plus commercial fees which are subject to direct negotiation with the program's producer and average $150 to $300. Set designers have a minimum of $175 but average $250. Costume designers have a minimum of $126.75 while costume finders get a minimum of $100 a week.

Musicians get 90% of AM scale for TV network programs, 80% for local shows. Arrangers get $250 a week on the average at staff salary, but generally work on a freelance basis with fees based on radio scales.

Ross concludes that the end of the TV freeze and the advent of color, if combined with continued high set sales, should produce rapid rises in talent fees. "Performers will probably gain the greatest increase," the report states, "directors, arrangers and musicians, a smaller one. Costume and set designers will become more important with the inception of color television. Writers will get a salary comparable to their movie brethren. . . ."

Effect of Set Ownership According to Income

MEMBERS of low-income families spend less time in taverns as a result of television than those in high-income groups, according to a survey made by an independent Chicago research organization at the request of John Meck Industries (TV manufacturing).

Twice as many (24.1%) low-income families ($40 per week or less) reported spending less time in taverns and cocktail lounges after getting a TV set than those for high-income families ($100 a week and over).

Representative Families Used

The survey was conducted among 54 and 56 representative families in the respective groups, with 75% of the high-income class earning $10,000 per year or more. The study was made by Meck to correspond with the extremes in pricing of TV sets manufactured by the firm—the inexpensive, large-screen Meck set and the high-priced, quality Scott receiver.

Fifty percent in the lower income clasification said that keeping adults in the home was an important factor in the purchase of a set, compared with 26.8% in the other group. TV's provision of "more wholesome leisure time activity" was a reason for purchase with 68.5% of the $40 families, 46.4% of the other. Both said TV had beneficial effects on family life—57.4% lower income; 50% higher. Other findings:

	Low Income	High Income
Helps Children	41.9%	57.1%
Keeps Family Together	25.8%	25%
Good Entertainment	12.9%	0.0%
Gives Entertainment Family Couldn't Afford Otherwise	6.5%	7.2%

A quarter of the families with the higher income showed more concern about harmful effects of TV, compared with 3.7% for the other group. Points mentioned specificially were mealtime difficulties and homework problems. One-half of the mothers in the lower group mentioned they bought the receiver expecting television to keep children occupied, thus giving mothers more free time for their own activities. In the higher income category, 38.5% of the mothers mentioned this fact.

Low-income families were chosen from several sections of Chicago, high income from a near-suburban area.

* * *

KFI-TV Los Angeles Announces New Rates

REPRESENTING an increase of 67% the KFI-TV Los Angeles one-time, hourly rate for Class A time (6 p.m. to sign off) was increased from $300 to $500 effective May 15. Class B time (12 noon to 6 p.m.) was increased from $210 to $300 per hour and Class C (9 a.m. to 12 noon) from $150 to $200 an hour, according to new Rate Card No. 5.

Other time segments on a one-time basis for studio or film in Class A, B and C, respectively, under the rate increase follow: 30 minutes, $300, $180 and $120; 20 minutes, $225, $135 and $90; 15 minutes, $200, $120 and $80; 10 minutes, $175, $105 and $70, 5 minutes, $125, $75 and $50.

Participation and minute announcements, respectively, are: Class A, $100 and $90; Class B, $60 and $54; Class C, $40 and $36.

* * *

California Seen As Leading Set Market

CALIFORNIA will be the leading television market from now on, according to S. W. Gross, president of Tele-Tone Radio Corp., New York. He made the prediction while in Los Angeles last week for conferences with his largest distributor, Wood & Cies Distributing Co. The local market will absorb about 10% of the five million units expected to be sold this year, he said.

With his company planning further expansion in 1950 and 1951, Mr. Gross was on the West Coast to appraise the markets and distribution. Production this year will place Tele-Tone Radio Corp. well up in the big 10 TV set manufacturers nationally, he declared.

Weekly Television Summary— May 22, 1950 TELECASTING Survey

City	Outlets On Air	Number Sets	City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	2,828	Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	530,645
Ames	WOI-TV	9,100	Louisville	WAVE-TV, WHAS-TV	32,115
Atlanta	WAGA-TV, WSB-TV	32,350	Memphis	WMCT	34,706
Baltimore	WAAM, WBAL-TV, WMAR-TV	165,843	Miami	WTVJ	24,800
Binghamton	WNBF-TV	13,000	Milwaukee	WTMJ-TV	109,547
Birmingham	WAFM-TV, WBRC-TV	14,000	Minn.-St. Paul	KSTP-TV, WTCN-TV	87,700
Bloomington	WTTV	5,800	Nashville	.....	200
Boston	WBZ-TV, WNAC-TV	367,631	New Haven	WNHC-TV	77,500
Buffalo	WBEN-TV	93,288	New Orleans	WDSU-TV	26,000
Charlotte	WBTV	14,568	New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,270,000
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	457,565	Newark	WATV	Incl. in N. Y. estimate
Cincinnati	WCPO-TV, WKRC-TV, WLWT	120,000	Norfolk	WTAR-TV	15,374
Cleveland	WEWS, WNBK, WXEL	223,236	Oklahoma City	WKY-TV	27,457
Columbus	WBNS-TV, WLWC, WTVN	66,400	Omaha	WOW-TV, KMTV	23,246
Dallas, Ft. Worth	KRLD-TV, WBAP-TV, WFAA-TV	52,500	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	483,000
Davenport Quad Cities	WOC-TV Includes Davenport, Moline, Rock Island, East Moline	10,428	Phoenix	KPHO-TV	7,000
Dayton	WHIO-TV, WLWD	62,100	Pittsburgh	WDTV	105,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	247,000	Portland, Ore.	.....	887
Erie	WICU	33,459	Providence	WJAR-TV	56,511
Ft. Worth-Dallas	WBAP-TV, WFAA-TV, KRLD-TV	52,500	Richmond	WTVR	29,073
Grand Rapids	WLAV-TV	30,000	Rochester	WHAM-TV	39,357
Greensboro	WFMY-TV	11,475	Salt Lake City	KDYL-TV, KSL-TV	15,700
Houston	KLEE-TV	21,500	San Antonio	KEYL, WOAI-TV	16,221
Huntington-Charleston	WSAZ-TV	8,770	San Diego	KFMB-TV	37,100
Indianapolis	WFBM-TV	41,200	San Francisco	KGO-TV, KPIX, KRON-TV	49,242
Jacksonville	WMBR-TV	9,878	Schenectady	WRGB	78,000
Johnstown	WJAC-TV	21,300	Seattle	KING-TV	29,000
Kalamazoo-Battle Creek	.....	18,926	St. Louis	KSD-TV	128,000
Kansas City	WDAF-TV	34,267	Syracuse	WHEN, WSYR-TV	44,878
Lancaster*	WGAL-TV	44,804	Toledo	WSPD-TV	40,000
Lansing	WJIM-TV	12,000	Tulsa	KOTV	24,100
			Utica-Rome	WKTV	13,200
			Washington	WMAL-TV, WNBW, WOIC, WTTG	128,100
			Wilmington	WDEL-TV	34,742

* Lancaster and contiguous areas. Total Markets on Air 61 Stations on Air 104 Sets in Use 5,863,617

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.



Is there a program idea you want to test?

Put it into the "laboratory" this summer . . . and see what comes out.

WSB-TV has the production ability and station facilities for handling any kind of television program for you. Currently, approximately 125 live shows monthly are being produced and shown. Personnel is talented—and experienced.

Moreover, the Atlanta market is so typical that sales reaction from a program test can be considered to have a national flavor, and sales results can constitute an index.

This knowledge of what an audience wants—plus the ability to deliver it—can be used by you to your advantage and to your client's advantage. Let us give you more of the facts. Write us direct, or see your nearby Petry man.

wsb-tv

ON PEACHTREE STREET

Owned and Operated By The Atlanta Journal—Represented by Edw. Petry & Co., Inc.

WSM-TV

Would Bring Network Service From Louisville

DETAILS of the extensive TV relay sought by WSM-TV Nashville to obtain network service from Louisville were revealed in applications filed with FCC last week.

The microwave radio relay, similar to that granted by FCC a fortnight ago for a two-year period to WKZO-TV Kalamazoo, Mich., would connect next fall with the coaxial cable of American Telephone and Telegraph Co. at WHAS-TV Louisville [TELECASTING, April 3, May 15].

The WSM-TV intercity link, to cost an estimated $158,000, would operate until such time as regular common carrier facilities were available, according to FCC's policy on TV intercity networking as applied in the WKZO-TV case [BROADCASTING, May 15]. The Commission's intent to allow temporary private relaying until regular common carrier channels are available was reported last December in FCC's ruling to require AT&T to interconnect with these relays [BROADCASTING, Dec. 26].

In its two-year relay grant to WKZO-TV, the Commission authorized the private carrier to operate one year after the estimated date regular AT&T service would be available. During this time the private carrier would have to be amortized, it was indicated. AT&T estimated its facilities would be ready one year after order.

WSM-TV told the Commission that AT&T has no plans for TV network service to Nashville during 1950 and has made no plans after that date.

The telephone company, according to a letter submitted with the applications, informed WSM-TV it would allow interconnection until such time as its own channels were available and the licenses for the private WSM-TV link had expired.

AT&T Advises

AT&T advised the station that should WSM-TV proceed with its own relay "our plans for video service into Nashville and other points in Tennessee might be deferred somewhat, pending developments with respect to the construction of other video broadcast stations in this general area, but we would expect to provide needed facilities as rapidly as practicable."

WSM-TV told the Commission that when it filed in January for extension of completion date one of the most important considerations at that time was the ability to get network service. Since AT&T was not able to provide service this year and had no definite plans for later, WSM-TV told FCC it undertook a 60-day study to choose the best sites for its own relay system.

The system will comprise two terminal stations and five intermediate stations, it was indicated. The originating relay is to be located on the roof of the Courier Journal Bldg. in Louisville where interconnection with AT&T would be made. The *Courier Journal* and *Louisville Times* are owner of WHAS-AM-TV there.

Intermediate relays are to be located near Elizabethtown, Smith's Grove, Fairdale and Bonnieville, all Ky., and Bethpage, Tenn. FCC was told the system would have an overall signal to noise ratio of better than 40 db allowing simultaneous fades of 20 db over the entire path. The stations would operate with 10 w in the 2093-2110 mc and 2008-2025 mc bands.

DOUBLE BONUS

Advertisers on WLW-Television are now getting extra benefits from two sources:

1. GREATER MARKET

Set ownership in the WLW-Television Three-Station area jumped from 80,200, Nov. 1, 1949, to 185,400 on March 1, 1950. This is an increase of 131% as against the national growth of 60% for this period.

2. SUMMER DISCOUNTS

With the WLW-Television schedule of summer discounts in effect from May 1 through September, advertisers can earn up to 60% discount.

No better time than now . . . no better way than WLW-Television to sell the markets covered by

WLW-T CHANNEL 4 CINCINNATI **WLW-D** CHANNEL 5 DAYTON **WLW-C** CHANNEL 3 COLUMBUS

Crosley Broadcasting Corporation

DuMont Reports Profit

NET PROFIT of $1,967,000 after taxes, a 33% increase over a similar period last year, was reported for the first quarter of 1950 by Allen B. DuMont Laboratories Inc., last week. According to the report, which covered the first 12 weeks of 1950, sales were $15,113,000, compared with $11,092,000 in the same period of 1949. The net profit was achieved despite the loss of an unreported amount by the DuMont Television Network, a subsidiary of the company. In the first quarter of 1949 net profit was $1,481,000.

BACK TO NATURE

WAAM Plans Open Air TV

MOTHER Nature must be beaming at WAAM (TV) Baltimore's latest venture. The station reports its plans are complete for construction of an outdoor studio on a 10 acre plot which flanks its tower and building.

In the past few months, WAAM has been using the land to stage and telecast motorcycle crash driving, horse shows, infantry mock attack, athletic exhibitions and other special features. New facilities at the "Terrace Studio," featuring an outdoor stage with natural woods as the background, will enable the station to program outdoor events as supplementary to studio originations, WAAM reports.

The outdoor area can be entered from adjacent garage type doors opening from WAAM's indoor 126,750 cu. ft. main studio. The land will be improved with fresh sodding, planting and trellising. Engineers have applied techniques to minimize effect of sun's rays, among them special filters for cameras and care in "shooting" to avoid bright light reflections and blackening of subjects in the picture.

CBS FILM PLANS

Syndicates Series for TV

CBS has completed for syndication to local stations a new series of 13 quarter-hour films for television featuring interviews with Hollywood personalities.

The films, produced in Hollywood by Gene Lester, will consist of interviews between a local station personality and a Hollywood star, the station's m.c. interviewing the star "live," the star replying on film. Grant Theis, CBS manager of film procurement and syndication, will handle syndication of the show from the New York headquarters.

FORD DEALERS

Mull Big Ten Film

FORD DEALERS, through their Detroit avertising committee headquarters, are considering sponsorship again this year of Big 10 post-game film highlights once weekly for 10 weeks during the football season. J. Walter Thompson Co., Chicago, holds an option on post-game film rights from the Big 10 Conference. Rights to the series, which was sponsored selectively on 17 stations by Midwest Ford Dealers through JWT last year, are reported to cost $90,000 this year. The Big 10 is understood to have lowered the price $10,000 from an original figure of $100,000.

J. Walter Thompson will try to place the business this year on a regional network rather than selectively so that films can be telecast closer to the actual day of the game.

ELECTRICIANS

NLRB Acts on Jurisdiction

QUESTION of whether television stage electricians should be lumped together with carpenters and property men of IATSE (International Alliance of Theatrical Stage Employes) or represented by NABET (National Assn. of Broadcast Engineers and Technicians) was referred to the employes themselves in a decision handed down last Monday by the National Labor Relations Board.

The case involves NBC's WNBT (TV) New York and WNBQ (TV) Chicago and ABC's WJZ-TV New York [BROADCASTING, May 15]. Both unions contend that the history of bargaining with each network supports their jurisdictional claims. NBC and ABC take no position on the unions' contentions. Employes were directed to vote by secret ballot not later than June 14.

The issue has been a sore jurisdictional dispute over a number of years. NLRB's ruling was interpreted by some observers as a "diplomatic and non-definitive" decision, indicating no particular board approach to the problem in the future.

IATSE claims to represent electricians at units at NBC and ABC stations in New York, Chicago and Los Angeles. Its New York and Chicago locals have written and oral contracts, respectively, with NBC Television, the former in effect since 1941, according to NLRB. NABET was certified as bargaining representative for radio and television technical employes of NBC and the Blue Network, predecessor to ABC, in 1944.

ART DIRECTORS

Krizman Reviews Problems

NEED for close coordination between TV art directors and other production units to make the art director's work more effective in video programming was stressed Tuesday by Serge Krizman, KFI-TV Los Angeles art director, in a panel held by the Academy of Television Arts & Sciences, Los Angeles.

Mr. Krizman felt that emphasis by the advertiser on the commercial presentation rather than on the show itself added to the omni-present problem of lack of time. Commercials, he said, should be integrated within the show to create a more overall artistic production.

WDTV (TV) Moves

WDTV (TV) Pittsburgh, owned and operated by Allen B. DuMont Labs, has announced removal of its administrative offices in the Clark Bldg. to the second floor of the Chamber of Commerce Bldg. Studios, to be completed soon, also will be located in the same building, officials said.

Jordan

(Continued from Telecasting P. 5)

question about it," said Mr. Jordan. "Actual attendance figures —as well as people buying tickets to the games—both confirmed the theory that TV has very little effect on baseball and that long-term ownership may even increase attendance."

Turning to football, Mr. Jordan said 192 colleges in the National Collegiate Athletic Assn. sent paid attendance figures for the last four years, with won and lost records and other data. He found that 54% of colleges showed an increase in average attendance per game in 1949 over 1948—nearly a half-million paid admissions; 57% of colleges in TV areas showed an increase per game; only 51% in non-TV areas showed a gain.

"On a broad pattern of this nature, based upon actual attendance figures, television made no big difference in attendance gains or losses," Mr. Jordan learned.

While colleges in high TV saturation areas showed a somewhat lower percentage of increases, it was found this trend existed in areas where TV has grown very rapidly with a high percentage of new owners (80% or more). On the other hand, longer-established TV areas like New York and Philadelphia had a much better record than the new ones like Los Angeles. This confirmed the original finding that the hurt to football attendance comes only from short-term owners, not long-term owners. When long-term owners dominate in a few years, results should be favorable to attendance, Mr. Jordan predicted.

Nearby Games

Telecasting of big college games did not hurt attendance at nearby smaller colleges, it was found, though team performance made a difference. Drop in college enrollment is an important factor.

Mr. Jordan suggested sports announcers should help promote attendance and not compete for the home audience. Increase in size of the TV home audience was not made at the expense of attendance, he found, but came from alumni who formerly were not interested in following the games frequently.

Cooperating in Mr. Jordan's study besides baseball clubs and universities were the Radio Mfrs. Assn., 64 television stations, United Press, U. of Pennsylvania, Princeton, N. W. Ayer & Son and other interested groups.

Swift To Use TV

SWIFT & Co., Chicago, uses TV for the first time for its Table-Ready meat starting June 11 for 13 weeks on the four Los Angeles stations. A total of six film spots (20- and 60-second) will be used weekly during the campaign. Agency is J. Walter Thompson Co., Chicago.

Dressmaking on TV

EXPERIMENTAL series of 13 lessons in dressmaking has been completed on WNBW (TV) Washington by the U. S. Dept. of Agriculture. Titled *Let's Make a Dress*, programs demonstrated operations that go into professional dress-making at home—right down to modeling of the completed garment. USDA reported participation of 2,000 women "in one way or another."

CTI Showing

(Continued from Telecasting P. 3)

tests, Mr. Matthews charged that "RCA has not pressed for the solution and adoption of color television from the very beginning.

"RCA has never proposed any of its systems except when it has been faced with threats of competition and of possible consequent weakening of its powerful position in the radio industry," he claimed.

Attacking the RCA color system, he said:

"It is altogether too complicated for the average service man to handle or for the average viewer to adjust successfully and certainly for television's largest audience, the children, to operate."

Expanding his charges of monopoly, he said RCA currently "holds or controls 9,000 patents in this radio field—maintains the position that no person can produce a television receiving set under present FCC black-and-white standards without a license from RCA—can collect 2% or more royalty from all of its main manufacturing competitors in this field —continues to be both patent licensor and competing manufacturer—its subsidiary NBC remains the largest single broadcasting entity and the largest chain broadcasting company in the business."

He called the CBS color system "non-compatible" and said "its adoption would render the transition from black-and-white to color most impractical from the standpoint of the public. It also would prove financially difficult, if not disastrous to all but the largest television manufacturers."

He said it would cost the public more than $500 million to convert or adapt present black-and-white sets to CBS color.

If the CBS system is approved, he said, "the entire future of television might well be jeopardized."

Final session of the long-drawn color hearing, which was started last September, is slated May 25-26 for cross-examination and rebuttal based on the CTI demonstration.

Although the Commission itself has announced no timetable, Chairman Ed Johnson (D-Col.) of the Senate Interstate and Foreign Commerce Committee has indicated FCC will settle the color question before proceeding with its general television allocations hearing [BROADCASTING, May 15].

SLASH FILM PRODUCTION COSTS

with the Fairchild PIC-SYNC* Tape Recorder

***Pic-Sync means "in sync" with picture camera regardless of tape stretch.**

Each time you retake a sound track, film production costs go up. The waste of film stock and the time delay for processing increase operating costs immeasurably. You *eliminate* these extra costs with the Fairchild PIC-SYNC Tape Recorder. Play back the sound at once . . . check it . . . erase the track . . . retake the sound *before the talent, the set and crew are disbanded.*



Now Use ¼" Tape For All Original Sound Tracks

Fairchild's development of the PIC-SYNC feature makes possible the use of ¼" tape. Sprocket driven magnetic tape is costly.

- **¼" tape costs 80% less than 16 mm magnetic tape.**
- **¼" tape requires 50% less storage space.**
- **¼" tape is easier to handle.**
- **¼" tape assures more intimate contact with the heads.**
- **¼" tape has more uniform coating—less amplitude flutter.**
- **¼" tape eliminates roughness of tone caused by sprocket drive.**

Bulletin fully describes the new PIC-SYNC Tape Recorder. Send for your copy today.

TELEVISION SAFETY SOUND TRACK RECORDING

CBS-TV saves $24.00 per hour by making safety sound tracks of television recordings with the Fairchild PIC-SYNC Tape Recorder.

FR-110

Fairchild

RECORDING EQUIPMENT CORPORATION

154TH ST. AND 7TH AVE. WHITESTONE, L. I., N. Y.

INTERFERENCE

Oscillator Radiation Hit

FCC MADE CLEAR last week that it expects the oscillator radiation interference problem in television—which it has under active consideration—to be corrected at the manufacturing or local level.

This tack was evidenced in a letter to Yankee Network rejecting Yankee's proposal that its WNAC-TV Boston be granted temporary authorization to operate on Channel 2 instead of Channel 7 because of oscillator radiation interference with WJAR-TV on Channel 11 at Providence, R. I.

FCC's letter asserted that a grant of the WNAC-TV application would violate the principles of the TV freeze order, and added:

The commission is of the opinion that the type of interference involved is due to unsatisfactory receiver design, and may be eliminated by appropriate steps in the manufacture of television receivers to correct design deficiencies. . . . Appropriate measures can be taken by receiver manufacturers, dealers, and servicemen to eliminate this type of interference.

Therefore, in the Commission's opinion, the problem can and should be resolved by remedial measures at the source rather than by manipulating the outstanding frequency assignments of existing FM and television stations. Similar problems have developed in other situations; e.g., Atlanta, Ga., and Syracuse, N. Y., and by the coordinated action of station licensees, manufacturers, dealers, and servicemen the local interference problems have been resolved.

Consequently, it is suggested that you follow this course of action in solving your local interference problem.

Many Sets Affected

Local authorities estimated that some 30,000 to 40,000 TV sets are affected by oscillator radiation interference between WNAC-TV and WJAR-TV.

In rejecting WNAC-TV's proposal, FCC noted that it "must maintain the greatest possible flexibility with respect to frequency allocations in order that it may remain free to adopt an allocation plan upon the conclusion of the current hearings based on the soundest engineering principles."

It was also pointed out that Yankee has proposed the substitution of another VHF channel for No. 7 at Boston and that "the Commission believes that to grant your application or request for special temporary authorization would tend to prejudge the merits of this proposal to be considered at the hearing."

FCC called attention to the fact that it has "undertaken a general study of interference of this type with a view to taking steps to solve the problem on an overall basis." Approaching the problem from an allocations standpoint would cause "a great waste in spectrum space," the letter continued.

The Commission said it is "of the opinion, therefore, that the problem involved must be treated from the overall viewpoint, and that to grant frequency changes upon request of particular stations for eliminating such interference would not be in the public interest."



CUBS OFFICIAL
Says TV Helps Sports

TELEVISION "can't help but help sports, especially baseball," Chicago Cubs Business Manager Jim Gallagher admitted Wednesday before members of the Chicago Television Council. Although "we still don't know the exact effect of TV on baseball attendance because there aren't enough facts and figures to prove anything, we have proved that TV doesn't hurt."

Pointing to other factors which have hurt baseball—bad weather and loss of public following because of the team's losing streaks—Mr. Gallagher said: "The only time television hurts attendance is when there's a better sports telecast than the one you have."

Telecasting of "your own event is not harmful competition—the harm comes from competing sports events that are of more interest and higher calibre," he said. The speaker contrasted the conviction of sportsmen 20 years ago that radio would "kill" baseball and other sports. "They think the same thing today, yet I have seen nothing to disprove the fact that television will help baseball."

CTC Elects Showerman

I. E. SHOWERMAN, NBC Central Division vice president, was elected president of the Chicago Television Council at the regular luncheon meeting Wednesday. He succeeds George Harvey, commercial manager of WGN-TV Chicago. Other new officers are:

John B. McLaughlin, advertising and promotion manager, Kraft Foods, vice president; Mildred Dudley, LeVally Agency, secretary; Edgar N. Greenebaum Jr., Television Shares Management Co., treasurer, and Attorney John Moser, legal advisor. Committee chairmen: Howdee Meyers, NBC, program; Ell Henry, ABC, publicity; Gil Berry, DuMont, membership, and Jim Cornell, Foote, Cone & Belding, research.

Agency TV Clinic

McCANN-ERICKSON Inc., San Francisco, is conducting a television lecture clinic to inform staff members on latest developments in the field. Meetings each Thursday morning are handled by the agency's specialists in various aspects of TV use. Among the lecturers are Burton Granicher, Alden Nye, Robert Connell, Richard Tyler and Robbins Millbank.



CBS' STAR Arthur Godfrey (l) moves to NBC—but only temporarily—he was master of ceremonies May 15 of an hour-long, star-studded TV program (10-11 p.m. EDT) marking the opening of the U. S. Treasury Dept.'s Independence Savings Bonds Drive. To make it official, Secretary of the Treasury John W. Snyder pins the National Liberty Bell button, symbol of the drive, on the radio-TV entertainer's lapel [sse Programs].

COAST CIRCUITS
Sept. Video Hookup Seen

TELEVISION circuits between Los Angeles and San Francisco are scheduled to be ready for service by next September, Ernst H. Schreiber, staff enginner of Pacific Telephone & Telegraph Co., told Electric Club members at their meeting in Los Angeles May 16.

Two channels will be provided initially and present plans contemplate the provision of three additional channels between the two California cities late in 1951, Mr. Schreiber said. On completion of the project, there will be three northbound and two southbound channels, which will be provided by a microwave system using eight relay stations.

"With linking of Los Angeles and San Francisco this year, it is reasonable to expect that further impetus will be given to West Coast television development," he predicted. "Extension will undoubtedly be made from this initial West Coast network." Further extension to the Pacific Northwest through equipping coaxial cables into that area for TV was indicated. Mr. Schreiber said that work is going ahead rapidly to provide TV channels across country, using both coaxial cable and microwave systems.

Hits TV Freeze

PETITION by the City of Chicago for removal of FCC's television freeze and action on pending TV applications there was filed with the Commission last week. Accompanying the request were several resolutions which have been adopted by the Chicago city council in January, March and April [BROADCASTING, March 13]. The petition said the freeze "is injurious to residents of . . . Chicago and to the commerce and industry" of Chicago.

Film Report

GLEN FORD and **William Holden**, Hollywood movie stars, have formed partnership to produce series of 12 half-hour western type TV films, with **George Marshall** as co-producer. Besides playing roles themselves they plan to use other name talent in series. Mr. Ford and Mr. Holden both trying to work out arrangements that will permit TV activities with present movie contracts.

* * *

David F. Squire, formerly with 20th Century-Fox Films, has taken over vice presidency at **TV/films Inc.**, New York. Mr. Squire has announced firm is expanding scope and facilities to produce motion pictures as well as film for TV. During past two years TV/films has specialized in TV commercials for **Bulova Watch, Pall Mall** cigarettes, **Westinghouse** and others.

* * *

Mack Sennett, producer and star of early comedy pictures, planning TV activity. Currently perusing some 700 scripts of his silent picture comedies, and plans to have 50 ready for TV market early next year. . . .

* * *

Gabriel Gonzales Videla, President of Chile, conferring in Hollywood with **Filmtone** executives on setting up low-budget movie and TV film production unit in Valparaiso. . . . **Jerry Fairbanks Inc.**, Hollywood, recently completed one-half minute television film presentation for **Glamour Products Inc.** (Vitrex Dietary Supplement) for use in forthcoming TV campaign. Agency: **Barton A. Stebbins Adv.**, Los Angeles. . . . **TEEVEE Film Co.**, Los Angeles, named to distribute **Ern Westmore**, *Beauty, Glamour and Personality*, quarter-hour television film.

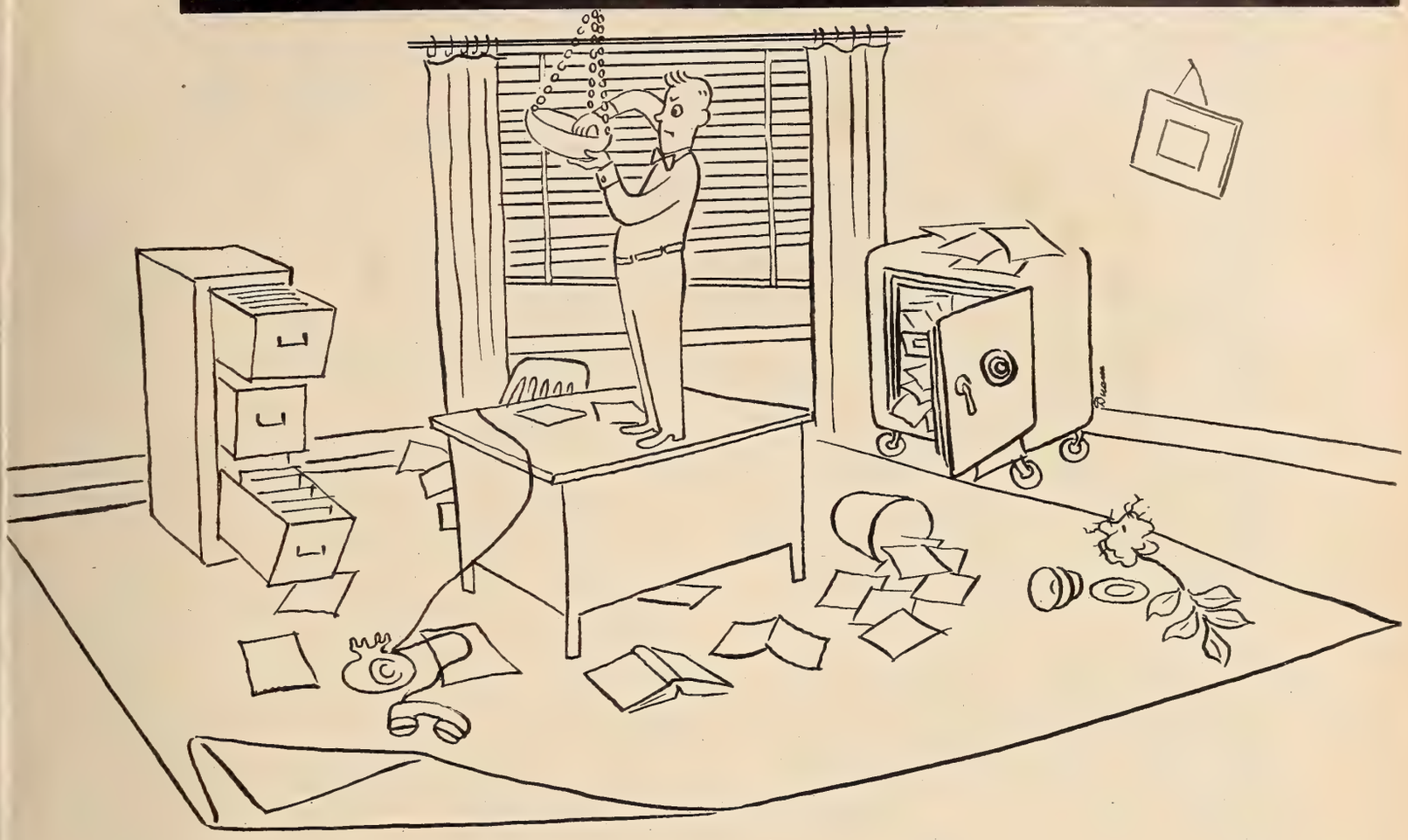
* * *

KLAC-TV Hollywood telecasting first of recently acquired feature length movies. Included in total of 43, are 25 westerns as well as 18 full-length films starring top movie talent. **Ford Dealers**, Los Angeles, sponsoring latter group. **Television Features Inc.**, New York, currently preparing film commercials for **Dawson's Ale, Hudson Napkins, Genesee beer** and **Sieberling beer.**

* * *

Edward Schager resigns as Chicago manager of **Jam Handy Organizations** (film producers) to join **Atlas Film Corp.**, Oak Park, Ill., as vice president. He was a writer for Atlas in 1937. **KTTV (TV)** and **KLTA (TV)** Los Angeles recently purchased feature length motion pictures for telecasting from **Hal Roach Studios**, Culver City, Calif. KTLA acquired exclusive rights to all Charlie Chase comedies, which will be telecast for 26 weeks under sponsorship by **Murphy Motors**, Los Angeles used car dealer. Agency, **Charles N. Stahl Adv.**, Los Angeles.

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clip and mail

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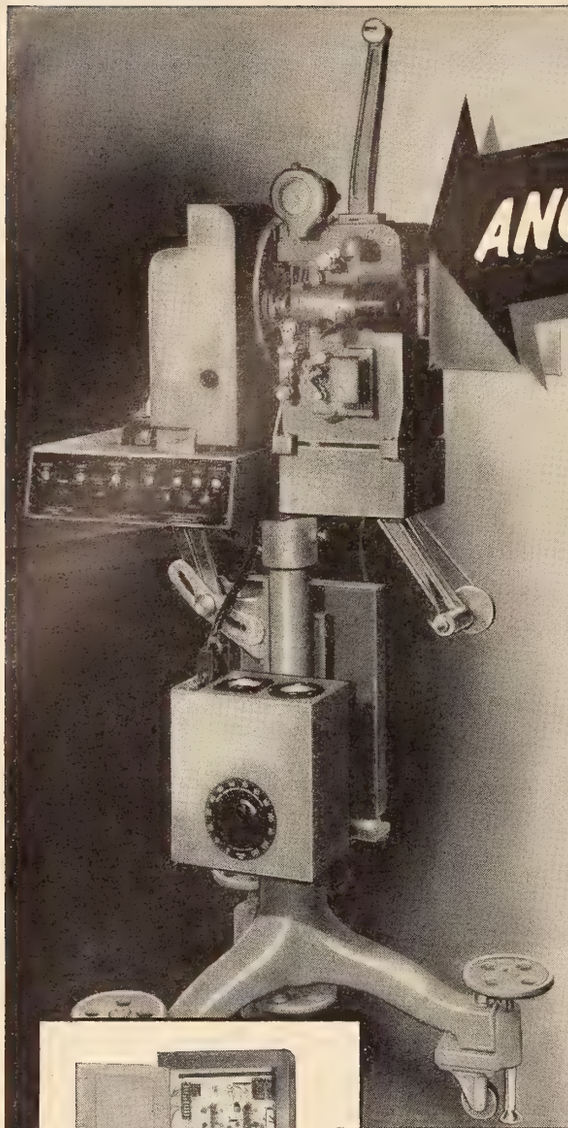
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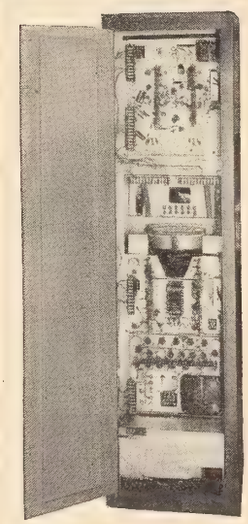
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Used with a Du Mont Special Image-Orthicon film pickup to give *studio clarity* to movies and teletranscriptions.

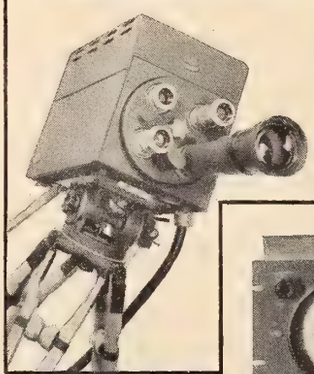
- **BACKGROUND PROJECTOR**

Brings dramatic moving sets and backgrounds into any studio. Eliminates costly and cumbersome sets and backdrops.



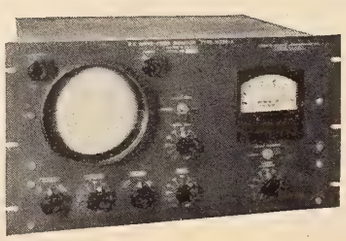
FLYING SPOT SCANNER

IMAGE ORTHICON PICKUP HEAD



For information on the Superspeed Projector or other Du Mont Telecasting Equipment write, phone, or visit.

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FLORIDA MEET

Agenda Set for June 2-3

AGENDA has been announced by W. W. Esch, WMFJ Daytona Beach, Fla., president of the Florida Assn. of Broadcasters, for the annual meeting of the FAB to be held June 2-3 at Orange Court Hotel, Orlando.

Meeting will feature speeches by Rosel Hyde, FCC Commissioner, and Frank King, member of the BAM board. Business sessions, discussions on BAM and NARBA and election of officers headline the program.

The convention gets underway June 2 with a business meeting followed by a luncheon and the BAM talks. Other speaker listed for BAM is Lt. Col. Donald Wilkins, U. S. Air Force publicity officer. Talks also will be heard on the weather bureau and Florida Citrus Commission. Cocktail hour and water show followed by a banquet conclude that day's activities. On June 3, NARBA talks, headed by Comr. Hyde and joined by John S. Cross, assistant chief, Telecommunications staff, State Dept., will be followed by a luncheon, business session and election of officers.

Philco Sales

INCREASED demand for Philco TV sets stimulated the firm's net income and sales this first quarter in comparison to last year's corresponding period, William Balderston, president, Philco Corp., has announced. Sales this quarter totaled $79,487,000 compared to $53,006,000 for the first quarter last year. Net income totaled $4,074,000, an increase of $3,159,000, and equivalent, after preferred dividends, to $2.37 per share of common stock as compared to 49¢ per share in the 1949 period.



Mr. Johnson

GEORGE S. JOHNSON, chief engineer of KOB-AM-TV Albuquerque, N. M., will continue as station manager of KOB-TV in addition to his engineering responsibilities. AM operation is under management of **PHIL HOFFMAN,** former vice president and general and sales manager of WOL Washington [BROADCASTING, May 8]. KOB properties are owned by T. M. Pepperday, publisher of *Albuquerque Journal.*

MARCEL CARTER and **G. W. RICHARDSON** promoted to positions as executive assistants to management of Canadian Broadcasting Corp., Ottawa. Mr. Carter will be executive assistant to CBC General Manager **Dr. Augustin Frigon;** Mr. Richardson will be executive assistant to CBC assistant general manager, **Donald Manson.** Mr. Carter has been with CBC since 1944 in administrative positions, and Mr. Richardson has been in administrative positions with CBC and its predecessor Canadian Radio Broadcasting Commission since 1933.

EMERSON J. PRYOR, general manager of WDVA Danville, Va., elected vice president and general manager of station. Before joining WDVA two years ago, he was general manager for WRRN (now WHHH) Warren, Ohio.



Mr. Pryor

FLEM J. EVANS, president and general manager of WPLH-AM-FM Huntington, W. Va., is recipient of Junior Chamber of Commerce Young Man of the Year Award.

WILLIAM S. PALEY, chairman of the board of CBS, named as member of advisory committee of Columbia U.'s Graduate School of Business Administration. He is also a trustee of university.

LARRY NUSS appointed station manager at KXGI Fort Madison, Iowa. He was formerly manager at KAYX Waterloo and spent three years in sales department at WDGY Minneapolis. He entered radio in 1943 at KROC Rochester, N. Y., and was also with KOL Seattle.



Mr. Nuss

THOMAS PATRICK Inc., owner of KWK St. Louis, changes corporate name to KWK Inc.

BARBARA KOBE joins WXGI Richmond, Va., as executive assistant to **GRAEME ZIMMER,** WXGI vice president.

THEODORE C. STREIBERT, president of WOR-AM-TV New York, and MBS chairman of the board, arrives in Hollywood tomorrow (May 23) for one week to inspect various television stations and investigate West Coast methods of operation. While in Hollywood he will confer with Lewis Allen Weiss and Willet Brown, board chairman and president, respectively, of Don Lee Broadcasting System, who also are directors of MBS.

J. P. WILLIAMS, vice president of WING Dayton and WIZE Springfield, Ohio, named to board of directors of Dayton Better Business Bureau Inc.

FRANK SAMUELS, vice president in charge of ABC Western Div., Hollywood, appointed to television committee of Los Angeles Chamber of Commerce.

BOB BINGHAM, general manager of WCNC Elizabeth City, N. C., elected to membership in Radio Pioneers Club. He began his radio career at WKBW Buffalo in 1927.

ROBERT LEAHY, of FCC Accounting Dept., Broadcast Div., and Margaret Kennedy Altman of McAlester, Okla., were married May 15 at Fort Smith, Ark. Circuit Judge J. Sam Wood officiated.

ALVIN C. WALTERS, liaison officer for O&O stations of Yankee Network outside Boston, is the father of a boy, Alvin Charles Jr.

ROBERT J. McANDREWS, manager of Southern California Broadcasters' Assn., Hollywood, is the father of a girl, Julie Anne.

BENJAMIN BARTZOFF, executive vice president and general manager of WVOM Boston, appointed to Massachusetts Citizens' Committee for Public Health.

CHARLES H. CRUTCHFIELD, vice president and general manager of Jefferson Standard Broadcasting Co. (WBT), Charlotte, N. C., chosen one of 10 best-dressed men in city.

WILLIAM J. JORY, vice president of WJLB Detroit, receives charter membership award from Detroit's United Foundation for station's help in first Torch Drive.

JACK YOUNTS, president and general manager of WEEB Southern Pines, N. C., is the father of a boy, Millard Stephen, born May 9.

DR. D. D. PALMER, vice president and treasurer of Central Broadcasting Co. (WHO Des Moines) and Tri-City Broadcasting Co. (WOC Davenport), is the father of a girl, Jenns Wren. Dr. Palmer is the son of **COL. B. J. PALMER,** president of broadcasting companies.

C. J. MARSHALL, assistant secretary-treasurer of Don Lee Network, Hollywood, and **MARGARET COLE,** secretary to **Ward Ingrim,** Don Lee vice president in charge of sales, were married May 5.

KWRZ Hearing

NO APPEARANCE was made by KWRZ Flagstaff, Ariz., at its license renewal hearing before FCC May 15, the Commission reported last week. FCC earlier had forfeited the station's license but withdrew that action upon a request for hearing. The Commission indicated it wished to determine whether ownership of the outlet had been transferred without FCC approval [BROADCASTING, May 8]. KWRZ is assigned 250 w fulltime on 1340 kc.

CKVL-FM Verdun, Que., has begun operations on 96.9 mc with 3 kw.

185 FAMILIES FOR ONE CENT

•

See Centerspread This Issue

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L. B. Wilson

WCKY

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50,000 WATTS OF SELLING POWER

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ONE Station
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Commercial

DALE LUTZ, formerly with Firestone's Central Sales Div., appointed head of sales department of WRFD Worthington, Ohio. **JOE BRADSHAW** transfers to handle national accounts.

RICHARD H. CLOSE, active in NBC Spot Sales Dept. for past 15 years, most recently as account executive, appointed manager of NBC's National Spot Sales. He succeeds **JOHN S. DeRUSSY,** who joins WCAU Philadelphia as director of sales for AM and TV [BROADCASTING, May 8].

JAMES FLETCHER appointed to sales staff of KFAR Fairbanks, Alaska. He was formerly regional manager of Alaska Broadcasting Co., Anchorage.

FRED A. SCHWENDIMAN joins sales staff of KSL-AM-TV Salt Lake City.

STAN GORDONI joins WTVJ (TV) Miami, Fla., as commercial coordinator. He formerly was with WMIE Miami, as salesman. **MARY FORD** joins station's sales staff, after having been with WMIE and *Miami Daily News.* **EDITH M. CAROLIN** becomes office manager for WTVJ replacing **FRAN EMLER,** appointed copy and traffic director of station.

JOSEPH N. CURL, formerly on sales staff of WOV New York, joins WOR New York sales department as account executive.

SCHEPP-REINER Co., New York, appointed commercial representative of WASA Havre de Grace, Md.

WILLIAM K. McDANIEL, acting sales manager, KECA-TV Hollywood, named sales manager of station.

BRADLEY R. EIDMANN, former commercial manager at WAAF Chicago, joins WGN Chicago as salesman.

CHARLES A. B. JOHNSON, former account excutive for *Harper's Bazaar,* joins sales staff of WMTR Morristown, N. J.

WEED & Co. appointed national representative for WOI-TV Ames, Iowa.

DAVID R. ALLEN, former copy writer and account executive for Flack Adv., joins WSYR-TV Syracuse, N. Y., as local television time sales representative.

GEORGE P. HOLLINGBERY Co., station representative, moves to new offices at 500 Fifth Ave., New York. Telephone is: BRyant 9-3960.

JACK WOOLLEY, production manager of Hunter Adv., Los Angeles, for past two years, joins KMPC Hollywood as account executive.

VERNON HEEREN, sales service manager at NBC Chicago, is the father of a girl, Diane Marie.

'Whispering' Jack Smith

JACK SMITH, 51, known in radio as "Whispering" Jack Smith, died May 13 at his home in New York. Mr. Smith started on his singing career in 1914. During the 1930's he was the star of several network shows and three weeks ago appeared on WNBT (TV) New York. Surviving are his wife, a brother and a sister.

Open Mike

(Continued from page 18)

cials, news flashes, and weather coming out of a speaker, was certain to think of it as radio, and since feeling was running so high in the matter, the radio industry certainly should have been concerned, at least from a public relations standpoint.

If I'm wrong—if the terminal broadcasts had no relation to the radio industry—I'm curious to learn why the birth, death throes, and ultimate demise of Terminal Radio Inc. was reported so faithfully in BROADCASTING, "The Newsweekly of Radio and Television."

Keith Connes
Commercial Copy Editor
WQXR New York
New York Times

[EDITOR's NOTE: Terminal Radio, dead or alive, was a matter of tangential interest to radiomen and hence its convulsions were briefly reported in this publication. Neither it nor its executioner, however, could properly be considered to fall within the scope of the Peabody Awards which are officially described as "designed to recognize the most disinterested and meritorious public service rendered each year by the *broadcasting industry.*" The italics are ours. Mr. Connes might consider this question: If the loud speaking system of Grand Central had transmitted good music (of the quality, say, of that aired by the award-winning WQXR), would it have deserved a Peabody?]

* * *

Cites Responsibility

EDITOR, BROADCASTING:

Your editorial comment on the "Phrase That Never Fails" is most interesting [BROADCASTING, May 8].

The FCC jumped WLIB for broadcasting one side only when unable to get anyone to take the other side. Then the FCC jumped WWJ for declining to broadcast one side when it could not get anyone to take the other side.

But who is to blame? Isn't it a fact that broadcast licensees have the duty to fight for free radio just as newspapers have the duty and recognize it to fight for a free press? If the broadcasters would be more alert to their freedom and more determined to stand for it then FCC tyranny would be lessened or eliminated. . . .

Walter Johnson
Attorney
Heathsville, Va.

* * *

WHA Claimed Oldest

EDITOR, BROADCASTING:

As I read your editorial "Phrase That Never Fails" I was about to disagree with your statement that only one station other than WWJ could claim 30 years of continuous operation. Then I realized that WHA (formerly 9XM) has been operating not 30—but 33 years. It served during World War I in cooperation with the Navy experimental telephonic transmissions, at a time when most other sending stations had been ordered dismantled, and so has a long record of continuous operation.

For verification of these dates ge a copy of Ed Shurick's book, *Th First Quarter Century of America Broadcasting*—pages 11-13.

WHA's claim to the distinctio of being "The oldest station in th nation" has frequently been chal lenged—yet no other station ha been found to have been in opera tion for so many years. Regular scheduled programs—with weathe reports, farm information, marke news and music—were provided i 1919, following two years of spo radic experimental broadcasting.

If you find an older station—le us know. If not—let us know, too

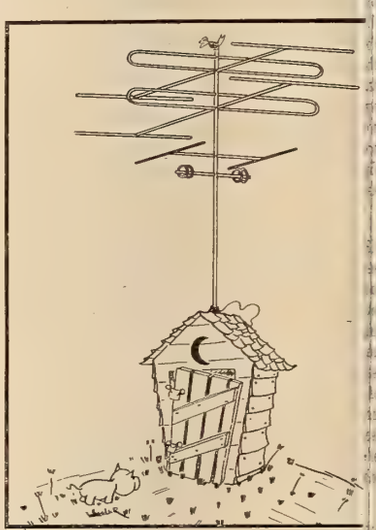
Harold A. Engel
Assistant Director
WHA (U. of Wisconsin)
Madison, Wis.

* * *

The Captive Audience

EDITOR, BROADCASTING:

I am enclosing a cartoon done b Bill Wheeler of our announcin



staff. Thought perhaps you migh use it in BROADCASTING or th TELECASTING section.

George O'Connor
Promotion Director
WINR Binghamton, N. Y.

STAFFERS and emergency equipmen sent by CBC to Winnipeg to mainta radio service during flood crisis.

1930—1950
20th Anniversary Year
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"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy
in
DANVILLE, VA.
is
WBTM
Rep: HOLLINGBERY
5kw (d) ABC 1kw (n)

Programs

CLAIMING something different in special events coverage, WEEB Southern Pines, N. C., obtained first hand look at joint Army-Air Force "Exercise Swarmer" held in Carolinas in late April and early May. On April 27, Jack Younts, WEEB president and general manager, Joe Warren, news and special events director, and Arch Coleman, WEEB commentator, took flying tour of maneuver area culminating at Shaw Air Force base at Sumter, S. C. At base, trio taped several interviews with jet pilots participating in the operation, including actual conversation between pilots and control tower as planes took to air. Also provided was aerial description of 3,000 paratroopers hitting silk.

King-Sized Show

SPECIAL one-hour television show for Giant Treasury Department bond drive was aired Monday, May 15, on NBC-TV, 10-11 p.m., spearheaded by President Harry S. Truman. Show was emceed by Arthur Godfrey and included: Secretary of the Treasury John W. Snyder; ECA Director Paul G. Hoffman; Paul Winchell and Jerry Mahoney; FCC Commissioner Frieda B. Hennock; Justice of the Supreme Court William O. Douglas; Jerry Colonna; Harold Stassen, president of U. of Pennsylvania; Perry Como; the Fontaine Sisters; Admiral Forrest P. Sherman; Sid Ceasar; Imogene Coca; Lt. Gen. James H. Doolittle; Gladys Swarthout, and Archie Bleyer and his orchestra. Rolland W. Gillett, vice president and director of television at Young & Rubicam, directed, and David Levy, also of Y & R, produced.

Successful Election Night

OPERATING on own, instead of with newspaper as in past, WTBC Tuscaloosa, Ala., gave complete result of local and state returns on election night. Using students from radio department of U. of Alabama, WTBC secured returns and did all tabulations. According to Bert Banks, manager and partner, staffers surprised themselves with excellent job. Sponsor of election returns also was very happy about presentation, Mr. Banks said.

Pork and Bean Month

MONTH of May formally declared National Pork and Bean Month over KMTV (TV) Omaha through courtesy of Stokely Van Camp Inc. Occasion was "sight-unseen" auction on *Penny Auction* program, in which bid was won by Mrs. Rose Lee. Unable to identify item which she had purchased, Mrs. Lee was told to make two-minute speech on "Why May should be called National Pork and Bean Month." During her speech, 1,000 cans of pork and beans were dumped at her feet. Mrs. Lee's arguments were so persuasive that Stokely Van Camp proclaimed May as NP&BM.

Winnipeg Flood Coverage

STEWART MacPherson, WCCO Minneapolis staffer and native of Winnipeg, journeyed to flood-stricken city for eye witness coverage. Mr. MacPherson returned to Minneapolis May 16 and aired account of damage done and state of flood on WCCO news periods. In addition, he was heard on Allan Jackson *CBS News* and *CBS News of America* that evening.

Election Night Format

IN Portsmouth, Ohio, WPAY-AM-FM and *Portsmouth Times* cooperated to present *Election Night Party* May 2. Station remained on air until 1 a.m. Added features of election night coverage were pickups of state-wide election results from WVKO Columbus. On same evening, WPAY aired recorded broadcast of local home talent show, as well as remote broadcast of church musical program.

Billionth Battery

WHEN Ray-O-Vac Co., maker of batteries for powering portable radios, picked one-billionth sealed-in-steel, leakproof flashlight battery from assembly line late last month, Madison, Wis., stations joined in covering event. WFOW (FM) broadcast half-hour program direct, while WIBA and WISC carried delayed broadcast. Wisconsin U.'s outlet, WHA, scheduled series of later broadcasts of tape recording of ceremony with salutes to Wisconsin industries and cities. Highlight of program was presentation of "Billioneer" battery to Donald W. Tyrell, president of company, by Carl Swenson, 85, oldest Ray-O-Vac employe in point of years and service to company.

'Q-Ball' on TV

LATEST sports programming on WFIL-TV Philadelphia offers unique game of "Q-Ball" and traditional golf play for enthusiasts. Q-Ball Corp. of Pennsylvania now sponsors weekly series of programs on game which combines some elements of billiards and pinball. George Walsh, station's sportscaster, has scheduled weekly series of five-minute films showing how professional golfers round links, for benefit of fans desiring to brush up on finer points of game.

Milk Auction

CFOR Orillia, Ont., presents children's auction program every Saturday morning to boost milk consumption in area. Auction is for weekly prize and bidding is done with milk bottle tops, youngsters sending in their bids as number of milk bottle tops they have collected. Highest four bidders are called to be interviewed on program each Saturday morning, and have to bring their bottle tops with them.

More Good Music

MONEY donated by Citizens Committee for Better Music in Chicago is paying for some 13 hours of programming weekly on WXRT (FM), affiliate of WSBC Chicago, which airs only classical music during its 70-hours per week schedule. Station reports commercial sponsors are interested in buying classical programs after widespread publicity following formation of Citizens Committee. Members of group, donating minimum of $10 per year, attempt to foster performance of good music and have started their campaign with radio. Committee has contracted to sponsor hour and a half of symphony six nights weekly and entire opera Sunday nights for a year.

Fishing Feature

WSAM-AM-FM Saginaw, Mich., reports "Let's go fishing" really means something in northeastern Michigan. To help keep Izaak Waltons up to date on what's biting and where, NBC outlet has inaugurated 15-minute program each Thursday evening entitled *Let's Go Fishing*. On program, phone calls are made directly to several choice fishing localities and accurate reports are made by fishermen themselves. Through use of telephone tape recordings, they tell fellow anglers what fish are biting, what kind of bait works the best, how weather is and who's catching big ones.

Telecast Election Returns

JOINING *Miami Herald* and paper's affiliate WQAM, WTVJ (TV) Miami originated election show in *Herald's* news room. State-wide returns on hotly contested Pepper-Smathers Senatorial race pouring in from tabulators were caught by three remote cameras in news room. One followed figures on election board, another caught excitement of WQAM news room and third followed news ticker and activity in joint wire-press news room. *Herald's* returns were picked up by WTVJ as John T. Bills, WQAM news editor, and Ralph Renick, WTVJ news editor, explained results posted on 40-ft. blackboard.

Daily Funnies

EARLY morning programming on WNAO-AM-FM Raleigh, N. C., now includes *Funny Paper Time* broadcasts aired daily by Program Director George T. Case. Using *nom de plume* of "Uncle George," Mr. Case, whose reading of Sunday funnies was feature for past year, gives youthful listeners opportunity to follow favorite comic strip and be kept up to date on safety notes, school bulletins, etc.



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Network Calibre Programs at Local Station Cost

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BLOOMINGTON'S
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WTTS
now 5000 WaTTS, and easily the leading station in the central and southern Indiana area. A regional station, WTTS is located in the heart of the world-famous limestone industry. For complete information, call or write: Bob Lemon, Sales Manager, WTTS-WTTV, Bloomington, Indiana.

WTTV
is a "home-built" station, but don't—for heaven's sake—get the idea it's amateurish! It's far from it. People in the industry just can't understand how a town the size of Bloomington supports TV. We'd like to tell you more about it. Write, wire or call our National Reps., Barnard and Thompson, New York.

WTTS | WTTV
THE SARKES TARZIAN STATIONS
Bloomington Indiana

Production



NORMAN EVANS formerly of WAAM (TV) Baltimore, appointed chief announcer at WFMD Frederick, Md.

JIM WILLIAMS, formerly with WNIQ (FM) Uniontown, Pa., joins announcing staff of WWSW Pittsburgh.

JIM THOMAS, formerly member of announcing staff of WSB Atlanta, Ga., rejoins WCYB Bristol, Tenn., where he was announcer prior to entering Navy.

LEW JEFFREY joins program department of KMTV (TV) Omaha. He was formerly with KMA Shenandoah, Iowa.

JIM DIMITRI joins WIND Chicago as staff singer. He formerly worked at WNMP Evanston, Ill.

HANK BASAYNE, formerly with CBS shortwave and Telepac, New York, WVET Rochester and Dolman-Basayne, San Francisco, joins KSJO San Jose as copy chief.

JUNE DeSPAIN joins continuity staff of WXGI Richmond, Va., as assistant to **JOE GUIDI,** continuity director.

TOM NOLLOTH, formerly of WSRS Cleveland, joins staff of WCPO-TV Cincinnati, as announcer.

ROGER CLARK, formerly disc jockey and staff member of WNOR Norfolk, Va., joins WFGN Gaffney, S. C., as combination man.

BOB GLENN joins staff of WSTV Steubenville, Ohio, as announcer.

JAMES A. MAHONEY, formerly with station relations department of MBS and with Crossley Research Co., joins ABC stations department.

PETER POTTER, Hollywood disc m.c., starts new hour weekly television show, *Peter Potter's Party,* on KTSL (TV) Hollywood.

MAURIE COHEN, associate producer of Columbia Pacific Network's *Meet the Missus,* named director of program.

LEE WALLER, formerly traffic and copy director of WTVJ (TV) Miami, Fla., joins WMIE same city as copy director.

WALLY NORMAND, formerly of CKOY Ottawa, joins WPTR Albany, N. Y., as m.c. of *Wake Up With Wally* morning show. **BOB SWAN,** formerly staff announcer at WMTW Portland Me., and WCAX Burlington, Vt., becomes m.c. of *WPTR Mood Indigo,* nightly disc show. Other additions to WPTR staff are **DAVE DENNY** and **ANNA MARIE THOMAS,** hillbilly duo.

ANN CORNISH, director of classical music division of WQXR New York, resigned May 15. **HAROLD LAWRENCE,** assistant to Miss Cornish for the past year, assumes her duties.

JOHN DIRN, formerly announcer-operator at KJAM Vernal, Utah, and **HENRY GRIPP,** recent graduate of Don Martin School of Radio, Los Angeles, join KYOR Blythe, Calif., as announcer-operator.

BILL CAMPBELL, formerly announcer-engineer with KVOC Casper, Wyo., and **BILL WARREN,** formerly with KREO Indio, Calif., in same capacity, join announcing-engineering staff of KFDW Helena, Mont.

JEROME C. ROBINSON, former casting director of *The Big Story,* NBC-TV, named supervisor of production of program.

JANET KUBICZ, formerly with the old Blackett-Sample-Hummert agency, rejoins WBBM Chicago as producer of Paul Gibson shows.

BILL ROBERTS, formerly of CKSF Cornwall, joins production staff of CKOY Ottawa. He started in radio at CKVD Val d'Or, Que., and also has been on CKCR Kitchener, and CKGB Timmins.

ADELINE HANSON and **EDDIE SMARDAN** have started six-weekly, half-hour recorded music program on KOWL Santa Monica, Calif.

JACK DuMONT, former Hollywood artist, joins ABC-TV Chicago as make-up man.

HOWARD VIKEN, formerly with WEBC Duluth, Minn., joins announcing staff of WCCO Minneapolis. He began his radio career with KUOM, U. of Minnesota outlet.

DONALD SHAW, former supervisor of television commercial and sustaining traffic at ABC, promoted to television division of Stations Dept. at network.

WARREN HULL joins cast of *Talent Parade* on WOR-TV New York. Show is aired Saturday, 7:30-8:30 p.m.

DICK PIKE, formerly chief announcer at WKNX Saginaw, Mich., joins WCKY Cincinnati, as conductor of *Nighthawks,* daily, 1-4 a.m.

BOB WATSON, announcer for WSB Atlanta, Ga., named acting producer of *Views of the News,* replacing **BETTY COLLINS,** who is on leave of absence.

LES MITCHEL, producer-director of CBS *Skippy Hollywood Theatre,* named assistant producer of Lippert Productions, Los Angeles, forthcoming feature movie "The Return of Jesse James."

CHARLES BULOTTI, formerly program director, Mutual-Don Lee Broadcasting System, Hollywood, joins KLAC-TV same city as night operations manager.

HANK SYLVERN signs to conduct and compose music for new CBS *Beyond Tomorrow* show.

RON CAREY, formerly with KOA Denver, WIS and WNOK Columbia, S. C., joins announcing staff of WESC-AM-FM Greenville, S. C.

CARL F. MACAULEY, formerly freelance artist; **ALBERT GOODMAN,** former MGM Culver City, Calif., set designer, and **MARY LOU VOGEL,** new to television, join KECA-TV Hollywood production department.

ETHEL JANE KING, women's editor of KFH-AM-FM Wichita, Kan., elected chairman of 12th District (Kan. and Okla.) of Assn. of Women Broadcasters.

HARRY BABBITT and **ILENE WOODS,** singers, are co-stars in new *KNX Open House* series which started last week on KNX Hollywood.

LELA HAYES, traffic manager of WHO-AM-FM Des Moines, and James Sellers have announced their marriage.

BILL LEYDEN, Los Angeles disc jockey, is m.c. for new five weekly hour *Club 11* program, featuring filmed performances by famous vocalists and orchestras on KTTV(TV) Hollywood tions manager.

RALPH MOFFATT, announcer-disc jockey at WCCO Minneapolis, is the father of a girl, Martha.

GIL THOMAS, radio writer-producer joins Columbia Pacific Network Hollywood writing staff, effective May 29.

VERNE DIAMOND, WXYZ-TV Detroit production assistant, is the father of a boy.

NANCY MIRCHEFF, formerly secretary to **JAMES FONDA,** CBS Hollywood program supervisor, named assistant to **ANNE NELSON,** office manager of network program department.

ROXIE FREDERICKSON, home economics director of KPOJ Portland, Ore., is winner of *Glamour* magazine all-expense trip to New York for submitting best essay from Glamour Career Council for Portland area.

BILL MORGAN, announcer for WHO-AM-FM Des Moines, is the father of a girl.

GIANCARLO ROSSINI, announcer and newscaster for Voice of America, and Arlene Rae Taylor have announced their marriage.

JERRY WHITE, chief announcer for WLOF Orlando, Fla., leaves station to take television training in New York.

MURRAY ARNOLD, program director of WIP Philadelphia, is the father of a girl, Deborah.

JOHN R. CLEMENT, continuity writer at WROV Roanoke, Va., is the father of a boy, John Roberts.

JIM McFADDEN, recent graduate of Pasadena, Calif., Institute of Radio and **DICK GLANDER,** graduate of Broadcasters Network Studio School Los Angeles, join announcing-operating staff of KGIW Alamosa, Col.

NATIONAL SAFETY COUNCIL, Chicago, and WHOM New York are preparing series of transcribed safety spots in Italian, Polish and Spanish for release to all foreign language stations. Charles Baltin, WHOM assistant manager, is handling production and transcription. Requests should be sent to Paul Jones, Council, at 425 N. Michigan Ave., Chicago.

Here's the Picture . . .
in GLOVERSVILLE-JOHNSTOWN

CONLAN STATION LISTENING INDEX
Total Coincidental Calls—8,437

Index	* Sets In use	WENT	STATION B	STATION C	STATION D	OTHERS
8:00 a.m.-10:00 a.m. Mon. thru Sat.	18.0	61.1	22.9	4.3	4.3	7.4
10:00 a.m.-12:00 N Mon. thru Sat.	19.9	58.7	25.7	4.4	6.3	4.9
8:00 a.m.-12:00 N Mon. thru Sat.	19.0	59.9	24.4	4.3	5.3	6.1
12:00 N-2:00 p.m. Sun. thru Sat.	20.9	61.9	23.7	3.1	4.7	6.6
2.00 p.m.-4:00 p.m. Sun. thru Sat.	18.7	51.3	31.6	5.1	5.6	6.4
4:00 p.m.-6:00 p.m. Sun. thru Sat.	18.4	49.6	34.5	5.6	4.3	6.0
12:00 N-6:00 p.m. Sun. thru Sat.	19.3	54.5	29.7	4.6	4.8	6.4
6.00 p.m.-8:00 p.m. Sun. thru Sat.	29.2	49.9	36.8	2.9	2.9	7.5
8.00 p.m.-10:30 p.m. Sun. thru Sat.	35.9	50.1	37.7	3.5	2.5	6.2
6:00 p.m.-10:30 p.m. Sun. thru Sat.	32.9	50.0	37.4	3.2	2.7	6.7

* WENT covers Fulton and Montgomery and portions of other counties with 145,000 in its primary area.

WENT
CBS for GLOVERSVILLE and JOHNSTOWN
Joseph Hershey McGillvra
National Representative
1340 Kc 250 W.

WDRC
CONNECTICUT'S PIONEER BROADCASTER
NEW MARKET STUDY NOW READY
Gives facts and figures, shows why WDRC is best buy in Hartford by any yardstick! Write for your copy to Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.

RADIO NO. 1

Bigger Than Other Media, Berend Tells Ad Club

RMED with facts and figures, Frank (Bud) Berend, NBC Western ivision sales manager, told Hollywood Ad Club members last Monday hat "radio is bigger than ever—bigger than 10 years ago and bigger han any other advertising medium."

"There are 12 million more radio milies today than 10 years ago, h increase of 43%," Mr. Berend id. "Today's total of 86 million dio sets is nearly twice the 1940 gure, an increase of 91%."

Radio listening, he declared, is ill No. 1 in public acceptance, nd he pointed out that it is over % greater now, per home, than ur years ago. Directing remarks agency timebuyers and adversers in particular, he reminded em that radio time costs are ing down. "In the past 10 years ey have declined 11%," he said. e also cited other figures to show at radio continues in No. 1 place s a merchandise mover.

Speaking for TV was Norman lackburn, NBC West Coast dictor of network television, and homas McFadden, newly appointd manager of KNBH (TV) Hollyood, who took issue with a recent atement of Sylvester L. (Pat) eaver, NBC vice president in harge of television, that Hollyood would be inferior to New ork in TV programming until e coaxial cable links both coasts me two years hence.

New York's Start

Conceding New York's two year ead start would require some atching up locally, Mr. Blackurn declared that while easterners ke their shows live, lower film sts of improved quality and a erfected kinescope will turn the ick. The West Coast has been ut of sight and out of reach," e said, because we are "hamrung by mountains and money." e advised that New York proucers have found many fine subsitutes for Hollywood talent which as been denied them. "Viewers," e said "are learning to like what ey see."

Mr. McFadden said Hollywood n't miss being the world's telesion center and declared that "we have the answer to all the problems." He told Ad Club members that NBC is developing new methods of kinescoping that will give a quality comparable to live TV. He foresaw a vast new era of entertainment opening in Hollywood, and indicated that the West Coast won't have to wait for the coaxial cable to achieve that.

Sidney N. Strotz, NBC administrative vice president in charge of the Western Division operations, was chairman of the bi-monthly luncheon meeting, designated as "NBC Day." Ernie Belt, club president, presided.

FTC REALIGNS

Announces Bureau Shifts

REORGANIZATION of its bureaus and divisions and appointment of supervisory officials, effective June 1, was announced last Monday by Federal Trade Commission in a move designed to streamline its functions.

Purposes of the reorganization, which would affect FTC's Radio and Periodical Advertising Division, are to (1) eliminate delay in handling cases; (2) promote development of cooperative work with industry; (3) relate investigations of complaints with any trial work that may develop, and (4) associate economic probes with preparation and trial of cases to discourage early monopolistic development.

Donald B. Catling will head the radio division. Lowell B. Mason, acting FTC chairman, will supervise trial examiners and the Bureau of Administration.

Supervisory assignments of other Commission members include William Ayres, over General Counsel's office; John Carson, over Bureau of Restraint of Trade, and James Mead, Bureau of Industry Cooperation and Bureau of Deceptive Practices.

LOW-POWER FM

Indiana Meet Set Aug. 3-4

LOW-POWER FM educational stations will be the topic headlined at the fourth annual Conference on Radio in Education, scheduled to be held Aug. 3-4 at Bloomington under the auspices of Indiana U.'s radio department. Meeting aims to aid teachers, broadcasters, school administrators and other interested groups.

Conferees will study station planning, studio design, equipment and installation, program building, script-writing, production, etc. Sessions also will be held for PTA and non-school groups to help them learn to use radio—publicity and planning of projects. Displays will show latest equipment designs. A well-seasoned panel of speakers is planned for discussion periods.

JOS. WEED & CO.,
350 Madison Ave., New York,
Know About the
5000 WATT TRANSMITTER
Now in Use at
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

KIEM Reports — 17.6* RATING produced by "THE CISCO KID" FOR MASTER BREAD!

*(CONLON, APRIL, 1949)

"Since 1946, Cisco Kid has proved to be one of America's greatest salesmen" . . . says Dick Koenig, Manager of Master Bakers.

"Cisco" is amazingly successful at sparking sales crews—enthusing dealers—building great kid (and adult) audiences—zooming sales—boosting profits! Write, wire or phone for proof of "Cisco Kid's" sensational business-building performance!

SENSATIONAL PROMOTION CAMPAIGN
. . From buttons to guns —is breaking traffic records!

LOW PRICED!
½-Hour Western Adventure Program . . . Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.



FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

Allied Arts



THOMAS A. GONSER, director of personnel and public relations for Lever Bros. since 1947, resigns that post to open his own organization to handle corporation public relations and service educational and philanthropic institutions. Office is at 111 W. Monroe St., Chicago. Before joining Lever Bros., Mr. Gonser was vice president and director of public relations of Northwestern U. for 24 years.

HELEN WILLIAMS, affiliated with Averell Broughton Adv. and public relations agency, New York, establishes her own public relations firm, called Publicity a La Carte, located at 224 Sullivan St., New York, to cater to individuals and small businesses.

DONALD HIRSCH named producer of *Auction-Aire*, television quiz-type show, by Masterson, Reddy & Nelson, New York package production firm.

WILL H. CONNELLY joins contact and sales promotion staff of The Jam Handy Organization, Detroit.

ASSOCIATED PROGRAM SERVICE signs Westminster Choir of Princeton, N. J., to recording contract.

MEL WILLIAMSON resigns as executive secretary of Hollywood local Radio and Television Directors Guild to go into independent radio and television production.

Equipment

ROBERT W. SANDERS, for past 11 years chief engineer of advance development section, Capehart-Farnsworth, Ft. Wayne, Ind., named chief radio and television engineer of Hoffman Radio Corp., Los Angeles.

JACK WHEELER, Newton, Mass., appointed Bendix Radio district merchandiser.

ARNOLD S. KIRKEBY, president of Kirkeby Hotels Inc., and **ALVA J. McANDLESS,** president of Lincoln National Life Insurance Co., Ft. Wayne, Ind., elected directors of Magnavox Co., Ft. Wayne.

GLENN HALL appointed statistician in jobber sales division of Clarostat Mfg. Co., Dover, N. H.

STEWART-WARNER Corp. incumbent directors re-elected at stockholders meeting in Richmond: **THOMAS H. BEACOM, IRVING S. FLORSHEIM, CHARLES F. GLORE, FRANK A. HITER, JAMES S. KNOWLSON, GEORGE L. MEYER Jr.** and **WILLIAM A. PATTERSON.**

SCOTT RADIO LABS elects **JOHN S. MECK,** president of John Meck Industries, president; **LESLIE EVAN ROBERTS,** vice president; **F. W. ADAMS,** vice president and counsel; **RUSSELL G. EGGO,** secretary; **G. F. MECK,** treasurer. **PAUL SCHUECKING** re-elected comptroller. Five-man board includes Messrs. Meck, Roberts, Eggo, and Adams, in addition to **H. S. DARR,** former president.

WORKSHOPS SET
NBC-U. of Calif. Project

SEPARATE workshops in radio and television will be offered this summer by NBC in conjunction with the U. of California, Los Angeles, June 19 through July 28 at NBC studios, Hollywood. This reportedly will be the first time a major network and university have combined to offer television workshop study.

It was announced that both workshops will be highly restricted in character to maintain consistent high level of participation throughout the term.

Radio workshop will be restricted to 35 individuals from operating radio stations or others prepared for jobs in stations from previous training. Fee for the season is $100.

TV workshop will allow 25 screened individuals who have had some experience in the field and definite interest in receiving in-service training in "finer points of television problems." Also eligible are persons with experience in related fields who would not require excessive preparation for the course. Cost for the term is $150.

Jennings Pierce, manager, public affairs, station and guest relations for NBC Western Division, is coordinator for the workshops. Administrator of the radio workshop is Andrew Love, NBC producer, assisted by Alan D. Courtney, assistant to Mr. Pierce at NBC. Robert Brown, KNBH (TV) Hollywood program manager, is administrator of the television workshop; assisting him is Ruth Swanson of the UCLA staff.

BOARD of directors of Magnavox Co., Chicago, declares dividend of 25 cents per share on Class A cumulative preference stock, payable June 1 to stockholders of record May 15. Same dividend declared also on common stock, payable June 15 to stockholders of record May 25, 1950.

WRCO STAFF
Additions Are Listed

WRCO Richland, Wis., fulltime independent on the air since last Oct. 18, has added several members to its staff, General Manager Thomas R. Kelley announced last week.

Robert J. Bodden, formerly program director at KROS Clinton Iowa, and WCLO Janesville, Wis. is serving as program manager. Other staffers include: Don Northrup of Minneapolis, George Boss of Saginaw, Mich., and Bert Claudy of Chicago, combination announcer engineers; Joseph Koelsch of Racine, Wis., news editor; Shulom Kurtz of Denver, continuity editor Joseph Kopp of Rhinelander, Wis. announcer; Mrs. Dorothy Lewis of Richland Center, bookkeeper, and Arlene Banker, Richland Center receptionist-stenographer. Operating 16½ hours daily, WRCO is licensed for 250 w on 1450 kc.

STORE TRAFFIC
WPCF Drive Draws Crowd

HEAVILY concentrated promotion campaign on behalf of a newly remodeled Piggly Wiggly store in Panama City, Fla., has been conducted with "great success" over WPCF Panama City, the station reports. A campaign scheduled to start on the same day the store opened was set early in the week by the station and the store's manager, Don Fay. No other advertising was used.

A one-time sponsorship of the *Welcome to Hollywood* show, spot announcements, and a 25-minute taped interview between Mrs. Mac Lewis, a Panama City matron, and Eleanor Whitelaw, WPCF's program director, in which they commented on new features in the store, all were aired before 2:30 p.m. on the day of the opening.

At 2:35 p.m., after the store had been open for five minutes, more than 300 people had crowded in and more were still coming. By 6:30 p.m., over 1,500 people had registered for free gifts, approximately half of the total crowd, Mr. Fay reports. WPCF, 250 w on 1400 kc, began operation in December 1949, and is an ABC affiliate.

Picture Albums-Programs

NRP

PRINTED PROMOTION

SPECIAL FEATURES

We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio Stations from Coast to Coast than any similar organization in America.

If your AM-TV-FM station needs promotional ideas sold to produce cash revenue of from $200-$1,000 per week.

Wire, call or write

Edgar L. Bill — Merle V. Watson

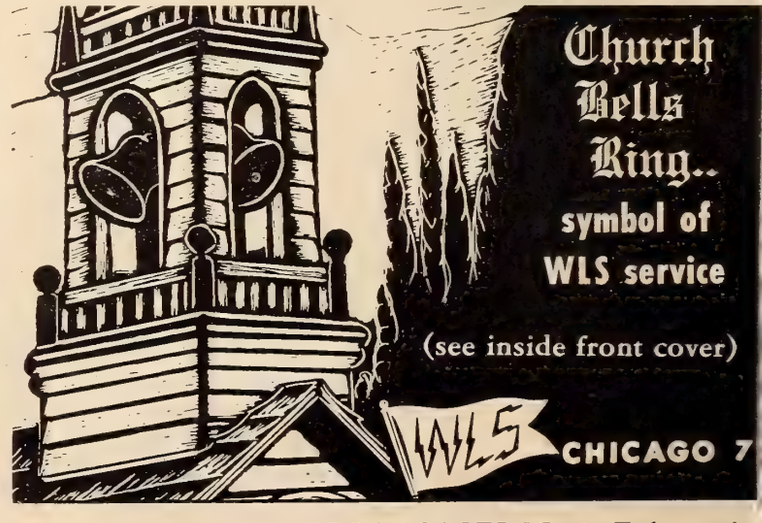
Julian Mantell, Sales Manager

National Radio Personalities

100 WALNUT STREET

PEORIA, ILLINOIS

Telephone 6-4607



On All Accounts

(Continued from page 20)

ckage shows. He laughingly rugs off this experience.

"It lasted nine months, all right, t it didn't give birth to any- ng," Hugh says.

He jumped right back into ency work in 1947 with Dancer-tzgerald-Sample, in charge of all mmercial production. Here he and what a treadmill was really e with four soap operas and the ck Smith show to supervise five ys every week.

"It seemed sometimes as though spent every waking hour run- ng from one studio to another, ring to keep up with the five ows."

In August 1948 he deserted the st for his present position at SF&D where he has been in- umental in guiding many of the ency's accounts through the open- g mazes of the TV experience. Of TV observations, he emphasizes: "We have not found that tele- ion has hurt any other media, cluding AM radio. So far, for TV has been a completely new dium with additional budgeting."

Goebel's Schedule

And it's a list of solid accounts at he's been assisting. The Goebel ogram involves the Detroit Lions otball games in the fall as well the baseball schedule, plus a avy spot schedule involving ewster, the Goebel rooster. Hud- n Motor Car Co. is another heavy ot user, and Hugh and Clyde rtman, BSF&D timebuyer, rked out the buy of the entire utual network for a special pro- am last fall. Youngstown Kitch- s also is getting active in the TV arket. Hugh's interrupted trip to lorado Springs involved film aking for that firm. Iron-Rite oners has been one of the first V advertisers to buy a steady hedule of programming.

Hugh held out against matrimony r a goodly time, but last Jan. 2 fell for a Midwesterner, Lillian, w his wife. To his New York iends who despaired of his ever ining the ranks of the benedicts, attributed his attraction to a ichigan girl to his father (like ther, like son), for his mother as born in nearby Ann Arbor, ich.

Hugh will admit to only one bby, golf, but his predilection for rrying his clubs with him is iving the BSF&D accounting de- rtment wild. Following the gers to Florida, from there to s Angeles, then on to Colorado, rings, he ran up an item of $62 r "excess baggage." He finally nvinced the auditors that his golf ubs were the cause.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO.

WBAL

UNESCO AIM

Maps Anti-Jamming Plans

A "more challenging" program to combat jamming of international radio channels will be a major objective of the U. S. delegation to UNESCO, which today (Monday) begins its Fifth General Conference in Florence, Italy. Conference is expected to adjourn about June 16.

The delegation is headed by Howland H. Sargent, deputy Assistant Secretary of State for Public Affairs, and George D. Stoddard, president of the U. of Illinois. Contingent includes leaders of mass communications and other fields.

Mr. Sargent described as major projects "attacks on barriers to the free flow of information; condemnation of the jamming of radio channels, denying the right of people to listen to the broadcasts they choose"; and reduction of barriers to educational exchanges.

Congressional representatives to the conference, in which 54 member nations will take part (Russia is the only large country not represented), are Sen. William Benton (D-Conn.) and Sen. Margaret Chase Smith (R-Me.), both members of the U. S. National Commission for UNESCO.

Political Rule

FCC'S RULE governing use of AM, FM and TV facilities by political candidates was extended to include noncommercial, educational FM stations in a proposal issued by the Commission last week. New section would be added to educational FM rules similar to that in AM, FM and TV provisions. Comments on FCC's proposal were invited to be filed by June 19. Rule states that although a station is not required to allow use of its facilities by a candidate, it must accord equal access to all candidates for the same office if it allows any one of them to do so. Station also is prohibited from censorship.

News

DANA REYNOLDS, associated periodically with radio and television activities of Dept. of Agriculture since 1930, joins ECA as agriculture information liaison officer. He will supervise channeling of agriculture data for use both in Europe and in United States. His duties will include information activities on both radio and television.

MILTON A. FISHMAN, formerly editor and publisher of San Joaquin, Calif., newspaper, and one time ABC Hollywood night editor, joins KECA-TV Hollywood in network news and news features.

DICK YOAKAM, newscaster for WHO-AM-FM Des Moines, is the father of a boy.

JACK LEWIS, director of sports for WTVR (TV) Richmond, Va., made honorary member of Navajo Indian Tribe.

In Buffalo you can go places fast with WGR

---AND ITS HIGHER-THAN-EVER HOOPER RATINGS



EDGAR BERGEN · ARTHUR GODFREY · BOB HAWK · SUSPENSE
LUX RADIO THEATRE · MY FRIEND IRMA · BUDDY CLARK
LOWELL THOMAS · HALLMARK PLAYHOUSE · JACK SMITH · THE F.B.I.
DICK HAYMES · EDWARD R. MURROW · SING IT AGAIN · BEULAH
MR. & MRS. NORTH · THE GOLDBERGS
LUCILLE BALL · ABE BURROWS
MR. KEEN · CRIME PHOTOGRAPH
JOAN DAVIS · GROUCHO MA
MR. CHAMELEON · DR. CHRISTIAN
BING CROSBY · BURNS & ALLEN
EVE ARDEN · AMOS 'N' ANDY
JACK BENNY · INNER SANCTU
RED SKELTON · HELEN HAYES
HORACE HEIDT · MYSTERY THEA... FAMILY HOUR OF STARS
PHILIP MARLOWE · GANG BUSTERS · DINAH SHORE · GENE AUTRY
HIT THE JACKPOT · WE, THE PEOPLE · VAUGHN MONROE · CONTENTED HOUR

NOW ON WGR CBS 550

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

WGR 550 Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

Technical

NORMAN J. DICKEN appointed operations manager of KSET El Paso, Tex. He has been in radio for 25 years and worked with such outlets as WTAM Cleveland, WIOD Miami, WFLA Clearwater, both Florida, WSB Atlanta, Ga., and spent 10 years with NBC and ABC New York.

CHARLES TUCKER, formerly chief engineer of WRJW Picayune, Miss., appointed chief engineer of WERH Hamilton, Ala.

JOSEPH W. CONN, acting chief engineer, director of operations for KTTV (TV) Hollywood, named chief engineer. He continues as executive producer, in charge of directorial and production procedures.

JAMES A. ARTHUR, formerly KOAT Albuquerque, N. Mex., engineer, and **WILLIAM P. MOUZIS,** in same capacity with KIST Santa Barbara, Calif., join KECA Hollywood engineering operations.

CARL HUBBS, service man for KXOK-FM St. Louis, is the father of a girl, Barbara Joyce.

INSTRURENTAL Co., Washington, D. C., publishes catalog "Rental Instruments," which describes service recently made available to engineers and scientists. Catalog is available by writing firm at 411 Albee Bldg., Washington.

GENERAL ELECTRIC Co., Syracuse, N. Y., announces new electronic television mixer (type TV-19-A) for automatic and manual fading, lapping and dissolving of television pictures. It is built for both portable and studio use. Firm has developed 24-inch TV picture tube which will produce direct-view picture almost as large as daily newspaper page, firm claims, and new television visual demodulator (Type TV-21), which allows transmitter operator to measure signal.

Respects

(Continued from page 34)

the foundation of the Pulse surveys. For example, Pulse interviewers between noon and 1 p.m. interview housewives on their use of the radio between 8 a.m. and noon that day. First, the housewife is asked if the set was on during the morning and, if she answers that it was, the interviewer asks if it was on during breakfast, or during the after-breakfast dishwashing, or while she was doing her other housework, etc.—until he has a good idea of what times she was listening.

Then, and only then, does he produce the roster, which lists, station by station and quarter-hour by quarter-hour, that morning's program schedule, from which he helps her recall exactly what programs she heard.

"The procedure of learning the times of listening before showing the roster is very important," Dr. Roslow explains, "as it keeps the respondent from reporting programs she is familiar with but did not hear the day of the interview. Otherwise, there would be a tendency to inflate the audience of the big name shows."

Continues Interviews

The same interviewing pattern is followed throughout the afternoon and evening.

The Pulse report for New York is published monthly and covers interviews made during the test week with some 8,400 families. Collecting the data for the New York reports requires the services of 35 interviewers, with a headquarters inside staff of 27 kept busy compiling this information and that collected by interviewers in the 11 other cities now served by the Pulse.

For these other markets—Philadelphia, Boston, Washington, Chicago, Cincinnati, St. Louis, San Francisco, Los Angeles, Cleveland, Dayton and Richmond—the Pulse publishes bi-monthly reports.

Although this expanded activity seems a good record for an organization less than nine years old, most of it has come about in the post-war years. The Pulse was barely two months old on Dec. 7, 1941, when the nation found itself at war.

Lawrence Roslow, Sydney's nephew and the chief statistician of the organization, entered the service shortly after that date. Dr. Roslow joined the program surveys division of the Dept. of Agriculture, which had been given the job of conducting wartime surveys of public opinion and morale, and the Pulse was content just to mark time and keep its New York operation going during the first three years of the war.

In addition to its radio audience surveys, the Pulse measures television audiences in 9 of the 11 cities in which it conducts radio surveys, all but San Francisco, St. Louis and Los Angeles. The TV surveys were started in New York in April 1948.

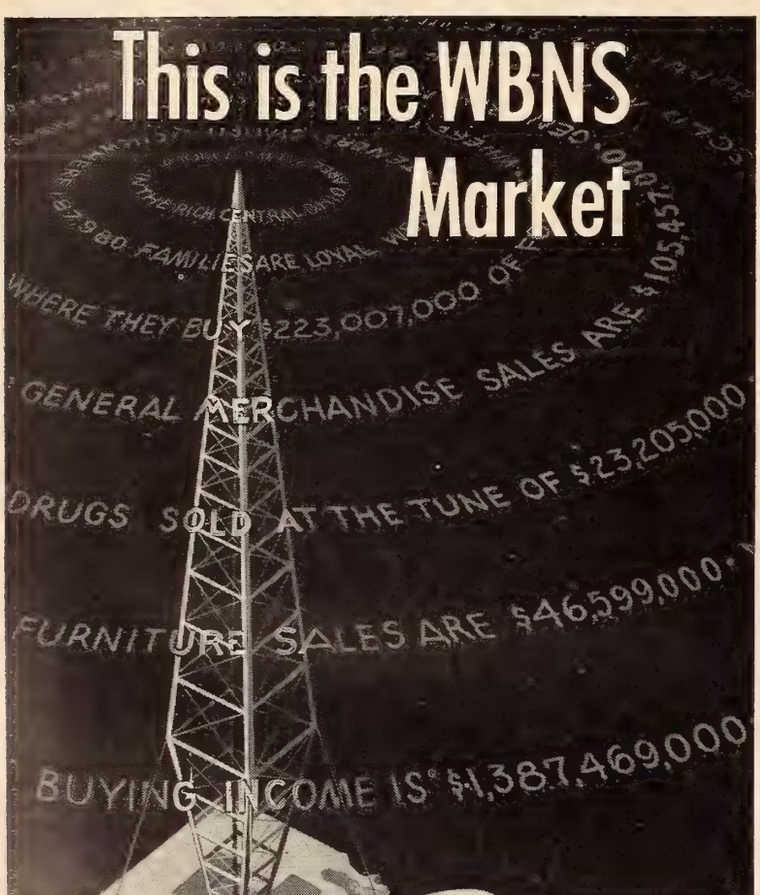
TV Surveys Separate

These TV surveys are separate from and in addition to the radio surveys, using a sample of 2,000 video set-owning families in New York and 1,600 in each of the other cities.

It is probably good research procedure never to accept a fact without verifying it by a re-check, and Sydney Roslow got off to a good start by having two birthdays—June 2, 1910, on the authority of his mother, who certainly should know, and July 29, 1910, according to the birth certificate filed by the doctor with the city authorities. There was no disagreement about the place, New York City.

After the usual years at grammar school, he attended James Madison High School, where he won a scholarship to New York U. He continued his studies to such avail during his college career that he emerged in 1931 with a Phi Beta Kappa key, a B. S. degree and, what was of much greater value in that time of unemployment, an offer to return to the university as an assistant instructor in the psychology department. Times were still bad a year later so he pocketed his M.A. degree and kept on teaching and studying until in 1935 he acquired a Ph. D.

As a high school student and university undergraduate he tended toward the serious in his extracurricular activities, going in for such things as service squads and



ASK JOHN BLAIR

Yes, there is an abundance of buying power here in central Ohio. It is a rich market that is thoroughly covered by WBNS plus WELD FM. 187,980 families in the area are loyal WBNS listeners. They act upon the buying advice they hear over this station . . . and it's the kind of action that makes sales for WBNS advertisers.

WBNS
PLUS WELD-FM
POWER 5000 D 1000 N CBS COLUMBUS, OHIO

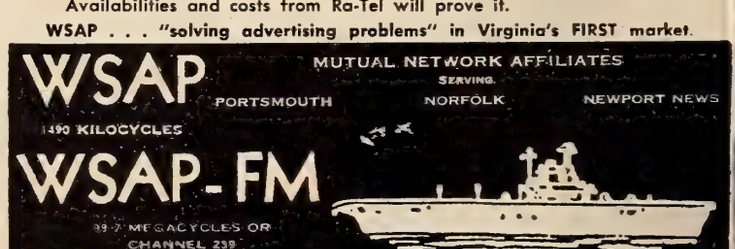
WHY TAKE SECONDARY COVERAGE of Virginia's FIRST Market?

Regardless of claims, if you're trying to cover Greater Norfolk from the outside, nature's terrain made it impossible.

Only Greater Norfolk stations can cover it. And only WSAP can cover it at lowest cost.

Availabilities and costs from Ra-Tel will prove it.

WSAP . . . "solving advertising problems" in Virginia's FIRST market.



Ask Ra-Tel!

tudent government rather than otball or dramatics.

After acquiring his bachelor's egree, he turned to research to upplement his teaching experience and income). In 1931 he began oing part-time work for Psycho-gical Corp. and in 1935 joined the rm on a fulltime basis. He re-ained with this research organi-ation until 1941 when he left to stablish his own company.

It was one of his after-school ssignments that gave Dr. Roslow is first contact with radio. The ob was a house-to-house personal nterview coincidental survey made or Standard Brands to determine he effect of changing the com-any's Sunday night radio pro-ram from Eddie Cantor to an peratic series. He also collected ata on the program's audience nd on purchases of Chase & San-orn Coffee. "The main conclusion reached," Dr. Roslow says now, was that house-to-house coinci-ental surveys are not practical on ny large scale."

In 1932 Dr. Roslow married rma Sternberg, twice, following n informal civil ceremony with a ull-scale religious wedding. The oslows now live in Rego Park, ong Island suburb of New York, ith their three children: Richard, 2; Susan, 8, and Peter, 1.

Gardening Hobby

Dr. Roslow says his main hob-ies are working around his house, ither in the garden or on a re-odeling project. He recently alled and papered the basement, nishing the job by tiling the oor. Such manual labors, he ays, provide excellent relaxation rom a day spent poring over ages of figures.

Dr. Roslow is a member of the merican Psychological Assn., merican Marketing Assn., Amer-an Assn. for Public Opinion Re-earch, Radio Research Council, adio Executives Club of New ork, Chicago Radio Management lub.

With the Pulse now operating in 2 cities and a 13th, Columbus, hio, to be added this summer, ydney Roslow is well on his way oward his goal of having Pulse urveys in 20 to 25 major markets. nd, as a research man, he is easonably content with his prog-ess.

Deep within his heart, however, till rankles the frustration of an rtist whose brainchild has been ejected. He firmly believes that a eekly report on public opinion ould make a fine radio series, nly now he would call it, not *The Pulse of New York*, but *The Pulse f the Nation.*

FOR INCREASED SPOT BILLINGS contact JOSEPH HERSHEY McGILLVRA, INC. 366 Madison Avenue, New York Murray Hill 2-8755

COY ADDRESSES

To Speak in Denver Today

FCC CHAIRMAN Wayne Coy is scheduled to address members of the Rocky Mountain Radio Council, regional organization of 40 educational and civic groups, and the Colorado Broadcasters Assn. in Denver today (Monday).

Mr. Coy is attending at the invitation of Jack Weir Lewis, director of the council, and will be guest of honor at a luncheon given by the broadcasters' association. An audience of 2,000 is expected, comprising electrical dealers and distributors, educators, civic and state leaders and other businessmen, as well as radio officials from throughout Colorado.

Denver is the "only major city without TV," according to Mr. Lewis, and Mr. Coy will be asked to comment on the current TV freeze and when the city might expect the new service. A local dealer-distributor organization has been circulating petitions to sound out public feeling on FCC's "tardiness," Mr. Lewis added.

Bering Sea Audience

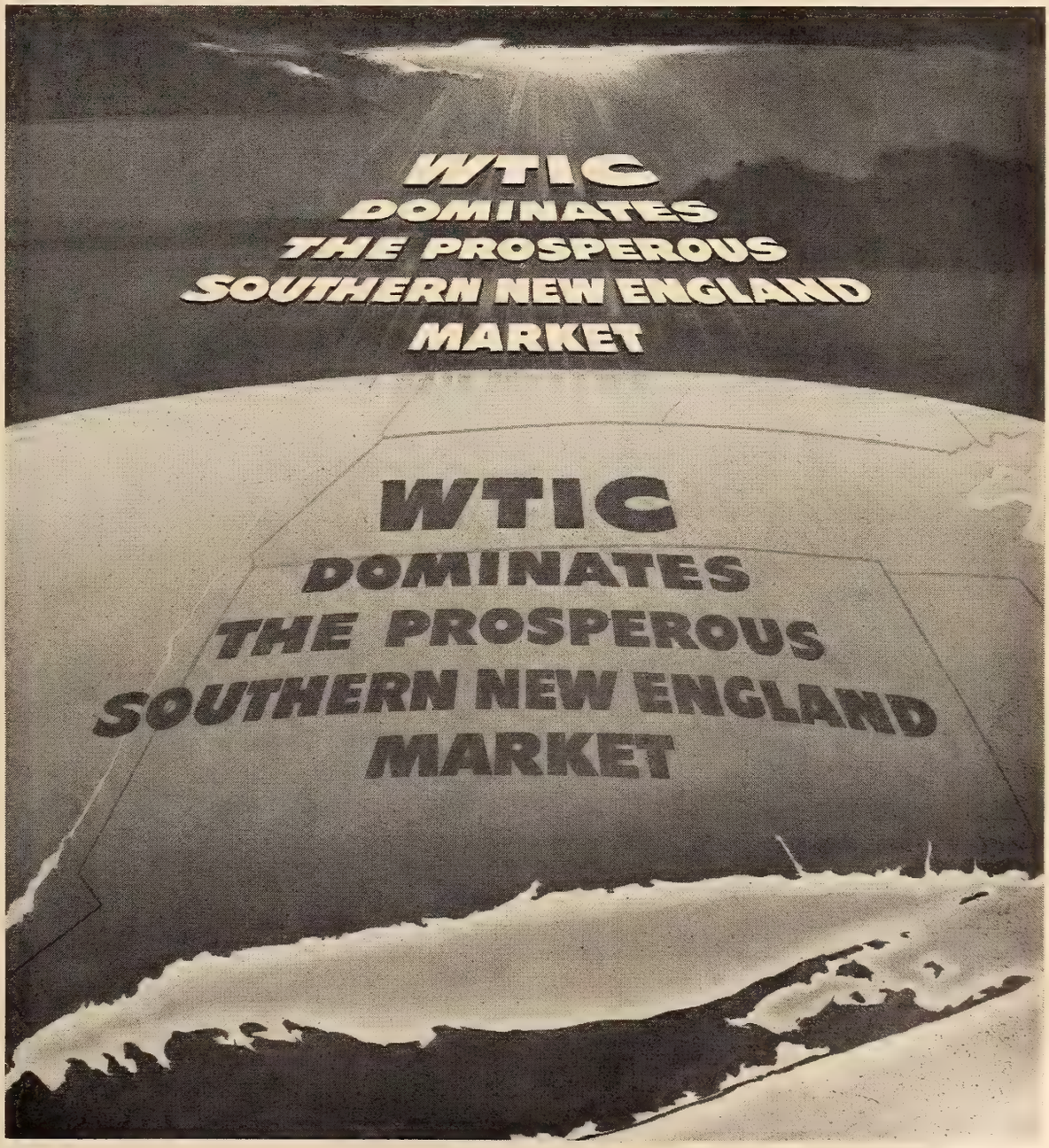
SPONSOR identification for Owl-Rexall, Los Angeles (drug stores), *Steve Allen Midnight Show* aired on KNX Hollywood only, would seem to be secure in the islands of the Bering Sea. Recently the firm received an order for one of the watches advertised on the program from Charles E. Dallam, employed by Fish & Wildlife Service on St. Paul Island (Alaska). He states the program is a favorite among the inhabitants there. The very delighted sponsor complied with the order by shipping the $5.50 watch gratis.

TRANSIT RADIO

Pellegrin Reviews Growth

TRANSIT RADIO, operating a year ago in six cities, now serves 23 cities with a combined population of 10,500,000, Frank Pellegrin, vice president in charge of sales of Transit Radio, said May 16 in a talk before the Pittsburgh Advertising Club. These 23 cities have 3,300 buses and street cars now equipped for reception of the Transit Radio programs and when installations are completed on all their public transit vehicles this service will reach a total of 215,900,000 passengers a month.

Since Jan. 1, 1950, the number of national advertisers using TR has risen from 25 to 45 and when the last report on local advertisers was compiled in February there were 344, Mr. Pellegrin reported. Renewals are running at almost 100%, he said.



Paul W. Morency, Vice-Pres.—Gen. Mgr. Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.
WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

May 12 Decisions . . .

BY COMMISSION EN BANC

License Extension

KXA Seattle, Wash.—Present license further extended on temp. basis for 6 mo.

TV—Relays

WKZO-TV Kalamazoo, Mich.—Granted two intercity TV relays for two year period until regular common carrier facilities are available. Granted relay on 1990-2008 mc near Albion and relay on 2025-2042 mc near Manchester, Mich.

May 15 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

KAMC-FM Oklahoma A. & M. College, Stillwater, Okla.—On request set aside action of March 21 denying application for six-month extension of expiration date of CP for new noncommercial educational station; designated said application for hearing in Washington June 15.

Following FM stations were granted changes in presently authorized facilities:

KEDO Ontario, Calif.—To change from 310 w to 1 kw; ant. from minus 110 ft. to 40 ft.

KFI-FM Los Angeles—To change from 287 kw to 16.5 kw.

KFVS-FM Cape Girardeau, Mo.—To change from 20 kw to 8 kw; ant. from 285 ft. to 130 ft.

KWFM San Diego, Calif.—To change from Class A to Class B station, from Ch. 252 to Ch. 284 (104.7 mc); power from 240 w to 960 w, move studio from National City to San Diego; cond.

WXHR Cambridge, Mass.—To change from 20 kw to 5 kw; ant. from 440 ft. to 450 ft; cond.

WLIN-FM Merrill, Wis.—To change from 9.7 kw to 20.5 kw; ant. from 260 ft. to 240 ft.

KRE-FM Berkeley, Calif.—To change from 6.8 kw to 9.9 kw; ant. from 1,420 ft. to minus 70 ft.

WGAL-FM Lancaster, Pa.—To change from 16 kw to 3.8 kw; ant. from 545 ft. to 260 ft.

KECA-FM Los Angeles—To change from 56 kw to 3.8 kw; ant. from 3,000 ft. to 240 ft. cond.

KNX-FM Hollywood—To change from 297 kw to 59 kw; cond.

Hearing Designated

KELT Electra, Tex.—Designated for hearing application for license to cover CP new station and application for consent to assignment of CP from C. C. Elkins Jr. and Bill F. Lindsay, d/b as Oil City Bcstg. Co. to Oil City Bcstg. Co. Hearing to be held in Electra, Tex., June 6 (Comr. Hyde dissented).

KSVC Richfield, Utah — Designated for hearing at Richfield July 11 application for renewal of license (Comr. Hyde dissented).

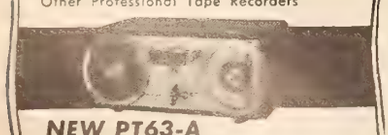
Paris Bcstg. Co., Paris, Ill.—Designated for hearing Aug. 25 application for new station 1420 kc 250 w D.

Carl H. Meyer, Streator, Ill.—Designated for hearing Aug. 28 application for new station 1430 kc 250 w D.

South St. Paul Bcstg. Co., South St. Paul, Minn.—Designated for hearing Aug. 30 application for new station 1590 kc 1 kw D.

WMMB Melbourne, Fla.—Designated for hearing Sept. 6 application to change from 1050 kc 250 w D to 1270 kc 100 w-N, 250 w-LS unl.

WATL
Atlanta, Ga.
USES
Magnecorder
Used By More Radio Stations Than All Other Professional Tape Recorders



NEW PT63-A
Unit Construction permits portable or rack mount operation. 3 separate heads to monitor from the tape! Prevents recording errors! New 3 head unit also available to convert present PT6 Magnecorder.
WRITE
Magnecord INC.
360 N. Michigan Ave.
Chicago 1, Ill.

ACTIONS OF THE FCC

MAY 11 to MAY 18

CP-construction permit — **ant.-antenna** — **cond.-conditional**
DA-directional antenna — **D-day** — **LS-local sunset**
ERP-effective radiated power — **N-night** — **mod.-modification**
STL-studio-transmitter link — **aur.-aural** — **trans.-transmitter**
synch. amp.-synchronous amplifier — **vis.-visual** — **unl.-unlimited hours**
STA-special temporary authorization — **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

WIBR Baton Rouge, La.—Designated for hearing Sept. 11 application to change from 1220 kc 250 w D to 1300 kc 1 kw unl DA-DN, install new trans. and change trans. location.

Prairie Bcstg. Co., Aberdeen, Miss.—Designated for hearing application for new station 1240 kc 250 w unl.

WNAV Annapolis, Md.—Designated for hearing Sept. 20 application for mod. license to increase power from 500 w to 1 kw, change DA-N; made WLAK Lakeland, Fla., and WVAM Altoona, Pa., parties.

Mendocino Bcstg. Co. and Arnold C. Werner, Ukiah, Calif.—Designated for consolidated hearing Sept. 27 applications each requesting new station 1340 kc 250 w unl.

KLCN Blytheville, Ark.—Designated for hearing Sept. 22 application to change from 900 kc 1 kw D to 910 kc 100 w-N 1 kw-LS unl. and made WSUI Iowa City party.

Angelus Bcstg. Co., Temple City; Newport Harbor Bcstg. Co., Newport Beach, and El Dia Bcstg. Co., Long Beach, Calif.—Removed application of Angelus Bcstg. Co. from pending file and designated it and applications of Newport Bcstg. Co. and El Dia Bcstg. Co. for consolidated hearing Sept. 25; made KVOE Santa Ana, Calif, party re Newport and El Dia. Further ordered that if as result of consolidated proceeding, it appears were it not for issues pending in hearings regarding clear channels and daytime skywave and Commission's policy pertaining thereto, public interest would be best served by grant of application of Angelus Bcstg. Co., then said application shall be returned to pending file until after conclusion of hearings regarding clear channels and daytime skywave, at which time it will be considered in connection with any other pending applications with which it may then be in conflict. Angelus seeks 760 kc 250 w D; Newport and El Dia 740 kc 1 kw D.

Bay Bcstg. Co. and Bartley T. Sims, North Bend, Ore.—Designated for consolidated hearing application each 1340 kc 250 w unl.; hearing to be held Sept. 29.

SSA—680 kc

WIKY Evansville, Ind.—Denied application for SSA 680 kc 100 w unl. Also adopted order designating for hearing Oct. 2 application to change from 820 kc 250 w D to 680 kc 250 w unl. DA-2 and made WMAQ Chicago party.

WNDB Daytona Beach, Fla., and WPAQ Mt. Airy, N. C.—Designated for hearing applications to change WNDB from 1150 kc 1 kw D to 550 kc 1 kw unl. DA-N, and to change WPAQ from 740 kc 1 kw D to 550 kc 1 kw unl. DA-DN, to be heard in consolidation with application of Constitution Pub. Co. for mod. CP to change DA of WCON Atlanta, Ga. from six element array to four element array with change in DA patterns, currently scheduled June 26; on petition of WQAM Miami, Fla., made same party.

FM Ant. License

KWKH Shreveport, La.—Granted license install FM ant. on one tower of DA; denied informal request of WDGY Minneapolis to designate license application for hearing.

Extension Granted

WWSC Glens Falls, N. Y.—Granted extension of completion date to Oct. 11.

GIVES YOU TWICE AS MUCH POWER GAIN PER DOLLAR!
New Andrew Multi-V FM Antenna
Andrew CORPORATION
363 E. 75th St. CHICAGO 19 ILLINOIS

Extension Denied

WJBA Sparta, Wis.—Denied extension of completion date to June 26.

SSA—1400 kc

KUNO Corpus Christi, Tex.—Denied SSA 1400 kc 250 w for 120 days.

Extension Granted

WPPA Pottsville, Pa.—Granted extension of authority to operate N with nondirectional ant. and power reduced to 250 w for period of one month from May 25 pending restoration of center tower and submission of forms 302, new ant. resistance measurements and sufficient proof DA is in proper adjustment.

Call Assigned

Carl F. Knierim, Grand Coulee, Wash.—Granted assignment of call letters KFDR to new station at Grand Coulee for which he holds CP 1400 kc 250 w, specified hours.

Petition Granted

Radio St. Clair Inc., Marine City, Mich., and WAKR Akron, Ohio—Granted petition of Radio St. Clair insofar as it requests leave to amend its application for new station to request 1 kw-D on 1590 kc instead of 500 w D, and application as amended was removed from hearing docket; dismissed petition insofar as it requests grant without hearing; granted petition insofar as it requests dismissal as moot of its pending petition for declaratory order or in alternative, rule. Dismissed as moot petition of Summitt Radio Corp. requesting that the issue relating to operations of WAKR be vacated.

WICA Ashtabula, Ohio; WWSW Pittsburgh, and WEBR Buffalo, N. Y.—Granted joint petition requesting waiver of cond. in authorizations requiring submission of field strength recordings and vacated such cond. in their respective authorizations.

KGKB Tyler, Tex.—Granted petition for waiver of Sec. 1.363(a) to permit filing before expiration of 12 mo. of application for same facilities previously denied on Oct. 21, 1949.

Petition Denied

WJBK Detroit and WABJ Adrian, Mich.—Denied petitions requesting reconsideration, severance and grant of their applications to change facilities and scheduled consolidated hearing in this matter July 27 on issues previously specified.

WNCA Aiken, S. C.—Denied request for reconsideration of staff action of May 4 which denied program tests and affirmed staff action.

Hearing Designated

KVAS Astoria, Ore.—Designated for hearing application for mod. CP to change from 1050 kc to 1240 kc, hours from D to unl. in consolidated proceeding with applications of Coast Bcstrs. and Seaside Bcstg. Co. scheduled May 22.

Modification of CP

WIBS Santurce, P. R.—Granted mod. CP to make changes in DA subject to cond. applicant satisfies all legitimate complaints of blanket interference.

Authority Extended

WTMJ Milwaukee—Granted extension of authority for period of 90 days from May 18 to operate with nondirectional ant. and N power reduced to 1 kw, pending restoration of DA and submission of new proof of performance with Form 302.

Petition Denied

KCRO Englewood, Col.—Denied petition to dismiss proceedings in matter of revocation of CP.

May 15 Applications . . .

ACCEPTED FOR FILING

License for CP

KAFP Petaluma, Calif.—License to cover CP new AM station AMENDED to change name to Petaluma Bcstrs.

WJCM Sebring, Fla.—License to cover CP new AM station.

KLVL Pasadena, Tex.—Same.

WRAD Radford, Va.—Same.

Modification of CP

WTOC-FM Savannah, Ga.—Mod. CP new FM station for extension of completion date.

WNJR-FM Newark—Same.

WROV-FM Roanoke, Va.—Mod. CP new FM station to change ERP to 30 w, ant. to minus 5 ft.

TENDERED FOR FILING

Modification of CP

WGYA Logan, W. Va.—Mod. CP increase N power from 1 kw to 5 kw change DA (1290 kc).

May 16 Decisions . . .

APPLICATION RETURNED

D. W. Barnes, Madison, Fla.—CP new AM station 1310 kc 250 w D RETURNED May 10.

Nathan Frank, Henderson, N. C.—CP new AM station 1450 kc 250 w unl. RETURNED May 9.

Druid Hills Baptist Church Inc., Atlanta, Ga.—CP new noncommercial educational FM station, Ch 201 (88.1 mc) 10 w RETURNED May 5.

Harlandale Baptist Church, San Antonio—CP new noncommercial educational FM station, Ch. 201 (88.1 mc), 1 w RETURNED May 5.

BY THE SECRETARY

American Pacific Radio Bcstg. Co Corona, Calif.—Granted request for voluntary assignment of license from limited partnership to partnership of same name.

WGTN John T. Assey Jr., Helen M Assey and Harmon L. Duncan, partnership, Georgetown, S. C.—Granted request for voluntary assignment of license to Georgetown Bcstg. Co.

KAPP Petaluma, Calif.—Granted license new standard station 1490 kc 250 w unl.

Heart of the Black Hills Station Deadwood, S. D.—Granted license new remote station KA-2849.

Bamberger Bcstg. Service Inc., Washington, D. C.—Granted CPs new remote pickups KGB-331 KA-2881-2, KA-313

Central Bcstg. Corp., Centralia-Chehalis, Wash.—Granted CPs for new remote pickups KOB-336, KA-6640-1.

Clatsop Video Bcstrs., Astoria, Ore.—Granted CP new remote pickup KA 6642.

Johnson County Bcstg. Corp., Iowa City, Iowa—Granted license new remote pickup KA-2221.

KADA Bcstg. Inc., Ada, Okla.—Granted license new remote pickup KA-5648.

Meroco Bcstg. Co., Greeley, Col.—Granted license new remote pickup KA-5354.

KADA Bcstg. Inc., Ada, Okla.—Granted license new remote pickup KKC-416.

Texas Trade School, Dallas, Tex.—Granted license new remote pickup KA-6336.

(Continued on page 78)

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Custom-Built Equipment
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COMMERCIAL RADIO Monitoring Company
PRECISION FREQUENCY MEASUREMENTS
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WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
18 Grand St., New Rochelle, N. Y.
New Rochelle 6-1620

KENNEDY & TURNER
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"Registered Professional Engineers"
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LOS ANGELES 27, CALIF.

THE ASSOCIATION OF FEDERAL COMMUNICATIONS CONSULTING ENGINEERS
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CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Eastern station wants good general manager. One willing to invest. Box 180F, BROADCASTING.

Commercial manager—NBC major Florida market station. Complete charge of sales. Must be fully experienced. Real opportunity for a producer. Salary plus commission on sales. Opportunity for local salesman in addition. Here's a real opportunity for a solid future for the right man. Box 228F, BROADCASTING.

Commercial manager and program director, both with writing and announcing experience for new 250 w daytimer in Pennsylvania small market. Full details, salary requirements, picture in first reply. Box 255F, BROADCASTING.

Salesmen

Independent station along Atlantic Coast has opening for salesman. Thousand watts—strong on local programming. Part of our territory still unopened. Salary and commission. Box 17F, BROADCASTING.

Connecticut 1000 watt independent seeks aggressive salesman with record of proven results in local fields. Interested only in man who knows how to sell and resell. Box 112F, BROADCASTING.

Experienced time salesman for 5000 net affiliate in top south market. Guarantee and commission. Box 122F, BROADCASTING.

Salesman with proven record. 5 kw midwest Mutual affiliate. Liberal drawing account against commissions. Write stating experience. Send complete particulars including photo, references. Box 189F, BROADCASTING.

Wanted—Salesman with proven ability —1000 watt station in central Massachusetts. Good opportunity for right man. Will pay the right salary for the right man. Answer must be in long hand and picture must accompany first letter. Box 193F, BROADCASTING.

Salesman wanted. Send photo and details to KOCO, Salem, Oregon.

Salesman—Opportunity for steady hard working local salesman on dominant network regional station. Complete details and references with application. WFDF, Flint, Michigan.

Announcers

Straight staff with 5000 watt net affiliate. Occasional special events and mc. Midsouth. Box 121F, BROADCASTING.

Need good commercial staff man in midwestern major market radio. Minimum 3 years experience. Good basic salary. Forward disc, background info. Box 127F, BROADCASTING.

Announcer-engineer. Must have engineer's license. Quality announcing voice. Wisconsin station. Send disc, photo, background, references, salary expectations. Box 135F, BROADCASTING.

Topnotch announcer with first class ticket needed for independent station in good market beginning operation first June. Excellent pay for right man. Box 181F, BROADCASTING.

Announcer-copywriter. Immediate opportunity for experienced man with good voice, writing ability. Send full information regarding experience, education, salary requirements to Box 197F, BROADCASTING.

Midwest network wants experienced announcer-control operator. Special ad-lib and program developing work. Chance to develop your special talents. Send disc, qualifications, salary requirements. Box 219F, BROADCASTING.

Help Wanted (Cont'd)

Announcer—Long established Michigan station with national network has permanent, well-paying position open for capable, experienced announcer. Send qualifications, salary expected, audition disc and photo to Box 224F, BROADCASTING.

Announcer with 1st class license. Permanent position southern station. Box 231F, BROADCASTING.

Experienced air salesman with ideas for simple saleable shows and especially able help build audience 9-noon on NBC in highly competitive area south. $55 plus talent. Box 242F, BROADCASTING.

Experienced announcer-engineers for new 250 w daytimer in Pennsylvania small market. Emphasis on announcing. Send disc, picture, full details in first reply. Box 256F, BROADCASTING.

Announcer with first class phone needed immediately for combination job 5 kilowatt network affiliate. Must be capable announcer. Prefer midwest man preferably from this area. Send full details first letter including references, marital status, experience, salary desired, photo and audition disc. Boy wonders and booze chasers would save time and postage. Address Grover Cobb, KVGB, Great Bend, Kansas.

Wanted—Announcer with 1st class ticket, emphasis announcing. Desire play-by-play football. Needed at once. WSSO, Starkville, Miss.

Experienced announcer-engineer. Send disc, photo, salary required. WVOT, Wilson, N. C.

Technical

New England network affiliate seeks licensed engineer with transmitter and studio experience, also seeks licensed operator with acceptable voice. Send complete details on experience, education and references to Box 183F, BROADCASTING.

Immediate opening for experienced chief engineer-announcer for 250 watt network station. Give full details and salary requirements. Box 184F, BROADCASTING.

Wanted—Chief engineer for midwest 250 watt AM-FM station. Only a man with experience as chief engineer will be hired. Preferably a man with background in programming or sales. Box 206F, BROADCASTING.

Northern Illinois independent station needs experienced broadcast technician. Ham preferred. Box 214F, BROADCASTING.

Production-Programming, others

Wanted—Program director for a combination AM-FM local station. A man with imagination and initiative. This is a job for a man who wants to settle down and become a part of a midwest community. References are required. Box 207F, BROADCASTING.

Music librarian. Bright young girl to program kind of music that clicks. Responsible, permanent position. Resume, references and photo please. Box 182F, BROADCASTING.

Radio newsman. Writer-announcer, over 30, to fill responsible executive position; permanent job for capable man now in New York, willing to relocate. Full resume. Box 187F, BROADCASTING.

Wanted—A farm news director for a midwest 250 watt AM-FM station. References required. Experience preferred. Box 208F, BROADCASTING.

Capable program director. Initiative paramount. Ideas must be comparative with 250 watt fulltime independent operation in retail market of twenty million. Location middle Atlantic state. No floaters. No hotshots. Steady, responsible man only. Send disc, experience and references first letter. Personal interview necessary if these satisfactory. Box 234F, BROADCASTING.

Help Wanted (Cont'd)

Program director. Mature thinker, capable supervisor, able turn out saleable programs, do a top public relations job for AM and post-freeze TV. Permanent, responsible position southern top net affiliate. Box 238F, BROADCASTING.

Situations Wanted

Managerial

Sales manager—who in twenty years has personally sold millions of dollars in local time seeks job as commercial manager of substantial station or manager of a smaller station. 1½ years of television. 45 years old, married and have two children. Complete references. Box 953E, BROADCASTING.

Can you top this? As general manager took last station in three station market doubled billing in two months. Terrific job on sales and programming. Young, aggressive, educated. Looking for station in tough midwestern market that will pay for results. Box 105F, BROADCASTING.

Former network actor-producer with local agency and station sales experience. Recently sold one of nations top radio schools. Now available as manager. Ideas + production + promotion + sales impetus = increased national and local sales. Anxious for challenge. Can staff station. South or midwest preferred. Married, 33, veteran. Salary plus percentage or bonus. Personal interview arranged after first letter containing details Box 109F, BROADCASTING.

Not a chair warming manager, unexcelled engineer, nor high pressure salesman but a good honest dependable, hardworking man desiring an affiliation where he can settle down, raise a family and dog and feel secure. Years of experience in all phases of broadcasting would prove valuable to any organization. Available now. Box 195F, BROADCASTING.

Salesmen

Salesman: Young, aggressive. Record of successful achievement. College graduate. TV affiliated operation preferred. Reference from present employer. Box 59F, BROADCASTING.

Salesman, three years college, married, 27, three years experience selling, managerial qualities. Write Box 151F, BROADCASTING.

Florida stations note. One of midwest radio's better sales executives, managerial timbre, now in Florida, seeking connection with good substantial operation. Finest references and complete performance records. Box 200F, BROADCASTING.

Salesman-engineer, limited experience for rural independent station. Have car. Northeast only. Box 239F, BROADCASTING.

Announcers

Experienced all-round announcer with license. Well recommended. Quality voice. Write for my convincing letter. Box 175F, BROADCASTING.

Looking for an experienced, hard working, dependable announcer and operator? I'm available. Single, 22, college graduate. Travel anywhere. Salary secondary. Box 921E, BROADCASTING.

Newscaster. A newspaperman with a voice. Gather, write, deliver. Best references. Disc, details upon request. Box 923E, BROADCASTING.

Experienced announcer-continuity writer. Single veteran, 24. Seven months experience including DJ, news, console operation, general staff announcing. No floater. All replies answered promptly. Available immediately anywhere. Disc, photo available. Box 997E, BROADCASTING.

N.Y.C. announcer desires bigger fish in smaller pond deal. Excellent background. Top audience appeal. Box 176F, BROADCASTING.

Chief announcer—Family man. Desires immediate opportunity. Available at once. Box 11F, BROADCASTING.

Attention California stations. Accomplished announcer available. Distinct radio personality. Hold ticket. Start $65. Box 177F, BROADCASTING.

Baseball, play-by-play. Experienced. Available now. Box 101F, BROADCASTING.

Situations Wanted (Cont'd)

Plenty of training—announcing, news continuity writing. Excellent voice diction. Married, 30. Ambitious, steady worker. Interested more in experience than salary. Disc, photo, available. Box 102F, BROADCASTING.

Experienced play-by-play sportscaster and news man. College graduate, veteran, married, available immediately $60.00 per week. Box 125F, BROADCASTING.

Polished announcer. Non-regional speech plus license. Qualified special events man. Letter tells story. Box 178F, BROADCASTING.

Announcer, graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Produced, sang, emceed amateur show in Chicago nite clubs. Two years college. Former staff 5,000 watt NBC affiliate. Consider all offers. Box 136F, BROADCASTING.

Sports director-announcer-engineer, if you are really interested in a man who can do a spectacular job of play-by-play on the three major sports, who is also a network caliber announcer with a first class ticket please state salary and working conditions and write to Box 140F, BROADCASTING.

Morning or all night man with ticket. Appealing style. Warm personality. Impressive background. Past sponsors my best recommendations. Box 179F, BROADCASTING.

I need that first break. Have schoolin' and background. Can sell and air ow shows. Will travel. Photo and disc. Bo 186F, BROADCASTING.

Announcer-newscaster: I am 27 year of age, single and a recent graduat from a leading radio college, wher I received a B.F.A. Degree in Radi Education with a major in announcing Also worked as announcer at FM sta tion. Received training in all phase of station operation; compile newscast write copy, production, programming etc. Will send you my personal dat sheet, disc and photo at your reques Available immediately. Box 190F BROADCASTING.

Capable man. Six years experience CBS and NBC stations. Presently chie announcer 5 kw NBC station. Want position with a future. Sober, non floater as best references will prov Hard worker. Experience includes pro duction, programming and selling a well as announcing. Box 194F, BROAD CASTING.

Combination man. First telephone li cense. Eight years announcing experi ence. Engineer since 1942. Good voic Can ad-lib. Salary expected $75.00 pe week. Box 196F, BROADCASTING.

Versatile announcer—Experienced to d all phases of staff announcing. Disc up on request. Box 199F, BROADCAST ING.

Disc jockey—Sports man desires pos tion in station with TV or contempla tive TV. Presently employed in Wash ington, D. C. Young, aggressive. Ca also do promotion. Experienced in T production. Family man. A-1 refer ences. Prefer east coast or midwes Box 201F, BROADCASTING.

Not "50-girls-50" but 1-top announcer 1! Six years radio-theatre-TV fil experience; 2 years NYC indies. Pres ently 5000 watt AM, midwest. Seekin TV and/or AM spot in east. Highe audience ratings in mc, deejay, new sports, acting. College grad, leadin eastern univ. Box 203F, BROADCAST ING.

Looking for an experienced staff ma heavy on DJ? Such a man with boa proficiency plus BA at Box 204 BROADCASTING.

Experienced announcer-console oper ator desires position as summer re placement. College 4 years. Michigan Indiana-Ohio area preferred. Box 205 BROADCASTING.

Experienced staff announcer with boa proficiency, mature attitude, BA at Bo 210F, BROADCASTING.

Announcer, knowledge all phases broadcasting. Also operate consol Good on commercials, news, etc. Tel vision, some directing and camera e perience. Understand all phases of T Thoroughly trained, top reference Ambitious, dependable, married. Lim ited announcing experience. Box 212 BROADCASTING.

Announcer-engineer. Good music an production background. Member Scri Writers Guild. College. Married. 2 Want permanent position with reliab operation. Box 215F, BROADCAST ING.

Situations Wanted (Cont'd)

ergency — Good, experienced all- and versatile announcer-program di- tor, presently employed but must ate in or within 100 miles of Los geles. Will explain first letter. Per- nent. Box 216F, BROADCASTING.

nouncer—5 years experience. Prefer th or west. Consider all. Friendly, cord of dependability and success. ailable short notice. Car. Box 217F, ROADCASTING.

nouncer—Seeking permanency. 4 ars experience all phases. Desires ws position. Married. West preferred. nsider all. $60. Box 218F, BROAD- STING.

dare them all; southern stations you , to hire me. Two years announcing, pywriting. Box 222F, BROADCAST- G.

nouncer, salesman. Experienced in M time sales, college grad, radio hool grad. Emphasis on news and orts, deep mature voice, 27. Vet, gle, no foolish claims. Disc or inter- w will convince. Box 223F, BROAD- STING.

wscaster—write, direct, announce. n department. Familiar all phases. w, resonant voice. Hold top audi- ce here. Want permanent location th top AM—having TV ideas, that n afford top man. College—6 years dio. Guaranteed references. Box 5F, BROADCASTING.

vo announcers currently employed at five kw, ABC affiliate. Each with ree years staff experience. Between e two all phases covered. Desire st coast location. All replies an- ered. Box 221F, BROADCASTING.

you gamble? Well it isn't neces- ry. I can fill your opening for an- uncer and will give personal audition thin 100 miles of New York City or iami, Florida. Disc available for her localities. Box 227F, BROAD- STING.

nouncer—4 years experience. Avail- le immediately. Single. News, sports, , board, copy, production, music. ill travel. Disc, references, informa- n to Box 240F, BROADCASTING.

nnouncer, professionally trained. eeds first job. Single, twenty, disc d photo. Box 254F, BROADCAST- G.

will exchange four years eastern net d indie experience, ability, natural livery and dependability for a posi- n with a progressive station. Special ents, sports, morning show specialty, iting, producing, among qualifica- ns. Married, one child. References— st. Travel? Yes. Answer all re- ies. Box 259F, BROADCASTING.

nouncer—staff, news, sports and also ting. Veteran, married. Graduate of ading broadcasting school in NYC. erate console. Salary optional. Pre- r upstate New York, New Jersey or w England area. Disc. Available. x 261F, BROADCASTING.

nouncer, 2 years experience. Pres- tly employed. Desires more secure sition with progressive station. Can rite. Good voice. Conscientious rker. References. Box 232F, BROAD- STING.

nouncer: Age 24, single, will travel. ould like to specialize in disc jockey rk and sports. Will do general staff rk. Training: two years college and tensive course, School of Radio Tech- que, N. Y. Audition record and oto on request. Box 233F, BROAD- STING.

x years AM-TV experience. Three ars theater. Can program, disc jock, nounce, MC, and/or produce-direct M-TV shows. Complete operating owledge AM-TV equipment. Young, gle, personable. Moderate salary quirements. Consider all offers; AM TV. Box 235F, BROADCASTING.

mbitious Canadian chief announcer e to be ambitious American an- uncer. Has visa. Experienced every- ing exclusive sports. Excellent ref- ences. Work exceptionally hard for portunity. Audition disc available. x 236F, BROADCASTING.

nouncer. Single, 23. Four years ex- rience. All-round staffer. Intelli- nt news, strong on DJ, write copy, rk board. Will travel. Box 243F, ROADCASTING.

nouncer—4 years experience. Can first-rate disc show, strong news- st, fast and pleasant audience par- ipation show. Also handle board, rite copy. Disc, information on re- uest. Box 244F, BROADCASTING.

arting is the hardest—I may be the llow you have in mind. No-Ezio-but u wouldn't turn me off either. Box 5F, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—College graduate, one year experience announcing, disc jockey and staff N.Y. indie. Single, ambitious, reliable. Will travel. Car. Disc or personal interview if possible. Box 246F, BROADCASTING.

Voice, rich resonant. Experience one year N. Y. FM. Education B.A. Degree. Versatile announcer wants to work with progressive station. Write Box 247F, BROADCASTING.

Summer replacement 2 years staff, all-round announcer; operate board. Box 248F, BROADCASTING.

Experience—2½ years New York FM staff. Announcer, DJ, intelligent news, control board. Travel. Box 249F, BROADCASTING.

Announcer—College graduate—one year experience. Will relocate for position on progressive station. Box 251F, BROADCASTING.

Announcer—22. Some experience. Disc jockey ad-lib, newscasting, commercials, interviews, control board. Conscientious. Good voice. Write Box 252F, BROADCASTING.

If your station needs an announcer with writing ability write Box 253F, BROADCASTING.

Experienced combo man with 1st phone ticket. Box 126, Rt. 1, Redbank, Calif.

News and sports, 50,000 watt experience. Prefer Texas or California. Looking for permanent connection with a well-established network affiliate. Write or phone Bill Borom, 703 S. Vernon, Dallas 8, Texas. W 3-1014.

Announcer-writer—seven years college, journalist. English instructor, can write anything, thorough radio education, authority on sports, news. Music a hobby. Typist. 27, single, work anywhere for whatever you offer. Lew Carter, Somers, Connecticut.

Seeking start announcing. Interested western music disc shows, Texas, Virginia, but any offer considered anywhere. Can operate board. Single, 26, travelled throughout world. Disc, photo on request. J. Hill, 2102 W. Fourth St., Chester, Penna.

Michigan-Ohio vicinity. Experienced in all phases of staff announcing. Disc upon request. Dick Jarvis, Box 617, Evanston, Ill.

Announcer—Excellent voice for news and commercials. Married, 36. Have car. No experience. Recent graduate School of Radio Technique. O. J. Lehto, 742 Aldine Ave., Chicago 13, Ill.

Announcer: News, disc jockey, write, experienced. Vet, college grad, available June. Like midwest, S. Calif., south. Robert Norton, 1215 S. 4th, Champaign, Ill.

Good early morning men, announcers and writers. Practical announcers willing to work and learn. Pathfinder School of Radio, 1222-A Oak St., telephone HArrison 0473, K. C., Mo.

Experienced announcer - continuity writer. Single veteran, 24. DJ, news, console operation, general staff. Available immediately anywhere. Absolutely no floater. Disc, photo available. Write, wire, phone Robert Rauch, 724 South Grand Avenue, Fort Thomas, Kentucky.

Experienced young announcer, capable, hard worker. Permanent position in northwest desired. 2 years 5000 watt CBS outlet. Don Stellges, 10835 N.E. Marx, Portland, Oregon.

Someone once gave you a break: I'm looking for that same break. Graduate of announcers school; will go anywhere; not afraid of extra work; salary secondary to opportunities. Write or wire Stewart Wickett, Morningside Pk., Springfield, Mass.

Sportscaster — experienced. Play - by - play all sports. Also special events, newscasting. Single. Will travel. Bob Wilson, 705 W. Fifth St., Storm Lake, Iowa.

Technical

Engineer, degree, licensed, 12 years experience, 8 as chief, now employed. Box 33F, BROADCASTING.

Engineer thoroughly experienced, no announcing, excellent references. Go anywhere. Box 40F, BROADCASTING.

Engineer desires permanent position with a growing station. Willing to travel. Box 46F, BROADCASTING.

Engineer, first phone would like permanent position anywhere, 21 months broadcast experience, vet, married, have car. Box 124F, BROADCASTING.

Chief engineer, 15 years experience in responsible engineering, all phases AM and FM to 100 kilowatts. Prepared for TV. Highest professional references. Box 131F, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, 27 months broadcast, 3 years army radar experience. Graduate leading radio school. Will travel. Box 144F, BROADCASTING.

Engineer, 14 years experience, AM-FM construction installation—maintenance—studios—transmitter. 10 kw directional, available immediately, references. Box 145F, BROADCASTING.

First phone license, experienced transmitter operator. Married, car. Want permanent position in northeast. Box 153F, BROADCASTING.

1st phone license, college graduate, young, competent, AM, FM experience. Box 185F, BROADCASTING.

Experienced engineer, television technician, RCA graduate and willing to travel anywhere desires employment in a broadcast station. Available immediately. Box 191F, BROADCASTING.

Engineer—First class radiotelephone license. Six years experience; FM, AM, studio, remotes, transmitter. Married, available at once; will go anywhere. Box 192F, BROADCASTING.

4 years experience, first fone, college senior. Desire vacation work. Box 198F, BROADCASTING.

Chief engineer. Now chief of one kw. 20 years experience including directionals, construction of two stations. Family. Box 220F, BROADCASTING.

Engineer—Three years experience. Temporary or permanent. Available immediately or future date. Car. Box 226F, BROADCASTING.

Experienced chief engineer-announcer desires permanent connection with solid organization south or southwest. Dependable, hard working man. Excellent references. Married. Automobile, two weeks notice. Box 230F, BROADCASTING.

First phone license. Will accept job anywhere. Inexperienced, but full of ambition. Box 257F, BROADCASTING.

Chief engineer, 17 years experience all classes of stations. Particularly well trained in construction, studio and transmitter and difficult directionals. Desire make change with full consent and approval of present employer. Prefer south. Box 262F, BROADCASTING.

Engineer, licensed, married, veteran. Will consider any offer. Jerry Eide, 614 Center Street, Des Moines, Iowa.

Engineer, first phone license, two years broadcasting experience. Single. Age 23. Immediately available. James Ellzey, Rt. 4, Tylertown, Mississippi.

Summer replacement engineer. Nearly 5 years experience, all phases sound broadcasting. Available college vacation. References. Interview. Adaptable. Robert F. Hooper, 95 Lathrop, Battle Creek, Michigan.

Engineer, first phone, BA Degree; will travel, available immediately. veteran. Write Romar McCamy, 514b S. Tamarind Street, Compton, Calif.

Experienced engineer, AM-FM. First phone, experienced construction, installation, transmitter, console, remotes. Seeking permanent position anywhere. H. C. Williams, c/o V. E. Hamilton, Rt. 5, Knoxville, Tenn.

Combo, ticket, 1½ years experience net affiliate metropolitan southeastern market. Vet, car, 2 children. Goal: Relocate midwest. Request disc. 2016 Trent Blvd., New Bern, North Carolina.

Production-Programming, others

Newscaster: "Newspaperman with voice." BS; family. AM or TV. $90-$100. Box 36F, BROADCASTING.

Program director—programming, production, promotion. First phone license—transmitter, console, remotes. Now employed 5 kw. Conscientious, dependable, permanent. No drinking. Prefer small California station affording opportunity to build enthusiastic new listeners. Box 213F, BROADCASTING.

Programming-traffic-woman's editor. 15 years experience in radio, 1½ years TV. Write Box 263F, BROADCASTING.

Newsman - writer - announcer, young married, ambitious. Would like post news-conscious station in city 100,000 or above. Two years newspaper, year radio experience, presently news director small station. College graduate. Available two weeks notice. 763 Bloomfield, Montclair, N. J.

Experienced radio, television, commercial and script writer with production, makeup, scenic design, acting, announcing, background, wants staff employment. Best references. Write Fred Webb, 703 S. Vernon, Dallas 8, Texas or 1509 Lincoln, Toledo, Ohio.

Television

Technical

Telecasting engineer; 1st phone, some broadcasting experience, excellent radio and professional photography background, married, car, desire opportunity in TV station. Box 103F, BROADCASTING ● *TELECASTING.*

Engineer—1st phone seeking TV position. RCA Institute graduate, single, will travel. Box 250F, BROADCASTING ● *TELECASTING.*

For Sale

Stations

For sale—by Twin Cities broadcasting company block of up to $5,000 of common stock. Details on request. Box 188F, BROADCASTING.

For sale—250 watt fulltime network station located in southeast. $25,000 cash. Box 260F, BROADCASTING.

Equipment, etc.

Western Electric 20A-250 watt AM transmitter, tubes, 2 crystals 1230 kc, set spare tubes, clean and in excellent condition, complete with instruction book and diagrams. Original cost $6000. Price $2000 f.o.b. St. Louis. Radio Station WIL, Chase Hotel, St. Louis, Mo.

For sale: General Electric FM transmitter, type No. BT-4-B with rated power of 10 kw.; General Electric BC-3A transmitter console, two racks of speech input equipment; also Western Electric 8-section cloverleaf antenna, type 54-A. Make offer. Box 992E, BROADCASTING.

For sale—Hewlett-Packard FM frequency and modulation monitor. 20 per cent off original cost of $935.00. This monitor has not been used. Write Box 209F, BROADCASTING.

(Continued on next page)

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Address.....

City.....State.....

For Sale (Cont'd)

REL-518B-D1 1000 watt FM transmitter, crystal 97.3 mgc. Complete with tubes, set spare tubes, instruction book and diagrams. Good condition. Original cost $11,000. Price $3250 f.o.b. St. Louis. Radio Station WIL, Chase Hotel, St. Louis, Mo.

For sale—1 RCA 5C5KW AM broadcast transmitter, complete with antenna matching network into 600 ohm open wire line. Also, RCA 1D1KW broadcast transmitter with 833 push pull output. Complete speech equipment with both transmitters. Box 229F, BROADCASTING.

REL #600 FM broadcast modulation and frequency monitor, tubes, crystals 97.3 mgc, instruction books. Original cost $900. Price $475. RCA AM modulation monitor $75; RCA 49 cathode ray modulation monitor $20, f.o.b. St. Louis. Radio Station WIL, Chase Hotel, St. Louis, Mo.

Audio for sale: WE 110A limiter $300. RCA BA-3B amplifier $75. WE 1126B limiter $200. RCA VU meter with selector and attentor in panel $50. RCA monitor amplifier $80. 7B amplifier with power supply $40. UTC program amp. with power supply $25. All above equipment clean and supplied with instruction books, f.o.b. St. Louis, Radio Station WIL. Chase Hotel, St. Louis, Mo.

RCA, 5C 1-5 kw transmitter. Excellent condition. Now in use. Complete, plus large supply spare parts and tubes. Available thirty days. Reply Box 258F, BROADCASTING.

Electric generating set—not surplus. International diesel 100 h.p., 50 kw. Electric machinery generator—3 phase 60 cycle, 230 volt—all self-contained and mounted on skids. Two heavy-duty external mufflers and connecting pipe. Needs only external fuel tank to operate. In A-1 condition. Price $3,500 f.o.b. our transmitter. KGLO, Mason City, Iowa.

Complete 250 watt WE transmitting installation in excellent condition, including tower; WE D97008 antenna coupling unit, WE310B transmitter, 732-AS7 General Radio distortion and noise meter, 214 foot Blaw-Knox self-supporting tower (dismantled), lights, lighting choke, 2 audio racks, WE speaker, jack strip, jacks, VU meter, 475C General Radio frequency monitor, 681B General Radio frequency deviation meter, 731B General Radio modulation monitor, 733-AS8 General Radio oscillator. Immediate shipment. First $3000.00 takes package, FOB Tulsa. Call or wire KOME, Tulsa, Oklahoma.

2 new 9A reproducer heads $35 each. 1 Gates TT arm and head $20. 40 hole jack panel used $15. Superior Instrument model 400 electronic multimeter $25. FD 1-1A thermometer $2. FD 1-1A thermostats $1. Parmetal 6 ft. relay rack $8. Relay rack telephone type 6 ft. $8. Condensers 1, 2, 4 mfd. 2000V $2 each. Choke Thordarson 20 hen 500 mils $3. Transformer Jefferson 1.5 kw. three phase 220 V AC 60 cycle 5000 volts, meters 0-100 3" thermo galvanometer current square Weston $15. 0-5 amp RF 3" Weston $6. 0-20 mil 3" Weston $5. 0-1 mil 2" Weston $5. 0-7 mil Triplet 3" $4. 0-1 mil AC mils 3" Jewel $3.50. 0-2000 volt 3" Jewel $7. Following meters $2.50 each: 0-150-300 DC volt 2" Jewel. 0-100 mil 3" Jewel. 0-30 mil 2" Jewel. 0-150-7.5 DC volts 3" Jewel. F.O.B. Radio Station WIL, Chase Hotel, St. Louis, Mo.

For Sale (Cont'd)

Blaw-Knox tower 189 feet, self-supporting, base insulated $1500 f.o.b. Dupo, Ill. Radio Station WIL, Chase Hotel, St. Louis, Mo.

Western Electric 1 kw FM transmitter and console. Perfect condition. Box 237F, BROADCASTING.

For sale: Two Model Y-2 Presto recording amplifiers and turntables. Used very little. Condition good as new. Mounted in handsome console. This equipment cost over $2,200 and is available at a big saving. Contact Radio Station KRIG, Odessa, Texas.

For sale—RCA BTF—3B, 3 kw FM transmitter, like new; two sets of tubes; 2 crystals, 93.7 megacycles. Spare parts, high voltage plate transformer. Also RCA BF—14AB aluminum, four-section, pylon antenna, complete with obstruction lights, vibration dampers and photo-electric light control equipment. All offers considered, F.O.B. Granite City, Illinois. Write, wire Chief Engineer, KXOK-FM, 12th and Delmar, St. Louis 1, Missouri.

For sale—Western Electric 54A, 4 bay cloverleaf antenna. Used, but in good condition. Make offer. Chief Engineer, WAGE, Inc., Syracuse, N. Y.

$11,000 FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

Turntable, preferably RCA, complete with pickup. State lowest price and age. Box 37F, BROADCASTING.

One kw FM transmitter and related equipment except tower. State lowest price for quick sales. Fred A. Palmer, Worthington, Ohio.

Situations Wanted

Mr. Radio Station Owner

If your Profits Suffer from—
A Weak Sales Staff!
Cut Rate Time Sales!
Too Many Radio Stations in Your Area!

Here's What We Do—

Build a permanent sales staff of local men trained to overcome sales resistance.
Maintain Your established card rate.
Aid in programming to increase your listening audience.

The Cost

A percentage of your increased billing created by our efforts.
We have the "Know-How"
We're doing it **Now**
Write or Wire—Confidential

Box 202F, BROADCASTING

Help Wanted

Salesmen

TRANSCRIPTION SALESMEN

Highly successful transcription company desires two salesmen. Territory to be covered—Rocky Mountain states and midwest.

Liberal drawing account against commissions. Must have radio sales experience.

BOX 211F, BROADCASTING

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228 South Wabash Ave., Chicago 4, Illinois

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AGENCY RATES

Canadian Unit Hits Change

OPPOSITION to any over-all change in the prevailing rate of advertising agency commissions was voiced by the Assn. of Canadian Advertisers in a letter to the Canadian Assn. of Advertising Agencies at Toronto on May 9. The ACA stated that the answer may lie in individual adjustments where agencies can demonstrate to clients that existing commissions yield inadequate compensation for services rendered.

Canadian Assn. of Broadcasters in its recent convention at Niagara Falls, Ont. [BROADCASTING, April 3], also turned down the request for an increase for at least a year.

CHICAGO AWARDS

Ad Club Cites 22 Show

TWENTY-TWO Chicago-originated radio and television shows and spots received 1950 Chicago Federated Advertising Club awards at the annual dinner last Thursday night at the Morrison Hotel.

Clifton Utley, NBC AM and TV commentator, was cited for "outstanding interpretation of the news" in both media in a special award. In the network television category, the commercial announcements award went to Universal Gas Range for film spots prepared by Sarra Inc.

Network TV shows cited were *Wayne King Show* (NBC, musical, Standard Oil Co., McCann-Erickson), *Garroway at Large* (NBC, variety, Congoleum Nairn, McCann-Erickson), *Quiz Kid* (NBC, quiz, Miles Labs., Wade Advertising), *Super Circus* (ABC, kid show and *Kukla, Fran & Ollie* (NBC, family-comedy, RCA Victor, Ford and Sealtest).

Winners in the local TV classification: *Cartune-O* (WGN-TV, quiz, National Food Stores, Schwimmer and Scott), *Sachs Amateur Hour* (WENR-TV, variety, Morris B. Sachs, Ruthrauff & Ryan), *Fairteen Club* (WGN-TV, kid show, The Fair Store and Pepsi-Cola Bottling Co., Ivan Hill Inc. *The Weatherman-Clint Youle* (WNBC service, Standard Milling Co., John W. Shaw), *Clifton Utley and the News* (WNBQ, news, Peabody Coal Co. *Sports for the Year* (WGN-TV, sports) *S-Day* (WENR-TV, special promotion) and *Chicagoland Newsreel* (WGN-TV newsreel). Local spots cited were those of Beatrice Foods Inc. (Meadow Gold Butter), through Foote, Cone & Belding.

Tops in AM network features from Chicago: *The Breakfast Club* (ABC Swift and Co., J. Walter Thompson and McCann-Erickson), *U. of Chicago Roundtable* (NBC, special feature, sustaining), commercial announcements on *Pure Oil News Time* (NBC, Pure Oil Co., Leo Burnett).

Local AM: *Listen to Cliff* (program WBBM), *Report Uncensored No.* (special feature, WBBM, off the air and commercials for Greyhound Corp. produced by Lew Green & Assoc. for Beaumont & Hohman.

Radio-TV Annual

CANADIAN RADIO AND TELEVISION ANNUAL 1950. T. J. Wheeler, 302 Bay St., Toronto. $6.

NEW *Canadian Radio and Television Annual 1950* is divided into various sections with different colored paper, listing all organizations in Canadian radio—stations and networks — engineering and equipment companies, music organizations, production and programming facilities, plans for TV in Canada, biographies of over 3,000 men and women in Canadian radio and all Canadian radio legislation and regulations.

Pacific Northwest Station

$75,000.00

An unusually attractive fulltime facility in one of the Northwest's growing cities with retail sales in excess of $20,000,000.00. This property is well equipped—valuable land and real estate are included in the purchase price. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-?	Randolph 6-4550	Exbrook 2-5672

FOR SALE—**5/10 kw composite transmitter. High level modulated air cooled used less than 500 hours as auxiliary transmitter. Excellent frequency and distortion characteristics, first class mechanical and electrical workmanship. Will make excellent main transmitter for new 5 or 10 kw station or as auxiliary for 5, 10 or 50 kws. Price FOB Cincinnati uncrated with one complete set tubes, miscl. spare tubes and spare parts $6500 cash. C. H. Topmiller, WCKY, Cincinnati.**

Promotion



TURTLE invasion, involuntary as far as amphibians were concerned, was recent promotion tie-on part of Noel Crouch, advertising anager of Jacob Schmidt Brewing ., which sponsors baseball broadsts on WMIN St. Paul, along with dway Chevrolet Co. Frank Deney, vice president and general anager of WMIN, which airs St. ul baseball games, reported that rtles were brought into town and stributed to various taverns, cafes d grocery stores. Turtles, measurg about two inches in length, sport- multi-colored shells with legend, larty for City Club . . . WMIN . . All Games." Distribution of st pocket reptiles made great hit th small fry and WMIN reported stribution throughout area created e of most effective broadcast-prootion impacts witnessed in some ne.

Notes from WTAG

LINE with showing of its promonal film on Worcester market, TAG-AM-FM that city is sending o-color promotional booklet to those tending showings. Booklet is shaped e spiral pad and contains noted ghlights of statistics and data inded in film, written in grey simuted pencil. Most important facts e underlined or checked in blue nulated pencil. Booklet is complete en down to doodling in margins, and ncludes—"See Raymer for WTAG ailabilities—Top station—top mart!" Yellow paper attached to bookt reads, "We took notes for you—TAG-AM-FM."

June Promotion

JNE brides will be favored by protion planned by WXGI Richmond, a., when outlet will air actual marage ceremony on Frank Porter's *ountry Store* on second floor of Rayss Department Store, program's onsor. Marriage will be performed Rev. James Westcott, one of WXGI dio pastors, and over $300 in prizes ill be presented to newlyweds by onsors.

'Portable Pitch'

AMPAIGN to promote sale of portle radios in Washington, D. C., area e week prior to Decoration Day, ay 30, continuing through July 4, s been announced by Ben Strouse, ce president and general manager Capital Broadcasting Co., owner d operator of WWDC-AM-FM Washgton. Projected as strictly public rvice, campaign will involve airing of spot announcements gratis by station. No advertiser will be asked to pay for service. Promotion is entitled "Portable Pitch."

Competition Opened

ANNUAL WOR New York *Herald-Tribune* Journalism awards competition opens in city's public and parochial high schools. Awards, designed to encourage aspiring journalists, will be given boy and girl of graduating class who have written best news reports or interviews in school newspaper.

WILS' 'Lonesome Gal'

WIDE sponsor-program promotion effort by WILS Lansing, Mich., points up its new transcribed program sponsored by Berghoff Beer. Called *Lonesome Gal*, show runs for 52 weeks, five times weekly. In addition to air announcements, campaign carried forward through newspaper ads and publicity, taxi posters, direct mail to beer trade in local retail trading zone, outdoor posters, etc. Campaign coordinated with drive by BBDO, agency involved.

Grady Cole Mailing

COPIES of North Carolina's weekly magazine *The State* being mailed by WBT Charlotte. Current issue headlines article profiling Grady Cole, WBT's star announcer now celebrating his 20th year with station. It traces Mr. Cole's career, outlining achievements earned as broadcaster. Mr. Cole's time clients, agencies and trade publications are receiving copies as will dealers throughout Carolinas who handle products advertised by Mr. Cole over WBT.

Iowa Cotton

IT TAKES a Texan to change landscape of state's "outer fringes." Johnny Holmes, assistant to Chuck Worcester, farm director at WMT Cedar Rapids, Iowa, is Texan who lamented nothing in Iowa could compare to cotton fields in Lone Star State. In answer, Mr. Worcester told his listeners about dispute and sent out 3,000 10-cent packets of cotton seeds to Iowans. Since each package contains 50 seeds, full harvest of about 150,000 cotton plants is expected. However, campaign's in fun and WMT doesn't expect Texas to lose its market.

Barrel of KEYL Fun

BARREL of fun featured switch from AM platter spinning to TV for Bud Whaley when the disc jockey left KMAC San Antonio for KEYL (TV) San Antonio. Making change to video graphic, Mr. Whaley paraded through downtown district in a barrel, saying he had switched, lock, stock and barrel.

HPL Sales Talk

GRAPHIC folder tells how nighttime edition of *Starlight Salute*, sponsored by Housewives Protective League, has become "the most sales-effective participating program in all radio." To prove it, HPL relates how hard-to-convince advertiser was shown that Galen Drake over WCBS New York could reach women with food commercial at 11:15 p.m. Mr. Drake, folder says, offered recipe books five consecutive nights—expecting couple of thousand letters. Result: 24,321 proving "he has a way with the ladies . . . anytime."

FM Appeal Cited

FULL-PAGE newspaper ad and appeal to business establishments feature FM campaign launched by WATG (FM) Ashland, Ohio. Station reminds businessmen that uninterrupted music service often is limited to use of toll lines because of interference by thunder storms, electric motors, neon lights, etc. WATG offers this same static-free service without cost, station explains. Also promoted is *Disc Derby* highlighting six-day a week, 3½ hour record show with three disc jockeys dividing the time.

Crosby Paris Momentos

PARIS post-cards arrived in 1,000 mailboxes in Washington, D. C., coincident with placing on WTOP Washington *This Is Bing Crosby* show 10-10:15 a.m. Mon.-Fri. Cards had been shipped by station in bulk to Paris two weeks previous. They were stamped and postmarked in Paris and sent back to Washington by regular mail. One side showed Queen Elizabeth, luxury liner, with message penned by "Bing Crosby" inviting listeners to tune in.

WCOP Small Fry Folder

ONE-FIFTH of U. S. population are moppets under 10 years of age, folder sent to national and local advertisers by WCOP Boston promotion department declares. Piece points out that young age bracket has expanded 45% more than before war — making up growing market for merchandiser. Station emphasizes its children's shows and urges advertisers to devote portions of budgets to such advertising. Mailing was sent to select list of advertisers who have interest in small fry market.

Early Promotion

"IT WAS FINE in '49 but it will be more nifty in '50" is theme which keys third annual National Television and Electrical Living Show. Show managers are mailing to the trade three-color, four-fold sheet pointing up need "to show your product, to tell your sales story and to reach the cream of your market." Event, sponsored by Chicago Electric Assn., will take place at city's Coliseum from Sept. 30 through Oct. 8.

Personnel

ISABELL M. HOYT appointed promotion manager of KPOJ Portland, Ore. Mrs. Hoyt has been with station for four years, three of them in program department. She was previously with McCann-Erickson.

JACK SAUNDERS, formerly with WRR Dallas, Tex., and with Tracy-Locke and Ray K. Glenn Adv., named promotion manager of KXYZ Houston, Tex.

WAVZ New Haven, Conn., appoints **ROBERT S. KELLER Inc.,** New York, as sales promotion representative.

JERRY DEHAAN, formerly with WSRK Shelbyville, Ind., as program director, and chief announcer at KVOE Santa Ana, Calif., joins KSJO San Jose as manager of merchandising and promotion department.

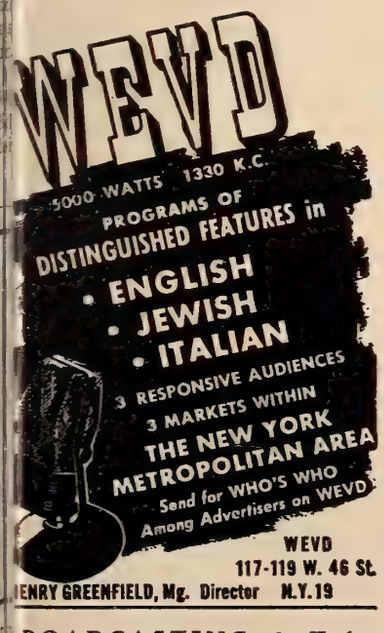
HELEN PARRIS becomes fulltime merchandising consultant for WESC-AM-FM Greenville, S. C.

ALAN ELROD, formerly with Searle & Parks, Chicago (program packager), and before that promotion art director, ABC Western Div. and KECA-TV Hollywood, returns to ABC and its Hollywood TV outlet in same capacity. New addition to ABC press department is **CATHY STEFFES,** formerly in mimeograph department.

COLEMAN (Bill) CODY, assistant merchandising manager of WCOP Boston, is the father of a girl, Anne Baldwin.

Radio Jamaica Plans

PAN AMERICAN Broadcasting Co. has announced that Radio Jamaica, British West Indies, will be the first station to operate commercially in Jamaica when it makes its debut early this summer. Broadcasts will be made from the capital city of Kingston simultaneously on shortwave and standard. The station is scheduled to be on the air from 4 p.m. to 11 p.m. with both live and transcribed shows. Time already has been sold to several international advertisers, according to Pan American.



185 FAMILIES FOR ONE CENT

•

See Centerspread This Issue

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

MEXICO OUTLETS

FCC Reports on Changes

CHANGES in facilities and assignment of call letters to stations in Mexico were reported by FCC last week upon notification by Mexico according to the provisions of the North American Regional Broadcasting Agreement, now being renegotiated.

New 200 w fulltime outlet on 1410 kc, XEVH, is to begin operation Sept. 1 at Valle Hermoso, it was reported. XEXP Matamoros, 250 w fulltime on 1450 kc, was reported deleted and its assignment given XEAM there effective Sept. 1. XEAM is to switch from 1400 kc. Call letters were assigned to the following:

XEAF Tala, 550 kc; XEAH Santa Rosalia and XEAK Tecate, 560 kc; XEAY Villa Acuna, 570 kc; XEBB Acapulco, 600 kc; XECO Zapopan, 760 kc; XEBE Tijuana, 800 kc; XEBD Saltillo, 920 kc; XEBF Mexicali, 940 kc; XEBN Agua Prieta, 1010 kc; XELB La Barca and XERG Nuevo Laredo, 1090 kc; XECB Aguascalientes, 1170 kc; XECE Oaxaca and XECG Nogales, 1240 kc; XEZU Zacapu, 1270 kc; XEGJ Guadalajara, 1280 kc; XEBY Agua Prieta, 1310 kc; XESR Santa Rosalia, 1320 kc; XECI Acapulco, XECJ Apatzingan and XECK Durango, 1340 kc; XECM Manzanillo, XECN Progreso and XEDQ San Andres Tuxtla, 1400 kc; XEBC Ciudad Guzman, 1430 kc; XECP Ciudad Victoria, XECS Ciudad Manta and XECT Ojinaga, 1450 kc; XECU Los Mochis, 1470 kc; XECV Guasave and XECW Veracruz, 1490 kc; XECX Queretaro, XECY Huamantla and XEDB Thuacan, 1520 kc; XEDC Aquascalientes and XEDD Monterrey, 1560 kc; XEDI Queretaro, 1570 kc; XEDM Hermosillo, 1580 kc; XEKT Tecate, 1590 kc; XEDO Acapulco, 1600 kc.

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ONE YEAR—$7

☐ I enclose $7.00 ☐ Please bill me

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COMPANY

ADDRESS

CITY ZONE STATE

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

Nat'l. Press Bldg., Washington 4, D.C.



GIVING the boys at ABC's Western Division a boost up the ladder of success are Frank Samuels (l), vice president in charge of the division, and Ernest Felix (r), assistant treasurer of ABC and Western Division personnel director. The seven boys, originally employed by the network as mail and messenger boys, were promoted to more responsible positions. Standing on the roof are Mark Bortles (l) and Tom Sumner, now in engineering. On the ladder (reading down) are Ralph Waldo Emerson, Walter Cooper, with the network directing division; Carroll McKenna, audience promotion; Arthur Bartick and Arthur Thompson, program assistants.

WISCONSIN MEET

News Editors Form WARNE

ROBERT LINDSAY, news editor of WKOW Madison, was named acting president of the Wisconsin Assn. of Radio News Editors at an organizational meeting held May 13 at Madison.

It was anounced that membership in WARNE is open to any bona fide news editor or news director of any Wisconsin radio or TV station, and that news editors of Upper Michigan stations will be invited to join. The organization also announced that a combined business meeting and radio news clinic will be held at the U. of Wisconsin in the fall, the date to be announced.

Members of WARNE are:

Jack Krueger, WTMJ Milwaukee; Paul Clifford, WAUX Waukesha; Joe Koelsch, WRCO Richland Center; Roy Vogelman, WHA Madison; Bob Macaulay, WMAM Marinette; Michael Griffin, WBAY Green Bay; Paul Ziemer, WKBH La Crosse; Dick Vogl, WEAU Eau Claire, and Mr. Lindsay. Also present at the organizational meeting were: Robert Bodden, WRCO; Robert Taylor, U. of Wisconsin News Service; Dr. Ralph Nafziger, U. of Wisconsin School of Journalism; Arthur Bystrom, AP, Madison.

WLIB Cites Union

DEMONSTRATION by American Communications Assn. (CIO) against WLIB New York has led to the filing of unfair labor charges against the union. Station filed charges with the National Labor Relations Board asserting the union violated the law April 28 by engaging in "a concerted picketing demonstration and dissemination of false and slanderous statements among employer's customers." ACA contract with WLIB expired April 30.

FCC Actions

(Continued from page 72)

Decisions Cont.:

KIDO Inc., Boise, Ida.—Granted license new remote pickup KA-2729.

General Bcstg. Co., Atlanta, Ga.—Granted mod. license to change frequency from 156.75, 158.40 mc to 152.87, 153.35 mc KA-5706-7.

WOI-TV Ames, Iowa—Granted mod. CP for extension of completion date to 11-15-50.

Radio Station WSBC Chicago—Granted mod. CP for extension of completion date to 10-24-50 WXRT.

KXYZ-FM Houston, Tex.—Granted mod. CP for extension of completion date to 11-15-50.

KSLH Board of Education, St. Louis—Granted license new noncommercial educational FM station; 91.5 mc 12.5 kw 400 ft.

WLAG-FM La Grange, Ga.—Granted mod. CP for extension of completion date to 11-30-50.

WKMH-FM Dearborn, Mich.—Same to 8-28-50.

KDFC San Francisco—Same to 12-1-50.

WEST-FM Easton, Pa.—Same to 12-15-50.

WLBZ Paul Hunter Eustis, Fla.—Granted request for voluntary assignment of license to WLBE Inc.

WHHH Warren, Ohio—Granted license change frequency, etc.

News-Sentinel Bcstg. Co., Area Fort Wayne, Ind.—Granted extension of licenses of remote pickups KA-6645, KA-5535 on temp. basis to Sept. 1 subject to change in frequency which may result from proceedings in Docket 6651 subject to cond. no harmful interference is caused to stations operating in accordance with existiing frequency-service allocations and in no event shall operation on assigned frequencies be continued after July 1. Authority contained herein shall be without force and effect after July 1 unless modified to conform with frequency assignment provisions of Sec. 4.402.

KAST Astoria, Ore.—Granted license change frequency, etc. 1370 kc 1 kw DA. unl.

WEBK Tampa, Fla.—Granted license new standard station 1590 kc 1 kw D.

KWKW Pasadena, Calif.—Granted CP install new trans.

WFTC Kinston, N. C.—Granted CP install new trans.

WJEH Gallipolis, Ohio—Granted mod. CP for approval of ant., trans. and studio locations.

Following were granted mod. CPs for extension of completion dates as shown: WNAM Neenah, Wis. to 7-15-50; WSLN Fort Lauderdale, Fla. to 9-23-50; WCBM Baltimore to 9-1-50; WSGW Saginaw, Mich. to 7-15-50; WAVU-FM Albertville, Ala. to 7-1-50.

ACTIONS ON MOTIONS

(By Comr. Paul A. Walker)

FCC General Counsel—Granted extension to June 12 to file exceptions to initial decision issued in proceeding upon application of Falls County Public Service, Marlin, Tex.

Chronicle Pub. Co., Marion, Ind.—Granted extension to June 19 to file exceptions to initial decision.

(By Examiner Leo Resnick)

KCBD Lubbock, Tex.—Granted request Commission accept late its written appearance in proceeding re West Texas Bcstrs. Inc., Plainview, Tex., scheduled June 21.

(By Examiner Elizabeth C. Smith)

Santa Rosa Bcstg. Co., Santa Rosa, Calif.—Ordered further hearing be set Aug. 3.

KSET Sunland Bcstg. Co. (assignor) Rio Grande Bcstg. Co. (assignee), El Paso, Tex.—Granted continuance of hearing re assignment of license from May 17 to July 14 in El Paso, Tex.

(By Examiner Jack P. Blume)

KXLA Pasadena, Calif.—Granted continuance of hearing from June 1 to August 1.

Brazoria County Bcstg. Co., Freeport Tex.—Granted continuance of hearing in proceeding re its application from May 11 to July 17.

WWJ Detroit—Granted in part petition to take depositions of 25 witnesses in proceeding re applications of WKNX Saginaw, Mich. and WKMH Jackson Mich.; petitioner authorized to take depositions of 17 witnesses in Jackson beginning May 24 and continuing from day-to-day thereafter until concluded.

WJMR New Orleans—Granted petition (1) for leave to amend its application to show resignation of two officers and directors and transfer of four shares to remaining stockholders and (2) that record in proceeding re its application and that of Royal Bcstg. Corp., New Orleans, and Gretna and Lower Coast Radio and Bcstg. Co. Inc., Gretna, La. be reopened for limited purpose of substituting new exhibit to reflect changes: record then closed.

(By Comr. Paul A. Walker)

KXOK St. Louis, Mo.—Granted petition for dismissal without prejudice of its application for CP; dismissed as moot petition to remove from hearing docket and grant without hearing.

May 16 Applications . . .

ACCEPTED FOR FILING

License for CP

KDMS El Dorado, Ark.—License to cover CP new AM station.

KGLN Glenwood Springs, Col.—Same.

KVAS Astoria, Ore.—Same.

WNCA Aiken, S. C.—Same.

WOAI San Antonio—License to cover CP use WOAI-TV tower and ant. for presently licensed 5 kw aux. trans.

Modification of CP

KLIC Monroe, La.—Mod. CP new AM station for extension of completion date.

WDSM Superior, Wis.—Mod. CP change frequency etc. for extension of completion date.

WKYB Paducah, Ky.—Same.

WHEN (TV) Syracuse, N. Y.—Mod. CP new commercial TV station for extension of completion date.

KGVO Missoula, Mont.—Mod. CP increase power etc. for extension of completion date.

KFUO-FM Clayton, Mo.—Mod. CP new FM station to change ERP and ant. height.

FM Changes

WKYC (FM) Paducah, Ky. — Change ERP and ant. height.

TENDERED FOR FILING

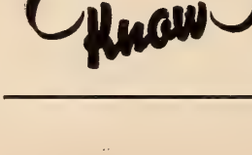
AM—590 kc

WGGA Gainesville, Ga.—CP change from 1240 kc 250 w unl. to 590 kc 1 kw-N, 5 kw-D unl. DA-DN (Contingent on WAGA change in facilities).



like TREES?

Come Nov.-Dec., Montana's Christmas tree harvest alone will top $1 million. Overall, a half-billion feet of lumber are cut annually in Montana. Diversified industry keeps buying high and steady. It's a big reason why big-hearted Montanans led the nation five times in five consecutive bond drives. KGVO-CBS covers the county with the largest per capita buying power. It's KGVO and CBS for sales in Montana.



The Art Mosby Stations

CBS **KGVO · KANA**

5 KW DAY—1 KW NITE
MISSOULA

ANACONDA BUTTE
250 KW

Know **MONTANA** ★

★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

APPLICATION RETURNED

WFOB (FM) Fostoria, Ohio—CP change frequency and ERP RETURNED for proper signature.

May 17 Decisions . . .

ACTION ON MOTIONS

By Examiner J. D. Cunningham

KCNA Tucson, Ariz.—Granted leave to amend application so as to specify 10 w N with different ant. system in lieu of 1 kw N DA and for removal thereof, as amended, from hearing docket.

WHIT New Bern, N. C. and WELS Kinston, N. C.—On Commission's own motion hearing now scheduled for July 26 is continued to Sept. 26 in Washington, D. C.

WSIV Pekin, Ill.—On Commission's own motion hearing presently scheduled for June 12 is continued to Sept. 6 in Washington, D. C.

Reub Williams and Sons, Inc., Warsaw, Ind.—Granted continued hearing on application from May 24 to July 24 in Washington, D. C.

KROY Sacramento, Calif.; KYA San Francisco, Calif.; KVSM San Mateo, Calif.—On Commission's own motion hearing presently scheduled for June 5 continued to Aug. 1, 1950, in Washington, D. C.

May 17 Applications . . .

ACCEPTED FOR FILING

AM—1240 kc

WCEM Cambridge, Md.—Mod. license AM station to change from 1240 kc 100 w unl. to 100 w-D 250 w-N.

AM—1230 kc

KNCM Moberly, Mo.—Mod. CP AM station to change from 1220 kc 250 w D to 1230 kc 250 w unl.

AM—1230 kc

WSKY Asheville, N. C.—CP AM station to change from 1490 kc to 1230 kc.

AM—1410 kc

KNAL Victoria, Tex.—CP AM station to change hours of operation from D to unl. on 1410 kc.

AM—1290 kc

WGYA Logan, W. Va.—CP AM station to change from 1290 kc 5 kw-D 1 kw-N to 5 kw unl.

Modification of CP

WEIR Weirton, W. Va.—Mod. CP new AM station for extension of completion date.

KRON-TV Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

AM—1420 kc

KLFY Lafayette, La.—CP AM station to change from 1390 kc, 500 w unl. to 1420 kc 1 kw-D 500 w-N DA-N.

AM—960 kc

WABG Greenwood, Miss. — CP AM station to change from 960 kc 1 kw D to 1 kw-D 500 w-N DA-N.

AM—1600

WHLL Wheeling, W. Va.—CP AM station to change from 1600 kc 1 kw D to DA to 1600 kc 5 kw D.

May 18 Decisions . . .

BY A BOARD

Renewal Granted

Following were granted renewal of licenses for period ending Feb. 1, 1953: KIJV Huron, S. D.; WTAN Clearwater, Fla.; KSUB Cedar City, Utah; WWPG Palm Beach, Fla.; WAML Laurel, Miss.; WENT Gloversville, N. Y.; KJAM Vernal, Utah.

KMYC-FM Marysville, Calif.—Granted renewal FM license for period ending March 1, 1951.

WVJS-FM Owensboro, Ky.—Granted renewal FM license for period ending March 1, 1953.

WGBA-FM Columbus, Ga.—Same.

Granted Mod. CP

WLIN Merrill, Wis.—Granted mod. of CP to utilize DA-N only, subject to condition applicant satisfies legitimate complaints of blanket interference occurring within 250 MV/M contour, and other eng. cond.

Granted Mod. License

KAST Astoria, Ore.—Granted mod. license to change from same DA day and night to nondirectional daytime, DA-N, provided applicant satisfies legitimate complaints of blanket interference occurring within the 250 mv/m contour.

Hearing Designated

Glacus G. Merrill, Ironton, Ohio.—Designated application new station on 1230 kc 250 w unl. in consolidated hearing with mutually exclusive applications of Coston-Tompkins Broadcasting Co., and David W. Jeffries; scheduled hearing at Washington on Oct. 11.

The Ashley County Broadcasting Co., Crossett, Ark.—Designated application new station on 1240 kc 250 w unl. in consolidated hearing with mutually exclusive application of Parish Bcstg. Corp. for new station at Minden, La. scheduled hearing at Washington on Oct. 12; made KVRC Arkadelphia, Ark., KWAK Stuttgart, Ark., and KLIC Monroe, La., parties to proceeding with respect to Ashley application.

KDDD Dumas Tex. and New Tex Bcstg., Clovis, N. M.—Designated for consolidated hearing in Washington Oct. 15, application of KDDD to change from 800 kc 250 w day only, to 1240 kc 250 w unl. time, and New-Tex application for new station on 1240 kc, 100 w; made KIUL Garden City, Kans., and KASA Elk City, Okla., parties to the proceeding.

Hearing Designated

KYUM Yuma, Ariz.—Designated for hearing application for mod. CP to specify previously licensed trans. site. Hearing to be held in Washington on Oct. 16.

Motion Granted

WBBZ Ponca City, Okla.—By order waived Sec. 1.389 and granted, in part motion of WBBZ to enlarge issues in re application of Pratt Bcstg. Co., for new station at Pratt, Kan. 1230 kc 250 w unl.; Commission, on own motion amended order of hearing to include issues as to technical and financial qualifications and as to program proposals.

Extension Granted

KOB Albuquerque, N. M.—Granted extension of SSA on 770 kc 25 kw-N, 50 kw-LS, for period June 1 and ending Sept. 1 subject to final decision of hearing on application for regular license of KOB on 770 kc.

Hearing Designated

WCAW and WGKV Charleston, W. Va.; WFLB Fayetteville, N. C.—Designated for consolidated hearing at Washington Oct. 17, application of WCAW to change facilities from 1400 kc to 1300 kc, 250 w to 1 kw, install new tran. and DA-DN, and change trans. location; WGKV application to change from 1490 kc to 1300 kc, increase power from 250 w to 1 kw, and install DA-DN; and WFLB application to change from 1490 kc to 1300 kc, power from 250 w to 1 kw, install new trans. and install DA; made WGYA Logan, W. Va., party to proceeding with respect to WCAW and WGKV, and WOOD Grand Rapids, Mich., and WERE Cleveland, Ohio, parties with respect to WGKV.

WBSC Bennettsville, S. C.; WSPC Anniston, Ala.—By order on petition of WBSC designated for consolidated hearing applications of WBSC to change facilities from 1400 kc 250 w to 1550 kc 5 kw N, 10 kw LS, DA-N, and application of WSPC to change facilities from 1390 kc 1 kw, DA-DN, to 1550 kc 10 kw, DA-N, change directional pattern, type trans., ground system and trans. location; hearing to be held on Oct. 18 in Washington.

Johnston Bcstg. Co., and WTNB Birmingham, Ala.—Designated for consolidated hearing in Washington June 22 application of Johnston Bcstg. Co., and WTNB, both requesting CP's on 850 kc 1 kw-N, 5 kw-LS, DA-N.

License for CP

WBIR-FM Knoxville, Tenn.—Granted license for CP new FM station, Ch. 227 (93.3 mc), ERP 2.85 kw, ant. 350 ft.

May 18 Applications . . .

ACCEPTED FOR FILING

AM—590 kc

WGGA Gainesville, Ga.—CP AM station to change from 1240 kc 250 w unl. to 590 kc 5 kw-D 1 kw-N DA-2.

License for CP

WWHG-FM Hornell, N. Y.—License for CP new FM station.

Modification of CP

WMAZ-FM Macon, Ga.—Mod. CP new FM station for extension of completion date.

TENDERED FOR FILING

Special Authority

KLIF Oak Cliff, Tex.—Authority to transmit Liberty Bcstg. System programs through KLIF to XEAC Tijuana, Mex.

AM—1190 kc

KLIF Oak Cliff, Tex.—CP AM station to change daytime power from 1 kw to 5 kw.

AM—1280 kc

WONW Defiance, Ohio—CP AM station to change from 1280 kc 500 w D to 500 w unl. DA-N.

APPLICATION RETURNED

Sparta, Wis.—Victor Tedesco RETURNED May 12 application for new AM station on 990 kc 250 w D.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO MAY 18

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,135	2,104	190		298	279
FM Stations	704	494	265	3*	20	13
TV Stations	104	39	70		352	182

* Two on the air.

* * *

Docket Actions . . .

FINAL DECISIONS

Leader Pub. Co., Guthrie, Okla.—Granted application for new station on 1490 kc, 250 w fulltime, and denied application of Enid Bcstg. Co. for same facilities at Enid, Okla. Decision May 15.

Lawrence Bcstg. Co., Lawrence, Kan.—Granted application of Loula Mae Harrison, executrix of estate of L. C. Harrison, trading as Lawrence Bcstg. Co., for new station on 1320 kc, 500 w, day only. Decision May 16.

KOOS Coos Bay, Ore., and KIDO Boise, Ida. — Granted application of KOOS to move from 1230 kc with 250 w to 630 kc with 1 kw, and of KIDO to change from 1380 kc with 2.5 kw day and 1 kw night to 630 kc with 5 kw fulltime. Decision May 16.

Western Union Baseball Charges.—Held discriminatory and unreasonable Western Union's additional charge of $2 per game for each station (other than subscriber) in networks using WU baseball play-by-play reports; order WU to amend tariffs to eliminate discrimination. Story page xx. Decision May 15.

LaGrange Bcstg Co., LaGrange, Ill.—Granted application for new station on 1300 kc, 500 w, day only. Decision May 12.

Don Lee Bcstg. System—Made final FCC's proposed decision to grant renewal of licenses of KGB San Diego, KDB Santa Barbara, KFRC San Francisco, and KHJ-AM-FM Los Angeles. Don Lee's San Francisco TV application was severed and placed in pending file. San Francisco FM application and KGB bid for increase from 1 to 5 kw on 1360 also severed, with latter set for further hearing on technical issues and KVRS Rock Springs, Wyo., and KMOD Modesto, Calif. named parties to proceeding. Story Broadcasting, May 15. Decision May 12.

INITIAL DECISIONS

Piedmont Bcstg. Co., Greenville, S. C.—Initial decision by Examiner J. D. Bond to grant application of Charles B. Britt and associates for new station on 1490 kc with 250 w fulltime and to deny application of William M. Drace for same facilities at Greer, S. C. Initial decision May 12.

(Continued on page 80)

Mr. William Dekker
McCann-Erickson, Inc.
New York City, N. Y.
Dear Billy:

Some feller come inter WCHS t'other day ter ask whut sumpthin' wuz he'd heerd th' 'nouncer talkin' about. He found out, an' when he wuz aleavin' he sed: "I allus lissens ter WCHS 'cause I knows thet whut they tells is th' truth. In fack, I been alissenin' ter WCHS ever since I come ter town."



Now, Billy, you'd be surprised jest how many folks in WCHS terrytory in West Virginny, Ohio, and Kaintucky does make lissenin' ter this station a regular order uv bizness. Not only is this true in th' home town uv Charleston, but outen what some folks calls th' back country WCHS is th' oney station lots uv 'em lissens ter fer news, entertainment, and fer ter make up their minds as ter what they wants ter buy. Yessir, Billy, you kin do right handsome by yerself an' yer clients effen yuh places yer ads where they'll do th' most good, and down here WCHS' 5000 watts day and night on 580 really does th' job uv sellin' in a big way!

Yrs.
Algy

WCHS
Charleston, W. Va.

FRIENDS

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

FCC Roundup

(Continued form page 79)

OPINIONS AND ORDERS

Radio Reading, Reading, Pa.—Denied petition to review examiner's order which ruled that application of John J. Keel Radio Reading for new station be referred to Broadcast License Branch for new file number; affirmed examiner's ruling. Order May 12.

WKAP Allentown and WSCR Scranton, Pa.—Denied FCC General Counsel's petition for review of examiner's order which in part granted joint petition of WKAP and WSCR for reopening of record in hearing on their applications for 1320 kc; affirmed examiner's ruling. Order May 12.

KPMO Pomona, Calif.—Extended to May 8 time for filing exceptions to examiner's initial decision to deny KPMO license renewal application and to dismiss application for assignment of KPMO license from Myron E. Kluge and Dean H. Wickstrom d/b as Valley Bcstg. Co. to Mr. Wickstrom and Warner H. J. Sorenson d/b as Valley Bcstg. Co. Order May 12.

WKUL Cullman, Ala. — By memorandum opinion and order denied petition for interim relief, requesting FCC to maintain status quo in proceeding upon application of Voice of Cullman for a new AM station there, pending determination on its appeal of grant to Voice of Cullman now pending in U. S. Court of Appeals for D. C. WKUL claims Cullman cannot support both stations and hence grant of second outlet should be set aside. FCC contended Supreme Court has ruled a station is not entitled to protection from loss due to competition and FCC cannot consider such loss in its actions. Order May 15.

KTTS and KICK Springfield, Mo. — By order denied petitions of KTTS requesting FCC to reconsider grant of license to KICK, set aside said grant and designate it for hearing and withhold action on KICK license renewal bid. On own motion FCC designated KICK renewal for hearing at Springfield Aug. 1 and made KTTS party. KICK license extended on temporary basis to Sept. 1. See story this issue. Order May 15.

Non-Docket Actions . . .

AM GRANTS

Monett, Mo.—Lloyd C. McKenney and John J. Daly d/b as Carthage Bcstg. Co., granted new AM station, 990 kc, 250 w day. Estimated construction cost $21,158.74. Applicant is licensee KDMO Carthage, Mo. Granted May 18.

Waycross, Ga.—Southeastern Bcstg. System granted AM station, 980 kc, 1 kw day. Estimated construction cost $22,397. James S. Rivers, sole owner is licensee WMJM Cordele, Ga. Granted May 18.

Scottsboro, Ala.—Pat M. Courington d/b as Sand Mountain Bcstg. Co., granted 1050 kc, 250 w day. Estimated construction cost $17,600. Mr. Courington is president and general manager and 51% owner WAVU Albertville, Ala. Granted May 15.

Crescent City, Calif. — Del Norte Bcstg. Co., granted 1400 kc, 250 w fulltime. Estimated construction cost $21,700. Principals in company include: John J. Perry, general partner El Camino Veterinary Hospital, 70% and Robert E. Grey, owner of The Sound Workshop (bankrupt), 30%. Granted May 15.

DeRidder, La.—Sabine Bcstg. Co., granted 1010 kc, 1 kw day. Estimated construction cost $17,640. Principals in Sabine include John B. McCrary, professional musician, manager 25% interest WCNU Crestview, Fla., 50% interest WATM Atmore, Ala.; Cyril W. Reddoch, manager, chief engineer and 50% owner WCNU. Granted May 15.

Albany, Minn.—Stearns County Bcstg. Co. Inc., granted 1150 kc, 500 w day. Estimated construction cost $23,270. Principals include: W. H. Blattner, partner in D. H. Blattner & Sons, contractors, and president Blattner Co. Inc., implements and hardware, president 16⅔%; Andrew J. Glatzmaier, bookkeeper for D. H. Blattner, vice president 16⅔%; Louis H. Gretsch, manager Gretsch garage, vice president 16⅔%; Urban J. Keppers, owner Urb's bar and retail liquor, secretary treasurer 16⅔%. Granted May 15.

Owatonna, Minn.—Owatonna Bcstg. Co., granted 1390 kc, 500 w day. Estimated construction cost $23,874. Company is comprised of William F. Johns Sr., who has 15% interest in WOSH Oshkosh, Wis., treasurer 40%; William F. Johns Jr., 22½% owner WSHB Stillwater, president 30%; Victor J. Tedesco, 22½% WSHB, secretary 10½%; Albert S. Tedesco, 20% WSHB and program manager, vice president 10%; Antonio Tedesco, shoe repairman, 10%; Nicholas Tedesco, 25% owner WSHB and parttime sales advisor, 10%. Granted May 15.

North Platte, Neb.—John Townsend granted 1280 kc, 1 kw day. Estimated construction cost $21,725.36. Mr. Townsend, sole owner, is engaged in manufacture of electronics equipment. Granted May 15.

Little Falls, Minn. — Capital City Bcstg. Co. Inc., granted 960 kc, 500 w day. Estimated construction cost $22,093.54. Principals include: Thornton G. Simpson, owner finance company and real estate businesses, president 33⅓%; George L. Heleniak, St. Paul manager WTCN Minneapolis, vice president 33⅓%; William F. Johns Jr., general manager and 22½% owner WSHB Stillwater, Minn., 15% interest WKLK Cloquet, Minn. and 30% owner Owatonna, Bcstg., Owatonna, Minn. Granted May 15.

Sayre, Pa. — Thompson K. Cassell, granted 1470 kc, 1 kw day. Estimated construction cost $20,738.72. Mr. Cassell is 99% owner and station manager WDAD Indiana, Pa., 24% interest WLEA Hornell, N. Y. and 25.8% owner of stock in WCHA-AM-FM Chambersburg, Pa. Granted May 15.

KCSU Provo, Utah—Granted switch in facilities from 1490 kc to 1400 kc, 250 w unlimited. Granted May 15.

KGEK Sterling, Col.—Granted increase in power from 100 w to 250 w day on 1230 kc. Granted May 15.

WKLK Cloquet, Minn. — Granted switch in facilities from 1450 kc to 1230 kc, 250 w unlimited. Granted May 15.

WWNR Beckley, W. Va.—Granted change from 1450 kc, 250 w unlimited to 620 kc, 1 kw day, 500 w night, DA-N. Granted May 15.

WLET Toccoa, Ga.—Granted switch from 1450 kc, 250 w unlimited to 1420 kc, 1 kw day. Granted May 15.

WANS Anderson, S. C.—Granted increase in hours from day to unlimited using DA-N. Granted May 15.

KFRB Fairbanks, Alaska — Granted increase in power from 1 kw unlimited to 5 kw unlimited on 1290 kc. Granted May 18.

SELLING RADIO

Shugert Sees Challenge

AN ADVERTISING executive of a large spot radio user will discuss how radio can revitalize its sales job to maintain growth as television expands, at the Ohio Assn. of Broadcasters two-day meeting this week at Neil House, Columbus, Ohio.

Charles W. Shugert, assistant manager, sales-promotion advertising department, Shell Oil Co., will speak on: "Enjoy Yourself—It's Later Than You Think."

Other speakers slated for the Wednesday and Thursday meeting include Louis Caldwell, of Kirkland, Fleming, Green, Martin and Ellis, Washington, D. C., on FCC regulations, political and controversial issues; Paul Peter, of Frazier & Peter, Washington, D. C., on "Out of Control Expenses"; a panel made up of John McCormick, WNBK (TV) Cleveland manager; John Murphy, WLWT (TV) Cincinnati; E. Y. Flanigan, WSPD-TV Toledo; Robert F. Jones, FCC Commissioner, and Don Thompson, Fifth Federal Reserve District, Cleveland, on "Business Forecast."

"National Spot Radio" is the subject of a talk to be delivered by Lewis H. Avery, Avery-Knodel Inc., New York.

WSVA Harrisonburg, Va. — Granted increase in power from 1 kw day to 1 kw fulltime on 550 kc, DA-N. Granted May 15.

WENE Endicott, N. Y. — Granted switch in facilities from 1450 kc 250 w unlimited to 1430 kc 5 kw unlimited DA-N. Granted May 15.

FM GRANTS

St. Petersburg, Fla.—Charles A. Lenz, granted Class B FM station, Ch. 250 (97.9 mc), ERP 16.5 kw, ant. 200 ft. Estimated construction cost $1,000. Mr. Lenz, individual applicant, is owner Lantern Lane apartments, treasurer and stockholder in Sherman Hotel, as well as auto phone service and insurance agency and other business interests. He also is applicant for TV station at St. Petersburg. Granted May 15.

Goldsboro, N. C.—Southern Radio and Television Corp., granted Class A FM station, Ch. 288 (105.5 mc), ERP 410 w, ant. 130 ft. Estimated construction cost $5,000. Principals include: Hayden Stuart, president Bell-Stuart Furniture Co. Inc. and 50% owner, president 25%; B. H. Bell, 50% owner Bell-Stuart Furniture, vice president 25%; K. T. Marshall, car dealer, treasurer 25%; Coleman Scott, general manager WGBR Goldsboro and its FM affiliate WEQR. Granted May 15.

KROC-FM Rochester, Minn.—Granted switch from Class B to Class A station with CP for Ch. 232 (94.3 mc), ERP 225 w, antenna 40 ft. Amended revised tentative FM allocation plan for Class B stations, deleting Ch. 234 and adding Ch. 264. Granted May 15.

OPERATIONS SUSPENDED

WMFM North Adams, Mass. — Extended for 90 days authority for FM station to remain silent in view of repairs and business negotiations resulting from lightning damage. Decision May 18.

WTFM Tiffin, Ohio—Granted 30 day extension for FM station to remain silent in order to effect reorganization. Decision May 18.

TRANSFER GRANTS

WNNT Warsaw, Va.—Granted assignment of license from Grayson Headley t/r as Northern Neck and Tidewater Bcstg. Co. to Grayson Headley and Charles E. Stuart, new firm of same name. Mr. Stuart is a lawyer, president of Stratford Packing Co. and farmer in Montross, Va. Consideration is $8,000. WNNT is assigned 690 kc, 250 w D. Granted May 15.

WMID Atlantic City, N. J.—Granted transfer of control of Mid-Atlantic Bcstg. Co., licensee, from Earl M. Johnson and Charles H. Singer to Richard E. Endicott for consideration of $50,000. Mr. Endicott has hotel interests in Atlantic City. WMID is assigned 1340 kc, 250 w unlimited. Granted May 15.

WVNJ Newark, N. J.—Granted transfer of control of Newark Bcstg. Corp., licensee, through multiple small stock transfers and new issues over period of time, from six original owners to present 18 stockholders, including certain original owners or members of their families. WVNJ operates with 5 kw on 620 kc. Granted May 15.

KHIT Lampasas, Tex.—Granted assignment of license from Sylvester Lewis and Robert Easton d/b as Lampasas Bcstg. Co. to new partnership of same name and composed of W. R. Pierre, T. A. Newman and M. A. Frankel. Mr. Newman owns construction and contracting, and rice drying businesses, as well as investments in truck and contracting equipment. Mr. Frankel is sports director KTLW Texas City and WTAW College Station and Mr. Pierre is station manager WTAW and program director at KTLW. Consideration is $35,000. KHIT is assigned 1450 kc, 250 w unlimited. Granted May 15.

KNOW Austin, Tex.—Granted transfer of control of Pioneer Bcstg. Co., licensee, from C. C. Woodson by sale of his 50% stock to Wendell and Dorothy Mayes for consideration of $40,451 plus. The Mayes prior to transfer were 50% stockholders. KNOW is assigned 1490 kc, 250 w unlimited. Granted May 15.

WSB-AM-FM-TV and WCON-FM-TV Atlanta, Ga.—Granted assignment of WSB properties from Atlanta Journal Co. and WCON-FM-TV from Atlanta Constitution Pub. Co. to Atlanta Newspapers Inc., new firm consolidating ownership of two papers. For details see story page 30. Granted May 15.

WKAM Warsaw, Ind.—Granted transfer of control in Kosciusko Bcstg. Corp., licensee, from J. R. Boise, Wallace T. Miller, B. J. Anderson and Virgil McCleary by sale of 51.3% of stock to Joseph W. Authenrieth Sr., for $11,850. Josiah Authenrieth Jr., one of original stockholders, retains 48.7%. WKAM operates with 250 w day on 1220 kc. Granted May 18.

WHAP Hopewell, Va.—Granted acquisition of control in Hopewell Bcstg. Co. Inc., licensee, by Hugh M. Overturf, Charles M. Mark, R. E. Anthony Jr., and John P. Mercer Jr., through purchase of 50 sh. of stock of A. H. Campbell, 55 sh. G. W. Thomason and 20 of 55 sh. owned by E. L. Burwell for a total consideration of $12,500. All purchasers are actively employed at WHAP. WHAP is assigned 250 w fulltime on 1340 kc. Granted May 18.

KFIO Spokane, Wash. — Granted transfer of control in Spokane Bcstg. Co., licensee, from Arthur L. Smith to Louis Wasmer for consideration of $30,000. Mr. Smith retires because of ill health. Mr. Wasmer previously owned KGA Spokane which he sold to Gonzaga U. He has a 43% interest in KOL Seattle and 22% in KXLL Missoula, Mont. KFIO operates with 250 w unlimited on 1230 kc. Granted May 18.

WLIZ Bridgeport, Conn. — Granted transfer of control in Bridgeport Bcstg. Co., licensee, from G. Gresham Griggs, Manning Slater and Philip Merryman to Mr. Griggs and Mr. Merryman as voting trustees; no monetary consider-



In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA
A prize radio combination in the rich industrial market of Central Pennsylvania.
Represented by
ROBERT MEEKER ASSOCIATES

tion. WLIZ is assigned 1 kw day on 800 kc. Granted May 18.

WSM-AM-FM-TV Nashville, Tenn.—Granted relinquishment of control in WSM Inc., licensee and permittee of WSM-TV, from National Trustees to 80 beneficiaries under trust agreement. No monetary consideration. WSM is assigned 50 kw on 650 kc; WSM-FM operates on Ch. 277 (103.3 mc); WSM-TV is assigned Ch. 4 (66-72 mc). Granted May 18.

KGST Fresno, Calif.—Granted assignment of license from John L. Baker, Peter K. Onnigan, George F. Baker, Harry Hartunian and Jim Schifer d/b as Baker Bcstg. Co., to Sidney L. Mandel, Morris Mindel and Milton Berloff d/b as Delle Bcstg. Co. for consideration of $55,000. Three men in new partnership were previously employed at WSBC Chicago. KGST is assigned 1600 kc, 1 kw day. Granted May 15.

KSTB Breckenridge, Tex.—Granted acquisition of control by Robert W. Chapman through sale of 50% stock from A. J. and M. L. Trammell through note transaction. Mr. Chapman assumes notes for $18,702 and $21,750. Prior to transfer held 40% interest in station. KSTB is assigned 1 kw day on 1430 kc. Granted May 15.

KSAM Huntsville, Tex.—Granted assignment of license from J. G. Long, licensee, to Harvard C. Bailes and Morris B. Cauthen d/b as Huntsville Bcstg. Co. for a consideration of $40,000. Mr. Bailes is manager of KSAM and Mr. Cauthen is lumber and lumber products salesman. Mr. Long wishes to liquidate some of his assets. KSAM is assigned 250 w fulltime on 1490 kc. Granted May 18.

WSAN-AM-FM Allentown, Pa. — Granted transfer of control from John L. Shumberger Sr., Fred W. Weiler, estate of Royal W. Weiler, David A. Miller, Samuel W. Miller, Donald P. Miller, Miller Assoc., Cole-Chronicle Newspapers Inc., and B. Bryan Musselman, a corporation d/b as Lehigh Valley Bcstg. Co., to a partnership of B. Bryan Musselman, Olivia P. Musselman and Reuel H. Musselman, company of same name, for a consideration of $214,-164.64. B. Bryan Musselman, vice president and general manager, will own 50% of stock; Olivia P., office manager of WSAN, 20% and Reuel H., chief engineer, 20%. WSAN is assigned 5 kw fulltime on 1470 kc. WSAN-FM is assigned Ch. 260 (99.9 mc). Granted May 18.

WKIX Columbia, S. C. — Granted transfer of control in Inter-City Adv. Co. of Columbia, S. C. Inc., licensee, from George W. Dowdy, B. T. Whitmire, J. Horton Doughton and Harold H. Thoms to Maresco Corp., for a consideration of $100,000. Principals in Maresco Corp. include: Charles W. Martin, sales manager WIS Columbia, president and treasurer 25%; John Cain Crosby, adjunct professor of electrical engineering, vice president 25%; Edwin E. Seibels II, director of news and special events WIS, secretary 25%. There are seven minor stockholders. WKIX is assigned 1 kw day, 500 w night on 1320 kc. Granted May 15.

WHLL Wheeling, W. Va.—Granted assignment of license from Erlin L. Freeman, Kenneth H. Forney and Glen A. Forney d/b as Wheeling Bcstg. Co., licensee, to corporation composed of same partners and same name. Corporation formed in accordance with partnership agreement. WHLL is assigned 1 kw day on 1600 kc, directional. Granted May 15.

WQUA Moline, Ill.—Granted transfer of control in Moline Bcstg. Co., licensee, from Bruff W. Olin Jr., through transfer of his 85% stock holdings to Dalton LeMasurier d/b as Quad City Bcstg. Corp. for a consideration of $130,000. Mr. LeMasurier is president and 100% stockholder in Quad-City Bcstg. His other radio interests include 24% ownership KDAL Duluth, Minn., and an interest in WIRL Peoria, Ill. He is also president and 75% owner of Red Wagon Equipment Corp. WQUA is assigned 250 w unlimited on 1230 kc. Granted May 15.

WVVW Fairmont, W. Va.—Granted acquisition of control of Fairmount Bcstg. Co., licensee, by J. Patrick Beacom from George J. Feinberg, Clarence E. Smith and Robert L. McCoy for consideration of $28,238. Prior to transfer Mr. Beacom held 232.37½ sh. of 550 sh. stock outstanding. WVVW is assigned 250 w fulltime on 1490 kc. Granted May 15.

WPUV Pulaski, Va.—Granted transfer of control in Southwest Bcstg. Co., licensee, from Allan S. Aden and W. F. White by sale of 50% stock to Howard Imboden and Mrs. Eleanor Imboden for $40,000. The Imbodens prior to transfer were 50% stockholders. WPUV is assigned 250 w fulltime on 1230 kc. Granted May 15.

KOSE Osceola, Ark.—Granted assignment of license from H. F. Ohlendorf, licensee, to Osceola Bcstg. Corp., for consideration of $45,000. Principals in new corporation include Mr. Ohlendorf who retains 51% interest and is president; J. C. Buchanan, 50% owner Buchanan Chevrolet, vice president 11% plus; Dr. George Cone, dentist, 6½%; J. T. Cromer, ⅓% interest Cromer Milling Co., 5½%; H. A. Segraves, farm manager, 5½%; Richard Cromer, farm manager 5½%; Sam M. Hodges, publisher Osceola Times, weekly newspaper, 5½%; G. B. Segraves, attorney, ½%; E. H. Burns, farm manager, 2% and Julia M. Morrison, secretary, 2/5%. KOSE is assigned 1 kw unlimited on 860 kc. Granted May 15.

WLEC Sandusky, Ohio — Granted transfer of control in Lake Erie Bcstg. Co., licensee, from L. A. Pixley individually and as agent for certain other principals in corporation to Albert T. Heiser and 14 others for consideration of $83,520. Mr. Heiser will hold 80 out of 175 sh. WLEC is assigned 250 w fulltime on 1340 kc. Granted May 15.

KVKM Monahans, Tex. — Granted transfer of control in Monahans Bcstrs. Inc., licensee, from Jack W. Hawkins, Barney H. Hubbs and Harry W. Boehnemann to Charles W. Stuckey for a consideration of $25,000. Mr. Stuckey is presently 40% owner of KVKM and transfer gives him additional 60%. KVKM is assigned 250 w fulltime on 1340 kc. Granted May 15.

Deletions . . .

ONE AM and four FM authorizations reported deleted last week by FCC. Total since Jan. 1: AM 18; FM 54; TV 2.

KFLW-FM Klamath Falls, Ore. — Herald Pub. Co. CP May 11. Applicant did not feel station could adequately serve public.

KHWO Brownwood, Tex. — Howard Payne College. CP March 15. Forfeiture.

* KSCS Los Angeles—L. A. County Supt. of Schools. CP April 21. Forfeiture.

* WFSI Lakeland, Fla.—Florida Southern College. CP April 30. Forfeiture.

KBIG Des Moines, Ia.—Radio Station Des Moines Inc. CP May 12.

* Noncommercial education stations.

New Applications . . .

AM APPLICATIONS

Richmond, Va. — United Bcstg. Co. Inc., 740 kc, 1 kw day. Estimated construction cost $23,405. Applicant is licensee WOOK-AM-FM Silver Spring, Md. and WSID Essex, Md. Filed May 18.

Lawton, Okla. — Lawton-Fort Sill Bcstg. Co., 1250 kc, 1 kw day, 500 w night DA-N. Estimated construction cost $29,378.15. Principals include: Byrne Ross, owner KLPR Oklahoma City, Lila G. Ross, director of programs for children, KLPR; Robert R. Harrison, lieutenant U.S.A. and Dorothy V. Harrison, housewife. Filed May 17.

Rexburg, Ida.—Snake River Radio & Television Co., 1230 kc, 250 w unlimited. Estimated construction cost $47,500. Principals include; Seth Wood, farmer, director 5%; M. F. Rigby, physician, president 10%; E. L. Soule, physician, vice president 10%; Russell Flamm, partner in furniture store and undertaking business, director 5%; E. C. Flamm, partner furniture store and undertaking business, secretary-treasurer 5%; T. R. Webster, farmer, director 5%; Howard R. Chapman, instructor radio dept. U.S.A.C. Logan, Utah, general manager 2%; T. R. Payne, partner and manager Rexburg Coal & Feed Co., 2%; O. D. Hoffman, physician, 3%. Filed May 16.

Fircrest, Wash.—William M. Bunker, 1450 kc, 100 w unlimited. Estimated construction cost $5,850. Mr. Bunker is employed by Geophysical Dept. Continental Oil Co. He previously was engineer at WNAD Norman, Okla. and KWCO Chickasha, Okla. Filed May 15.

TV APPLICATIONS

Lancaster, Pa.—Peoples Bcstg. Co., Ch. 9 (186-192 mc), ERP 948 w vis., 474 w aur., ant. 443 ft. Estimated construction cost $106,272; estimated first year revenue $100,000. Applicant is licensee WLAN AM outlet in Lancaster. Filed May 17.

Sioux Falls, S. D. — Midcontinent Bcstg. Co., Ch. 11 (198-204 mc), ERP 23.8 kw vis., 11.9 kw aur., ant. 503 ft. Estimated construction cost $173,800. Midcontinent Bcstg. is licensee KELO AM outlet in Sioux Falls. Sam Fantle Jr., is president and 99.49% stockholder. Station plans at inception to use film almost entirely for programming. Filed May 18.

CRIME PROBE

Halley Named Counsel

APPOINTMENT of Rudolph Halley, member of the New York-Washington law firm of Fulton, Walter and Halley, as chief counsel for Sen. Kefauver's Special Crime Investigating Committee was announced on Capitol Hill last week as the group met in executive sessions to chart its course. Proposed probe eventually will touch on use of radio and other interstate communications facilities for transmission of gambling data.

Mr. Halley was assistant chief counsel and later chief counsel of the old Senate War Investigating Committee in 1942 under Harry Truman, then U. S. Senator. He worked with Hugh Fulton, earlier chief attorney of the group and now chief trial counsel for G. A. (Dick) Richards in FCC's hearings on the news policies of the owner of WGAR Cleveland, KMPC Los Angeles and WJR Detroit.

Gambling Angle

Sen. Estes Kefauver (D-Tenn.), chairman of the five-man committee, has indicated his probe will encompass the use of interstate communications facilities for "gambling" purposes [BROADCASTING, May 15], a subject explored at great length by a Senate Interstate Commerce communications subcommittee under Sen. Ernest W. McFarland (D-Ariz.).

No plans have yet been laid which touch directly upon communications.

Other members of the committee are Sens. Charles W. Tobey (R-N. H.), Herbert R. O'Conor (D-Md.), Lester C. Hunt (D-Wyo.), who took part in the McFarland hearings, and Sen. Alexander Wiley (R-Wis.). Sens. Wiley and Kefauver are on the Senate Judiciary Committee.

Meanwhile, last week, the McFarland subcommittee reportedly was working on a substitute measure for the Justice Dept. bill (S 3358) on which it held three-week hearings, to ban interstate transmission of gambling data on sports events. Proposal would require that stations delay broadcast of racing details for at least an hour after completion of horse races, and limit networks and stations to one such broadcast per day [BROADCASTING, May 8, 1, April 24].

While details on a possible McFarland substitute bill were not known, it was believed that Sen. McFarland's group may adopt a compromise measure less stringent than the Justice-recommended plan and somewhat more along the lines of one offered by FCC, which opposed the Justice version.

FCC's plan would simply prohibit transmission of all "gambling" data—odds, prices paid, bets, in all media including radio and television. Some observers feel that the FCC proposal is the "more realistic" of the two plans, and would enjoy greater chance for passage in the Senate.

WSVA FULLTIME

Last NBC Daytimer

WSVA Harrisonburg, Va., only remaining daytimer among NBC affiliates, last week announced plans for fulltime operation by Sept. 1.

The plans, which encompass construction of a complete new plant for both WSVA and WSVA-FM, were disclosed by President Fred Allman after FCC announced on Monday that it had approved WSVA's application for fulltime use of 550 kc with 1 kw, the frequency and power currently used on a daytime-only basis.

Mr. Allman said construction will start immediately on the new plant including a building to house transmitter, studio facilities, and offices. A site already has been acquired. WSVA-FM, on the air since 1946, will be combined with the AM operation in the new quarters.

Under the new fulltime operation, WSVA will employ a three-element directional array at night.

Small Space—Big Story

- MORE people
- MORE times
- LESS money

WGRD Grand Rapids Michigan

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Hill & Range

ROSES

On Records: Sammy Kaye—Vic. 20-3754; Sons of the Pioneers—Vic. 21-0306; Billy Eckstine—MGM 10684; Snooky Lanson—Lon. 682; Ray Anthony—Cap. 1001; Gene Autry—Col. 38816.

On Transcription: Jerry Gray — Standard; Alan Holmes—Associated; George Wright—Thesaurus.

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

At Deadline...

MILLER VOICES REGRET AT WITHDRAWAL OF CBS

NAB needs experience and advice of network executives, especially where difficult policy questions are involved, President Justin Miller said Friday in commenting on resignation of CBS and O&O stations (early story page 23).

Judge Miller termed resignation at this time "particularly unfortunate" in view of large number of problems affecting welfare of broadcast industry and interests of listening and viewing public. He said he has always favored network membership on active rather than associate basis, with participation on NAB board.

"CBS has contributed generously and richly not only to the growth of the art but to the development of this association," Judge Miller said. "The network's withdrawal cannot lessen its traditional determination to contribute to the continuing improvement of broadcasting in all its forms. We hope we can reestablish in the minds of the CBS management the conviction that the best way to do this is through the NAB."

He cited list of NAB achievements "which have redounded to the lasting benefit of the networks as well as individual stations." List included founding and growth of BMI; measurement of audience attitudes toward radio; successful labor negotiations; development of uniform audience measurement; forestalling legislation which would shackle industry; "so-soon-forgotten shelving of the *Blue Book* and similar projects."

BIRMINGHAM REALIGNMENT

OWNERSHIP of WSGN and WSGN-FM Birmingham, licensed to Birmingham News Co., not affected by realignment of Birmingham papers. News company continues *News* as evening paper and Sunday paper but has dropped its morning *Age-Herald.* Scripps-Howard Newspapers has discontinued its afternoon *Post* to concentrate on morning field with new *Post-Herald.*

$1 MILLION ZIV PACT

NBC has signed $1 million contract with Ziv Television Programs Inc. for *The Cisco Kid* film series to start next fall on three NBC-owned stations, WNBT (TV) New York, WNBW (TV) Washington and WNBK (TV) Cleveland, John L. Sinn, president of production firm, announced Friday. Films being made in color, can be shown in black-and-white television now and color when it becomes available.

CONSIDER TV ASCAP FEES

COUNSEL for TV broadcasters and ASCAP video committee to meet this week to work out extension of present interim licenses to permit use of ASCAP music in TV programs until new licenses are completed. Stuart Sprague is counsel for broadcasters, Herman Finkelstein for ASCAP. Three-day meeting of TV broadcasters committee on per program music licenses with a video committee of ASCAP, held in New York last week, failed to reach solution to basic questions of rates and of proper method of calculating payments on spot announcements.

HEADS BENRUS ADVERTISING

HOWARD P. LANE, formerly advertising manager of Ronson Art Metal Works, appointed director of advertising, Benrus Watch Co., New York.

COY CONFIRMS POLICY ON COLOR DECISION

FCC'S PLAN to decide color television question before proceeding with general television allocations [BROADCASTING, May 15] was confirmed Friday by Chairman Wayne Coy, who also gave his "pledge" that "we will lift the freeze at the earliest practical date."

In speech to City Club of Portland (Ore.), Mr. Coy said:

> Just how long it will take us to arrive at a decision on the color question, I don't know. After we issue the decision we will take up the matter of allocations.
>
> My best judgment today is that all this cannot be completed and the freeze ended much before the end of this year. If the freeze is lifted by the end of this year, the Commission will begin processing applications early next year.
>
> . . . When the freeze is lifted, a reasonable time will be permitted for other applicants to file.

Decision to settle color question before going into allocations had been reported earlier by Sen. Ed C. Johnson (D-Col.), who also thought "it could well take 60 days from June 25" to issue final color decision. June 25 is approximate deadline for participants to file proposed findings and replies.

Answering Portlanders who wanted to know why freeze cannot be lifted now for Portland —since both old and proposed allocations envision five VHF channels—Mr. Coy emphasized FCC's need for flexibility in overall allocations approach. Net effect of un-freezing Portland before general allocations hearing, he said, would be to "finalize" proposed allocations for "substantially the entire states of Oregon and Washington" and to deny, without hearing, applications for cities not now covered by allocations.

Referring to freeze—("never before has a freeze generated so much heat")—he gave assurance that "the kind of television system we are now working on will be well worth waiting for" from standpoint of public, broadcasters, and manufacturers. "Once the freeze is lifted," he said, "television will move ahead with Seven League boots toward its goal as . . . America's dominant medium of mass communication."

FCC DEFICIENCY VOTED

HOUSE Appropriations Committee Friday voted $129,345 deficiency fund for FCC for fiscal year ending June 30. Sum, for salaries and expenses, cut below $137,000 asked by Commission last month. Both houses must approve.

KWRZ RENEWAL OPPOSED

DENIAL of license renewal to KWRZ Flagstaff, Ariz., recommended in initial decision issued by FCC Friday. Hearing Examiner Fanney N. Litvin ruled to deny application for default since station failed to appear at renewal hearing last Monday (see early story page 63).

RALEIGH SUMMER DRAMA

BROWN & WILLIAMSON TOBACCO Corp., Louisville, for Raleigh cigarettes, will replace *People Are Funny* on NBC this summer with *A Life in Your Hands* for second vacation season. Mystery, created by Erle Stanley Gardner, will originate in Chicago for 13 weeks from June 20, with *People Are Funny* slated to return to network Sept. 19. *A Life in Your Hands* will be broadcast Tuesday, 9:30-10 p.m. (CDT) on 165 stations, with recorded repeat Saturday at 8:30 a.m. on 17 eastern stations. Agency is Russel M. Seeds, Chicago. Jack Simpson, radio director at agency, will produce and direct.

Closed Circuit

(Continued from page 4)

volving some $18,000, is due to come from baseball network which did not participate in FCC proceeding.

REBUTTING claims that transit radio service is too specialized—as that still-secret FCC staff report on transit and related types of broadcasting is said to claim—WCTS (FM) Cincinnati has submitted Pulse report to FCC showing its transit operation has largest FM home audience in Cincinnati.

DON'T THINK death of Langer Bill necessarily means there won't be further legislation to curb alcoholic beverage advertising. Chairman Ed Johnson (D-Col.) of Senate Interstate & Foreign Commerce Committee, which shelved Langer measure, reportedly is toying with idea of new bill affecting only radio and TV. One of leaders of Capitol Hill dry forces, he's known to be particularly concerned by beer ads on TV.

HOW FCC will react to DuMont all-electronic single tri-color camera and receiver tube, announced last week (see story page 46), subject to wide-open speculation. FCC hopes to end color TV hearings this week. DuMont receiver tube not ready for showing for another month and camera tube for several months. DuMont technicians say camera tube has proven fundamentals and see no obstacles to practical refinement.

LAST WEEK'S CLOSED CIRCUIT stating that Tom L. Evans, president and chief owner of KCMO Kansas City, 50,000 watter, made "Whistle Stop" swing with President Truman was in error. He was scheduled to pick up party but cancelled at 11th hour because of necessary dental work. Mr. Evans, incidentally, has sold his interest in Crown Drug Co. and last week resigned as chairman of board. He will maintain headquarters at KCMO's offices.

TAM O'SHANTER TOURNEY

GEORGE S. MAY Co., Chicago (business engineers), will sponsor finals of world golf championship from Tam O'Shanter country club on ABC-TV from WENR-TV Chicago Aug. 13, 5:30-6:30 p.m. (CDT).

COAST STRIKE AVERTED

AGREEMENT reached after several months contract negotiations between CBS Hollywood and office employes' international union averts threatened strike at last minute. While details unavailable at press time, understood network met most of union demands.

COAST FIRM FORMED

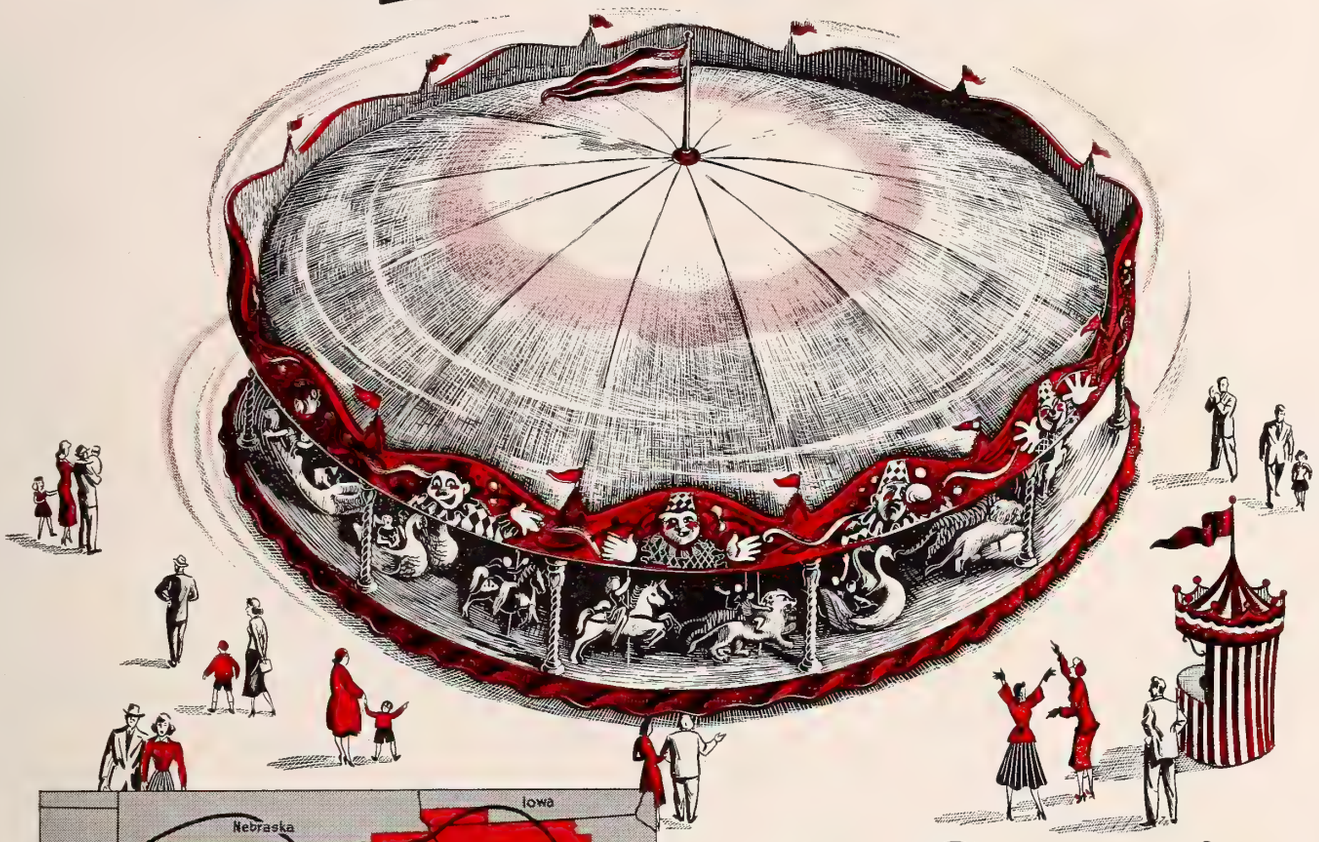
NEW SALES and advertising consultants firm, Gaynor & Forward Inc., 6331 Hollywood Blvd., formed by Sydney Gaynor and Robert H. Forward. Mr. Gaynor, who resigns as vice president of Raymond R. Morgan Co., Hollywood, is president. Prior to joining Morgan company, he was general sales manager, Don Lee Network, for seven years. Mr. Forward American Cancer Society's West Coast representative, was once KTTV (TV) Los Angeles program director.

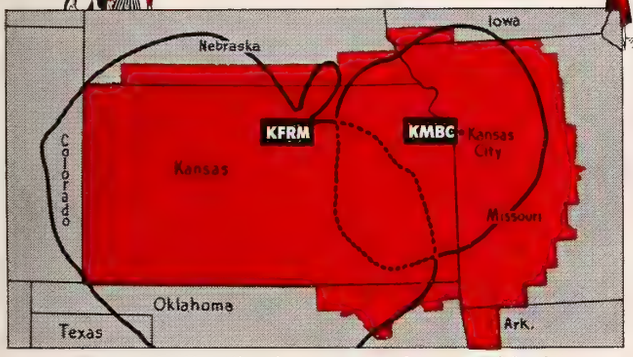
NEW PROMOTION SERIES

SERIES of new announcements for use by broadcasting stations in promoting own medium as well as all advertising and American system of private business prepared by NAB. Twenty-second announcements prepared by NAB Public Affairs Dept., headed by Robert K. Richards.

THE KANSAS CITY MARKET

Does Not Run in Circles!





Daytime half-millivolt contours shown in black.

It's a Rectangle...

and Only The KMBC-KFRM Team Covers It Effectively and Economically!

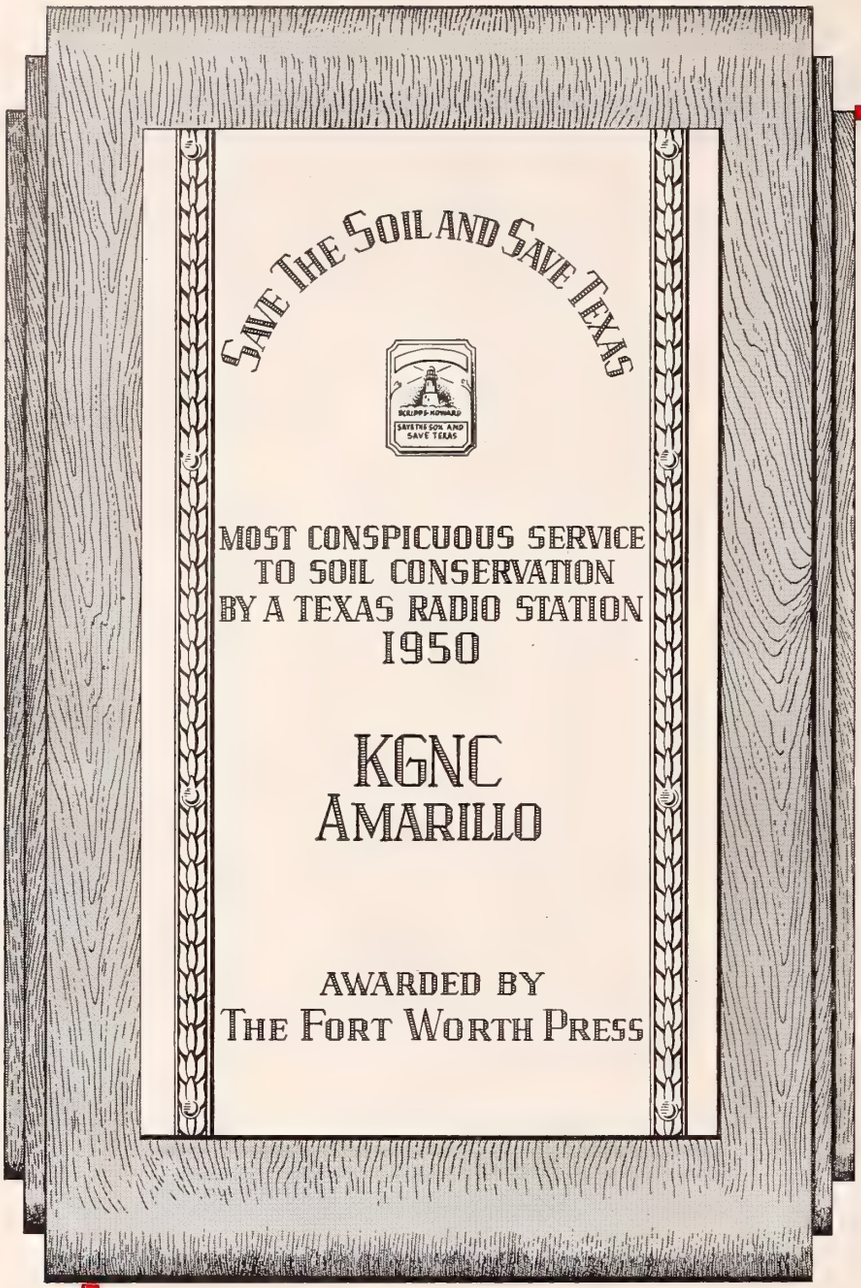
Kansas City's Primary Trade Area is an East-West rectangle. Kansas City is the hub of business activity within this territory. The KMBC-KFRM Team has been created to provide vital radio coverage of this area, *without waste circulation!*

The Team is your best buy in the Heart of America for penetration and economic coverage. Contact KMBC-KFRM, or any Free & Peters "Colonel" for substantiating evidence.



The KMBC-KFRM *Team*

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC



For Public Service

. . . through continuous and effective farm programing . . . both recreational and educational . . . we are proud to announce that we have received further recognition as the first radio station in Texas to be awarded the first prize in the Scripps-Howard newspapers' "Save the Soil and Save Texas" contest.

KGNC's continuous efforts to promote sound soil conservation practices . . . . practices vital to the economy of Texas . . . are just another example of KGNC's policy of giving the Panhandle area the kind of programs and information needed and wanted. Public service such as this is another factor in making KGNC the radio station Panhandle People Believe In and Listen to! Check our BMB.

RADIO STATION

710 KC, 10,000 WATTS DAY AND NIGHT
NBC AND LONE STAR CHAIN

KGNC

AMARILLO, TEXAS

REPRESENTED BY THE TAYLOR COMPANY, INC.

MAY 29, 1950

BROADCASTING
TELECASTING

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Page 19

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Planning Alternate Week Spot Idea
Page 21

BAB Celebrates First Birthday
Page 23

TELECASTING
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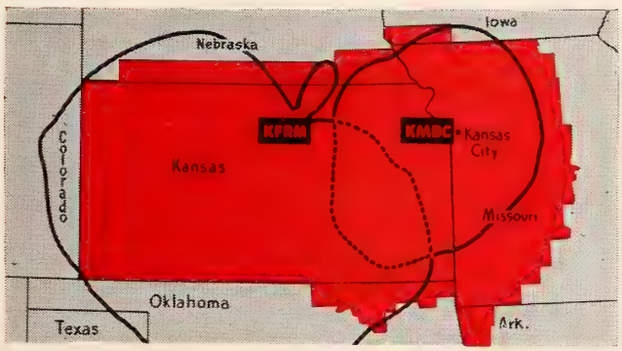
The Newsweekly of Radio and Television.

7.00 Annually
5 cents weekly

The KMBC-KFRM Team Wins Again!

The Spring 1950 Kansas City Primary Trade Area Survey—a coincidental survey of over 80,000 telephone interviews in one week by Conlan — just off the press — shows The Team even further ahead of its nearest competitor than a year ago! It is one of the most comprehensive listener studies ever made — and one of the most revealing.

Together with the Fall 1949 Kansas City Primary Trade Area Survey—an aided recall survey made through 2,122 personal interviews at the 1949 Missouri State Fair, Kansas State Fair and the Kansas City American Royal—it provides irrefutable proof of The Team's outstanding leadership. Yes, *current proof*, not moth-ball evidence.



Daytime half-millivolt contours shown in black.

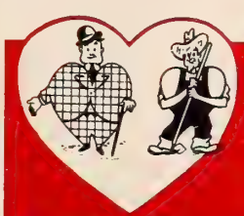
THE TEAM AGAIN WINS FIRST!

Spring 1950 Kansas City Primary Trade Area Radio Survey, just completed, shows KMBC-KFRM far ahead of all other broadcasters trying to serve this area.

The KMBC-KFRM Team with Coverage Equivalent to More than 50,000 WATTS POWER!

Yes, The Team covers an area far greater than KMBC alone, at its present location, could cover with 50,000 watts with the best directional antenna system that could be designed. With half-millivolt daytime contours tailored by Jansky & Bailey, America's foremost radio engineers, to enable The Team to effectively cover Kansas City's vast trade territory (a rectangle—not a circle), The Team offers America's most economical radio coverage.

Contact KMBC-KFRM, or any Free & Peters "Colonel" for complete substantiating evidence.



The KMBC-KFRM Team

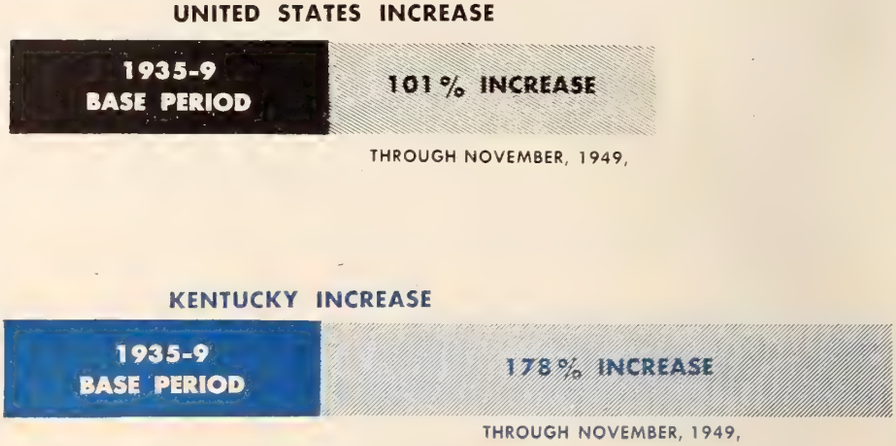
6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC

Kentucky leads the nation...

in Farm Land Value Increase

Farm land is *worth more* . . Kentucky farmers are *making more* out of the use of this rich farm land.

You, too, can make more sales by concentrating in this expanding market.



From "The Farm Real Estate Market", publication of the U. S. Department of Agriculture.

WHAS alone serves all of Kentuckiana

Here is the WHAS FARM PROGRAMMING

Market Report	6:35- 6:45	M thru F
Farm News	6:45- 7:00	M thru S
Noon Markets	12:40-12:50	M thru F
Farm Features	11:30-11:50	Saturday

with the only complete Farm Programming Service for Kentucky and Southern Indiana

The Kentuckiana farmers *depend* on WHAS Farm Coordinator Frank Cooley and Assistant Don Davis for up to the minute farm news and market reports. And advertisers have come to *depend* on WHAS Farm Programming for sales results in Kentuckiana.

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

CBS

WHAS

INCORPORATED • ESTABLISHED 1922

Louisville 2, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

Announcing!



WNOE

NEW ORLEANS

Now

50,000 WATTS

Available Right Now —

SPOTS ON LONG ESTABLISHED LOCAL SHOWS.
PROGRAMS: NEWS... SPORTS... MUTUAL CO-OPS
LIKE KATE SMITH... DIXIELAND JAZZ!

★ NEW Spot on the Dial **1060** K.C.

★ NEWEST, Most Modern All RCA Equipment!

★ Building listener loyalty 25 years!

★ Individual Programming tailored to the area—*plus* leading Mutual Shows!

★ Building More Listeners Now With Our Greatest Promotion In History!

WNOE MUTUAL BROADCASTING SYSTEM

James A. Noe, Owner

James E. Gordon, Gen. Mgr.

Nat'l. Reps.
RA — TEL
420 Lexington Ave.
New York City

50,000 WATTS DAYTIME — 5,000 WATTS NIGHTTIME

Get in Your Orders Now!

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Closed Circuit

AMERICAN CHICLE CO., through Badger & Browning & Hersey Inc., New York, preparing special 17-week spot campaign to start sometime in June.

THOSE OPTIMISTIC predictions about 5,500,000 TV sets off production line in 1950 may be discounted, but in reverse. Quick analysis of annual reports of only 14 manufacturers, made by Fred Lowe, promotion manager of Norfolk Newspapers Inc. and WTAR, discloses that they forecast among themselves possible production of eight million sets.

LEVER BROTHERS considering realigning its present list of advertising agencies and also understood to be reallocating its budget on CBS with possibility that some of budget will go into CBS television.

DESPITE big talk of most newspapers that TV won't affect readership and will have negligible effect upon linage, reports from inner councils of National Newspaper Promotion Assn. meeting in Milwaukee [BROADCASTING, May 22] indicate this is all teeth-whistle. When proposal for survey of TV impact on afternoon newspaper readership was proposed, it was squelched in committee—by afternoon newspaper spokesmen.

AMERICAN Oil Co., through Joseph Katz Co., New York, scheduled to sponsor Ed Murrow, 7:45-8 p.m. five times weekly on CBS in East. Another oil company expected to pick up sponsorship on western part of network.

RECENT progress in several laboratories bringing magnetic-tape recording of TV programs near practical stage. Problem of high speed for visual portion has been one of stumbling blocks. In sound field, Navy is interested in recorders in which signal is pressed on movie film at estimated cost of 20 cents for hour program.

TO DISSIPATE fears of transit radio operators: There are no transit radio implications in FCC's condemnation of lease agreement between WAJL (FM) Flint, Mich., and Flint Transcast Co. [BROADCASTING, May 22], even though WAJL operates transit FM service. It's purely contract matter, was handled by Law Bureau's transfer section and not by FM section, which deals with transit FM.

WHETHER there will be a multi-million-dollar TV programming center at U. of North Carolina, to feed programs to commercial TV stations in state, will be decided this fall. Proposal to endow center pending before board of trustees but won't be acted upon until former Army Secretary Gordon Gray, who owns WSJS Winston-Salem, takes over in September as university president.

MOST PROLIFIC correspondent among new members of NAB board of directors is John

(Continued on page 82)

Upcoming

May 31-June 2: Advertising Federation of America Convention, Statler Hotel, Detroit.
June 1-3: Assn. of Women Broadcasters Convention, Hotel Cleveland, Cleveland.
June 2-3: Florida Assn. of Broadcasters, Orange Court Hotel, Orlando, Fla.
June 5: Pennsylvania Assn. of Broadcasters, Bedford Springs, Bedford, Pa.
June 5-8: Radio Mfrs. Assn. Convention, Stevens Hotel, Chicago.

(Other Upcomings on page 28)

Bulletins

IN WHAT appeared clear victory for broadcasters, Western Union spokesmen said Friday they would delete $2-per-game extra charge for stations using WU baseball-sports service in networks but will permit networking to continue (early story page 32). FCC, which had ordered WU to eliminate "discrimination," on Friday gave permission to amend tariffs to that effect on day's notice.

EDWARD LEE NORTON NAMED TO RESERVE BOARD

EDWARD LEE NORTON, chairman of board of WAPI Birmingham, nominated Friday by President Truman to 14-year term as member of Federal Reserve Board of Governors. Post carries $16,000 salary.

Mr. Norton also is board chairman of WFOY St. Augustine and WMBR Jacksonville, both in Florida. He is in investment banking business in Birmingham and is executive vice president of Munger Realty Co. At one time he was president of Birmingham baseball club.

Active in politics and civic affairs, Mr. Norton has been director and chairman of Birmingham branch of Atlanta Federal Reserve Bank. He is aged 57.

Business Briefly

BEST FOODS LOOKING ● Best Foods (Hellman's mayonnaise) through Benton & Bowles, N. Y., looking for spot availabilities.

TONI SCHEDULE ● Toni Co., Chicago, for its Home Permanent, Creme Shampoo and Creme Rinse, begins heavy summer schedule on ABC with three shows from New York—*Modern Romances, Quick as a Flash* and *Chance of a Lifetime.* In addition, Toni has renewed *The Carol Douglas Show* five-minute daily fashion commentary, on same network from 11:25-11:30 a.m., CDT. New schedule of daytime shows—May 29 through June 9, *Modern Romances,* 10:15-10:30 a.m. (CDT), Mon., Wed., Fri., and *Quick as a Flash,* 10:30-10:45 a.m., Tues., Thurs.; June 12 through Aug. 4, *Quick as a Flash,* 10:30-10:45 a.m., Tues., Thurs., 10:45-11, Mon., Wed., Fri.; May 29 through Aug. 4, *Chance of a Lifetime,* 1:30-1:45 p.m., Tues., Thurs., 1:45-2 p.m., Mon., Wed., Fri. Agency, Foote, Cone & Belding, Chicago.

MODIFIED GAMBLING BILL APPROVED BY COMMITTEE

MODIFIED gambling bill banning radio-TV broadcast of odds and similar data prior to horse races but permitting them during and after races approved Friday by Senate Interstate Commerce Committee.

Bill is compromise of Justice Dept. measure (S-3358), and less restrictive than FCC plan which would have banned transmission of data on odds during, after or before event [BROADCASTING, May 1, 8]. New bill aimed at transmission of betting data by stations and wire services, and at providing or maintaining facilities for such uses, with year's imprisonment and $1,000 fine as maximum penalties.

Transmission of data permitted in bill after race starts on ground this is news. Original provision allowing broadcasting of gambling information in advance of special events such as Kentucky Derby, was dropped.

Sterling Is Renominated as FCC Member

FCC COMR. George E. Sterling was renominated by President Truman Friday for full seven-year term starting July 1.

Chairman Ed C. Johnson (D-Col.) of Senate Interstate & Foreign Commerce Committee, to which nomination was referred, said hearing will be held, probably in latter part of June. Present term expires June 30. First consideration may come in executive session of committee June 14.


Comr. Sterling

Despite hearings, Mr. Sterling is generally expected to win approval of both committee and Senate. Sen. Johnson said he had "some questions to ask" and it was considered likely that other committeemen who include Sen. Charles W. Tobey (R-N. H.), chief questioner in Comr. E. M. Webster's confirmation hearing last year, would be similarly inclined in view of committee's keen interest in FCC affairs.

Comr. Sterling, Maine Republican, is known to have had Chairman Wayne Coy's endorsement for reappointment to post he has held since Jan. 2, 1948. He is former FCC chief engineer and one of two engineer-members of Commission. If confirmed, his reappointment will preserve FCC's 50-50 political complexion—three Democrats, three Republicans, one Independent; it also will insure availability of full Commission for decision on highly complex, highly controversial color TV issue. His appointment to present term was con-

(Continued on page 82)

STATION

KRLD TV

DALLAS

Serves the Largest

METROPOLITAN MARKET

in the Great Southwest

DALLAS and FORT WORTH

More than a million

POPULATION IN THE DALLAS 50-MILE RADIUS

More than 52,500

TELEVISION HOMES in KRLD'S EFFECTIVE COVERAGE AREA

★ MORE THAN IN ANY OTHER CITY SOUTH OF ST. LOUIS

Good Company

KRLD TV is the CBS Station for Dallas and Fort Worth, telecasting the nation's top-rated CBS-TV shows, including ARTHUR GODFREY, "TOAST OF THE TOWN" FRED WARING, "THIS IS SHOW BUSINESS," many other distinguished CBS-TV network programs and KRLD-TV studio productions.

That Is Why

KRLD TV

Is Your Best Buy

Operators of KRLD
CBS, 50,000 WATTS

Represented by the Branham Company

Owned and Operated by the DALLAS TIMES HERALD

DALLAS HOME BASEBALL GAMES TELECAST *EXCLUSIVELY* BY KRLD-TV

how big can a 5,000 watter be?

Plenty big...if the station has one of the half-dozen best frequencies in U. S. radio.

that's WMT -- 600 k.c.

Plenty big...when ground conductivity and freq. combine to push the 2.5 mv. line way out

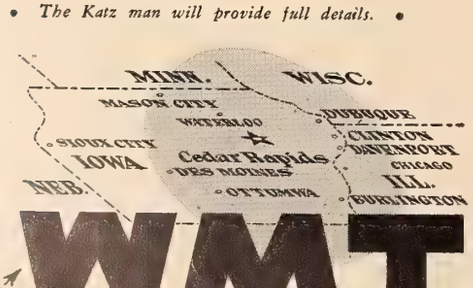
that's WMT -- with a 2.5 mv. contour of 19,100 sq. mi.

Plenty big...when there are people living in all those square miles

that's WMTland -- a "city" the size of Washington, D. C., spread out over the richest land in the world

WMT adds up to the kind of a station an advertiser needs to cover Eastern Iowa economically!

• *The Katz man will provide full details.* •



Now in our 27th year

WMT

CEDAR RAPIDS

5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Phyllys Steinberg, Judy Martin; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Bill Gabriel Jr., Elaine Haskell, Grace Motta, Lillian Oliver, Al Riley, Warren Sheets.

NEW YORK BUREAU 250 Park Ave., Zone 17, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin.
Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

Copyright 1950 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

This is CBS in 1950...

CBS broadcasts more than twice as many of radio's most popular programs as the three other networks combined: 15 of the top 20 nighttime; 10 of the top 15 daytime.

where more people listen most

CBS has the largest weekly network circulation —leads all the other networks, day and night.

Network circulation: number of families listening to a network six continuous minutes, once a week or more. Measured by Nielsen Radio Index automatic recorders, the single nationwide listening service subscribed to by all networks, available to all advertisers. (Dec. '49, Jan. '50 averages.)

CBS stations are listened to more than the stations of any other network— 27% more than the second-place network.



COMPARATIVE NETWORK SHOWSHEET

EVE

	SUNDAY ABC	SUNDAY CBS	SUNDAY MBS	SUNDAY NBC	MONDAY ABC	MONDAY CBS	MONDAY MBS	MONDAY NBC	TUESDAY ABC	TUESDAY CBS	TUESDAY MBS	TUESDAY NBC	ABC
6:00 PM	Adam Hats Drew Pearson (226) R	Gen. Fds.-Jello My Favorite Husband (154)	Quaker Oats Roy Rogers Show (500)	Catholic Hour S	(Not in Service)	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren S	(Not in Service)	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren S	(Not in Service)
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"	"	You and — S	"	Clem McCarthy 6:15-6:20 S	"	You And — S	"	Clem McCarthy 6:15-6:20 S	"
6:30	Hormel Co. Hormel Girls (222)	C-P-P, The Steve Allen Show (152) R	Cudahy Packing Nick Carter (467)	Henry Morgan Show S	"	No Network	"	Sketches in Melody 6:20-6:45 S	"	No Network	"	Sketches in Melody 6:20-6:45 S	"
6:45	"	"	"	"	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (34)	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (33)	"
7:00	Voices That Live S	Amer. Tob. Co. Guy Lombardo Orch. (177) R	Affairs of Peter Salem	The Falcon S	Co-op Headline Edition (53) *	P & G—Dreft Beulah (82) R	Co-op Fulton Lewis jr. (291)	Miles Labs. One Man's Fam. (164) H R	Co-op Headline Edition (53) *	P & G—Dreft Beulah (82) R	Fulton Lewis jr. (291)	Miles Labs. One Man's Fam. (164) H R	Co-op Headline Edition (53) *
7:15	"	"	"	"	Co-op Elmer Davis (46)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (149)	Co-op Elmer Davis (45)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (149)	Co-op Elmer Davis (46)
7:30	Amazing Mr. Malone S	Lever Bros. Hit the Jackpot (149)	The Saint	TBA	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (155) R	Noxzema Gabriel Heatter (84)	Music S	Pepsi-Cola Counter-Spy (274)	Campbell Soup Club 15 (155) R	Rhodes Pharm. Gabriel Heatter (155)	Music S	General Mills Lone Ranger (175)
7:45	"	"	"	"	" *	Campbell Soup Ed. Murrow (153)	I Love A Mystery S	Pure Oil Co. Kaltenborn (30)	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (27) RR	" *
8:00	Stop the Music S	Coca-Cola Percy Faith & Orch. (180) R	Co-op A. L. Alexander	Wildroot Co. Adv. of Sam Spade (166) H	Ethel & Albert S	Bromo Seltzer Hollywood Star P'house (157) R	B-Bar-B Riders	A. A. of RR's Railroad Hour (165)	Amer. Oil Co. Carnegie Hall (108)	Sterling Drug Mystery Theater (150) R	Count of Monte Cristo S	duPont, Cavalc. of America (152) H	Embassy Cigs. Dr. I. Q. (55)
8:15	Trimount Stop the Music (196)	"	"	"	"	"	"	"	"	"	"	"	"
8:30	Speidel Corp. Stop the Music (171)	P & G—Tide Red Skelton (151) R	Enchanted Hour	U.S.Steel Summer Symph. Eff. June 11	General Motors Henry Taylor (264)	Lever-Lipton Arthur Godfrey Talent Scouts (132) R	8:30-8:55 Crime Fighters	Firestone Voice Firestone (140)	Gentlemen of the Press S	C-P-PT'thPwdr. Satan's Waitin' (152) R	Official Detective S	Lewis-Howe Starlight Concert (166)	Cliche Club Walter Kiernan S
8:45	Old Gold Stop the Music (173)	"	"	"	Sophisticated Rhythm S	"	" *	"	"	"	"	"	"
9:00	Richard Hudnut Walter Winchell (272)	Electric Co. Corliss Archer (163)	Opera Concert	"	Melody Rendezvous S	Lever—Lux Radio Theatre (176)	Murder By Experts S	Bell Telephone Telephone Hour (155) R	Co-op Town Meeting (56)	Wm. Wrigley Life with Luigi (172)	John Steele Adventurer	TBA	Petri Wine Co. Sherlock Holmes (175)
9:15	Andrew Jergens Louella Parsons (204)	"	"	"	"	"	"	"	"	"	"	"	"
9:30	Burisen-Riner Chance of a Lifetime (187)	Philip Morris Horace Heidt (172)	Shetiah Graham	Bayer Aspirin American A. of F. Music (154)	Solo Soliloquy S	"	Murder at Midnight	Cities Service Band of America (83) N	Chr. Sc. Monitor Views the News R	Philip Morris This Is Your Life (149)	Mysterious Traveler	TBA	Buzz Adlam S
9:45	"	"	Twin Views Of the News S	"	"	"	"	"	Musical Memos S	"	"	"	"
10:00	Carter Products Jimmie Fidler (70)	Carnation Co. Contented Hour (174)	This Is Europe	Eversharp Take It or Leave It (164)	Cross Roads Ted Malone S	Lever—Pepsodent My Friend Irma (176)	A. F. of L. Commentators (146)	General Mills Night Beat (136)	Time For Defense S	Philip Marlow S	A. F. of L. Commentators (146)	Lever Bros Big Town (134)	Miller Brewing Lawrence Welk (26)
10:15	TBA	"	"	"	"	"	Co-op Newsreel	"	"	"	Co-op Newsreel	"	"
10:30	Co-op Jackie Robinson	We Take Your Word	Don Wright Chorus	Pet Milk Bob Crosby (148)	Strictly From Dixie S	R. J. Reynolds Bob Hawk (164)	Dance Orchestra	Christopher London S	Chamber of Commerce, This Is Our Town	Pursuit	Dance Orchestra	Brown & Wmsn. Peopleare Funny (166)	On Trial S
10:45	Sokolsky S	"	"	"	"	"	"	"	AFofL As We See It	"	"	"	"

BROADCASTING

DAYTIME

	SUNDAY ABC	SUNDAY CBS	SUNDAY MBS	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY MBS	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC	ABC
9:00 AM	Concert Hall S	World News	Elder Michaux Happiness Hour	Co-op World News W. W. Chaplin	General Mills Breakfast Club (212) R	Co-op News	Co-op Robt. Hurleigh	Red Foley S	No School Today S	Co-op News	(Network Opens 9:30 A M)	Skelly Oil Mind Your Manners	1:30
9:15	"	E. Power Biggs S	"	Wormwood Forest S	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"	"	Barnyard Follies S	"	Mind Your Manners S	1:45
9:30	Voice of Prophecy, V of P Inc (85)	"	Dixie 4 Quartet	Bach Aria Group S	"	"	Tennessee Jamboree	Clevelandaires S	"	"	News	Brown & Wmsn People are Funny (16)	2:00
9:45	"	Trinity Choir	Healing Ministry of Chris. Science	Hudson Coal Co. D. & H. Miners (13)	Philco Corp. Breakfast Club (24)	"	"	"	"	Garden Gate	"	Coffee In Washington S	2:15
10:00	Message of Israel S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S	My True Story (196) R	Music Please S	Co-op Cecil Brown (30)	P & G, Welcome Travelers (142)	"	Make Way For Youth	Magic Rhythm	Minn Valley Canning Co. Fred Waring (148)	2:30
10:15	"	"	"	"	" *	Pillsbury & Wildroot, Arthur Godfrey (170) R	Faith Our Time S	"	"	"	"	"	2:45
10:30	Negro College Choirs S	"	Voice of Prophecy (281)	Religion in the News S	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (173) R	Say It with Music	Campbell Soup Double or Nothing (34)	"	County Fair	Helen Hall	Pet Milk Mary Lee Taylor (149)	3:00
10:45	"	Church of Air S	"	The UN Is My Beat S	Serutan Victor Lindlohr (69)	National Biscuit Arthur Godfrey (173) R	"	"	"	"	News	"	3:15
11:00	Foreign Reporter S	Newsmakers S	Christian Ref. Church, Back To God (266)	Faultless Starch Starch Time (50)	San Francisco Orchestra S	Liggett & Myers Arthur Godfrey (187) R	Co-op Behind the Story	Manhattan Soap We Love and Learn (162)	Junior Junction S	Cream of Wheat Let's Pretend (154) *	Coast Guard Band	TBA	3:30
11:15	Dawn Bible Students, Frank & Ernest (179)	Howard K. Smith S	"	Morning Serenade (split net)	"	"	Co-op G. Heatter's Mailbag	Next Dave Garroway S	"	"	"	NBC Stamp Club	3:45
11:30	Hour of Faith S	Salt Lake City Tabernacle S	N'western U Review S	News Hilites S	Quick as a Flash (206)	Contn'l Baking Grand Slam (48)	Bob Poole	Prudential Ins. Jack Berch (139)	At Home With Music S	Lever-Rayve Junior Miss (175)	Man on Farm S News	Adventures of Archie Andrews	4:00
11:45	"	"	"	Campana Solitair Time (20)	"	P & G Rosemary (140)	Lt. Crust Dough Boys (Burrus) (M-W-F)	Babbitt David Harum (58)	"	"	Music	"	4:15
12:00 N	Fantasy In Melody S	Invitation To Learning S	College Choirs	American Forum of the Air S	Philip Morris Ladies Be Seated (209) *	General Foods Wendy Warren (150)	Co-op Kate Smith Speaks	No Network Service	101 Ranch Boys S	Armstrong Cork Theater of T'day (172)	TBA	Barriault Washington News	4:30
12:15 PM	"	"	"	"	" *	Lever Bros. Aunt Jenny (83)	Gulf Oil Lanny Ross	Music Mon. & Wed.	"	"	"	Public Affairs S	4:45
12:30	Piano Playhouse	People's Platform S	Mutual Chamber Music S	The Eternal Light S	Out of Service	Whitehall Helen Trent (165)	B & D Chuckle Wagon	Hometowners Mon.-Th.	American Farmer S	Pillsbury Mills Grand Cen Sta (153)	Dance Orchestra	U.S. Treasury Luncheon with Lopez	5:00
12:45	"	"	"	"	"	Whitehall Our Gal Sunday (160)	Ralston Checkerboard Jamboree	US Marine Band Fri. 12:30-1	"	"	"	"	5:15
1:00	Sammy Kaye Sunday Serenade S	Charles Collingwood S	News	America United S	Co-op Baukhage (92)	P & G Big Sister (141)	Co-op Cedric Foster	Boston Symphony Mon. 1-1:30	Navy Hour S	Armour Stars Over Hollywood (168)	News S	Allis-Chalmers Natl. Farm & H. Hour (164)	5:30
1:15	"	Elmo Roper S	Voices of Strings	"	Co-op Nancy Craig (11)	P & G Ma Perkins (144)	Harvey Harding	Luncheon with Lopez Tues.-Fri.	"	"	Jerry & Skye S	"	5:45

FOR JUNE 1950

SDAY

MBS	NBC
Repeat of Kid Strips	News Bob Warren S
"	Clem McCarthy 6:15-6:20 S
"	Sketches in Melody 6:20-6:45 S
"	Sun Oil Co. 3-Star Extra (34)
lon Lewis jr. (291)	Miles Labs. One Man's Fam. (164) H R
Dinner Date S	Miles Labs. News of World (149)
. B. Semler briel Heatter (315)	Irving Fields Trio S
I Love A Mystery	Pure Oil Co. Kaltenborn (31)
an You Top This S	Schlitz Halls of Ivy
"	"
nternational Airport	TBA
" *	"
2,000 Plus S	Bristol Myers Break the Bank (166)
"	"
mily Theatre S	Bristol Myers Dist. Attorney (166)
"	"
A. F. of L. Commentators (146)	Am. Cig. & Cig. The Big Story (166)
Co-op Newsreel	"
Okla. State Symphony	General Mills Dangerous Assignment (136)
"	TBA (6-14)

THURSDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You And — S	"	Clem McCarthy 6:15-6:20 S
"	No Network	"	Sketches in Melody 6:20-6:45 S
"	P & G—Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (53) *	P & G Beulah (82) R	Fulton Lewis jr. (291)	Miles Labs. One Man's Fam. (164) H R
Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (149)
Pepsi-Cola Counter-Spy (274)	Campbell Soup Club 15 (155) R	Gabriel Heatter S (135)	Irving Fields Trio U.S. Treasury
"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (28)
Casebook of Gregory Hood S	P & G—Lava FBI (149)	California Caravan	G. F.—Jello Aldrich Family (150) R
"	"	"	"
Blondie S	Whitehall Mr. Keen (151) R	Mail Pouch Sports for All (133)	G. F.—Maxwell Father Knows Best (155) H R
"	"	" *	"
Old Gold Orig. Amateur Hour (173) *	Electric Auto-Lite, Suspense (176)	Limerick Show	Reynolds Tob. Camel Screen Guild Theatre (183) H
"	"	"	"
"	Philip Morris Crime Photog. (150)	Mr. Feathers	Blatz Brewing Duffy's Tavern (159)
Paul Harvey S	"	"	"
Author Meets Critics S	TBA	A. F. of L. Commentators (146)	TBA
" *	"	Co-op Newsreel	"
United or Not S	Rosefield Skippy Hollywood Theater (86)	Dance Orchestra	Dragnet L&M-Fatima (146) H
"	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You And — S	"	Clem McCarthy 6:15-6:20 S
"	No Network	"	Sketches in Melody 6:20-6:45 S
"	P & G—Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (53) *	P & G Beulah (82) R	Fulton Lewis jr. (291)	Miles Labs. One Man's Fam. (164) H R
Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (149)
General Mills Lone Ranger (175)	Campbell Soup Club 15 (155) R	Gabriel Heatter	The Play Boys S
" *	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. Kaltenborn (29)
Norwich Pharm. Fat Man (136) R	The Show Goes On	Bandstand U.S.A.	Stars and Starters S
"	"	"	"
Equitable Life This Your FBI (221) R	"	Music	Gulf Refining We the People (115)
"	"	" *	"
Heinz, Advntrs. of Ozzie & Harriet (207)	Up For Parole	Air Force Hour	RCA Victor Screen Directr's. Playhouse (165)
"	"	"	"
Pac. C. Borax The Sheriff (191)	Broadway Is My Beat	Co-op Meet the Press	R.J. Reynolds Camel, Jimmy Durante (162)
Ch. Spark Plug Roll Call (215)	"	"	"
Gillette S. R. Co. Gillette Fights (270)	Phillips Petro. Rex Allen Show (64)	A. F. of L. Commentators (146)	Pabst Sales Co. Life of Riley (155)
	Richfield Escape (34)	Co-op Newsreel	"
"	Capitol Cloak Room S	Dance Orchestra	Col.-Palm.-Peet Sports Newsreel (140)
"	"	"	Pro & Con S

SATURDAY

ABC	CBS	MBS	NBC	
Albert Warner S	News Bancroft S	Modern Music	News	6:00 PM
Roger Renner Trio S	Memo From Lake Success	"	Sports	6:15
TBA	Red Barber Sports	Music	TBA	6:30
TBA	News L. Leseuer S	Al Helfer	"	6:45
"	Brock Candy Brook Bar Ranch (40)	Hawaii Calls S	"	7:00
Co-op Bert Andrews	"	"	"	7:15
Chandu S	R J. Reynolds Vaughn Monroe (163)	Comedy of Errors 7:30-7:55	Joe Di Maggio Show S	7:30
"	"	7:55-8 Kennedy S	"	7:45
Dixieland Jazz Bands S	Wrigley Gene Autry (170)	Ronson Metal 20 Questions (501)	Dimension "X"	8:00
"	"	"	"	8:15
Hollywood Byline S	Gen. Fds.-Sanka The Goldbergs (139) R	Take A Number	P & G—Duz Truth or Consequences (142) R	8:30
"	"	"	"	8:45
Ray Burn & Finch S	General Foods Gangbusters (150) R	True or False S	Amer. Tob. Co. Your Hit Parade (165) R	9:00
"	"	"	"	9:15
"	Liggett & Myers Godfrey Digest (167) R	Lombardo USA S	Colgate Shv. C. A Day in the Life of Dennis Day (144) H	9:30
"	"	"	"	9:45
Treasury Bands S	Sing It Again S	Chicago Theatre of the Air S	Colgate Judy Canova (144) H	10:00
"	"	"	"	10:15
Claremont Hotel S	Carter Prod. Sing It Again (136)	"	R. J. Reynolds Grand Ole Opry (150)	10:30
"	Sterling Drug Sing It Again (141)	"	"	10:45

SUNDAY

15	MBS	NBC
ge Rerds. Parade	Lutheran Hour (Lutheran)	U of Chicago Round Table S
	Music with Trendler	"
n Witt- nyaliers	"	NBC Theatre S
	"	"
St. Hall	Co-op Bill Cunningham (55)	"
	Veteran Wants to Know S	"
tation asic	Treasury Variety Show	TBA
	"	"
	General Foods Juvenile Jury (223)	TBA
	"	"
	General Foods Hopalong Cassidy (482)	Cloak and Dagger S
	"	"
-Witt- mpho- 145)	U.S. Tobacco Wm Gargan Private Investgr (380)	Shulton Inc. High Adventure (13)
	"	"
sic Pou	Grove Labs(420) The Shadow	The Big Guy S
	"	"
Your tion	Williamson True Detective Mysteries (472)	Int'l Harvester Harvest of Stars (167)
	"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	P & G Dr. Malone (139)	Music	Co-op News George Hicks S
Co-op Art Baker's Notebook	P & G Guiding Light (141)	Bands for Bonds	Take Fifteen S
Co-op Welcome to Hollywood	Gen. Fds.-Jello Mrs. Burton (68) Quaker (35)	Miles Labs. Ladies' Fair (438)	Campbell Soup Double or Nothing (132)
"	P & G Perry Mason (147)	(Also Baseball until 4 p.m.) "	"
Hannibal Cobb S	Toni Co. Nora Drake (158)	Miles Labs. Queen for A Day (431)	TBA
"	P & G Brighter Day (106)	"	TBA
Sterling Drug Bride & Groom (221) *	Babbitt, Nona From Nowhere (144)	Bob Poole Show	P & G Life-Beautiful (152)
"	Miles Labs. Hilltop House (127)	"	P & G Road of Life (152)
Happy Landing S *	Winner Take All	"	P & G Pepper Young (153)
"	"	"	P & G Right to Happiness (152)
Green Spot Surprise Package (68)	Co.-Palm.-Peet Strike It Rich (37) R	Miscellaneous Programs	Sterling Drug Backstage Wife (146)
Surprise Package S	"	"	Sterling Drug Stella Dallas (146)
Happy Landing S	Treasury Bandstand	Georgia Jamboree	P & G Lorenzo Jones (144)
Ted Malone S	" 4:55-5 News	"	Sterling Drug Y. Widder Brown (146)
See Footnotes	M-T-W The Chicagoans Thur.-Fri. St. Louis Mat.	Kellogg Mark Trail (MWF ½ hr.)	General Foods When Girl Mar's (81)
"	"	National Biscuit Tues.-Thurs. S. Arrow (343)	General Foods Portia Faces Life (89)
"	Top Tune Time	M-W-F, Tom Mix-Ralston (482)	Whitehall Just Plain Bill (60)
"	Miles Labs. Curt Massey Time (141) R	Bobby Benson Tues. & Thurs.)	Whitehall Front Page Farrell (59)

SATURDAY

ABC	CBS	MBS	NBC
Roger Dann S	Toni Co. Give and Take (150)	Barn Dance S	Slim Bryant & His Wildcats S
"	"	"	"
Lets Go To The Opera S	Hormel & Co Music with H. Girls (62)	"	Recovery Story S
"	"	"	"
"	Gen. Foods Baseball (77)	Bands for Bonds*	Musicana
"	2:30-5 Alternate Weeks Dance Music	"	TBA
"	Report From Overseas	Dance Orchestra	Pioneers of Music
"	Adventures in Science	"	"
Where's There's Music S	CBS Farm News	Music	"
"	Dance Music	"	"
Old, New, Borrowed, Blue S	"	Dunn on Discs	Living—1950 S
Horse Races S	"	"	"
Treasury Bands S	Saturday at the Chase	Sports Parade S	Matinee At Meadowbrook
"	"	"	"
Tea & Crumpets S	TBA	True or False	Voices and Events
"	"	"	"
"	Cross Section U.S.A.	Radie Harris (Dowey) (50)	TBA
"	"	Twin Views of News	"

*Explanatory: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast west coast; TBA to be announced. Time is EDT.

ABC

10-10:30 AM Tues., Thurs., Sterling Drug, My True Story, 204 stations.

12:25-12:30 PM Mon.-Fri., Toni on 225 stations.

3:30-3:35 PM Mon.-Fri., Philip Morris, Walter Kiernan's One Man's Opinion, 200 stations.

3:45-4 PM Tues., Club Aluminum Products Co., Club Time on 69 stations.

5-5:30 PM Mon., Wed. & Fri., Quaker Oats, Challenge Of The Yukon over 207 stations.

5-5:30 PM Tues. & Thurs., Green Hornet, S.

5:30-6 PM Mon.-Fri., General Mills sponsors Jack Armstrong on alternate days each week with the Derby Foods sponsoring Sky King, 202 stations for both.

7:30-8 PM M-W-F, American Bakeries Co., Lone Ranger, 62 stations.

CBS

11:00-11:05 AM Sat., Seeman Bros., Allan Jackson News, 170 stations.

MBS

8:55-9 PM Mon.-Fri., Bill Henry & the News, Johns-Manville, 374 stations.

2-4 PM Sat., Baseball Game of the Day heard in Midwest.

NBC

8-8:15 AM Mon.-Fri., Alex Drier, Skelly Oil Co., 24 stations.

8-8:15 AM Sat., This Farming Business, Skelly Oil Co.

11:15-11:30 PM Tues. Thurs. Sat., Songs by Morton Downey, Coca-Cola Co., 148.

BROADCASTING
The Newsweekly of Radio and
TELECASTING

Copyright 1950

LOOKING FOR A GOOD SPOT?

THE AVERAGE RATING OF
WCAU'S TOP 40 SHOWS IS
HIGHER THAN STATION B'S TOP 10

WCAU DELIVERS MORE
QUARTER-HOUR "FIRSTS" THAN ALL OTHER
PHILADELPHIA STATIONS COMBINED

MORE PEOPLE LISTEN MORE OFTEN TO
WCAU THAN ANY OTHER RADIO STATION
IN PHILADELPHIA



WCAU —CBS AFFILIATE—THE PHILADELPHIA BULLETIN STATION

Agencies



ROBERT F. LEWINE, former vice president of Cine-Television Studios, joins Hirshon-Garfield Inc., New York, as radio and television director. **JUDAH KATZ,** media director of H-G, named supervisor of timebuying or radio and television.

RUSSELL K. JONES and NEWMAN F. McEVOY elected vice presidents of Cunningham & Walsh Inc., New York. Mr. Jones joined firm in 1929 in executive capacity and is now account executive on Holmes & Edwards and The Murray Corp. Mr. McEvoy joined agency's media department in 1928 and was named director of media in 1947. **EMIL STEIN,** formerly copy chief of Farson, Huff & Northlich, appointed copy chief of L. W. Roush Co., Louisville. He succeeds **GEORGE M. STAPLES,** resigned.



Mr. Jones



Mr. McEvoy

GREGORY MURPHY Jr., former assistant manager of Atlanta office of Kelly-Smith Co., newspaper representative, joins sales staff of Katz Agency Inc., Atlanta office. He was also with Headley-Reed Co. and Eastman-Scott Adv.

THELMA JUDITH YOUNG, formerly with L. Bamberger & Co., as divisional advertising manager, joins Robert W. Orr & Assoc., New York, as copywriter.

GEORGE JANDA joins Petesch, Hecht & O'Connor, Chicago, as administrative head of radio and television productions after working as associate member at O'Reilly, Doty & Sommer, public relations firm, same city. Mr. Janda, former radio director and copy chief at Agency Service Corp., was announcer-writer-director at WBKB (TV) Chicago and director-producer at KPIX (TV) San Francisco.

JOEL HARVEY, formerly on advertising staff of Metro-Goldwyn-Mayer, New York, joins Ted H. Factor, Los Angeles, as production director.

JOHN W. BAKER, formerly advertising, copy and merchandising counsellor in southern Connecticut, joins Geyer, Newell & Ganger, New York, as copywriter.

ROD MacDONALD, formerly production manager of Biow Co., San Francisco, joins media department of Foote, Cone & Belding, same city. **WALTER E. UTTERBACK,** formerly with Pacific Advertising Staff, Oakland, succeeds Mr. MacDonald at Biow.

FRANK BLAUTTER joins television department at Ruthrauff & Ryan, Chicago, after working at BBDO, Minneapolis.

DAVE BOTSFORD Jr., copy chief of Botsford, Constantine & Gardner, San Francisco, elected vice president of firm.

CY REEBIE joins copy staff at Leo Burnett, Chicago, after working in same capacity at MacFarland-Aveyard, also Chicago.

EUGENE AUSTIN, account executive of J. Walter Thompson Co., Los Angeles, on Ford Dealers' Advertising Assn. of Southern California, transferred to agency's offices in Sao Paulo, Brazil. **WILLIAM V. PATTEN** shifted from agency's New York staff to Los Angeles, to service Ford dealers' account.

JOHN M. HANDLEY, formerly copy director of Monroe Dreher Agency, and vice president of Grant Adv., joins Needham & Grohmann, New York.

HAIDEN (Dick) RITCHIE, formerly with Ross Bros., San Francisco department store, joins copy department of McCann-Erickson Inc., same city.

DAVID KAIGLER Jr., formerly production director for WCAU-TV Philadelphia, and before that with WFIL-TV same city, appointed director of television for Adrian Bauer Adv., also Philadelphia.

HARRY R. HALDEMAN, formerly with J. Walter Thompson Co., New York, transfers to media department of San Francisco branch of firm.

ELEANOR DEAN, formerly with Federal Adv. and McCann-Erickson, both New York, joins Robert W. Orr & Assoc., New York, as copywriter stylist.

GEORGE E. LICHTY, formerly with Grant & Wadsworth, New York advertising agency, joins copy department of Ruthrauff & Ryan Inc., San Francisco.

New Addresses: BERGMAN-JARRETT Co. moves to 33 W. 46th St., New York. New phone is Columbus 5-4990. **ROBERT HOLLEY & Co.** moves to 511 Fifth Ave., New York 17. New phone is Murray Hill 2-8408.

1260 . . . the center of the dial for listening in Greater Cleveland

night and day it's WDOK

5000 watts around the clock

Have you measured the listeners AFTER midnight in Cleveland? There's a lot more wide-awake buyers than you'd think. That's why WDOK is Cleveland's only 24-hour station. At 1260, you get all the listeners all night long. They're workers in iron, and steel, in lake shipping, in chemical and motor plants.

No other station programs around-the-clock. They're our listeners—your buyers. And WDOK's daily programming—freshly designed for Clevelanders—is fast turning dials to 1260. Get choice availabilities from Everett-McKinney.

serving Ohio's 1st market 24-hours a day

WDOK Cleveland 1260 kc. 5000 w.

Represented by Everett-McKinney

Hits TV Rates

EDITOR, BROADCASTING:

May I inject my voice into the continuing discussion of television rates and rate increases. . . .

Almost every week brings to my desk a stack of rate-increase notices. In every instance, a great point is made of the increase in number of receivers since the original rate was set, or the last increase put into effect (in multi-station markets no mention is ever made, of course, of *how many* of these are listeners to that particular station). They very carefully ignore, however, that the previous rate was much too high, from any basis of sound advertising—circulation, cost-per-thousand, market potential and sales potential. And I am not forgetting, or arguing the much vaunted "impact" of TV.

I will admit that the station's costs are high—initial cost of building and getting into operation, and also operating costs. The solution, however, is not in the current expectation of station management, which seems to be that the advertiser should underwrite those costs through unrealistic rate structures. . . .

The solution lies in station management taking a long look at their operations—hiring executive and creative personnel who are capable and qualified—and holding rates to a level commensurate with results. A very great deal of the high costs of operation are the result of waste and inefficiency. Directors take twice as much time rehearsing as should be necessary, in many cases, because they simply are not qualified to handle their shows, to give just one instance. . . .

Do not misunderstand me, please, I am 100% behind TV— I believe that its future will be fantastic —beyond even the rosiest predictions—PROVIDED, it does not kill the goose that lays the golden eggs that will assure that future. We, here at this agency, have been instrumental in introducing a number of advertisers to television, and we have our share of "success stories" in it. We will continue to use it and recommend it—with the reservation of eliminating from the schedules those markets or stations that have rates that would be grossly out of line with their potentials in results. . . .

Wallace H. Lancton
Director, Radio & TV
Jackson & Co.
New York

[EDITOR's NOTE: Among the Jackson & Co. TV accounts are Pequot Mills, Berkshire Fine Spinning Co., Richard E. Thibault, Warner Wallpaper Co. and Flo-Bar Ltd.]

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

* * *

Wants 'Orderly' Business

EDITOR, BROADCASTING:

. . . We are making the television rules right now. We can avoid chaos if we make this an orderly, sportsmanlike business. Both radio and television have enormous power to sell merchandise at low cost, so the stations do not need to sell their time on the scheming terms of a few bargainers.

T. F. Flanagan
Managing Director
National Assn. of Radio Station Representatives Inc.
New York

* * *

Wants Better Index

EDITOR, BROADCASTING:

As you certainly know, anybody in broadcasting finds reading and keeping a file of your magazine a necessity. Your magazine is not just light weekly reading, it is a valuable reference work. . . .

You need a better index and table of contents. . . .

I realize that indexing is troublesome and expensive. However, I believe that most of your readers would much appreciate this extra service, and find it would increase the value of an already valuable journal.

William Marsh
Chief Engineer
WHHM Memphis.

[EDITOR's NOTE: BROADCASTING's editorial board is making a study of Mr. Marsh's proposal.]



FOR THE PEOPLE
CBS Marks 600th Program

THE 600th broadcast of CBS' *People's Platform* was celebrated May 21 with an appearance on the air of Frank Stanton, CBS president, and top military leaders.

Mr. Stanton told listeners that "your decision at the ballot box will be sounder because you are given the freedom to make your own choice from among the different roads and opinions given you" on *People's Platform.*

Participants on the show were Louis A. Johnson, Secretary of Defense; Gen. J. Lawton Collins, U. S. Army Chief of Staff; Lt. Gen. Idwal H. Edwards, U. S. Air Force deputy chief of staff for operations; Adm. Lynde Dupuy McCormick, vice chief of U. S. Naval operations, and Gen Clifton B. Cates, U. S. Marine Corps commandant



...is it two for a penny?

You wouldn't expect to sell champagne to the lollipop trade anymore than you'd expect to sell *your* product to the wrong audience.

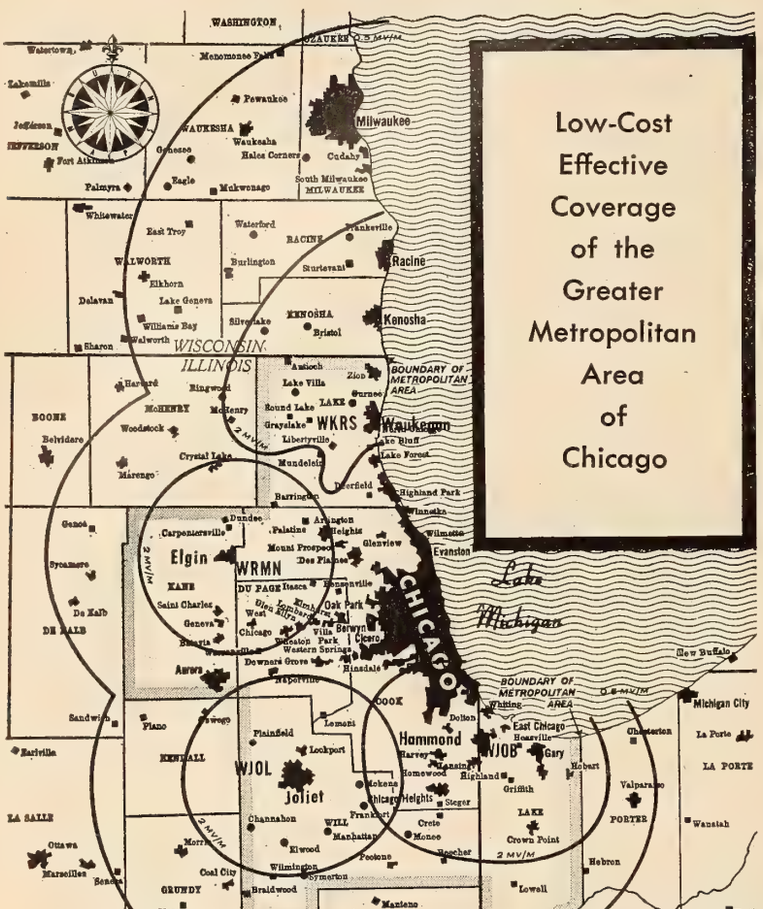
At KTRH it's easy to find your customers. To sell feed, flour or farm equipment—there's the farm family audience in the morning rural block.
For soap, soup or cereal—the housewife audience on mid-day women's shows.
For cures, cars or cigarettes—the all-family audience on evening CBS shows.

KTRH is first in number of BMB listeners in Houston and the Texas Gulf Coast area with 11.2% audience increase.

KTRH

CBS in Houston
John Blair — Nat'l Rep.
50,000 watts — 740 kc

chicago PERIMETER broadcasting association



4 Station Coverage Sold in Combination

WJOL JOLIET

WJOB HAMMOND

WKRS WAUKEGAN

WRMN ELGIN

chicago perimeter broadcasting assn.

185 NORTH WABASH AVENUE, CHICAGO 1, ILLINOIS

. . . For the answer to your **spot** radio needs—contact . . .

Joseph Hershey McGillvra, Inc.

New Business



CHAP STICK Co., Lynchburg, Va. (Chap-Stick lip protector), through Lawrence C. Gumbinner Inc., New York, schedules radio spot campaign during summer months.

FOX DE LUXE BREWING Co., Chicago (beer), names Tim Morrow Adv., also Chicago, to handle its account effective June 1. Mr. Morrow is account executive. Radio and television are planned.

FELS & Co., Philadelphia, for Felso (detergent), planning spot radio announcements in selected Eastern and Midwestern cities early in June. Agency for Fels is S. E. Roberts, Philadelphia. Elser & Cothran, New York, which handles Fels' publicity, was incorrectly identified as firm's ad agency in BROADCASTING May 22.

HOLLYWOOD CANDY Co., Centralia, Ill. (Zero candy bar), begins one-minute and 20-second TV spot campaign in eight markets June 5 for summer season. Firm names Ruthrauff & Ryan, St. Louis, to handle its advertising.

WHITEHALL PHARMACAL Co. (Kolynos Toothpaste and Toothpowder) appoints Biow Co., New York, to handle its advertising.

WORLD TRANSPORTATION FAIR, Santa Anita Park, Calif., appoints Dozier Graham Eastman, Los Angeles, to handle advertising. Radio and television will be used for fair, to be held from May 30 to Sept. 9, 1951. Lionel Ormsby is account executive.

CENTENNIAL TURF CLUB, Denver, appoints Mark Schreiber Adv., same city, to handle its advertising. Transcribed spot schedule on 28 regional stations scheduled to start in late June.

MUSIC EDUCATION INSTITUTE, San Francisco, appoints Umland & Co., same city. Television and radio will be used.

RENAULT SELLING BRANCH Inc., New York (automobiles), appoints Carl Reimers Co. Inc., same city, to handle advertising. Spot radio is planned.

Network Accounts . . .

GENERAL MILLS, Minneapolis, renews five-a-week, 1:30 to 2 p.m., CDT time period for 52 weeks on a 72-station NBC network for *Live Like a Millionaire* starting June 5. Show replaces two 15-minute strips sponsored by General Mills *Today's Children* and *Light of the World.*

LAMONT CORLISS & Co. (Nestle chocolate bar) will sponsor *Mr. I-Magination* featuring Paul Tripp, on CBS-TV, Sunday 6:30-7 p.m., starting in fall. Cecil Presbrey, New York, is agency.

KELLOGG Co., Battle Creek, Mich., starts sponsorship of *Howdy Doody* on NBC-TV Tuesday and Thursday effective June 6 for Rice Krispies, during 5:30-45 p.m. time period. "Snap, crackle and pop" puppet giveaway offer is to be featured in commercials. Kenyon & Eckhardt, New York, is agency.

COCA-COLA Inc. will sponsor Morton Downey in variety show on CBS Saturday, 10-30-11 a.m. effective Oct. 7. Mr. Downey is now heard on NBC three times weekly, 11:15-11:30 p.m. Format of CBS series not yet set. Agency for Coca-Cola is D'Arcy Adv., New York.

BLOCK DRUG Co. (for Amm-I-Dent toothpaste and tooth powder), signs for mystery-play series on CBS-TV, beginning sometime in September. Show will be viewed Tuesday, 10-10:30 p.m. Cecil & Presbrey, New York, is agency.

Adpeople . . .

ROLAND F. ROCHE, former manager of national youth market for Coca-Cola Co., elected vice president in charge of advertising for Pepsi-Cola Metropolitan Bottling Co., New York, wholly owned subsidiary of Pepsi-Cola Inc.

JAMES CALVIN AFFLECK, former advertising and sales promotion manager for Radiomarine Corp. of America, RCA subsidiary, named to newly created post of sales promotion manager, receiver sales division of Allen B. DuMont Labs. Inc. **HENRY R. GEYELIN,** advertising manager for DuMont's receiver division who has held dual post of advertising and sales promotion manager, will now concentrate on advertising.

ROL RIDER, formerly with Hollywood and Chicago offices of N. W. Ayer & Son Inc., joins Carnation Co., Los Angeles, as assistant advertising manager for Friskies Dog Food.



...you can't cover California's **Bonanza Beeline** without on-the-spot radio



Visualize a big *inland* market, larger in area than Pennsylvania plus Michigan. Give it 3 billion in buying power . . . more people than Los Angeles . . . greater food sales than Philadelphia.* Place it across California's great central valleys and western Nevada. You have the Bonanza Beeline!

But don't expect to cover it with outside radio. Beeliners, remember, live remote from coastal influence — they're independent *inlanders*. So the way to reach them is on their *own* stations . . . the five BEELINE stations.

Each BEELINE station gives you top coverage in its own rich radius. With all five, you blanket the whole market. Choose best availabilities on each station without line costs or clearance problems. Combination rates.

Here's what you should know about KMJ Fresno

BMB home-county weekly audience of 93% daytime, 95% at night. (And Fresno County is nation's 2nd wealthiest farm county.) Hoopers twice as high as next closest station for Mon. thru Fri. 12 Noon - 6 P.M. period. 351,000 radio families in its 16-county 1½-billion-dollar orbit.

Sales Management's 1950 Copyrighted Survey

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	5000 watts, day; 1000 watts, night 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.



On our 18th birthday, F&P proudly bows to the finest radio stations in America—and especially to these stations we have continuously served since 1932:

WGR, *Buffalo*—WOC, *Davenport*—

WHO, *Des Moines*—WDAY, *Fargo*—

WMBD, *Peoria.*

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
	. . . . .		
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000*
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	ABC	10,000
WISH	Indianapolis	ABC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
	. . . . .		
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

*CP



ALL BALLED UP

It's easy to get confused about the best radio buy in Baltimore. With so many claims and counter-claims filling the air, you can become just as tangled-up as this puppy.

But one thing is crystal-clear—the *big bargain buy* is W·I·T·H.

W·I·T·H is the station that delivers more *home* listeners-per-dollar than any other station in town. And *in addition*, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in taverns, 67.3% were tuned to W·I·T·H.

That means that you get *big* results from *small* appropriations on W·I·T·H. Call in your Headley-Reed man and get the whole W·I·T·H story today!

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* ▪ *Represented by* HEADLEY-REED

BROADCASTING
TELECASTING

Vol. 38, No. 22 WASHINGTON, D. C., MAY 29, 1950 $7.00 A YEAR—25c A COPY

AUTO BUDGETS READY TO BOOM

Radio, TV Slice Big

WITH LABOR PEACE restored in their field, automotive manufacturers are addressing themselves to a program of advertising that promises to establish the industry as one of the most enthusiastic users of radio and television in the country.

At least two major car companies are considering heavy spot schedules, and three others are actively searching for television programs to start next fall.

Among cars anticipating radio and television spot schedules for next fall are Nash, through Geyer, Newell & Ganger for its new small car, and Lincoln-Mercury which is thinking of a radio version of its television show *Toast of the Town*, to be placed on a regional basis in markets where the TV version isn't presented.

Chevrolet dealers are understood to be considering a spot campaign on a local and regional basis to start sometime in July. Campbell-Ewald, New York, is the agency.

Major Budgets Planned

Those understood to be readying major budget allotments to network television are Buick Division of General Motors, through Kudner Agency; Kaiser-Frazer through William H. Weintraub Co., and Dodge Division of Chrysler Corp. through Ruthrauff & Ryan.

The present state of active advertising planning follows the settlement of the 100-day Chrysler Corp. strike and the peaceable negotiation of a new five-year General Motors contract.

Despite labor difficulties that for three months halted the production of Chryslers, Dodges, Plymouths and DeSotos, when advertising was kept to the barest minimum, the automotive industry spent almost as much money for network radio time during the first four months of this year as in the similar period of 1949.

Gross national network time purchases of automobile manufacturers, January through April 1950, totaled $1,423,855, compared with $1,787,739 for the same four months of 1949, according to the records of Publishers Information Bureau, which keeps score on the expenditures of network advertisers.

TV network advertising from the auto makers on ABC, CBS and NBC (with DuMont figures not available) totaled $899,722 for the first four months of 1950, almost seven times the $129,780 this group spent for time on all four TV networks in the same period of last year.

Generally, radio and television activity in the motor industry can be summarized as follows:

Ford is keeping a heavy television schedule. Ford dealers are reported about to renew *Ford Theatre* on CBS-TV alternate weeks, through Kenyon & Eckhardt. Ford Motor Co., through J. Walter Thompson, sponsors Kay Kyser on NBC-TV each Thursday and the Wednesday portion of *Kukla, Fran & Ollie* on NBC-TV.

Chevrolet Continues Sponsorship

Chevrolet, leading the motor industry in sales, is still sponsoring *Teletheatre*, its half-hour dramatic show on NBC-TV, but plans an eight-week summer hiatus.

General Motors Division, Pontiac, is biding its time. MacManus, John & Adams, Pontiac agency, is reported to be building a new spot schedule which, now that the labor negotiation has been resolved, is expected to be launched.

A brighter spot is Oldsmobile. Always a heavier user of spots in both AM and TV, Olds is still carrying three spots per week on 154 AM stations, and three per week on 33 TV outlets. In addition, the Douglas Edwards news program is being sponsored on 11 CBS-TV stations. This program is being directed and placed from D. P. Brother Inc.

Hudson One of Spot Leaders

Among the independents, Hudson Motor Car Co. is one of the leading spot users. Though slightly off from a high of almost 800 stations earlier this year, Hudson is still placing spots on nearly 500 stations. Stations on the list are getting five spots per week for two weeks out of each month. Campaign is placed by Brooke, Smith, French & Dorrance.

Nash has completed a $250,000 spot buy to help introduce its new small convertible, the Rambler. The schedule ran for four or five weeks on 1,250 AM stations and 67 TV. Nash, through Geyer, Newell & Ganger, is said to be considering national TV, but a spokesman said:

"We are not blind to the fact television covers but 12% of the sales possibilities of the country, and are not ignoring AM radio."

Packard is another motor maker with a strong investment in TV. It has renewed sponsorship of *Holiday Hotel* on ABC-TV in 14 live markets, and 32 kinescoped areas. Packard hit the AM spot market heavily earlier in the spring, with a five-week campaign over 150 stations. Young & Rubicam is the Packard agency.

Dodge-Plymouth dealers are to start a new spot campaign in Detroit this week, with other markets being added immediately. A four-week campaign is listed, with two Class A spots per day, if available. Sporadic efforts were made in 400 markets.

Roller Derby Telecasts

Dodge Division of Chrysler Corp., through Ruthrauff & Ryan, New York, has bought part of the world series of the roller derby to be telecast June 3, 4 and 8 by ABC-TV from Madison Square Garden. Dodge will sponsor the Saturday June 3 portion from 10 p.m. to conclusion, and the following day will sponsor the 3:30 p.m. to conclusion telecast of the event. The finals, which will be on June 8, will be sponsored by Dodge from 10 to 10:30 p.m. and by Blatz Brewing

(Continued on page 52)

ANTENNA RULES

Proposed Standards Set

ANTENNA-SITE standards designed to minimize the perennially troublesome problem of CAA approval were officially proposed by FCC last week—seemingly little changed in substance from those which drew broadcasters' fire when informally advanced a year ago.

The Commission also issued a proposed codification and simplification of its present requirements for the painting and lighting of towers, and, as a matter of "general information," outlined a speed-up plan which government aviation authorities propose to follow in processing antenna-site applications.

Except for insertion of a "grandfather clause" which broadcasters had demanded and a revised passage on instrument approach area protection which was open to conflicting interpretations, the proposed criteria as well as the processing procedures are generally in line with plans outlined in government-industry conferences last May [BROADCASTING, May 2, 9, 30, 1949].

Estimates Watered Down

Government authorities appeared to have watered down their original estimates that the standards would make antenna-site studies unnecessary for perhaps as many as 80% of the applications received by FCC. The Commission said, however, that "in many cases" the plan will enable broadcasters to make definite selection of satisfactory sites in advance.

Broadcasters felt it was clear, on the other hand, that the proposals would severely restrict the choice of locations for television and FM towers in particular, especially in the immediate vicinity of large cities.

FCC authorities emphasized that the requirement of "special areonautical study" for tower proposals which exceed the specified minimum limitations does not mean that such proposals would automatically be rejected. It means only that the possibility of a hazard to air navigation is present in those cases, they said, and that the appropriate government bodies want to examine them before giving approval.

The "grandfather clause," promised at broadcasters' insistence at the 1949 meetings, stipulates that existing structures and those authorized prior to the effective date of the standards shall not be affected. Nor would future changes in the standards or in the location of airports impose any new restriction upon then-existing or au-

(Continued on page 40)

Text of Proposed Antenna-Site Criteria, page 40

COURT UPHOLDS PETRY

Christal Suit Is Dismissed

NEW YORK State Court of Appeals last Thursday, in a decision unanimously reached by the seven judges, ruled that Edward Petry, as majority stockholder in Edward Petry & Co., station representative organization of which he is also president, is entitled to increase the number of directors of the company if he so desires, regardless of a provision of the firm's by-laws limiting the number of directors to four.

Decision upholds that of the appellate division of the New York Supreme Court [BROADCASTING, July 4, 11, 1949] in dismissing with costs the suit of Henry Christal, secretary and treasurer of the company, to restrain Mr. Petry from upsetting the two balance on the Petry board which Mr. Christal alleged had been orally agreed on at the time of the firm's formation in 1934.

As the action is based on New York state law, there can be no further appeal beyond the Court of Appeals, highest court in the state. Neither Mr. Petry nor Mr. Christal was immediately available for comment as to what effects the decision will have on the organization and operation of the Edward Petry Co.

History of the case was described in the majority opinion of the appellate division as an "action brought by Henry Christal, a stockholder owning 44% of the voting stock of Edward Petry & Co. Inc., a New York corporation, to restrain defendant, Edward Petry, a holder of 51% of the voting stock, from proceeding with a plan initiated by Petry to increase the number of directors of the corporation from four to five. The complaint alleges an agreement between plaintiff (Christal) and Petry to the effect that the board of directors of the corporation should at all times consist of four members; that Petry and the plaintiff should have equal representation on the board of directors; that each at all times should have the right to nominate and elect two of the directors, and that Petry and plaintiff were to have equal control over the management of the corporation.

"The primary question . . . is as to whether there is a valid agreement which precludes Petry as holder of record of a majority of voting stock from exercising his statutory right to effect an amendment to the certificate of incorporation so as to increase the number of directors from four to five and by that means to give him control over its managements."

In deciding that Mr. Petry did have that right, the three appellate division judges concurring in the majority opinion based their decision largely on the testimony of Edward E. Voynow, manager of the company's Chicago office and a 5% stockholder, that when it was agreed to divide the profits of the business equally among Messrs. Petry, Christal and Voynow, Mr. Petry had stated that while Mr. Voynow was becoming a one-third partner in the earnings of the company "you are not going to be a one-third partner in the control of the company because I have a 51% control of it and I won't give up any of mine."

Mr. Christal testified that at the time of incorporation it was decided that it would be helpful to Mr. Petry to own 51% of the stock but that this was not "in any way to affect the relationship" between them for control of the company, according to the appellate division majority opinion, which continued:

"To carry into effect this arrangement, according to plaintiff, the attorney who drew up the certificate of incorporation caused it to provide for four directors and also had a similar provision inserted in the by-laws of the corporation. The by-laws contained a further provision for their amendment by an affirmative vote of 75% of the stockholders. However, no such limitation was contained in the corporate cumulative voting required under the by-laws which plaintiff asserts were adopted so as to keep control between Christal and Petry evenly balanced."

Noting that the business had been "highly successful and apparently over the years no question ever came up as to who was in control," the opinion pointed out that differences "have recently arisen" between Mr. Petry and Mr. Christal over management policies.

To resolve those difficulties and gain control, Mr. Petry called a special meeting of the stockholders to increase the board membership from four to five. Mr. Christal then brought suit to restrain Mr. Petry from doing this. "After a trial, a referee designated by the parties to hear and determine the issues granted substantially all the

(Continued on page 42)

VIRGINIA ASSN.

Elects Shultz President

JOHN M. SHULTZ, general manager of WMVA Martinsville, last Friday was elected president of Virginia Assn. of Broadcasters for a one year term at the annual meeting of the association at the Tides Inn, Irvington, Va. He succeeds Phillip P. Allen, WLVA Lynchburg.

James Moore, WSLS Roanoke, was elected vice president and Charles Blackley, WTON Staunton, was elected secretary-treasurer.

New directors are Campbell Arnoux, WTAR Norfolk; C. T. Lucy, WRVA Richmond; R. Sanford Guyer, WBTM Danville; Jack Weldon, WWOD Lynchburg; and R. H. Smith, WCYB Bristol.

Voted down at the closing session was a resolution proposed by the resolutions committee which would have deprecated the acceptance of off-rate card business in the mail order category, particularly because of the failure of certain agencies to fulfill commitments in delivery of merchandise and payment of bills. A similar resolution had been unanimously approved by the North Carolina Assn. of Broadcasters at Chapel Hill earlier in the week (see story page 25).

The unfavorable vote followed a floor discussion with a majority of the delegates harboring the view that the matter was one for individual station handling rather than for association action.

Among other actions at the closing session, the VAB commended Mr. Lucy, and other members of the legislative affairs committee for carrying to successful conclusion legislation exempting Virginia radio from municipal franchise taxes. Resolutions also were adopted commending Mr. Allen, and all officers and directors for

(Continued on page 42)

OPERATING COSTS

Are Leveling Off, Doherty Reports

INDUSTRYWIDE trend toward rising station operating costs is starting to level off for the first time in several years, judging by early returns from the NAB's second annual study of broadcast expenses.

This leveling-off process as it affects the South Atlantic area was reported to the Virginia Assn. of Broadcasters at its Thursday meeting held at Tides Inn, Irvington, Va., by Richard P. Doherty, NAB employe-employer relations director.

Tendency of selling expenses, particularly, to increase was found in NAB's analysis, in which the Research Dept. is cooperating. Only exception to this trend was found in low-income stations in the South Atlantic Area.

With about 62% of stations showing an increase in gross revenues, NAB found that the average increase for this group was 11% from 1948 to 1949. Of the 38% of South Atlantic stations showing a decline, the average loss was 8%, Mr. Doherty told the Virginia group.

Stations enjoying the best revenue increase were in the $100,000-$200,000 annual revenue class, with $75,000-$100,000 ranking second, Mr. Doherty said.

Revenue Decreases

In the case of stations that fell off in revenue from 1948 to 1949, the highest decline occurred among stations with annual revenue under $75,000.

Best improvement in operating cost ratio was found in the $100,000-$200,000 and $200,000-$300,000 categories.

As a rule payrolls were held to the 1948 level, according to Mr. Doherty. Ratio of payrolls to operating revenues remained about the same except at stations doing business of less than $75,000 a year.

Current economic trends emphasize the increasing need for more effective station cost control and greater sales efforts, Mr. Doherty said, describing control of reduction of operating costs as "one of the most pressing problems facing the industry."

In his South Atlantic analysis Mr. Doherty said, "The year 1949 saw station operating costs increase slightly more than did station revenues; it also saw a larger segment of the stations in the area operating at a loss than in any previous year.

"The aggregate picture of South Atlantic stations which operated in the black indicated an increase of nearly 4% in stations revenues in 1949 compared with 1948. However, the tendency among these stations was for operating costs to rise, with the result that the total operating ratio rose barely 2% above last year.

"The number of loss stations was higher than in 1948. With the sample of the South Atlantic area, 51 stations failed to make a profit. Forty-two percent of these 1949 loss stations were in the below $50,000 gross revenue category; 46% were in the $50,000 to $100,000 bracket; and 12% had incomes above $100,000."

Mr. Doherty gave the Virginia group these figures on station operating ratio (percent of total income to dollar expenditures), applying to profit stations only:

Station Class	1949	1948
Under $50,000	89%	89%
$50,000-$75,000	87	87
$75,000-$100,000	84	84
$100,000-$125,000	86	82
$125,000-$150,000	88	84
$150,000-$200,000	87	84
$200,000-$250,000	83	81
$250,000-$1,000,000	74	72

"The fact that operating costs

(Continued on page 32)

RADIO'S 'GOLDEN ERA'

Shugert Sees Prosperity Despite TV

RADIO generally, and local radio in particular is on the threshold of "a golden era" in both TV and non-TV homes and areas.

This prediction was made Thursday by Charles W. Shugert, assistant to the manager of the promotion-advertising department, Shell Oil Co. Addressing the Ohio Assn. of Broadcasters in Columbus (see convention story, page 44), Mr. Shugert offered "a prosperity program for the radio industry in the age of television."



Mr. Shugert

Mr. Shugert is a past president of the Industrial Advertising Assn. of New York and at present is secretary-treasurer of the National Industrial Advertising Assn. Shell is one of the nation's largest spot users and currently sponsors 53 separate radio programs in as many markets.

Proper promotion and programming, Mr. Shugert said, "can mean more radio sets manufactured and sold; more radio listening; more advertising revenue for radio; more product brand acceptance via radio, and more all-around value per advertising dollar for the radio sponsor."

Step Lively Warning

Warning broadcasters they will have to hustle from now on for their "rightful share of the sponsor's advertising dollar," he predicted TV will have a major effect on all advertising media. He said he doesn't believe radio is "a dead duck" as an entertainment and advertising force, as predicted in some quarters.

"Radio must act fast," Mr. Shugert said. "The millions of dollars spent this year by leading American companies, and the return to radio by many big advertisers after a year's absence, are proof that radio still sells merchandise—locally and nationally.

"If properly developed, radio may become bigger than ever. A recent poll by *Fortune* magazine disclosed that radio is still the No. 1 leisure time activity of more than half the population. Radio listening is twice as popular as watching sports events, visiting with friends, playing outdoor sports, going to the movies, or reading books and magazines."

Mr. Shugert said that with 50 million radio sets sold since the war, there are 85 million radios in use today compared to around 5 million TV sets, with "more radio sets in repair shops today than television sets in homes." At the same time, he added, radio advertising revenue is increasing in many aspects, particularly spot time sales. The post-war set ownership increase is more than 65%, he said, with home listening up more than 50% along with 15 million auto receivers.

The away-from-home listening is too often overlooked, he continued, comparing this oversight to a situation in which a newspaper failed to include in circulation claims the papers read in streetcars and buses. He cited radio and circulation studies of BMB, Hooper, Nielsen, Psychological Corp. and other research firms.

"On the basis of comparative audience statistics (TV vs. radio) large sponsors are returning to radio," Mr. Shugert said. "Grove Laboratories have returned to the air this year to split-sponsor *The Shadow*. This year Luden's resumed its winter participation in CBS' *Sing It Again* after 12 months absence.

"Sweetheart Soap picked up Mary Margaret McBride after dropping her for a year. And, after an absence of three years, H. J. Heinz returned to network radio in 1950 with the *Adventures of Ozzie & Harriet* over 270 ABC stations.

Radio Holds Fast

"Another recent survey by Hooper discloses that the first 11 most popular programs in the Los Angeles area, considered the home of the entertainment industry, are still radio programs. Of the first 15, only two are television programs. And yet, as of March 1, there were more television sets in Los Angeles than in any other city in America, except New York City."

Describing the typical day of an average housewife, Mr. Shugert predicted "daytime radio will grow bigger than ever. I really doubt that the millions of housewives, who are today the steady fans of soap opera, will ever have the leisure to sit down and watch daytime television.

"Daytime radio permits the women to go about their normal household duties without interruption. Many of these hardworking women, with the responsibility of a household on their shoulders, would suffer pangs of conscience if they permitted themselves the luxury of 'sitting one out' during the afternoon when so much remains to be done.

Daytime Radio Rates High

"Daytime radio can well become the premium time on the air," he said.

After comparing the degree of concentration required for TV viewing and radio listening, Mr. Shugert said portability is another advantage of radio with millions hearing programs on portable sets at beaches, parks, picnics and elsewhere.

"It seems to me that radio has a power and an appeal which can't be erased overnight by any medium, including television," Mr. Shugert declared. "Radio has a place in the American social fabric which cannot be destroyed." Citing the example of a Christmas appeal on the Jack Berch program, he said, "You can't dismiss such powerful selling appeal."

Mr. Shugert said he is certain that radio has many prosperous years ahead, but added, "I also believe that, from now on, you men must work—and work hard—for the sponsor's advertising dollars." He offered the following program of "immediate action" by the broadcasting industry:

1. Radio should review the entertainment value of its programs. New and original programming is vitally necessary at this time. The creative people of radio should be given a freer hand to build new and more interesting programs. Radio must display the same originality, imagination and ingenuity it exhibited in the early days of its growth. The best and most experienced brains in the entertainment world are in radio. Let's use them.

2. Radio should make a serious effort to win back its summer audience. There should be no let-down in program quality during the summer months. The growth of portable radio sales is indication enough that people want to listen to radio wherever they go during the summer, to the beaches, parks, or even to the ball game. Give them the chance. Give them summer programs worth listening to. Remember, here is one way in which you can take listeners away from television. During the hot summer months, many people don't want to sit in a closed, darkened room watching television. Here's a chance to turn the tables on TV.

3. Radio should launch a vigorous campaign of program promotion. I believe a station should spend approximately 5% of the time cost of any program in a campaign to promote that program among the sponsor's dealer organization. Not only would this build up an audience for that particular program among the sponsor's own dealer group, but it would also

(Continued on page 44)

ALTERNATE WEEK SPOTS

Esty Makes Plans

ACCEPTANCE by a number of stations of a Cunningham & Walsh proposal to change Chesterfield spot schedules to an alternate week basis [BROADCASTING, May 8, 15] last week prompted another large agency to consider similar revision for some of its clients.

R. C. Grahl, timebuyer of William Esty Co., sent a letter to station representatives asking for identities of stations that would accept contract revisions to the unprecedented every-other-week schedules.

"Please give us a list of your stations which are taking this type of business," wrote Mr. Grahl, "as we may wish to make similar arrangements on some of our contracts."

Asked for comment on Mr. Grahl's letter, T. F. Flanagan, managing director of the National Assn. of Radio Station Representatives, issued a criticism of stations that had yielded to the Chesterfield proposal, which he described as a "serious breach in the customs of the broadcasting business." NARSR has taken a firm stand against such revisions in practices.

Full text of Mr. Grahl's letter to representatives read:

We understand some stations are now accepting "fixed" spot business on an every-other-week basis.

Please give us a list of your stations which are taking this type of business as we may wish to make similar arrangements on some of our contracts.

If you do this for one advertiser, you should do it for others.

To save time, you may write your answer on this letter.

Flanagan's Comment

Mr. Flanagan, asked by BROADCASTING for comment on what appeared to be the development of a trend, said:

"I have heard that Mr. Grahl has sent such a letter to station representatives. Of course he is entirely right that all advertisers deserve equal treatment, terms and time rates from broadcasting stations."

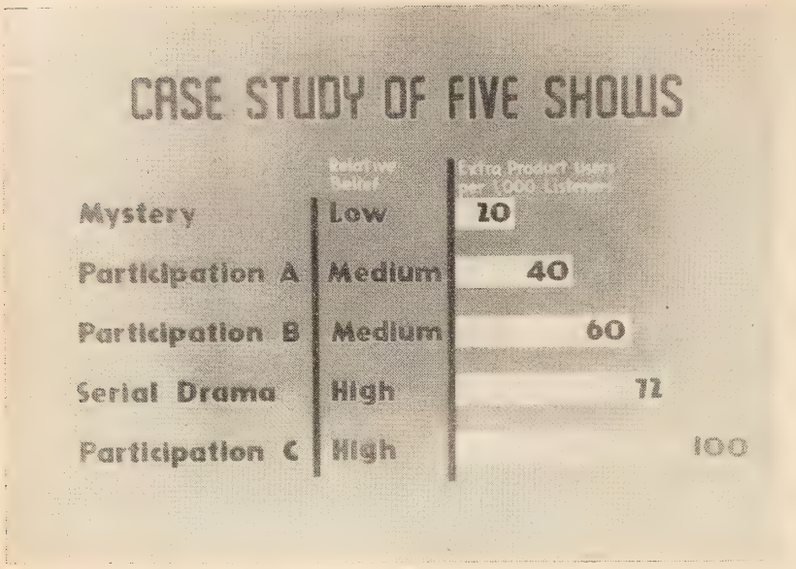
Saying that Mr. Grahl obviously was referring to the Chesterfield innovation, Mr. Flanagan added:

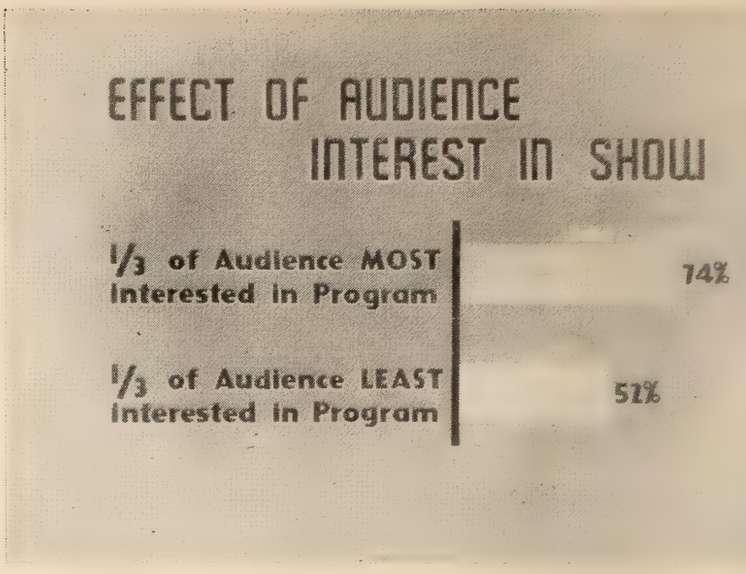
"Those few stations that thoughtlessly accepted the Chesterfield contract amendment will now see that they have made a serious breach in the customs of the broadcasting business—a breach that is bound to have an adverse effect on their incomes.

"Broadcasting is too powerful a sales medium—it produces such high volume business for advertisers at such low marketing cost—that stations need not go bankrupt in delivering their service to advertisers.

"They should stick to published rates and terms. They need not succumb to the wiles of the bargainers."

Although Mr. Grahl made no mention in his letter of clients for whom Esty was considering schedule alterations, it was regarded as probable that one he had in mind was Camel cigarettes, a spot account as heavy as Chesterfield.





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LISTENERS BECOME CUSTOMERS

Schwerin Cites Impact

STATISTICAL evidence of a correlation between the believability of radio commercials and sales of the product advertised was presented last week in New York by Schwerin Research Corp.

The new study was unveiled by Horace Schwerin, president of the firm, who said it served to prove his contention that despite the growth of television "radio can sell two or three times the amount of sponsors' goods that it now sells."

The Schwerin study, called "How To Turn More Radio Listeners Into Customers," received the endorsement of Hugh M. Beville Jr., NBC director of plans and research.

Mr. Beville pointed out that the Schwerin company had been under retainer from NBC for several years to perform the primary job of testing programs, but he thought that the Schwerin analysis of last week, from the standpoint of the industry as a whole, "is more important than the Schwerin program findings."

The Schwerin analysis involved re-examination of some 500,000 individual reactions to 1,500 radio programs and 2,300 commercials over the past several years.

Queried on Product Use

Among questions that the Schwerin company has been asking of its selected studio audiences in tests of programs already on the air are whether or not the participants in the tests were listeners to the programs as broadcast and whether or not they used the products advertised.

By applying those data, plus other information on socio-economic levels, the Schwerin company was able to create for each of a number of programs two groups of several thousand each, matched in most important characteristics except that one group was composed exclusively of listeners to each program and the other of non-listeners.

In each group users of the advertised product were counted. The difference in the number of users per every thousand listeners and per every thousand non-listeners was presumed to be attributable to exposure to radio.

Mr. Schwerin explained that "such variables as exposure to other advertising media tend to randomize when samples of this size are being used."

Result of the analysis showed that there was a positive correlation between Schwerin records of believability and remembrance of commercials and the use of the advertised products among listeners to the program on which the commercials were aired.

Believability Important

When a commercial gained a high believability and remembrance score in the Schwerin studio audience tests, there were more extra customers per thousand listeners to the program on which the commercial was used; when its believability score was low, there were fewer extra users per thousand listeners.

According to the Schwerin findings, program popularity ratings exert less influence on the frequency of use of products by listeners than do the believability and remembrance scores of the commercials themselves.

Mr. Schwerin cited the case of one advertiser who sponsored five network programs, with widely varying popularity ratings and widely varying extra users per thousand scores.

Of the five programs, the one with the highest popularity rating delivered the fewest extra users of the sponsor's product per thousand listeners.

"The effectiveness of a radio program, sales-wise, can be said to equal the size of its audience times the percentage who buy the product," Mr. Schwerin said in his presentation, "The percentage who buy the product is the direct function of how well the message is remembered and believed.

"Doubling the size of the audience is an expensive and sometimes impossible task; doubling, or even tripling, the remembrance and believability of its commercials requires only intelligent effort."

To achieve high believability scores for commercials, Mr. Schwerin suggests that advertisers follow a principle of "psychological compatibility," his own term.

His definition of "psychological compatibility" is "making your commercials take advantage of the audience's reason for listening to the program."

Mr. Schwerin described the evolution of commercial techniques in one serial drama to illustrate how psychological compatibility was achieved. When the commercial, in the form of a testimonial throughout the evolution, was delivered by a beauty expert, 17% of the women listeners believed and remembered it. When a showgirl read the same commercials, the score went up to 25%. A professional woman's delivery of the testimonial elicited a 42% score. But a housewife's reading scored highest of all, 45%.

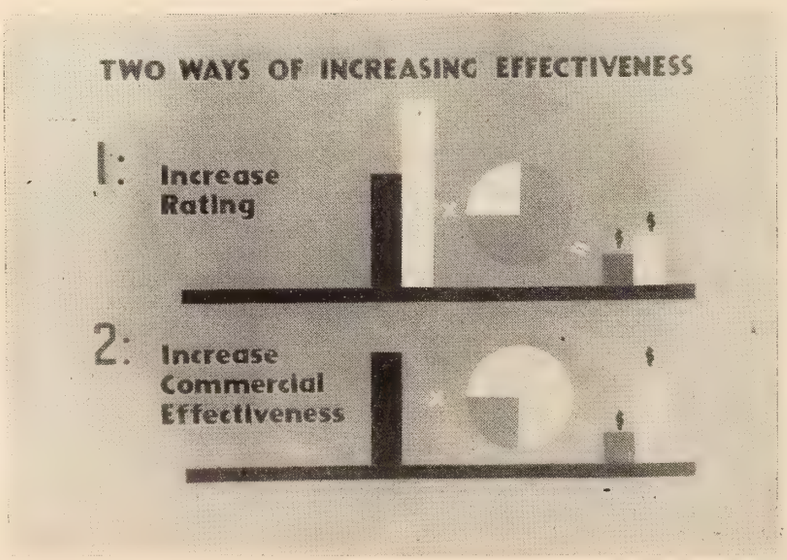
Type of Delivery Important

Mr. Schwerin explained that the housewife's delivery "borrowed" from the serial drama program, whose basic appeal was to housewives. When the same commercial was read by the same housewife on a different program, a mystery show, it scored less than 6% in remembrance and believability.

Turning to examples of how his theories of psychological compatibility had been put to practical test, Mr. Schwerin said that by improving believability and remembrance of commercials and retailoring programs on the basis of Schwerin tests, the sponsor of one news show increased extra customers per thousand listeners 450%.

"Radio can sell as much or more merchandise than it ever sold prior to television," said Mr. Schwerin, "if it takes advantage of its opportunity to improve its quality. . . . By qualitative improvement of commercials and programs, which will be directly reflected in sales, the radio audience—still tremendous—can be turned into customers in such numbers as to completely compensate for the loss of listeners due to TV."

* * *



Happy Birthday at 270 Park Avenue:

BAB MARKS 1ST YEAR With 'Normal' Week

BROADCAST ADVERTISING BUREAU has a birthday this week—its first—but none of its hurrying and harried staff will spare the time to cut a cake, let alone bake one.

The event will be marked by no more than the usual turmoil that prevails in BAB, an organization which in its short existence has inundated the broadcasting industry with such a flood of sales promotional material and energy as it has never seen before.

This week will be a normal one for BAB.

Maurice B. Mitchell, BAB director and principal evangelist among radio salesmen, under the pressure of mounting work cancelled a trip to a National Retail Dry Goods Assn. convention in Los Angeles.

Meg Zahrt, BAB assistant director and expert on retail advertising, was to attend the NRDGA, then will fly to Cleveland to attend the convention of the Assn. of Women Broadcasters.

Batson at AFA Meet

Charles Batson, BAB assistant director and television specialist, will be attending the Advertising Federation of America convention in Detroit.

At BAB's New York headquarters the rest of the skeleton staff includes four super-secretaries who will be too preoccupied with working on projects for the next year to celebrate accomplishments of the one that has passed. A fifth girl, who completes the eight-member BAB staff, will be absent on vacation.

Almost any week picked at random from the BAB schedule in the past year would have looked approximately like this one.

Since June 1, 1949, when BAB was officialy established by the NAB, Mr. Mitchell has flown more than 100,000 miles, delivered 75 speeches and added an imperishable phrase to the lexicography of broadcasting. "Mitch's Pitch" is now synonymous with hell-for-leather salesmanship that elevates the radio story to a level of pure gospel.

* * *



MAURICE B. MITCHELL
Director, BAB

The organization has risen energetically above the limitations of modest budget to make itself the delight of broadcasters and the despair of rival media. The Newspapers' Bureau of Advertising already has issued a call to rally its members in a counter-offensive "while BAB is still in the organizational stage and not conditioned to shock."

BAB was founded by NAB as an invigorated replacement for what had been the Broadcast Advertising Dept. of the NAB.

The Broadcast Advertising Dept., which Mr. Mitchell headed from October 1948, until the formation of BAB, had a budget of $63,000 a year, not enough in opinion of Mr. Mitchell and many others to finance aggressive action.

The department's budget was raised to $78,000 in 1949, still an inadequate amount to manage the functions that Mr. Mitchell and his supporters hoped to perform.

At the meeting of the NAB board coinciding with the NAB April 1949 convention, Mr. Mitchell proposed the creation of an organization that would ultimately become a central bureau to provide information for both buyers and sellers of time and could act for broadcasters as a whole, thus gaining admittance to places where individual broadcasters could not go.

Budget Increase Asked

Mr. Mitchell asked for a budgetary increase of $100,000 immediately, added to the $78,000 already budgeted for 1949 for the broadcast advertising department, and for authority to move the organization to New York, the principal center of business.

The NAB board that April authorized the $178,000 budget for the year April 1949 to April 1950 and BAB was officially formed the following June.

In August, BAB moved to New York in the quarters that had been occupied by the expiring Broadcast Measurement Bureau at 270 Park Ave.

In the preceding July, however, the NAB board withdrew $50,000 of the budget it had allocated to BAB and set up the organization's new budget—about $127,000—on a July to July basis. At the same meeting the board voted to separate BAB from NAB within a year, but this was later discarded.

Budget requests and withdrawals have continued to trouble BAB. When the NAB board requested budget estimates last November, Mr. Mitchell proposed one of $243,000 for BAB. Deferring decision until its meeting last February in Phoenix, the board then granted him a budget of $200,000 with the provision that all revenue from BAB would be diverted into the NAB.

Last year BAB took in some $30,000 from the sale of promotional material. Being able to retain this amount, BAB actually operated on a total budget of a little less than $160,000, including its $127,000 allocation from NAB, before the February board action.

The question of when to cast BAB loose as an autonomous organization has recently been raised again. Justin Miller, NAB president, has suggested to NAB board members that the subject be considered at their next meeting.

Despite changes in the NAB board's attitudes toward BAB's future and finances, BAB has turned out an impressive amount of work in the single year of its existence.

BAB Projects Cited

Its first major project was the production of a strip film, "How To Turn People Into Customers," a vigorous, competitive sales talk for radio that could be used by individual stations to drum up local business. To date 475 stations have bought prints of the film at $15 each. Mr. Mitchell estimates that at least 100,000 advertisers, agencies and other businessmen have seen it.

The strip film was frankly intended to counteract another strip film, "This Little Product Goes To Market," that had earlier been produced by the Bureau of Advertising of the American Newspaper Publishers Assn. and was enjoying considerable success.

The fact that the BAB film supplied tough competition was attested to by a recent confidential report by the Bureau of Advertising to its members. Parts of the report are herewith quoted: "Don't underestimate radio's competitive power on the local front. . . . That's not just our own opinion but also the considered judgment of a long standing bureau member who's in a better position than most to evaluate just what radio's current activities mean—including specifically the BAB strip film presentation, 'How To Turn People Into Customers,' and the loudly fanfared new promotion motion picture, 'Lightning That Talks.' . . .

" 'Lightning That Talks' has been a wet firecracker in many places where it's been shown, instead of a thunderbolt, but . . . there is method in their madness, and it would be foolhardy for us to dismiss radio's new activity as fruitless on the basis of their first two productions . . . They are the first guns of Fort Sumter and it means war."

Radio, says the Bureau of Advertising report, is "on the march for retail advertising."

The report continues: "We, too, take great risks . . . if we do not prepare to meet this challenge right now while BAB is still in the organizational stage and not conditioned to shock. We have new competition that calls for action."

Other projects which BAB has

(Continued on page 52)



FULTON LEWIS jr. (r), MBS commentator, gives hearty approval as Bruce Alexander (l), assistant general manager, Capital Garage (Nash dealer), Washington, buys Mr. Lewis' news program across the board on WEAM-Mutual Arlington, Va. WEAM General and Sales Manager Howard Stanley, who convinced one of the biggest garages in the area to make its first major investment in radio, looks over their shoulders.

JONES SHIFT

Hayes Named President

DUANE JONES, president of Duane Jones Co., New York, effective June 1 will become chairman of the board of the agency, specializing in packaged goods accounts.

Succeeding him as president will be Robert Hayes, now a vice president and director of the agency, it was announced by Ralph Smith,



Mr. Jones



Mr. Hayes

executive vice president and chairman of the plans board.

The change in management will free Mr. Jones from internal executive responsibilities, Mr. Smith said, and enable him to work closer with the agency's clients in their creating and selling problems.

Mr. Hayes has been with the agency since October 1944. He was formerly with Procter & Gamble and Young & Rubicam.

BMI HIT

Davis Charges Monopoly, Seeks FCC Action

PETITION asking the FCC to issue temporary licenses to all stations holding stock in Broadcast Music Inc. was filed Wednesday by Kenneth Davis, attorney, who also has asked the Federal Trade Commission to investigate BMI as a monopoly.

Mr. Davis, filing on his own behalf, asked the FCC for a ruling under Rule 1.728 "whether it is the accepted and correct policy to permit radio licensees to control or barter in the source of their supply when such activities are denied to private industries."

In addition he asked FCC to decide if "such trafficking" is "inimical to the best interests of the public generally."

Mr. Davis told BROADCASTING that he proposes to bring about the dissolution of BMI.

The FTC petition was filed by Mr. Davis on his own behalf, but he said he represented "8 or 12 stations" which he would not identify.

Mr. Davis said he represented radio stations many years ago, fighting ASCAP in Washington State, and added that he drew the Washington anti-ASCAP bill which became a law. He declared:

"I'll extinguish BMI. A lot of broadcasters think BMI is a Frankenstein and ought to be destroyed. There no longer is any need of BMI since the recent ASCAP court decree. I am turning over the tax charges to the Commissioner of Internal revenue.

"This is the first of a series of actions against BMI. A radio station or other party in New York will bring a dissolution suit against BMI. There are others besides radio stations in this."

Before formation of BMI, Mr. Davis recalled, he owned the tax-free music library operating as Davis & Schwegler, with Carl Haverlin, now BMI president, as an employe.

'Not Private Controversy'

The FTC petition said the request "is not a private controversy but the acts complained of herein affect adversely the interest of the public generally."

Named in the complaint are BMI, the four major networks and NAB, along with the individual officers and directors of the BMI board including Chairman Justin Miller, NAB president, and Mr. Haverlin.

Citing history of the Washington State litigation, along with the U.S. consent decree with ASCAP and BMI, Mr. Davis charged that stations, networks and NAB "unlawfully pooled" resources to create BMI "for the purpose of supplanting ASCAP and other copyright licensing agencies in the industry, although they stated they were merely creating competition for the society."

He claimed "BMI's sole purpose was to suppress all competition, which it has done," and termed this "a bold conspiracy to violate the laws of the United States relating to the restraint of trade." He quoted statements from BROADCASTING in which BMI was referred to as the "world's largest music publisher" and then charged "the so-called 'competitor' became the monopolizer."

Mr. Davis claimed ASCAP's competition has been "diminished and assassinated" and its preeminence "shattered."

Cites 'Overt Acts'

Citing "overt acts" Mr. Davis charged "stockholder radio stations receive a discriminatory rebate from BMI, as opposed to the non-stockholder . . . radio stations, in express violation of the law." He claimed BMI as "the tool and agency of the networks who control, own and operate the television industry, has granted non-compensating licenses to BMI's 'patrons' and 'owners,' the networks, free of charge, to the detriment and injury of the BMI writers and other authors of this country." He criticized BMI's alleged lack of distinction between TV and audio in its performance rights.

"The acts of the various persons herein complained of are so brazen and openly a violation of both the Clayton and Sherman Acts that the applicant assumes this duty just as would any other citizen when knowledge of a law violation is called to such person's attention," Mr. Davis declared in the petition. He claimed the government has done nothing about "this impertinent monopoly"; that Justice Dept. cannot proceed against BMI as it did against ASCAP "for the reason that only the harsh remedy of dissolution could be used against BMI." He listed "overt acts" including rebates to stockholders; self-perpetuation of BMI board through stock control including return of stock to BMI upon sale of a station; extension of monopoly into Canada; discrimination between composers in giving away of TV rights; BMI's owners and confederates exploit BMI music and stifle competition; BMI is attempting "to make ballroom and hotel groups pay the way of its radio owners, who are already reaping a harvest from the post-war radio stations that are not stockholders."

Other charges includes use of "scare tactics" over what ASCAP might have charged; false advertising; use by NAB and BMI of "political artifices" that have discouraged attacks against "this powerful monopoly."

'Disciplinary Message'

Mr. Davis claimed networks and their owned recording companies "pass a disciplinary message down to all of their affiliated stations and artists to perform and sing that particular tune or composition which at the moment BMI wishes to have made popular."

Crediting NAB with vast political influence, he said this "pernicious influence" should be investigated, declaring NAB exists "solely to exercise influence to the ultimate beneficial gain to the said networks and to all of their affiliates and persons connected therewith." Attached to the petition is a copy of a petition filed by ASCAP in the government's suit against the society, in which ASCAP asked that BMI be named a defendant. This petition was denied.

BUSINESS CENSUS

Shows Tripled Retail Trade

SALES AND RECEIPTS from retail trade in 1948 were $130,527,317,000 as compared to $42,041,790,000 in 1939, according to the United States preliminary summary of the 1948 Census of Business released Saturday by the Bureau of the Census, Dept. of Commerce.

In wholesale trade, sales and receipts were reported as $185,279,986,000 in 1948 and $54,888,480,000 in 1939.

At the end of the 1948 there were 1,769,993 separate business locations used for retail trade. This number of establishments was down slightly from the 1939 figure of 1,770,355. The number of wholesale trade establishments recorded an increase of 41,803, going from 199,726 in 1939 to 241,529 in 1948, according to the 1948 Census of Business.

Number of Employes Up

During the work week ending nearest Nov. 15, 1948, there were 6,927,891 employes engaged in retail trade and another 2,340,093 in wholesale trade. For the 1939 period the retail employe figure was 4,821,806 and in wholesale trade 1,605,481 employes were reported.

The 1948 information is based on reports submitted by business establishments for that census. The figures are preliminary, the report points out, and represent the summation of the reports included in releases for each of the counties of the United States.

The scope of material in the 1948 Census of Business "covered all establishments in the following trades, as defined by the *Standard Industrial Classification Manual*, May 1949 issue, of the Executive Office of the President: All retail trades; all wholesale trades; all service trades in the following four groups — personal services, business services, automobile repairs and services, and miscellaneous repair services; hotels; tourist courts and camps; and amusements, including motion-picture theatres. Some important services not covered are radio broadcasting and television, medical and health, legal, educational, nonprofit, accounting and domestic services."

The 1939 figures shown in the table below represent a comparable coverage of business, according to the Census Bureau. Both the 1939 and 1948 figures exclude data for administrative and executive offices of multiunit organizations and for chain-store warehouses.

It is pointed out that the "1948 sales and receipts" figures represent sales of merchandise and receipts from repairs and other services to customers.

The United States preliminary summary of the 1948 Census of Business with comparable 1939 data, by trade groups and kind of business, is reprinted below:

* * *

Trade group and kind of business	Sales and receipts, entire year: 1948 (thous. dol.)	Sales and receipts, entire year: 1939* (thous. dol.)	Paid employees, workweek ended nearest Nov. 15 [1]: 1948 (number)	Paid employees, workweek ended nearest Nov. 15 [1]: 1939* (number)
RETAIL TRADE, total	130,527,317	42,041,790	6,927,891	4,821,806
Food group	30,980,440	10,164,967	1,012,934	814,746
Grocery stores, without fresh meat	4,045,341	2,225,435	89,215	131,543
Grocery stores, with fresh meat	20,727,011	5,496,318	602,235	421,491
Meat markets, fish markets	1,777,986	750,797	47,627	55,115
Fruit stores, vegetable markets	399,993	222,239	14,917	20,282
Candy, nut, confectionery stores	648,996	295,300	43,624	31,393
Dairy products stores, milk dealers	1,883,519	740,011	102,372	99,266
Bakery products stores [2]	729,781	168,027	82,725	28,933
Egg, poultry dealers	265,011	63,350	7,801	5,468
All other food stores	502,802	203,490	22,418	21,255
Eating and drinking places	10,690,576	3,520,052	1,345,338	830,063
Eating places [2]	6,475,482	2,135,020	976,350	607,882
Drinking places	4,215,094	1,385,032	368,988	222,181
General stores	1,163,975	810,342	41,453	62,423
General merchandise group	15,930,708	5,665,007	1,337,219	965,884
Department stores	10,638,688	3,974,998	833,173	637,189
Dry goods, general merchandise stores	2,787,584	713,208	172,143	99,246
Variety stores	2,504,436	976,801	331,903	229,449
Apparel group	9,797,438	3,258,772	580,919	417,396
Men's, boys' clothing, furnishing stores	2,176,530	773,312	93,089	70,752
Family clothing stores	1,801,301	429,454	113,309	61,598
Women's ready-to-wear stores	3,277,507	1,009,494	225,800	143,985
Millinery stores; Other women's access., specialty stores	438,053	219,149	31,024	40,616
Shoe stores	1,468,223	617,064	73,680	66,257
Custom tailors	142,794	66,282	13,322	13,260

(Continued on page 34)

'OFF RATE' DEALS *North Carolina Assn. Hits Agencies*

STRONG CONDEMNATION of "mail order" agencies, which have failed to fulfill commitments or deliver merchandise as promised, was voiced by the North Carolina Assn. of Broadcasters at the closing session of a two-day meeting last Tuesday at Chapel Hill in North Carolina.

Culminating a two-year investigation, the association adopted a resolution attacking the growing tendency of "per inquiry" or "off rate card" agencies to solicit stations offering card rates, but then failing to follow through either on merchandise or commitments. The resolution deprecated acceptance of such business, "notably from Pacific Northwest agencies," and authorized its officers and directors to take "appropriate legal steps to ensure fulfillment of commitments."

In the debate preceding adoption of the resolution, specific mention was made of the Pacific Northwest Advertising Co., and of Edwin Kraft, its general manager. There also was discussion of free time grabs by federal and state agencies which buy newspaper space or otherwise compete with private business.

Harold Essex, WSJS Winston-Salem, past president of NCAB and new District 4 NAB director, made a plea for a "united front" to support NAB. Without mentioning the CBS resignation, Mr. Essex stressed the need for a trade association and inveighed against resignations from the NAB as "a protest against some policy or action."

"Let's all take an interest in the NAB and make out of it the kind of organization that we want it to be. We must have a strong trade association to represent the broadcasters. There is no substitute for such an organization." At its closing session, NCAB adopted a resolution recognizing the necessity of a "strong national trade association to represent radio on all fronts" and pledging to Mr. Essex "unqualified support as an NAB director."

Use Tax Attacked

A frontal attack upon the North Carolina use tax law, as it applies to radio, was authorized by the association after Allen Wannamaker, WGTM Wilson, chairman of the tax committee, had cited discrimination against radio. All out of state purchases, Mr. Wannamaker said, are taxed 3%, normally up to a maximum of $15, although the North Carolina Dept. of Revenue on occasions has taxed the full amount of purchases, including towers, equipment, transcription and other commodities.

The association unanimously approved a group insurance plan recommended by President Robert M. Wallace, WOHS Shelby, and its board of directors. The plan, offered by the Pilot Life Ins. Co. of Greensboro, covers life, accident, hospital and surgical benefits, with an override accruing to the state association to help defray its overhead.

Present officers and directors were continued until a fall meeting, to be held at Southern Pines, and a proposal to retain a fulltime secretary, with a $12,000 annual budget, was rejected in favor of the present organization. In addition to Mr. Wallace, officers are Earl J. Gluck, WSOC Charlotte, and Jack S. Younts, WEEB Southern Pines.

The association adopted resolutions congratulating Gordon Gray, owner of WSJS Winston-Salem, who in September becomes president of the U. of North Carolina, after serving as Secretary of the Army and as deputy to President Truman; commending BMI for its contribution to the public, the musical arts and to radio, and the U. of North Carolina and its staff for handling of the convention.

'Controversial Issues' Discussed

Andrew G. Haley, Washington attorney and counsel for ABC, discussed the broadcasters' responsibility toward handling of controversial issues. Reciting the theories of FCC decisions which have made of broadcasters "second class citizens," he said that the Commission, in its repealer of the so-called Mayflower editorializing opinion last year, had introduced the new ingredient of "fairness" as the test. He called this a mere "transitional" ruling and expressed the hope that there would emerge a more legal elucidation of the rights of broadcasters to express their views.

Rodney Chipp, director of engineering of DuMont Television Network, gave the NCAB a bird's-eye view of TV construction and operating costs in secondary markets. A small market station would entail a minimum investment of $125,000 and a maximum of $250,000. The bill for power and maintenance and replacements would run about $300 a week, he said.

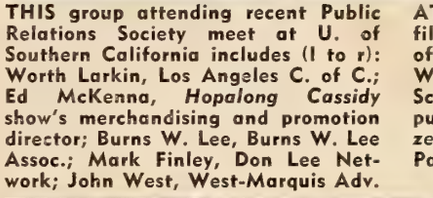
Comparing TV to AM, he said personnel costs would be five to six times greater, power costs five to 10 times higher, replacement costs 10 to 20 times, and administrative costs about twice as much.

Don Hornsby

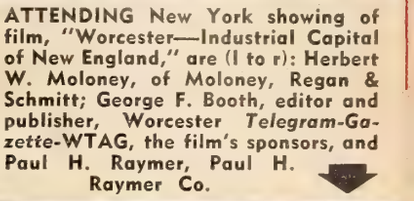
DON HORNSBY, 26, comedian and composer, died last Monday at Eastview, N. Y. Mr. Hornsby, who was a night club entertainer, had recently signed a five year contract with NBC-TV, and was to have gone on the air in the new Anchor-Hocking show the night he died. He was a guest star on the *Bob Hope Show* on NBC-TV Easter Sunday. Surviving are his wife and three children.



Radiorama



THIS group attending recent Public Relations Society meet at U. of Southern California includes (l to r): Worth Larkin, Los Angeles C. of C.; Ed McKenna, *Hopalong Cassidy* show's merchandising and promotion director; Burns W. Lee, Burns W. Lee Assoc.; Mark Finley, Don Lee Network; John West, West-Marquis Adv.



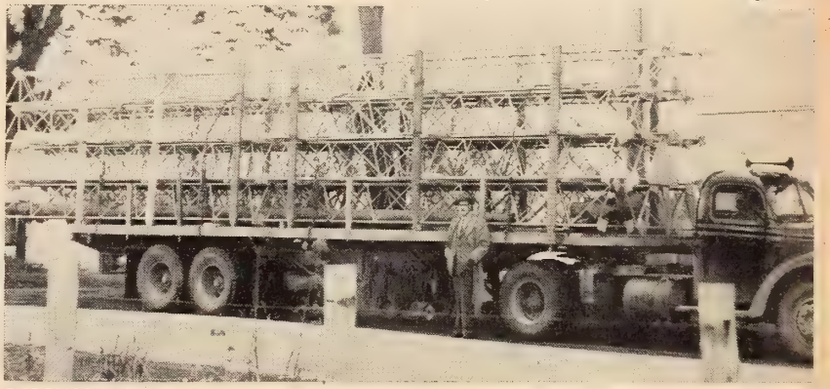
ATTENDING New York showing of film, "Worcester—Industrial Capital of New England," are (l to r): Herbert W. Moloney, of Moloney, Regan & Schmitt; George F. Booth, editor and publisher, Worcester *Telegram-Gazette*-WTAG, the film's sponsors, and Paul H. Raymer, Paul H. Raymer Co.



BEHIND the counter, Rudy Vallee (r), star of the *Rudy Vallee Show* now heard on WIP Philadelphia, inspects imported Dutch cheeses at the opening of the Holland Fair in Gimbel Brothers, Philadelphia. With the star are Benedict Gimbel Jr., president of WIP, and Mary Lou Ofer.



IDEA of the road-height of two 420-ft. towers of ABC outlet KUGN Eugene, Ore., is shown by the six-foot gentleman standing in front of the Portland Tower Sales & Erecting Co. transport. When unpacked and erected, the steel will provide needed facilities for KUGN's new 1 kw power on 590 kc.



DISCUSSING the theme song for *Pic-A-Hit*, new program on WCAU Philadelphia, are (l to r): Joe Connolly, WCAU program director; Hal Moore, m.c.; James Cox, BMI station relations; Jerry Wayne, author of song. The quartet has just completed plans for the program which gives listeners an opportunity to pick a potential hit song and name a specified number of days in which the song must make good. Show started in Saturday 3:30-4 p.m. slot but will move to Tuesday 10:30 p.m. effective May 30.





DINNER session highlighted the fifth annual Georgia Radio Institute held May 18-20 [BROADCASTING, May 22] **at the U. of Georgia's Henry W. Grady School of Journalism where Sig Mickelson, CBS public affairs director, delivered the main address. L to r: (seated) Edwin Mullinax, WLAG LaGrange, president of Georgia Assn. of Broadcasters; Mr. Mickelson; Dean John E. Drewry, head of the Grady school; Hon. Jack Wells, mayor of Athens, Ga.; (standing) Lewis Doster, WGAU Athens, institute chairman, and Ray Ringson, WRDW Augusta.**

WRIGLEY DRIVE

Buys 36 Half-Hours on CBS

WILLIAM WRIGLEY Jr. Co., Chicago, for its Spearmint gum, Thursday signed with H. Leslie Atlass, CBS Central Division vice president, to sponsor 36 half-hours on the AM network this summer. Six different shows were bought through Arthur Meyerhoff Agency, also Chicago, to fill time slots vacated by *Life With Luigi* and *The Gene Autry Show* this summer. Season ends June 13 and June 24, respectively. Other time periods were purchased through the week of Aug. 6.

Complete schedule of half-hour shows follows:

June 14, *Philip Marlowe*, 10 p.m.; June 15, *Johnny Dollar*, 10 p.m.; June 20, *Romance*, 9 p.m.; June 21, *Philip Marlowe*, 10 p.m.; June 22,, *Johnny Dollar*, 10 p.m.; June 27, *Romance*, 9 p.m.; June 28, *Philip Marlowe*, 10 p.m.; June 29, *Johnny Dollar*, 10 p.m.; July 1, *Pursuit*, 8 p.m.; July 3, *Broadway Is My Beat*, 8:30 p.m.; July 4, *Romance*, 9 p.m.; July 5, *Philip Marlowe*, 10 p.m.; July 6, *Johnny Dollar*, 10 p.m.; July 7, *Cloud Nine*, 8 p.m.; July 8, *Pursuit*, 8 p.m.; July 10, *Broadway Is My Beat*, 8:30 p.m.; July 11, *Romance*, 9 p.m.; July 12, *Philip Marlowe*, 10 p.m.; July 14, *Cloud Nine*, 8 p.m.; July 15, *Pursuit*, 8 p.m.; July 17, *Broadway Is My Beat*, 8:30 p.m.; July 18, *Romance*, 9 p.m.; July 19, *Philip Marlowe*, 10 p.m.; July 20, *Johnny Dollar*, 10 p.m.; July 21, *Cloud Nine*, 8 p.m.; July 22, *Pursuit*, 8 p.m.; July 24, *Broadway Is My Beat*, 8:30 p.m.; July 25, *Romance*, 9 p.m.; July 26, *Johnny Dollar*, 10 p.m.; July 28, *Philip Marlowe*, 8 p.m.; July 31, *Broadway Is My Beat*, 8:30 p.m.; Aug. 1, *Romance*, 9 p.m.; Aug. 3, *Johnny Dollar*, 10 p.m.; Aug. 4, *Philip Marlowe*, 8 p.m., and Aug. 8, *Romance*, 9 p.m.

Kellogg Elects Two

AT A MEETING last week of the board of directors of the Kellogg Co., Battle Creek, E. T. Swan and Ralph P. Olmstead were elected vice president in charge of sales and vice president in charge of advertising, respectively. Both Messrs. Swan and Olmstead are members of the board and will continue in their respective positions as sales manager and advertising manager. Mr. Swan also is president of the Kellogg Sales Co. and Mr. Olmstead is vice president.

MOTOROLA PLANS

To Triple '50 Ad Outlay

MOTOROLA Inc., will triple its advertising budget in 1950, according to Ellis L. Redden, director of advertising. He anticipated that national and local advertising expenditures this year will total $15 million.

The company's unit sales of television sets for the first quarter of the year was 340% of last year's figures for the same period.

Ruthrauff & Ryan Inc., New York and Chicago will handle radio and television program and is looking for a network TV show for Motorola [CLOSED CIRCUIT, May 1].

FCC Actions

SALE of KLEE-TV Houston from W. Albert Lee to "Houston Post" for $740,000 granted by FCC last week along with 10 other station transfers. Three AM station licenses were revoked. One new AM outlet, three FM stations authorized. Three AM stations, including WBAP Fort Worth and WFAA Dallas, given improved facilities. Details of these and other FCC actions may be found in FCC Roundup beginning on page 79 and Actions of the FCC beginning on page 72.

BBDO BILLINGS

Barton Sees $10 Million More This Year

SPENDING of at least an additional $10 million in radio and other advertising media this year by BBDO has been forecast by Bruce Barton, chairman of the board, in a talk before 300 industrialists and business executives at Ware, Mass. Mr. Barton unveiled the figures while pointing out that he did not anticipate much of an increase in general business.

Basing his speech on the radio theme, Mr. Barton said broadcasting today is the mightiest force in existence for spreading information and entertainment throughout the world.

"Second Largest Agency"

The advertising executive said his firm last year spent $40 million in radio advertising alone. Among many others, BBDO has program accounts of such radio greats as Jack Benny, Bob Hope, Alice Faye, *Cavalcade of America* and *Theatre Guild*. Mr. Barton noted that his firm is the second largest advertising agency in the U. S.

Looking at television, Mr. Barton said, "People ask me, 'will television kill radio? I ask them, did radio kill the newspaper? Nothing can kill either . . ." He continued, "AM radio will continue to grow to enormous proportions. Radio will always be 'first' in giving the news, and in providing entertainment. Television is still restricted, and will remain so for several years to come."

Dipping into radio lore, Mr. Barton cited Owen D. Young as being the prime mover in radio financing. It was he, according to Mr. Barton, who predicted in the early days of programming that "the President of the United States will press a switch in Washington and his voice will be heard in 20 million homes in the country."

WARE Ware, Mass., was host to Mr. Barton and the executives and also broadcast the address.

ZIV EXPANSION

Add 3 Sales Divisions

STEMMING from the expansion of the Frederic W. Ziv Co., New York, three new sales divisions and managers and 16 additional sales personnel have been appointed since the first of the year. According to a Ziv spokesman, present plans call for additional divisions and division managers to be named soon.

The following new divisions have already been set up: Atlanta, Tom Privette, manager; Dallas, Elmer Bieser, manager, and in Cleveland Sid Freeman, manager.

Sales appointments since the first of the year are: Walt Miller Detroit; C. Wylie Calder, Charleston; Carrol Gardner, Jacksonville; Henry Ungar, Youngstown; A. Frank Parton, also Youngstown; Lafe Pfeifer, Little Rock; Richard Danahy, Buffalo; Leo Knight, Lubbock; Everett Dungey, Syracuse; Charles Holloway, Indianapolis; Stan Levey, Chicago; William Rogers, Peoria; Norman Land, Harrisburg; Arnold Nygren, Boston; Eric A. Rehnwall, St. Paul-Minneapolis, and Harold Keown, Tulsa.

C&W Promotes Two

RUSSELL K. JONES, account executive, and Newman F. McEvoy, director of media of Cunningham & Walsh Inc., New York, last week were elected vice presidents of the agency. Both Messrs. Jones and McEvoy were with C&W's predecessor, Newell-Emmett Co., for over 20 years.

PHILCO CORP.

Top Appointments Made

PHILCO Corp. announced five new executive appointments last week as part of its advertising and sales expansion program to keep pace with increased TV and refrigeration products sales.

John F. Gilligan, veteran of 28 years service with Philco and its advertising manager since 1944, has been named vice president of advertising. Henry T. Paiste Jr., a 22-year man and director of quality control, TV and radio division, during the past year, becomes vice president in charge of service and quality.

Also upped in Philco ranks is Raymond B. George, who joined Philco in 1936, from sales promotion manager to a new post of vice president of merchandising in the television and radio division. Walter H. Eichelberger, with the firm 14 years and sales manager of the refrigeration division for six years, has been appointed to a vice presidency, and James M. Skinner, a veteran of 16 years service, is the new general sales manager of the division.

ADMEN'S PROGRAM

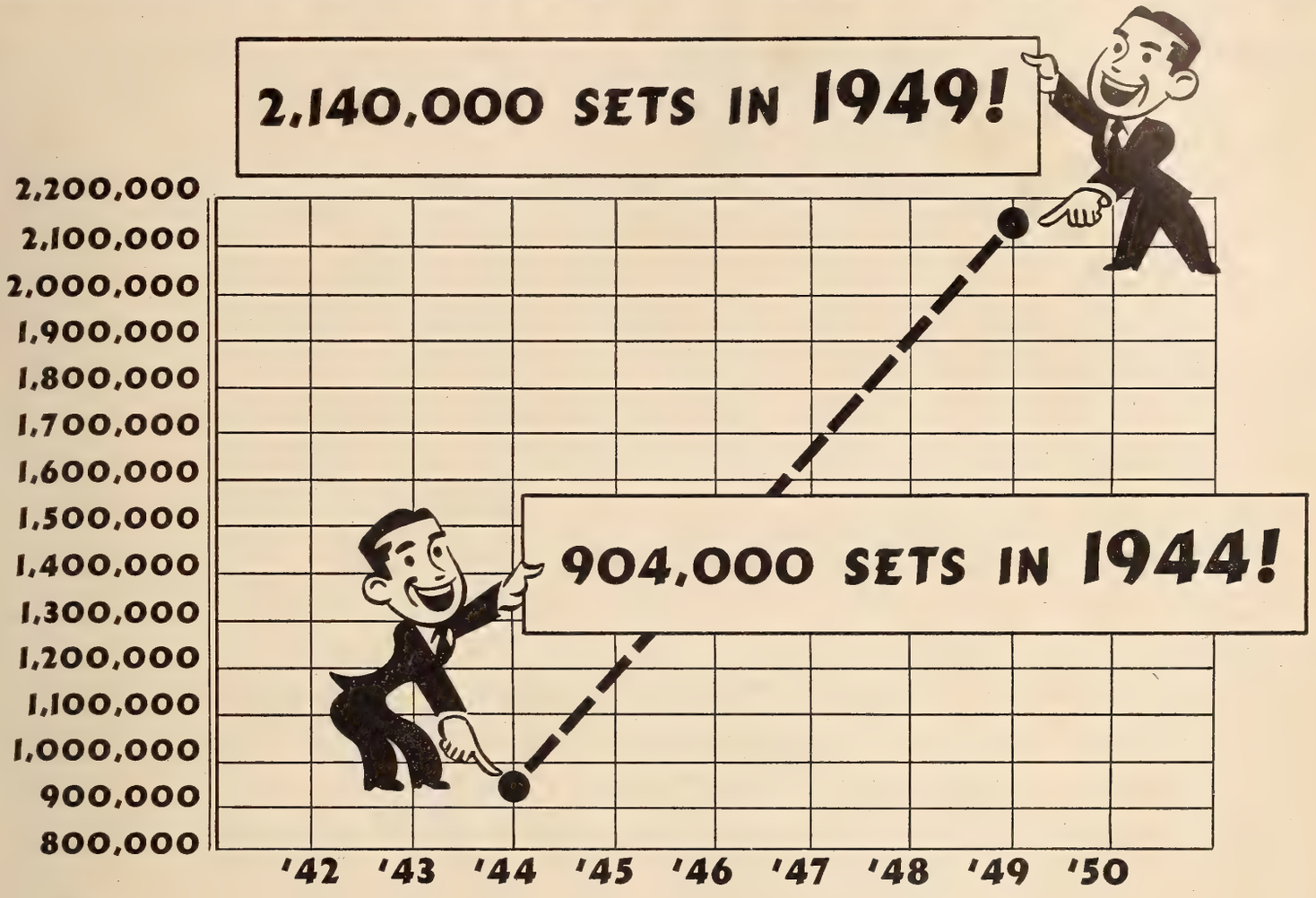
Honor ADS Members

THE ASSN. of Advertising Men will be hosts to outstanding members of Alpha Delta Sigma, honorary advertising fraternity, from 41 colleges throughout the U. S. from June 12 to June 16 in New York at a special "Inside Advertising" program.

Guests will visit an advertising agency, radio and television studios, a newspaper plant, direct mail house, and a magazine publisher. The week long program will be concluded with a dinner at the Advertising Club of New York. Guest speakers scheduled:

Don Francisco of J. W. Thompson Co; B. R. Canfield, national president of Alpha Delta Sigma; Elon Borton, Advertising Federaton of America, and Jack Tarcher, Jack Tarcher Adv. and founder of AAM.

136% INCREASE IN NUMBER OF RADIOS IN IOWA HOMES SINCE 1944



EVERYBODY knows that a family with *two* radio sets *listens more to radio* than a family with *one* set. And still more with *three* sets—Dad hears the evening news, Sister listens to a musical program, Mother tunes to a dramatic program, or the whole family listens to the same program—usually in different rooms.

Figures from the 1949 Iowa Radio Audience Survey✻ reveal that multiple-set ownership in Iowa homes has increased 136% since 1944. The *number* of sets has jumped from 904,000 in 1944 to 2,140,000!✻✻ In addition, there are now over 400,000 automobile and truck radios, as well as thousands of non-residential sets in offices, barns, stores and restaurants!

Thus despite a 14% rate increase since 1944, WHO is today one of the great radio bargains of the nation, because WHO is "listened-to-most" on more than *136% extra sets in 1949!*

Get all the facts about Iowa's extra listening and WHO's share of the bonus audience. Send for your copy of the Survey today!

✻ The 1949 Iowa Radio Audience Survey is a "must" for every advertising, sales or marketing man who is interested in Iowa.

The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with 9,116 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

✻✻ Iowa Radio Audience Survey figures applied to population estimates of Sales Management's Surveys of Buying Power.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives



Drawn for BROADCASTING by Sid Hix

"Well, it is a little confusing but I like to help everyone's rating!"

NAB SERVICES

Full Operation Continues Despite Loss of CBS

NAB last week recovered from the impact of the CBS resignation as William B. Ryan, new general manager, kept all services operating under a budget from which some $40,000 had been clipped by loss of the network's dues as well as those of its O&O stations.

The association was steeled for a second blow that failed to arrive—threatened withdrawal of ABC and its owned stations.

A few minor station resignations and additions—about par for the membership course—developed during the week but apparently were not connected in any way with the CBS withdrawal.

On the brighter side of the association's picture was a vote of confidence from Joseph H. McConnell, NBC president, who reiterated NBC's determination to remain within NAB.

During a tour of West Coast stations, Mr. McConnell told BROADCASTING he believed major networks should stay in NAB even though they duplicate some of the association's services.

Cites Need for NAB

"NBC recognizes NAB as vital to the health of the radio industry," he said, "since the health of the industry is vital to NBC. The CBS withdrawal will hurt NAB financially but have no effect on association activities or services to members," he said.

Supporting NAB also was Harold Essex, WSJS Winston-Salem, N. C., newly elected NAB District 4 director, who said radio's honeymoon is over and called for a "united front" in the industry.

Mr. Ryan told BROADCASTING NAB "definitely expects to operate all of its services" despite loss of the CBS income. "NAB must be carefully managed, just as a radio station or any other business," he said. "I'm responsible for income and expenditures. NAB will operate with the utmost economy in line with the results we plan to accomplish. No recommendation has been made to curtail any essential service."

The resignation of CBS is not "a major threat" to NAB, he said.

One "unfortunate" side of the network's withdrawal, he declared, is loss of Harold E. Fellows, WEEI Boston, as an NAB board member because WEEI is a CBS O&O outlet.

"Removal of Mr. Fellows from the board takes away one of its best members," Mr. Ryan said. "He has operated constructively and successfully for the entire industry and enjoyed the complete confidence of other board members. He will be missed especially for his knowledge of NAB's operating details through membership on the board finance committee."

Existing Vacancies

Two vacancies now exist on the board and will be filled at the directors' June 20-22 meeting in Washington. Mr. Ryan had been elected as a director-at-large for large stations and Mr. Fellows has represented District 1 (New England).

NAB's new membership operation went into action last week as B. Walter Huffington, new field director under Mr. Ryan, attended the Thursday-Friday meeting of the Virginia Assn. of Broadcasters (see story, page 20). He did his first membership work in familiar territory, having formerly been general manager of WSAP Portsmouth, Va.

NAB last week received commendation from many stations for its new promotion drive on behalf of the radio medium and the free-enterprise system [BROADCASTING, May 22]. The drive is built around a series of suggested 20-second announcements for use by stations. New series will be sent out from time to time, according to Robert K. Richards, public affairs director in charge of the drive.

WMAR-FM QUITS

WAAM (TV) Also Drops FM

OPERATION of WMAR-FM Baltimore, Transit Radio outlet, is to be discontinued June 6, FCC was informed last week by A. S. Abell Co., licensee of the station and publisher of the Baltimore *Sunpapers*. The firm said it was relinquishing the Class B FM outlet on Channel 250 (97.9 mc) to concentrate on television and its WMAR-TV there.

Meanwhile, Radio-Television of Baltimore Inc., operator of WAAM (TV) Baltimore, also informed the Commission it has decided not to keep the new Class B FM permit assigned by the Commission in mid-April [BROADCASTING, April 24]. Radio-Television said that after receiving the grant, one of several FM assignments made to Baltimore, its board of directors voted to forego FM in favor of concentrating attention on television.

In a letter to the Commission, A. S. Abell Co. explained WMAR-FM has been operated at a "substantial" loss for the past 18 months and ratings show less than 1% of Baltimore's evening audience is tuned to FM. It was pointed out that with 170,000 TV sets now in that area some 50% of the evening audience is devoted to television. WMAR-FM is to be discontinued June 6, FCC was informed.

The *Sunpapers* gave up its AM station, WMAR Baltimore, in December 1948 on similar grounds to devote attention to TV [BROADCASTING, Nov. 29, Dec. 13, 1948]. WMAR was 1 kw fulltime on 850 kc.

Transit Plans

R. C. Crisler, president of Transit Radio Inc., last week said relinquishment of WMAR-FM's license does not necessarily mean the absence of transit radio in Baltimore. He said, "TV has consistently occupied the predominant interest of the station, and WMAR-FM has only experimented with transit radio." Mr. Crisler explained a "token number" of 60 vehicles were equipped with radios.

"We have continually emphasized that a small proportion of coverage in any market renders the market relatively unsaleable," Mr. Crisler said, "particularly to national advertisers. Television expenses apparently made additional expenditures for receiving equipment inadvisable to the management of WMAR (FM), and no reasonable basis existed for maintaining the experimental installations.

Mr. Crisler indicated plans are underway by a new group, which may include Transit Radio Inc. personnel, to "not only carry on but to expand the Baltimore operation to around 400 vehicles and be functioning commercially by early fall."

The Transit Radio executive said gross sales in greater Cincinnati, with 502 vehicles equipped, reached a new peak in May of better than $14,000.

Upcoming

June 9: West Virginia Assn. of AP Broadcasters, Vandenberg Room, U.S. Capitol, Washington.
June 12-13: Radio Farm Directors, Administration Bldg., Washington.
June 17: Second annual Radio News Editor's conference, Kent State U., Kent, Ohio.
June 19: NAB Board indoctrination, NAB Hdqrs., Washington.
June 20-22: NAB Board of Directors, NAB Hdqrs., Washington.
June 22: Eighth annual Stanford-NBC-Radio - Television Institute opens, Stanford U., Palo Alto, Calif.
June 22-23: Kentucky Broadcasters Assn., Hotel Seelbach, Louisville.
June 25-29: Advertising Assn. of the West convention, Ambassador Hotel, Los Angeles.
June 25-July 1: WKY-TV Oklahoma City Television Clinic, U. of Oklahoma, Norman.
June 30-July 2: Catholic Broadcasters Assn., U. of St. Louis, St. Louis.
Aug. 10-13: AFRA convention, Sheraton Hotel, Chicago.
Aug. 30-Sept. 2: Western Assn. of Broadcasters, and directors meeting, Canadian Assn. of Broadcasters, Jasper Park Lodge, Jasper, Alta.
Oct. 22-24: 10th District convention of Advertising Federation of America, Amarillo, Tex
Nov. 16-18: National Assn. of Radio News Directors convention, Hotel Sherman, Chicago.

WOWO PETITIONS

Seeks Final Decision

PETITION for final decision in FCC's proposed grant of a power boost to WOWO Fort Wayne, Ind., from 10 kw to 50 kw on 1190 kc, directional night, was filed with the Commission last week by Westinghouse Radio Stations Inc., licensee.

In the proposed ruling the Commission had indicated it would not issue a final decision until it completed studying Westinghouse's qualifications in light of its involvement in anti-trust litigation and FCC's own proceeding for establishment of a uniform policy in licensing of such applicants [BROADCASTING, April 3].

The WOWO petition contended this delay was unnecessary and irrelevant to a "determination of the willingness and ability of Westinghouse Radio," a subsidiary firm not party to the anti-trust litigation, "to operate its stations in the future, as it has for the past 30 years, in conformity with law and the Commission's regulations and in the public interest."

Westinghouse stated it had participated in the Commission's "uniform policy" argument and held that FCC did have authority to consider Federal violations in granting licenses but this only could be done on a case-to-case basis because of the many complex, variable factors possible [BROADCASTING, May 1].

S.F. Stations Join

FIVE San Francisco bay area stations have banded together under name of San Francisco Bay Area Spot Broadcasters, to sell their facilities as a package to advertisers. Heading group is Charles E. Morin, general manager of KVSM San Mateo. Other stations include KTIM San Rafael; KSAN San Francisco; KRE Berkeley; KXRX San Jose. Business offices are at 420 Market St., San Francisco.

Our Hat's Off To . . .

CKRC

and the other Winnipeg stations for the great courage building, morale sustaining job they have done during the flood.

Displaying the same spirit that once brought civilization to the wilderness and today is making Canada one of the great nations of the world, these men of Winnipeg kept their broadcasting stations on the air twenty-four hours a day during the entire flood period and served to bring information, comfort and cheer to the people of the stricken city. This heroic task was accomplished under the greatest of difficulties. Waters were fought off from flooding transmitter sites, and when they raged out of control and overran the buildings, new transmitters were brought in from other cities and installed on top of office buildings. Crews worked in eight hour shifts at the broadcasting stations and then spent most of the other sixteen hours fighting the flood, salvaging their own homes, belongings and families and aiding in bringing safety and comfort to others before returning hungry, sleepy and well nigh exhausted to their jobs.

Yes, our hat's off to you, Bill Speers, and all the gallant crew at CKRC. We're proud to serve you.

Weed
and Company

new york • boston • chicago • detroit
atlanta • hollywood • san francisco



It's no news to



us...

KMOX IS THE SIX-TO-ONE WINNER!



Year after year, in every listening study made, KMOX wins in a walk. And 1950 is no different. The first Pulse of St. Louis proved it. The second confirms it.*

Of the 504 quarter-hours all week long, KMOX wins first place in 418...*585% more wins than any other station!**

Of the total 240 weekday daytime quarter-hours, *KMOX wins first place in 200!*†

Of the top 10 locally-produced daytime programs, *9 are on KMOX!*†

It's no news to us—but it's new and further proof for advertisers—that KMOX always wins easily in St. Louis. That's one good reason why KMOX is the greatest selling force in Mid-America today.

"The Voice of St. Louis" **KMOX**

Columbia Owned • 50,000 watts • Clear Channel

Report No. 1, Jan.-Feb. 1950; Report No. 2, Mar.-Apr. 1950 *6:00 AM to 12:00 Mid., Sunday thru Saturday †6:00 AM to 6:00 PM, Monday thru Friday

Operating Costs

(Continued from page 20)

continued to rise is not as gloomy as it sounds," Mr. Doherty said. Particularly significant is the fact that the preliminary South Atlantic Survey indicates that the year 1949 showed the smallest percentage increase in operating cost ratios that has occurred since 1945. Apparently broadcasters have been doing an increasingly better job of cost control than ever before and have been stemming the tide of rising costs.

"We are convinced that the NAB cost studies have contributed substantially to this trend for better cost control. Hundreds of broadcasters have reported widespread use of last year's cost yardsticks, toward the end that they have found ways of reducing certain uneconomic expenses.

"However, the task of maintaining top levels of efficiency is a continuing one. Toward the end that the radio industry may effectively control the trend toward rising costs, the NAB's Second Annual Cost Study will be available during the next few months. With approximately 1,000 questionnaires already turned in, this year's cost study will afford the most practical and comprehensive operating cost guides that the industry has ever possessed."

Regional Studies

Last year Mr. Doherty took complete regional cost studies to the NAB district meetings. Similar analyses are now in preparation with itemized breakdowns for all classes of stations by areas and income levels.

Mr. Doherty predicted, in a question-answer session, TV would not unduly disrupt existing media though he anticipates basic changes in NAB programming and values. He said radio business should be better for the first six months of this year than the same period of 1949 largely because general business is improved. Big business has its fingers crossed as to 1951, he noted, adding that radio's remarkable record of business failures may not stand in the months ahead.

WKAT HONORED

Ecuador Earthquake Aid Cited

CITATION honoring WKAT Miami Beach and Col. A. Frank Katzentine, owner-operator, for efforts in relief to the peoples of Ecuador following the 1949 earthquake, was presented May 21 at the WKAT studios.

Authorized by the Congress of Ecuador, the citation was awarded by Dr. Carlos Puig, consul general, in behalf of President Lazo Plaza. Bob Lido, WKAT's Spanish commentator, also received a scroll and citation for meritorious service.

WU REFUNDS

Liberty Seeks $17,972

THE FIRST of what may be a series of claims for refunds of "unlawful" charges collected by Western Union for its play-by-play sports service was filed last week by Liberty Broadcasting System, seeking the return of $17,972 plus interest [CLOSED CIRCUIT, May 22].

The complaint, filed with FCC, came on the heels of FCC's final decision outlawing the special $2-per-game fee which WU has been levying upon subscribers for each station t which they furnish such reports. FCC authorities said it was the first complaint of its kind they have been called upon to handle.

It was considered likely that other baseball networks would follow suit, now that the $2 extra charge—as well as a $1 additional charge for after-the-game summaries—has been adjudged "unreasonable" and "discriminatory."

Although they made no announcement of their plans, WIND Chicago and its Midwest Baseball Network, and KFBC Cheyenne and a network of some 18 stations to which it feeds reports were thought to be sure to file claims. WIND and KFBC waged the fight against the charges in the FCC proceeding through their Washington counsel, Thomas N. Dowd of Pierson & Ball.

Liberty Broadcasting System's complaint, filed by Marcus Cohn and Bernard Koteen of the Washington law firm of Cohn & Marks, sought rebates primarily for "unlawful" fees paid for baseball service, but also included some involving football and basketball reports.

Quotes FCC

The complaint pointed out that FCC, when it called the investigation in April 1949, refused to suspend the questioned charges. At that time, it was noted, FCC said subscribers who are affected would "have adequate opportunity to seek a refund . . . of any charges which they may pay . . . in excess of the charges found to be lawful by the Commission after investigation and hearing."

The claim covered the period from the opening of the baseball season in April 1949 to the end of April 1950.

The number of stations to which Liberty furnished the reports in 1949 ranged as high as 54 per game, and was consistently 31 per game this year. During the football-basketball seasons the average was 10-12 per game.

Liberty, headed by Gordon B. McLendon with headquarters in Dallas, asked FCC to order WU to refund, in addition to the $17,972, "interest at the rate of 6% per annum on such unlawful charges from the respective dates on which they occurred."

WU spokesmen meanwhile said they had not definitely decided upon their next step. FCC's order instructed the firm to amend its tariffs to eliminate the "unlawful discrimination and charges."



Your Own Summer "Pops" Concerts!

★ *Ballet Themes* ★ *Symphonic Novelties*

★ *Standard Melodies*

★ *Concert Dances* ★ *Symphony Excerpts*

★ *Opera Overtures and Intermezzos*

The best in Light Concert Selections.

Music that builds Radio Audiences!
Sparks Summer Sales!

Up "pops" plenty of profit

with

Programs based on the *music of lasting value*

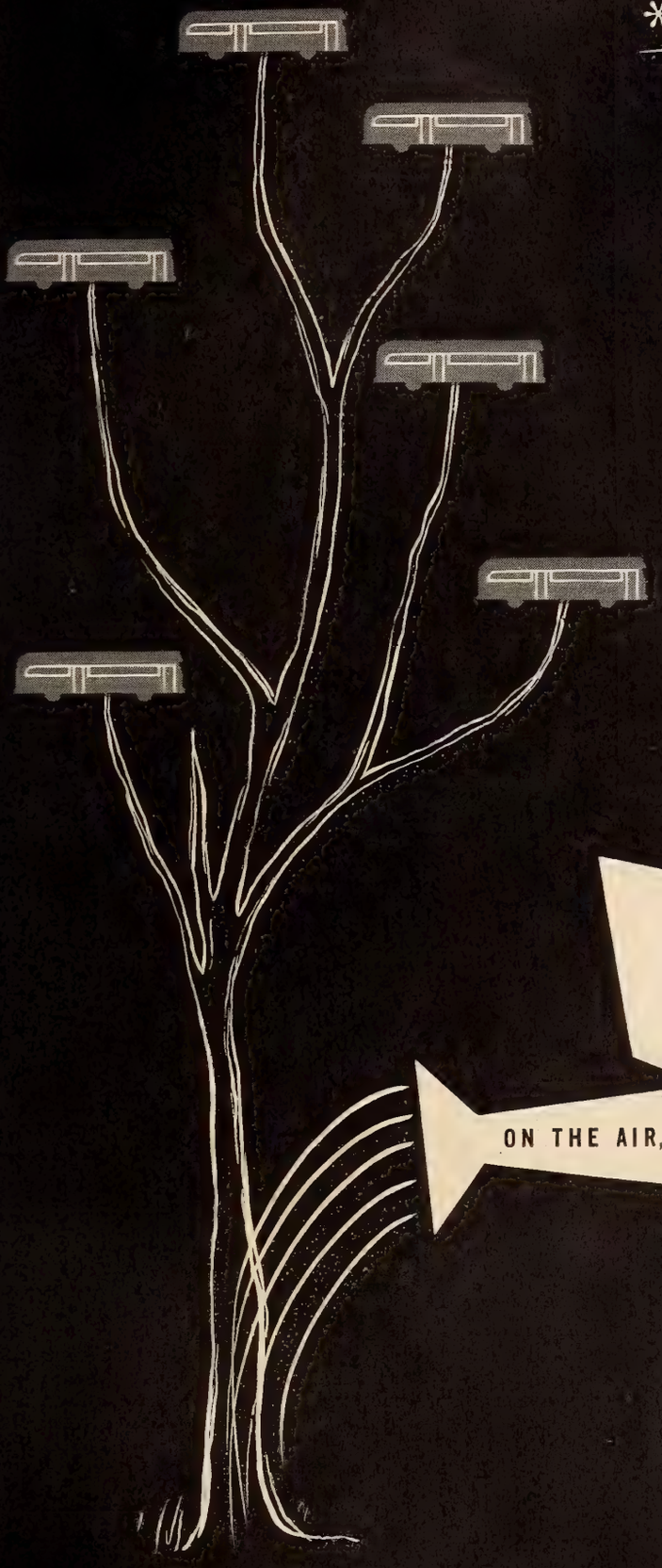
in

The Sponsor-Selling **SESAC Transcribed Library**

Hundreds of additional American Folk—Band—Concert—Hawaiian—Novelties—Religious—South American and Spanish renditions included in the ***3700 musical selections*** *contained in the complete SESAC Transcribed Library—* ***ALL FOR AS LITTLE AS $40 A MONTH!*** ***(Based on your advertising rate card)***

SESAC INC., 475 Fifth Avenue, New York 17, N.Y.

* The FASTEST GROWING new advertising medium in America . . .



* transit radio

The medium that delivers your radio message at lowest cost to the audience on buses and street cars—consumers on their way to points of purchase—as well as the FM home audience

we'd like to have you aboard!

- **New advertisers**—happy ones—an 80% increase since January in the number of national advertisers!
- **New markets**—Minneapolis-St. Paul and Trenton, N. J. are the latest. **Many** more are on the way. (See below for current list.)
- **New Results.** Want full details on the amazing sales results transit radio continues to deliver? Then phone, wire or write.

And in **Evansville,** Ind., remember that transit radio is

WGBF's FM STATION

WMLL

ON THE AIR, INC. • 519 VINE ST. • EVANSVILLE, IND.

NOW AVAILABLE IN ALL THESE MARKETS (AND COMING SOON IN SCORES OF OTHERS

Baltimore, Md. WMAR-FM
Bradbury Heights, Md. WBUZ (and suburbs of Washington, D.C.)
Cincinnati, Ohio WCTS (and Covington, Ky.)
Des Moines, Ia. KCBC-FM
Evansville, Ind. WMLL
Flint, Mich. WAJL-FM
Houston, Tex. KPRC-FM
Huntington, W. Va. WPLH-FM
Jacksonville, Fla. WJHP
Kansas City, Mo. KCMO-FM
Minneapolis-St. Paul
Omaha, Neb. KBON-FM
Pittsburgh, Pa. (Suburbs) WKJF
St. Louis, Mo. KXOK-FM
Tacoma, Wash. KTNT
Topeka, Kans. WIBW-FM
Trenton, N.J. WTOA
Washington, D.C. WWDC-FM
Wilkes-Barre, Pa. WIZZ
Worcester, Mass. WGTR-FM

TRANSIT RADIO, INC., NATIONAL REPRESENTATIVES

250 PARK AVE., NEW YORK, N.Y.—MU. H. 8-3780 • 35 E. WACKER DR., CHICAGO, ILLINOIS—FINANCIAL 6-4281 • UNION TRUST BLDG., CINCINNATI, OHIO—DUNBAR 1115

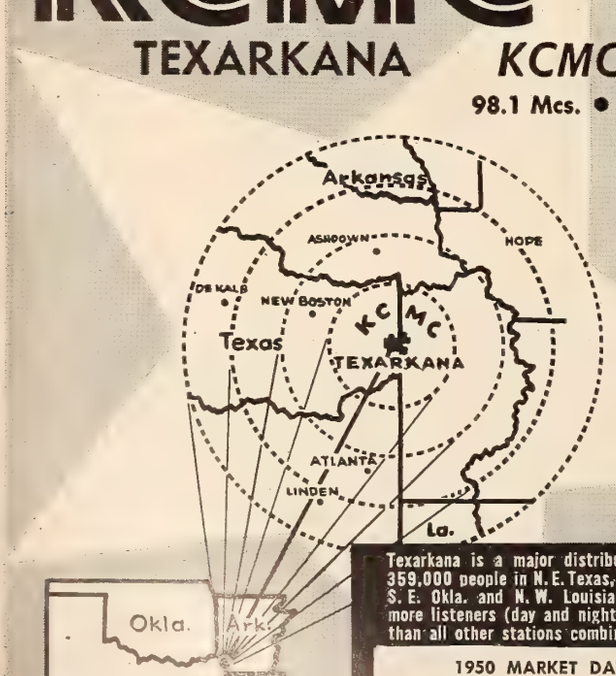
Business Census

(Continued from page 24)

Trade group and kind of business	Sales and receipts, entire year 1948 (thous. dol.)	1939* (thous. dol.)	Paid employees, workweek ended nearest Nov. 15 [1] 1948 (number)	1939* (number)
Furriers, fur shops	218,787	94,133	14,912	13,402
All other apparel stores	274,243	49,884	15,783	7,526
Furniture, furnishings, appliance group	6,914,247	1,733,257	374,812	220,950
Furniture stores	3,425,325	973,157	163,116	108,246
Floor covering, drapery stores	503,283	74,461	29,882	8,541
Other home furnishing stores	438,504	152,266	49,328	28,562
Household appliance stores	2,160,006	484,698	118,028	69,818
Radio stores	387,129	48,675	14,458	5,783
Automotive group	20,118,052	5,548,687	634,654	400,166
Motor vehicle (new and used) dealers	15,971,790	4,810,245	519,466	324,688
Motor vehicle (used) dealers	2,432,834	193,790	32,065	13,744
Tire, battery, accessory dealers	1,361,226	523,685	73,336	59,800
Motorcycle, aircraft, boat dealers; Other automotive dealers	352,202	20,967	9,787	1,934
Gasoline service stations	6,492,586	2,322,495	287,896	246,600
Lumber, building, hardware group	11,142,304	2,734,914	479,888	257,641
Lumber yards, building materials dlrs.	5,132,248	1,478,459	216,607	138,957
Plumbing, paint, electrical stores	1,150,020	282,746	75,708	35,766
Hardware stores	2,497,296	629,276	113,063	57,998
Farm equipment dealers	2,362,740	344,433	74,510	24,920
Drug and proprietary stores	4,011,523	1,562,502	282,390	192,296
Liquor stores	2,585,978	586,351	52,613	27,065
Secondhand stores	303,636	138,007	20,787	24,132
Other retail stores	10,395,854	3,496,437	476,988	362,444
Fuel, fuel oil, ice dealers	2,421,860	1,013,542	107,026	111,884
Feed, farm, garden supply stores	3,146,361	779,289	72,220	49,472
Jewelry stores	1,233,191	361,595	69,145	37,609
Book, stationery stores	534,885	192,026	47,940	28,295
Sporting goods stores, bicycle stores	344,949	63,751	14,274	6,144
Florists	377,031	148,741	32,553	22,561
Cigar stores, cigar stands	535,016	207,781	16,498	14,449
News dealers, newsstands	216,457	72,427	16,049	11,725
Gift, novelty, souvenir stores	199,286	53,568	13,981	6,438
Music stores	337,987	65,127	19,090	8,566
Luggage, leather goods stores	69,040	19,345	3,759	2,012
Optical goods stores		Included with "All other retail stores."		
Camera, photographic supply stores	201,681	32,343	9,561	3,300
Office store machine and equip. dlrs.		Included with "All other retail stores."		
All other retail stores	778,110	370,029	54,892	59,989
WHOLESALE TRADE, total	185,279,986	54,888,480	2,340,093	1,605,481
Merchant wholesalers, total	79,363,838	21,742,474	1,495,566	940,092
Groceries, confectionery, meats	11,220,756	3,940,781	180,799	153,704
Groceries (general line)	5,634,828	2,185,736	91,382	76,616
Confectionery	373,167	132,682	9,467	7,075
Fish, sea foods	391,574	131,248	11,242	9,022
Meats and meat products	2,025,783	519,593	26,250	18,771
Other grocery, food specialties	2,795,404	971,522	42,458	42,220
Farm products, edible	7,602,217	2,110,766	156,523	94,212
Dairy, poultry products	4,388,899	967,914	104,464	52,342
Fruits, vegetables (fresh)	3,213,318	1,142,852	52,059	41,870
Beer, wines, distilled spirits	4,027,009	1,249,164	62,631	46,211
Beer, ale	1,541,463	502,111	34,201	23,359
Wines, distilled spirits	2,485,546	747,053	28,430	22,852
Drugs, chemicals, allied products	2,309,496	801,813	55,737	40,226
Drugs (general line)	812,309	363,621	21,125	16,811
Drugs, drug sundries (specialty lines)	585,758	157,190	15,456	11,453
Industrial chemicals, explosives	685,194	200,719	10,478	5,954
Paints and varnishes	226,235	80,283	8,678	6,008
Tobacco and products (except leaf)	2,493,473	1,106,215	25,825	18,785
Dry goods, apparel	5,749,772	1,686,952	78,499	68,986
Clothing, furnishings, footwear	1,584,344	700,501	30,415	27,109
Dry goods (general line)	414,993	206,983	8,251	11,377
Dry goods specialties, piece goods, notions	2,008,202	572,153	27,882	30,500
Piece goods converters	1,742,233	409,315	11,951	[3]
Furniture, home furnishings	1,304,642	373,464	31,920	18,817
Furniture (household, office)	380,578	61,188	11,560	3,791
Home furnishings	924,064	312,276	20,360	15,026
Paper and its products	1,904,976	574,973	49,198	31,912
Wrapping paper, twine	301,596	n.c.	8,225	n.c.
Fine paper	459,593	n.c.	9,112	n.c.
Stationery, office supplies	182,367	n.c.	10,302	n.c.
Wallpaper	31,440	n.c.	1,732	n.c.
Other paper products	929,980	n.c.	19,827	n.c.
Farm products—raw materials	6,769,746	1,628,706	24,409	27,712
Automotive	4,096,583	260,029	135,572	58,871
Automobiles, other motor vehicles	1,423,393	n.c.	23,654	n.c.
Automotive equipment, tires and tubes	2,683,190	n.c.	111,918	n.c.
Electrical goods	4,376,948	788,024	89,400	38,592
General-line, apparatus, supplies	2,378,131	451,329	49,226	21,011
Electrical appliances and specialties	1,998,817	336,695	40,174	17,581
Hardware, plumbing, heating	3,813,664	971,975	102,161	62,715
Hardware	2,012,260	592,000	58,600	40,180
Plumbing, heating equipment, supplies	1,801,404	379,975	43,561	22,535
Lumber, construction materials	3,918,467	804,392	86,385	37,420
Lumber, millwork	2,790,562	487,610	47,467	18,188
Other construction materials	1,127,905	316,782	38,918	19,232
Machinery, equipment and supplies	6,718,282	1,440,371	187,665	89,779
Comercial machines and equipment	859,750	136,822	32,026	11,299
Construction machinery, equipment	786,317	96,556	17,797	5,059
Farm-dairy machinery, equipment	535,679	59,395	9,308	2,866
Industrial machinery, equip. supplies	2,966,554	640,936	71,739	33,137
Professional equipment, supplies	555,335	172,855	28,118	17,972
Service establishment equip., supplies	762,355	268,725	22,779	16,882
Transportation (except automotive) equipment, supplies	252,292	65,082	5,898	2,564
Metals, metalwork (except scrap)	2,059,608	515,975	33,487	17,226
Iron, steel and products	1,549,601	304,440	28,292	14,607
Nonferrous metals, metalwork	510,007	211,535	5,195	2,619
Waste materials	2,711,416	656,000	59,773	46,423
Iron, steel scrap	1,687,727	334,136	27,601	17,802
Other scrap, waste material	1,023,689	321,864	32,172	28,621
Other merchant wholesalers	8,286,783	2,630,874	135,582	88,501
Amusement, sporting goods	553,469	124,479	15,739	8,030
Books, periodicals, newspapers	458,958	168,572	22,418	12,635
Coal, coke	2,043,074	512,835	10,823	9,702
Farm supplies	1,229,636	333,844	20,043	14,431
Jewelry	796,689	234,054	16,426	10,170
Petroleum and products	770,521	196,734	8,860	6,799
Merchant wholesalers, n.e.c.	2,434,436	1,060,356	41,273	26,734
Manufacturers' sales branches (with stock); Manufacturers' sales offices (without stocks)	50,610,038	15,048,967	478,639	323,716
Petroleum bulk stations, terminals	10,554,410	3,807,908	109,863	99,956
Agents, brokers	33,998,742	11,200,560	99,245	87,016
Assemblers (mainly farm products)	10,752,958	3,088,571	156,780	154,701
SELECTED SERVICE TRADES, total	8,567,394	2,973,581	1,326,672	936,271
Personal services	4,426,880	†	846,284	†
Business services	1,643,717	†	234,698	†
Automotive repairs and services	1,553,316	†	151,864	†
Other repair services	943,481	†	93,826	†
HOTELS	2,072,689	863,155	377,124	330,216
TOURIST COURTS AND CAMPS	197,643	36,722	17,286	6,938
AMUSEMENTS	2,208,147	998,079	331,625	223,687

* 1939 Wholesale and Service data adjusted to scope of 1948 Census.
† Not available.
n.c. No comparable 1939 data.
[1] Includes employees paid for less than the full workweek.
[2] Data for "Caterers" included with "Eating places" in 1948 and with "Bakery products stores" for 1939.
[3] Included in "Dry goods specialties, piece goods, notions."

KCMC
ABC
1230 Kc
TEXARKANA
KCMC-FM
98.1 Mcs. • 40,000 W.



Texarkana is a major distributing point to 359,000 people in N. E. Texas, S. W. Arkansas, S. E. Okla. and N. W. Louisiana. KCMC has more listeners (day and night) in Texarkana than all other stations combined. (Conlan)

1950 MARKET DATA

City Population	52,000
Greater Retail Market	239,330
Families	61,103
Radio Homes	34,385
Retail Sales	56,904,000
No. of Retail Stores	2,302

Frank O. Myers, Mgr.
Rep: The Taylor Co., Inc.

HOOVER PLANS

Miller Charges Distortion

DISTORTION of Hoover Commission plans by President Truman in presenting the recommendations to Congress was charged Wednesday by NAB President Justin Miller in resigning from the Citizens Committee for the Hoover Report.

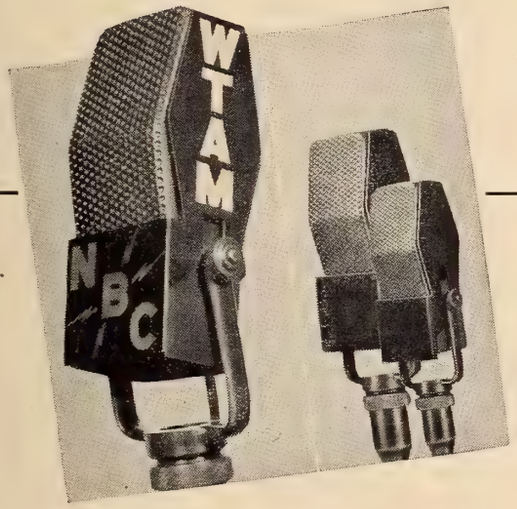
In his letter to Dr. Robert L. Johnson, committee chairman, Judge Miller pointed out that the NAB board had voted unanimously in April that NAB should oppose Plan 11 which would have vested added powers in the FCC chairman. Plan 11 was rejected by the Senate [BROADCASTING, May 22].

Judge Miller notified Senators Edwin C. Johnson (D-Col.), chairman, and Ernest W. McFarland (D-Ariz.), of the Interstate Commerce Committee, and John L. McClellan (D-Ark.), chairman of the Committee on Executive Expenditures. In his letter of resignation Judge Miller said he had hoped the Citizens Committee itself would oppose some of the plans on the ground they attempt to accomplish the opposite of purposes intended by the Hoover Committee.

Remote Pickups

FCC's rule relating to the use of remote pickup stations in areas outside the U. S. was amended last week to include the Virgin Islands, since station grants have been made there. Sec. 4.431 (d) of the Commission's regulations pertains to remote pickups.

WTAM has a larger audience than the next two Cleveland stations combined



Before your next advertising schedule is placed in Cleveland you'll want to consider these important facts:

1. WTAM's total audience is larger than the next *two* Cleveland stations *combined.* (BMB)
2. WTAM's *daily* audience (6-7 days per week) is over twice as large as the next best station. (BMB)
3. WTAM is the *only* station in Northern Ohio that delivers regular audiences in *four major cities* . . . Cleveland, Akron, Canton and Youngstown. (BMB and Hooper)
4. WTAM penetrates over twice as many cities as the next best station; WTAM penetrates 48 cities; the next station—22 cities. (BMB)
5. WTAM's primary area (50% and over, BMB) is larger than the next station's *total* area.

After you've considered these facts, chances are you will agree that your schedule belongs on WTAM, Northern Ohio's *Dominant* Station.

For further information and intelligent assistance in planning *your* schedule in Northern Ohio, write, wire or phone WTAM, NBC Building, Cleveland, or your near-by NBC Spot Salesman.

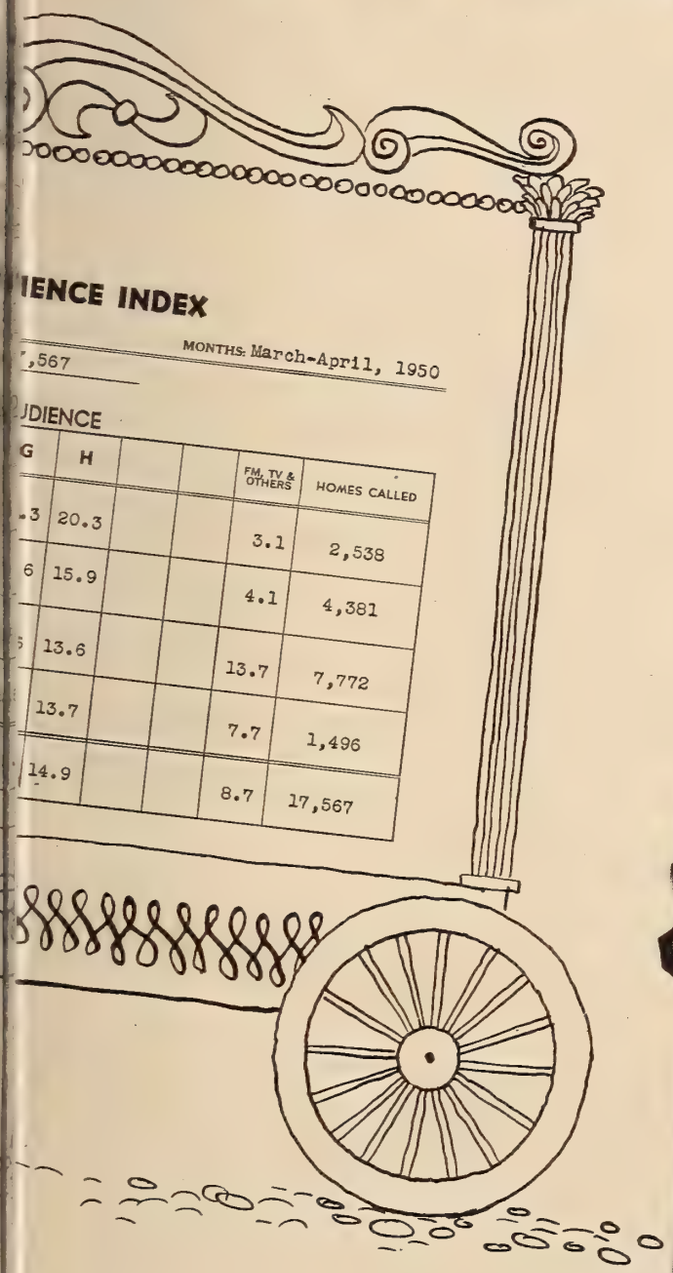
WTAM NBC
CLEVELAND
Represented Nationally by NBC Spot Sales

NORTHERN OHIO'S DOMINANT STATION



✱ Hooper ratings, March-April, 1950

'NG, AFTERNOON AND NIGHT*



IENCE INDEX

MONTHS: March-April, 1950

,567

UDIENCE

G	H			FM, TV & OTHERS	HOMES CALLED
-3	20.3			3.1	2,538
6	15.9			4.1	4,381
5	13.6			13.7	7,772
	13.7			7.7	1,496
	14.9			8.7	17,567

FIRST STATION IN HOUSTON . . . NOW IN ITS 25th YEAR

•

It pays to use Houston's Number One Station to reach Houston's ¾ million population and Texas' famous Gold Coast.

Our representative will give you the full facts about Houston's Number One Station.

•

TO SELL HOUSTON AND TEXAS' FAMOUS GOLD COAST BUY KPRC



FIRST IN THE SOUTH'S FIRST MARKET

KPRC HOUSTON

950 KILOCYCLES • 5000 WATTS

NBC and TQN on the Gulf Coast

Jack Harris, General Manager

Represented Nationally by Edward Petry & Co.

Editorial

$ for $ Research

OUT WEST, where they still view with a jaundiced eye the techniques and foibles of the "city slicker" East, they're experimenting with a *new* method of radio research. Instead of dealing in ratings, recall, coincidentals or mechanicals—they're dealing in dollars.

It's as simple as that. And it may prove an eye-opener, not only for radio, but for all types of retail advertising.

The Advertising Research Bureau Inc. (ARBI) is now conducting pilot studies in Washington, Oregon and Montana [BROADCASTING, May 1]. Several tests have been completed, and others are in progress. Each test measures comparison of traffic in a retail establishment resulting from radio and newspaper advertising; the percentage of that traffic which buys merchandise; and how much merchandise is bought by each type of customer. Reports on complete results will be published in the near future.

The measurements are made at point of purchase. The answer is depicted by the number of dollars of merchandise sold for each dollar spent in each medium. In certain of the pilot tests radio has produced results as high as $7.90 for its dollar, with the average, $4 to $1. In one case a station ran second to the newspaper by a fraction—enough to prove the integrity of ARBI, according to its entrepreneurs.

This *new* standard of comparison goes back to fundamentals—dollar for dollar. It's perhaps too early to appraise the overall effectiveness of the method. But it sounds sort of earthy to us. After all, why deal in abstract rantings about ratings, when dollars are still the coin of our realm?

Calling Mr. Spelvin of 1776!

IN AN EMERGENCY (at any given time) IT WOULD REQUIRE ONLY THREE PERSONS (subversives)—

one engineer in master control at a radio network,

one director in a radio studio,

one voice before a microphone—

TO REACH 90 MILLION AMERICAN PEOPLE, WITH A MESSAGE!

Those are not the words of this journal. They are the words of someone whose identity is unknown to us. They were typewritten on the fly-leaf of a sheaf of photostated newspaper clips and letters sent by registered mail to the editor. The return address read:

"FROM: George Spelvin
1776 Broadway, N. Y."

"George Spelvin" is Westbrook Pegler's average American. The "1776" connotation is as patriotically obvious.

The documentation is carefully done. Three individuals are named—all officials of labor unions in radio. We do not reprint them because of the libel statutes.

This anonymous individual makes his case well. A newspaper headline reads:

Reds Colonizing in TV and Radio

Another:

Accused Red Is Aid To Radio Guild Here

All sort of frightening?

We think so. Else we would heave the batch into File X. We are pursuing this. We ask "Mr. Spelvin" to send us more. Or better yet, to make his identity known to our editors here or in New York.

There can be no doubt that there is Communistic infiltration of radio. Why should they overlook that most direct and potent means of reaching the public? "Mr. Spelvin" probably communicated with us because of our past editorial thrusts against Reds in radio.

The networks, we are confident, are aware of their great responsibilities. They clear the programs. They pass the script and the talent. They hire the directors and the engineers.

One has but to read the headlines to get the answer.

Not The NAB; But An NAB

LIKE DEATH and taxes, the inevitable again has been visited upon the NAB. It is at the familiar crossroads. Resignation of CBS and the probability of other withdrawals would appear to augur a change of organization, if not command.

There is little doubt about the ground for dissatisfaction. NAB has not performed in optimum fashion. Few trade associations do.

But even admitting that NAB is not up to par in the trade association field, we regret the action of the networks at this juncture. If any substantial number of affiliates follow their lead, it could spell the demise of the NAB, already engaged in what veers dangerously close to deficit spending.

Almost everybody recognizes the need for a trade association. There's nothing in the NAB structure that a reorganization can't cure. The NAB board as a necessary first step revised the organization a few months ago to provide for a general manager. William B. Ryan, that new general manager, has scarcely had a chance to learn his way around the headquarters operation.

We were hopeful that the networks would retain membership until Bill Ryan had been given the chance to reorient the NAB. That unfortunately isn't the case.

Where does the NAB stand today? It is still a going concern. The framework is there. If the radio body-politic isn't satisfied with the administration (and certainly the CBS action must be construed as a vote of no confidence), then the administration can and should be changed. It is far easier to revise an existing organization than to scuttle it and start from scratch. There would be an outcropping of several rump organizations, perhaps none qualified to perform the essential task. To start anew would be an insuperable job and result in a shameful waste of time, money and energy. There would be loss of prestige and standing.

The issue is no longer one of unwavering support of the NAB as presently constituted. Harold Essex, WSJS Winston-Salem, new district director, told state association meetings in North Carolina and Virginia last week that, as he sees it, the question is not to retain *the* NAB but to retain *an* NAB.

If the answer is in full scale reorganization, with a pay-as-you-go structure, then the board should be prepared to set up the machinery at its meeting next month in Washington. If further personnel changes are indicated, the board should so set its sights. Prior to the meeting, the board might well solicit from the networks and others out of sympathy with the present order bills of particulars on precisely what they regard as necessary reorganization steps.

The issue is bigger than any single entity or group. The answer is not in wholesale resignations but in wholesome reorganization—wherever it might strike.

Our Respects To —



WILLIAM ROBERT McANDREW

WILLIAM (Bill) McANDREW today is writing headlines for what may be the "big story" in his ever progressing career—management of NBC's Washington operations, WRC-AM-FM and WNBW (TV).

General Manager McAndrew was picked for his job because he has seldom tackled a tough problem without finding some way of licking it. When he took the reins at NBC Washington last year, Mr. McAndrew had a few problems to lick—and he faced them with the same two-fisted approach that won him a name as a radio newsman.

WNBW's heavy schedule of color TV transmissions and the realignment early this year of NBC Washington operations—splitting radio-TV functions along network lines—shackled Mr. McAndrew with the unenviable task of producing results on two fronts.

Faced with keeping WRC healthy and getting WNBW on its own feet, Bill McAndrew hiked his shirt sleeves and went to work. In the background were statements from the "experts" to the effect that radio was "dying" and TV consigned to the doldrums of red ink for several years.

Under the reorganization, with WRC (AM) and WNBW (TV) in effect competing with each other, Mr. McAndrew has effectively avoided giving the impression of a man shadow-boxing with himself—despite the fact he presides at separate weekly radio and TV staff meetings.

At this early stage, he appears to be making an outstanding success of a formidable job. For the record, WRC had one of the three best months in its financial history early in 1950 and WNBW has more than doubled its number of advertisers in the past 12 months.

William Robert McAndrew, whose father is a native of Kentucky, was born in Washington, D. C., Sept. 7, 1914. His father is still active in the nation's capital as superintendent of the plate-making division of the Government Printing Office.

Young McAndrew attended St. Anthony's grammar school, Gonzaga High School and was graduated in 1935 from Catholic U. with a bachelor-of-arts degree in economics. At college he managed to embroil himself in campus politics and the vicissitudes of newspaper censorship.

In his sophomore year he was named to succeed the editor of the college paper who was suspended for running afoul the faculty on the question of a repressed editorial—a cause in which Bill McAndrew himself heartily con-

(Continued on page 47)



● The big news for 1950 is the Sales Punch being delivered by *ALL* New York Independents to a larger nighttime listening audience than ever before! Pulse Ratings show that between 7 P.M. and 12 Midnight — April 1950 the Independents gained 20% more audience than last year!

And for the advertiser and its agency looking for sales and coverage in the New York area — this is important — WOV increased its audience *by* 39% with *NO* increase in rates! So before you buy radio in New York look at the Rated Independent Stations — then take out your slide rule and check the cost to reach 1000 people!

For information on increasing your sales write this station or contact our National Representatives.

***COST PER 1000 PEOPLE**

Station	Minutes	15 Minutes
WOV	$ .17	$ .45
"A"	.20	.62
"B"	.23	.60
"C"	.28	.65
"D"	.28	1.10
"E"	.35	1.13

*WOV delivers the lowest cost-per-thousand people of any New York City Rated Independent. Costs based on current Class "A" Rates (312-time), stations' coverage and April 1950 Pulse from 7 P.M. to Midnight.

Originators of *Audited Audiences*

WOV
NEW YORK

5000 WATTS

JOHN E. PEARSON COMPANY, National Representatives

Antenna Rules

(Continued from page 19)

thorized structures.

Similarly, the simplified version of tower-marking requirements would apply to existing or authorized structures only insofar as they are less stringent than present requirements. Towers under 170 feet high and requiring no aeronautical study would need no marking.

FCC said hearing or oral argument on its antenna-site and tower-marking proposals will be held if comments which seem to warrant it are received by July 3.

The speed-up procedures adopted by the government Air Coordinating Committee for passing upon applications which require special aeronautical study were designed to attain two objectives long sought by broadcasters: (1) expedite clearance of antenna-site proposals, and (2) when proposals are turned down, to get the reasons on the record.

Under this plan, applications needing clearance will be referred by FCC to the ACC's appropriate Regional Airspace Subcommittee, which will obtain informal clearance if possible.

If any objection is raised, the case will be put on the agenda for the next meeting of the subcomittee and the applicant and objectors will be heard. The regional subcommittee will make recommendations to the Washington subcommittee and send copies to FCC, which will consider the application approved unless the Washington subcommittee reports otherwise within nine days.

FCC Notification

FCC will notify the applicant of approval or disapproval of his application, or, upon request, will report on its current status. If either the regional subcommittee or the Washington subcommittee recommends disapproval of an application, "reasons therefor must be given."

From FCC's standpoint, the Commission said applications which do not require aeronautical study under the standards, as well as those which are given recommended approval by the Airspace Subcommittee, will "be deemed not to involve a hazard to air navigation," and will be processed by FCC accordingly.

In the case of those which draw a recommended denial from the Airspace Subcommittee, or on which the committee indicates lack of agreement, "the applicant will be so advised and the Commission will take such further action as might be appropriate."

Broadcasters felt the "appropriate action" in the latter case should be spelled out to show that a hearing definitely would be held, in order that the applicant would have full opportunity to meet objections in proceedings before the Commission and to appeal to the courts in event of adverse final action.

Under the proposed standards, applications involving towers up to 500 feet in height would require no special aeronautical study unless their location would fall within specified areas where they might be deemed hazards to air navigation.

On this point broadcasters failed to win concessions which, during the 1949 conferences, they described as essential to success of the plan—that is, a substantial increase in the height below which tower proposals would not need special study except in specific locations. NAB had urged that the 500-foot figure be raised to 650.

Towers up to 170 feet in height similarly would not require special aeronautical study unless located in airports and airport approach areas—and then only when they would exceed limitations specifically set forth in the criteria.

Antenna structures more than 500 feet in height would require aeronautical study in all cases, irrespective of their proposed locations. But the existence of natural or man-made formations and structures which would provide shielding would be taken into account in the study.

Dispute developed over the effect of a revised portion of the standards relating to limitations on towers proposed within the approach areas of runways used for instrument operation. The original plan would impose the same limitations regardless of whether the runway actually is used or "may be used" for instrument operations.

Broadcasters construed this as a "blank check" in favor of the aviation interests, particularly since the protected area for instrument runways extends out approximately 51,000 feet—almost 10 miles—from each end of the runway. In width, the protected area flares out from about 1,000 feet at the runway's end to a total of 16,000 feet at the outer limit of the approach.

Concedes Point

FCC authorities maintained that broadcasters won their point in this argument. They pointed out that the criteria as now proposed do not refer to runways which "may be used" for instrument operations. Rather, it is specified that "the approach area requirements for instrument runways shall apply to both ends of all runways being used for instrument operation under construction or provided for by existing airport construction or improvement plans."

Observers, however, pointed out that the proposed definitions accompanying the criteria still stipulate that "the approach area requirements for instrument runways shall apply to all runways which may be used for instrument operations . . ." At best, these observers maintained, clarification is needed.

Broadcasters did win one point in this connection: The maximum height for towers located in instrument approach areas (without being required to undergo aeronautical study) would be 250 feet at 10 miles from the runway end, whereas in the original plan the maximum would have been 200 feet.

Special study still would be required for towers in instrument approach areas if they would exceed 100 feet above ground (or 100 feet above the approach end of the runway, whichever gives the higher elevation of the structure) within three miles of the runway's end; or, when located farther out, if their

(Continued on page 42)

Text of Proposed FCC Antenna-Site Standards

FOLLOWING is the text of FCC's proposed antenna-site standards, with notes showing definitions of principal terms employed (see story, page 19):

Sec. 17.11 Antenna Structures over 500 feet in height—Antenna structures over 500 feet in height above the ground will require special aeronautical study irrespective of their location. In the special aeronautical study, the circumstance that an antenna structure will be shielded by natural formations or existing man-made structures will be taken into account.

Sec. 17.12 Antenna Structures over 170 feet up to and including 500 feet in height.—Antenna structures over 170 feet up to and including 500 feet in height above the ground will not require special aeronautical study except in the following areas:

(a) Certain areas within the Civil Airways and designated air traffic control areas in the country where antenna structures less than 500 feet in height would necessitate the raising of the minimum flight altitude. (NOTE: Information about location of civil airways and designated air traffic control areas can be obtained from CAA regional offices, CAA publications, etc.)

(b) Established coastal corridors. (NOTE: These are certain established corridors in which low-level flight is required for military operations conducted from air station within 20 statute miles of Atlantic, Pacific and Gulf Coast. Information to be published along with data on civil airways.)

(c) Airport and airport approach areas of all airports now in existence, under construction or improvement, or provided for by airport construction or improvement plans, on file with the CAA as of the filing date of the application for radio facilities. (NOTE: Approach area extends 10,200 feet outward from end of each runway, with 800 feet added in case of regular Dept. of Defense air bases; additional 40,000 feet added in case of runways which may be used for instrument operations and is applicable to both ends of such runways.)

Sec. 17.13 Antenna Structures 170 feet in height and under.—Antenna structures 170 feet and under in height above the ground will not require special aeronautical study, except in the areas outlined in Sec. 17.14.

Sec. 17.14 Antenna Structures in airports and approach areas.—Antenna structures within airports and approach areas [for definition see note to Sec. 17.12 (c), above] will require aeronautical study if they project above the following heights above ground or surfaces (in case of conflict the lowest height will prevail):

(a) In instrument approach areas, more than 100 feet above the ground or 100 feet above the elevation of the approach end of the runway, whichever gives the higher elevation of the structure, within three statute miles of the runway end, and increasing in height above ground in the proportion of 25 feet for each additional statute mile of distance outward from the runway but not to exceed 250 feet within 10 miles of the runway end. The approach area requirements for instrument runways shall apply to both ends of all runways being used for instrument operation under construction or provided for by existing airport construction or improvement plans.

(b) More than 170 feet above the ground or the established airport elevation, whichever gives the higher elevation of the structure, within three statute miles of the reference point of a feeder or larger class airport and increasing in height above ground in the proportion of 100 feet for each additional statute mile of distance from the airport but not to exceed a maximum of 500 feet above ground. (NOTE: Reference point is "a point selected and marked at the approximate center of the airport landing area and is normally established at the midpoint of the center line of the instrument runway."

(c) Antenna structures of an elevation which would increase the final approach minimum flight altitude. (NOTE: This is "an altitude designated by appropriate federal authority which is normally established from the highest point within five statute miles of the center line of the final approach course of the radio facility used for final let-down for an airport, and extending for a distance of 10 statute miles along this course outward from the radio facility."

(d) In addition to the requirements mentioned above, antenna structures which project above the landing area or any of the imaginary surfaces outlined below will require special aeronautical study. (Under most conditions, the limits prescribed in paragraphs (a), (b) and (c) above will be the determining factor. However, in the areas immediately adjacent to the runways and under certain conditions where the terrain rises rapidly in the airport areas, the surfaces outlined below become a more limiting factor from the absolute height of requirements.)

(1) Approach surface.
(2) Horizontal surface.
(3) Conical surface.
(4) Transitional surface.

Sec. 17.15 Existing Structures.

(a) Nothing in these criteria concerning antenna structures or locations shall apply to those structures now existing or to those structures authorized prior to the effective date of these criteria.

(b) No change in any of these criteria or relocation of airports shall at any time impose a new restriction upon any then existing or authorized antenna structure or structures.

Not PI–
but PRARLOC

"PI," we understand, is trade jargon for an arrangement between advertiser and broadcaster whereby the station is paid on a basis of cost *P*er *I*nquiry.

We're against PI. Why? Because, obviously, it means that different advertisers pay different prices for the same commodity. It is a step away from the goal of fair, standardized rates for one and all. It means that some advertisers pay more than their share of valid media costs.

This, we submit, is bad for advertising.

• • •

We're against PI for another reason, too: We have something *better*. It's PRARLOC—*P*roved *R*eturns *A*t *R*ates *L*isted *O*n *C*ard.

And when we say "proved," that's exactly what we mean. Here, for instance, are recent examples of results obtained on various Westinghouse stations:

- One advertiser on KDKA's Farm Hour spent $500 for time, pulled $20,000 worth of orders promptly.
- A hand-cream manufacturer with a special sample offer found that KYW brought replies at less than one-tenth the cost encountered on the other Philadelphia station used.
- "Radio (WBZ) increased my revenue over 50 percent from last year," writes New England berry grower.
- Portland food market sold *two tons* of poultry after one announcement on KEX. Time cost: $25.
- A Fort Wayne hardware company tripled its business in power lawnmowers.. selling several hundred.. with only four short messages on quarter-hour Sunday afternoon programs. Total cost, $280.

Week after week, day after day, we're producing profitable business *at the rates published on our cards and in Standard Rate & Data.* That's our policy, and it's paying off for hundreds of "regular customers" among the nation's leading advertisers!

WESTINGHOUSE RADIO STATIONS Inc

KDKA · KYW · KEX · WBZ · WBZA · WOWO · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Court Upholds Petry

(Continued from page 20)

relief sought by the plaintiff," the opinion said.

The appellate majority concluded, however, "that there was insufficient proof of an agreement between Petry and plaintiff such as is alleged in the complaint. If such an agreement had in fact been made it would seem that written evidence of it, signed by both parties, would be available. Every detail of arrangement between Petry and the plaintiff was always reduced to writing. . . . If there existed an agreement as alleged in the complaint . . . it is incomprehensible that such an arrangement would not have been properly recorded."

"We think," the three concurring judges wrote, "that upon all evidence the alleged agreement for equal corporate control is wholly inconsistent with the documentary evidence in this case and has not been established. Such an agreement would be the foundation of the relationship between the parties. If it actually existed it would have been evidenced by a clear and unambiguous writing and not by the complicated and wholly ineffective means which plaintiff claims was employed to accomplish the purpose."

The opinion added that the alleged two and two agreement "is in violation of Sec. 35 of the Stock Incorporation Law which provides that a majority of the stock may increase the number of directors and, hence, is illegal and void."

The decision was that "the judgment should be reversed, the complaint dismissed with costs and the relief demanded in the counterclaim should be granted."

The two dissenting judges voted to affirm the decision of the referee, "particularly on the ground stated by him that 'although oral the agreement not to increase the number of directors was made before incorporation, between Christal and Petry who were then the sole owners of the business and stood in a fiduciary relationship to each other as partners or joint venturers.' "

Mr. Christal appealed this decision to the Court of Appeals which unanimously upheld the majority opinion of the appellate division in dismissing his complaint with costs and upholding the contention of Mr. Petry that as majority stockholder he can change the number of directors on his company's board as he sees fit.

WGN-IBEW Sign Pact

NEW International Brotherhood of Electrical Workers contract at WGN Chicago calls for a $10 a week starting pay increase and attainment of top wage scale in four rather than four and one-half years. Eighteen-month contract, effective April 1, was negotiated by Carl J. Meyers, engineering director of WGN Inc., and a union committee headed by H. Walter Thompson, president of IBEW Local 1220, who works at WGN.



LEOPARD-SHIRTED 'Ol' Doc Lemon, (center), Cleveland's popular disc jockey, signs third station contract in the city with WDOK. He already is featured over WJMO and WEWS (TV). The employers trio are (l to r, standing) R. Morris Pierce, president WDOK; Jack Hartley, manager, WEWS, and Dave Baylor, director, WJMO. Mr. Lemon's stint consits of one-hour on WEWS, a three-hour stand on WDOK and a similar record spinning session on WJMO.

Virginia Assn.

(Continued from page 20)

their stewardship. The association pledged support to District 4 Director Harold Essex, WSJS Winston-Salem, and commended Mr. Arnoux, retiring director, for his services on the NAB board.

Mr. Essex implored Virginia Association members not to resign in protest from NAB because of disagreement with policy but to exert their efforts as members to rectify shortcomings and permit radio to continue its "united front." He said the honeymoon in radio is over.

Mentioning specifically the CBS resignation, he expressed the hope that the network would reconsider and return to the fold. He paid high tribute to Mr. Arnoux.

Richard P. Doherty, NAB employe-employer relations director, discussed NAB's station cost survey, giving preliminary findings (see story page 20).

Keith Kiggins, vice president of Edward Petry & Co. in charge of TV, urged AM operators to get into TV, and predicted that the cost of installations soon would drop to those comparable with earlier AM costs for small stations. He estimated the outside figures for a secondary market station at $75,000 and probably between $50,000 and $60,000.

Declaring that TV is paying off for the advertiser, Mr. Kiggins recited a series of outstanding TV successes. He said the Petry experience has been that most TV business is new business and has not been diverted from radio. Local business probably will be the bureaucrat of TV revenue, he said.

Mr. Kiggins also foresaw the development of new names among advertising agencies as a result of TV. This, he said, likely would follow the experience in the early days of radio, when such agencies as Young & Rubicam and Benton & Bowles sprang into prominence by dint of courage and aggressiveness in radio.

While AM may not be the "gravy train" it has been in past years, Mr. Kiggins said it is likely to continue profitable and effective for prudent operators.

Fred Lowe, promotion manager of the Norfolk Newspapers Inc. and of its radio and TV operations (WTAR and WTAR-TV), urged stations to turn their hands to more aggressive promotion. He cited "programming, public service and promotion" as synonymous in radio.

The new decennial population census provides a timely springboard for original promotion by all stations, he said, particularly when the data can be broken down and localized to fit the particular station's coverage. Mr. Lowe urged cooperation with local newsapers all down the line. He cited as an excellent vehicle the joint handling of election returns.

FCC MEASURE

House Passes Deficiency Bill

HOUSE of Representatives last Monday passed the 1950 deficiency appropriations bill which would enable FCC to replenish funds for the fiscal year ending June 30 with an additional $129,345. The Commission had requested an outlay of $137.000 in hearings before a House Appropriations subcommittee to make up deficiencies in salaries and expenses [BROADCASTING, May 22]. The Senate still must approve the measure.

Antenna Rules

(Continued from page 40)

height above 100 feet would be greater than 25 feet for each additional mile up to the 250-foot maximum at 10 miles.

The proposed codified version of existing tower-marking requirements would specify that antenna structures be painted and lighted if they (1) require special aeronautical study, or (2) exceed 170 feet in height above ground. Most of the reductions in marking requirements, FCC authorities said, apply to lighting specifications. Towers less than 170 feet and not requiring aeronautical study would not have to be marked.

For all towers which must be marked, alternate bands of international orange and white are prescribed, with orange bands at top and bottom.

Tower Markings

Towers up to 170 feet in height would be marked at night by two 100-watt lamps (#100-A21/TS) enclosed in aviation red Fresnel or prismatic obstruction light globes at the top, plus the same type of lights in pairs at the one-third and third-thirds mark on towers from 100 to 170 feet tall.

Towers between 170 and 400 feet in height would have at the top a 300 m/m electric code beacon equipped with two 500-watt lamps (PS-40, Code beacon type), both lamps to burn simultaneously, and aviation red color filters, plus a flashing mechanism. At the one-third and twothirds levels, at least two 100-watt lamps (#100-A-1/TS) would be required. All lights would be controlled by a light-sensitive device.

Towers between 400 and 500 feet in height would be marked at the top. At the one-fourth and three-fourths levels, at least one 100-watt lamp (#100 A21/TS) lamps would be required. Again all lamps would be controlled by a light-sensitive device.

Painting and marking requirements for antenna structures over 500 feet in height would be determined by FCC after aeronautical study.

Will Print Text

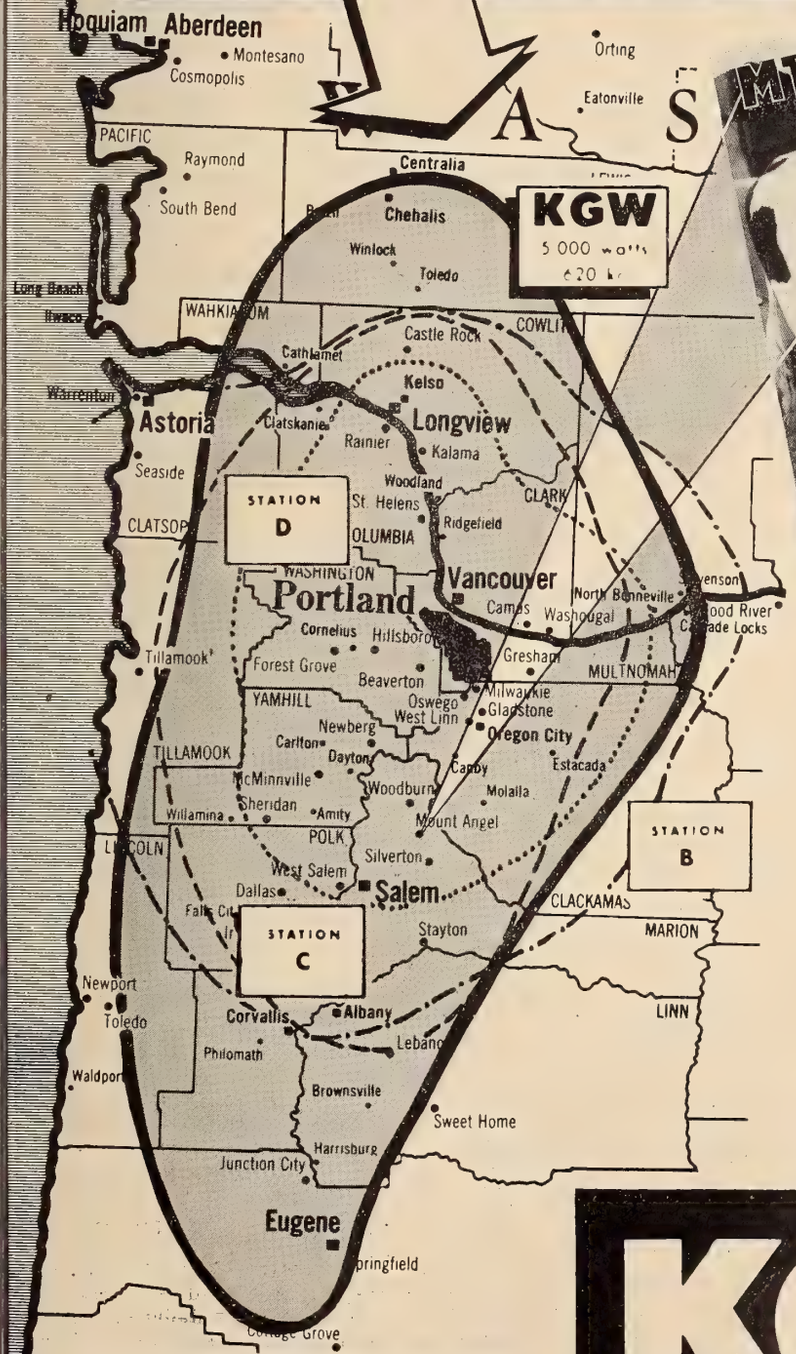
Full text of FCC's proposal—definitions, antenna-site standards, and painting and lighting specifications—will be published in the *Federal Register*, FCC authorities reported. Copies also are being distributed to participants in the government-industry conferences held last May.

Information concerning the applicability of the proposed antenna-site standards to specific site locations, FCC said, may be obtained from the commanding officers of nearby Dept. of Defense air bases and from the administrator of the CAA regional office concerned. A list of charts and publications to assist applicants in determining site locations, plus a complete directory of CAA regional offices, is planned when final standards are adopted.

KGW *Delivers...* COMPREHENSIVE COVERAGE *of*



...producer of a world's champion



This chart, compiled from official, half-millivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's Comprehensive Coverage of the fastest-growing market in the nation.

Diversified agriculture has been the chief factor in the formation of Mt. Angel's economic background, a background stabilized by five farmer-owned co-operative organizations, largest of which is the Mt. Angel Co-operative Creamery. Other co-ops include a hop producers' organization, a co-operative flax plant, an oil co-operative, and a co-operative warehouse and grain elevator.

High quality of Mt. Angel's agricultural products is exemplified by the handsome Holstein pictured above, which recently set a world's record for butterfat production.

Through Comprehensive Coverage, KGW DELIVERS MT. ANGEL...as it delivers the rest of the fastest-growing market in the nation!

KGW PORTLAND OREGON

620 KILOCYCLES

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

SPORTS FEES

OAB Protests Contract Strings

BROADCAST rights to high school athletic contests without financial obligation to the State Athletic Board or to schools were asked by the Ohio Assn. of Broadcasters at a Wednesday-Thursday meeting held at the Neil House, Columbus.

The Ohio board will be formally requested by OAB to rule against charges for high school athletic pickups and the petition will be taken up by the board at its July 14 meeting.

Practical broadcast and television problems were discussed at the two-day meeting, featured by the prediction of Charles W. Shugert, Shell Oil Co., that radio faces a "golden era" if it is properly programmed and promoted (see story page 21).

Opening speaker Wednesday was Louis Caldwell, Washington radio attorney, who discussed political broadcasts. Citing the history of radio regulation and FCC policies, Mr. Caldwell warned of danger in the conception that "the government knows best what is good for broadcasters."

Paul Peter, of Frazier & Peter, management consultants, analyzed station operating costs in Ohio cities. He pointed to the problem of finding competent sales personnel and the need of careful management as costs and competition increase.

Carl George, WGAR Cleveland, was re-elected president of OAB. Robert Fehlman, WHBC Canton, was elected vice president, and Robert Kerns, WLOK Lima, was re-elected secretary-treasurer.

Hugh M. P. Higgins, WMOA Marietta, chairman of the OAB Education Committee, announced that Ohio State U. will start a consumer survey on impact of broadcasting on buying habits in the state, including pantry-count technique. The university is now experimenting with survey methods.

Resolution was adopted urging that continued effort be made to remove from the Ohio Liquor Control Board regulations discriminating against radio in favor of printed media.

FCC Commissioner Robert F. Jones received an ovation after his speech (see story page 57).

Don Thompson, of the Fifth Federal Reserve District, saw possibility of slackening in payrolls and employment, pointing to the need for aggressive selling.

Lewis H. Avery, of Avery-Knodel Inc., said "almost nobody" is doing anything to sell advertisers on AM radio. He lauded benefits of the spot radio estimator published some time ago by National Assn. of Radio Station Representatives. Fifty percent of national business starts on the local level, he said. He observed that the agency account executive is becoming as important as the timebuyer and learning more about radio.

Participating in a TV panel were John McCormick, WNBK-TV Cleveland; John Murphy, WLWT (TV) Cincinnati and E. Y. Flanigan, WSPD-TV Toledo. Mr. Murphy analyzed personnel needs of stations. Mr. Murphy said WLWT is 75% sold in the daytime and should reach 85% by mid-June. Business is 60% local, 22% national spot and 18% network, he said.

Mr. Flanigan said the pioneer station in a city takes a terrific beating in financing developmental work. He said AM at WSPD is ahead of last year and TV is sold almost solid. He advocated use of the same salesmen for AM and TV since they are interested in protecting AM accounts as well as developing new TV business.

Registration
Ohio Assn. of Broadcasters

Avery, Lewis H., Avery-Knodel Inc., New York; Baruch, Ralph M., SESAC, New York; Beer, Robert, Beer & Koehl, WATG Ashland; Berk, Roger G., WAKR Akron; Boyd, Gerald F., WPAY Portsmouth; Bradford, Phil S., WCOL Columbus; Caldwell, Louis, Kirkland, Fleming, Green, Martin & Ellis, Washington; Carr, Eugene, Brush-Moore Co., Canton; Charles, Bert, WVKO Columbus; Eberle, Bill W., WHIZ Zanesville; Fehlman, Robert C., WHBC Canton; Ferguson, Robert W., WTRF Bellaire; Flanigan, E. Y., WSPD Toledo; George, Carl, WGAR Cleveland.

Hackathorn, K. K., WHK Cleveland; Hamilton, G. E., WIMA Lima; Heminger, Harold H., WFIN Findlay; Higgins, Hugh M., WMOA Marietta; Jones, Robert F., FCC, Washington; Kerns, J. Robert, WLOK Lima; Leonard, James, WLWC Columbus; Levi, Win, BROADCASTING, Washington; McFarland, C. H., WEIR Steubenville; McFeely, Ralph S., R. S. McFeely Co., Columbus; Mack, R. W., WIMA Lima; Martin, Dwight W., Crosley Broadcasting Corp., Cincinnati; Mason, Robert T. Jr., WMRN Marion; Milder, Nate, WHIZ Zanesville; Moore, Sibley, WGAR Cleveland.

Nasman, Len, WFMJ Youngstown; Nolte, Vernon, WHIZ Zanesville; Parkinson, Geer, WBNS Columbus; Patt, John F., WGAR Cleveland; Peter, Paul, Frazier & Peter, Washington; Rogers, Thomas A., WCLT Newark; Runnerstrom, R. O., WCOL Columbus; Ryan, J. Harold, The Fort Industry Co., Toledo; Sague, Sam, WSRS Cleveland; Sanders, Robert, WEIR Steubenville; Shugert, Charles W., Shell Oil Co., New York; Thompson, Don, Fifth Federal Reserve Dist., Cleveland; Trace, Gene, WBBW Youngstown.

White, P. G., WEIR Steubenville; Williams, C. S., WADC Akron; Williams, John P., WING Dayton, WIZE Springfield; Wilson, Robert, WADC Akron; Williamson, W. P. Jr., WKBN Youngstown.

HILL RECORDING
Proposed Changes Opposed

OPPOSITION to the proposed Capitol Hill Joint Recording Facility bill, which some observers view as a potential encroachment on private broadcasting domain [CLOSED CIRCUIT, May 8], was mounting on Capitol Hill last week as NAB and Radio Correspondents Assn. continued study of the controversial measure.

The proposal (H J Res 332), passed by the House last August and now pending on the Senate calendar, underwent drastic revision as reported out of the Senate Rules & Administration last April. Senate version transferred control of the recording facility from the House Speaker and Senate Secretary to a joint Congressional committee comprising members of the two rules committees [BROADCASTING, April 24].

NAB has referred the legislation to a legal advisory group comprising Frank Fletcher, WARL Arlington, Va.; Eugene Thomas, WOIC (TV) Washington, and Glenn Shaw, KLX Oakland, Calif. Similarly, the correspondents association has named a "vigilante" subcommittee to probe the issue.

Though NAB officially has taken no action on the measure, it has indicated unofficially that it is prepared to coordinate its efforts with the radio galleries to secure defeat of the legislation when it is brought before the Senate. Opposition is expected to take the form of suggested amendments on the floor if the resolution is removed from the calendar without "objection."

Primary objections to the resolution in its present form are that the facility allegedly competes with radio correspondents for recorded interviews with Congressional members, and thus sets government against private enterprise; that it would give Administrator Robert Coar broad authority over arrangement for all radio-TV recordings and use of the public address system; and that the legislation as now written represents too broad a leeway in the interpretation of "such other duties" to be performed by the administrator.

Radio's 'Golden Era'

(Continued from page 21)

build up a permanent audience among the dealers for all programs on that station or network. You'll get the dealers in the habit of listening to your station regularly. And you'll have a loyal following for all your programs, *no matter what television offers.*

4. Cooperate with radio manufacturers in a joint advertising campaign promoting the purchase of secondary sets in a household. This will increase the hours listened per home per person and, therefore, increase the value of radio as a product merchandiser.

5. Reduce nighttime rates in TV markets. The greatest impact of television upon radio listening, we have discovered, is the five-hour span in the early evening and night from 6 p.m. to 11 p.m. I believe radio should be farsighted enough to adjust its rates accordingly—before a real exodus of sponsors begins.

No doubt you are acquainted with the recent action of station WFIL Philadelphia, which voluntarily announced a reduction in its nighttime rates. Said the general manager of the station: "We are doing today what we believe most of the industry will do tomorrow." I, myself, believe that if you adjust your rates on an intelligent basis, you need have no fear of television. Television advertising would be on a limited circulation basis at a higher rate. Television and radio, even at nighttime could then exist very profitably side by side.

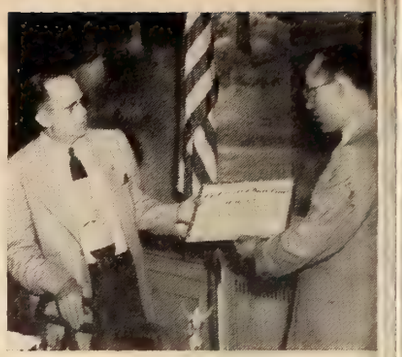
6. Be sure you have a good "rep." In my particular job, I meet daily representatives of all forms of media—and as a group, I have a healthy respect for radio reps.

Their knowledge of their jobs, their knowledge of your facilities, your markets and your sales potentialities are far superior to their counterparts in other media. I think the radio rep is far more important than many stations realize, and a good rep can often be, and often is the influencing factor in the buying of a station's program.

Television "has no record of killing anything," Mr. Shugert insisted, noting that "it has increased interest in sports events, notably paid attendance at wrestling matches, roller derbies, baseball and football contests. And, believe it or not, it seems to have increased interest in radio." He cautioned radio against letting the summer slip away "not to television but literally into thin air," referring to the audience which listens either to radio nor television.

Noting the relatively high cost of TV shows compared to radio, Mr. Shugert reminded that television "is the only medium, in addition to motion pictures, which affords the sponsor an opportunity to make an actual sales demonstration." He reviewed TV's progress since the war.

In referring to TV's impact and growth, he told the Ohio group, "Enjoy yourself—it's later than you think, but it's not too late."



IN appreciation of CBS affiliate WMAZ Macon, Ga., receiving a George Foster Peabody award for reporting and interpretation of the news [BROADCASTING, May 8], the citizens of Macon, through Walter Cates (r), manager of the Macon Chamber of Commerce, present a certificate to Wilton Cobb, WMAZ general manager. Certificate was signed by Mayor Lewis Wilson, Chamber of Commerce President Peyton Anderson and Calder B. Clay, chairman of Bibb County Commissioners.

Leonard O. Groves

LEONARD O. GROVES, 52, secretary to the board of directors of The Baltimore Radio Show Inc., owner and operator of WFBR Baltimore, died in Baltimore May 21. Mr. Groves had been associated with WFBR since 1927. He is survived by two brothers, Norman and Paul Groves.

Memo to Editors

What About Big Unions?

It is not just a coal industry problem. It is a threat to all industry.

Big Business has been made one of the key issues of our times. In the news today are investigations, charges, indictments all aimed at big business, the term being used to mean monopoly and worse.

These attacks have been going on for years, but this year they seem to have reached a new high.

Putting big business on the spot may be great sport. Perhaps it's good vote-getting strategy, too. But at the risk of seeming naive—particularly in an election year—we raise the question: *What about big labor unions?*

Last winter, comment on labor union control of the coal industry found a prominent place in the editorial and news columns of the Nation's newspapers. People everywhere were talking about it. A bill for dealing with it was introduced in Congress.

Everybody knows what happened. The coal crisis passed. The miners were told to go back to work. The "inevitable victory" had been won. The government had been defied with impunity. The people had another demonstration of who was boss.

The mines are operating. The weather is warm. Homeowners and businessmen know they can now get all the coal needed.

So the problem of big labor—a demonstrated monopoly in the coal business—has been tucked away with the country's other unsolved, half-forgotten but vaguely troubling problems.

But the fact itself remains, sharp and clear and hard. The threat is still there.

Big labor already has monopoly power in steel, oil, autos, rubber, transportation and other basic industries.

If big labor can say when and where and how many days a week this industry or that industry can work; if it can shut off the flow of goods and services arbitrarily, and at will, we have reached the point where the people of this country live and function at the whim of labor dictators, who are interested only in "gains" for their unions.

The unlimited power of big labor has made collective bargaining a meaningless farce. Industry-wide control of essential businesses allows them to twist and squeeze and pull until their "victory" is achieved. The strike has become a weapon against the whole public.

Is it too naive to suggest that we do some investigating of big unions? Is it unreasonable to expect that the people of this country will be provided with some protection against the repeatedly demonstrated abuses of big labor?

Last winter's coal crisis provided a clear show of union monopoly power in action. But at that time, the problem could not be dealt with intelligently and fairly. During a crisis, in the heat of controversy, the climate is not right for such things.

But now that the crisis has passed; now that the weather is warm, and coal is plentiful, why not take a look at big labor?

BITUMINOUS COAL INSTITUTE

A Department of NATIONAL COAL ASSOCIATION

Southern Building, Washington 5, D. C.

Management



FRANK L. STRAND appointed general manager of University City Broadcasting Corp. (WKID-AM-FM), Urbana, Ill.

WILLARD SCHROEDER, formerly radio and television director at Ketchum, MacLeod & Grove, Pittsburgh, and before that associated with Crosley Broadcasting and Hearst Radio as manager of WINS New York, and sales manager of WCAE Pittsburgh, appointed general manager and secretary of WOOD Grand Rapids, Mich., and Grandwood Broadcasting Co. He replaces **STANLEY W. BARNETT,** resigned. Mr. Barnett's future plans have not been announced.



Mr. Schroeder

JACK PARKER, formerly with WSAM Saginaw, Mich., and before that news correspondent for ABC, appointed director of station operations for KCRG Cedar Rapids, Iowa, **MEREDITH KOERNER** appointed director of facilities and research for Saginaw Broadcasting Co., licensee of WSAM-AM-FM. He has been with company for four years, and before that was with WSBT South Bend, Ind.

JACK SHEFRIN, formerly program director of WOAK Chicago, and on staffs of KMBC Kansas City, Mo., and WEEK Peoria, Ill., named station manager of KNAL Victoria, Tex.

COLIN M. SELPH appointed vice president in charge of sales for KPIX (TV) San Francisco. He formerly was associated with Muzart Corp., Northern California Muzak franchise operation. **LOU SIMON** continues as commercial manager of KPIX.

RALPH TUCHMAN, formerly associated with *Los Angeles Times* on KTTV (TV) Hollywood *Newsreel,* named assistant to **Harrison M. Dunham,** general manager of KTTV. In that post Mr. Tuchman will handle coordination of liaison between station and film producers in connection with station's projected film syndication plans. Prior to joining KTTV last January, he was Hollywood news editor of BROADCASTING.

Admen Elect Sigmund

WILLIAM F. SIGMUND, partner of Henry J. Kaufman & Assoc., Washington, was re-elected president of the Advertising Club of Washington at the annual election held a fortnight ago.

CAMPBELL SOUP

Drops Murrow, Keeps 'Club 15'

CAMPBELL SOUP CO. (Franco-American), Camden, N. J., through its agency, Dancer - Fitzgerald - Sample, New York, will cancel sponsorship of Edward R. Murrow, five times weekly on CBS, effective at the end of this season. The company will retain its *Club 15,* 7:30-7:45 p.m., five times weekly on CBS.

The cancellation came after a fortnight of negotiation between the agency and the network, with the latter refusing to allow Campbell Co. to retain the 7:45-8 p.m. time without Mr. Murrow. CBS, it was understood, feels that an advertiser in that time period must buy Mr. Murrow. Campbell Soup, meanwhile, has bought part of the daytime show *Double or Nothing* on NBC. The *Club 15* portion is handled by Warwick & Legler, New York.

WPWA FULLTIME

Ceremonies Mark Extension

ELABORATE dedication ceremonies were scheduled this past Saturday (May 27) to mark the start of fulltime operation—from 6 a.m. to 1 a.m. daily—by WPWA Chester, Pa., on 1590 kc with 1 kw.

Special six-hour program was to have included a transcribed 15-minute tribute to the independent station from Vaughn Monroe and his orchestra at 7 p.m. WPWA also reports it received congratulations from such artists as Songstress Jo Stafford, Ed Sullivan and Conductor Arthur Fiedler of the Boston Pops Orchestra, whose concerts will be featured on WPWA each Sunday evening. Celebration was open to the public. In addition WPWA bought signoff spots on WVCH Chester and WJMJ Philadelphia to publicize its evening schedule.

WPWA first began operation on Oct. 17, 1947.



MARKING his 25th anniversary as a broadcaster, Dr. Howard Hanson (l), director of the Eastman School of Music of the U. of Rochester, receives from William Fay, vice president of Stromberg Carlson Co. and general manager of WHAM Rochester, a special WHAM citation. Since 1925, Dr. Hanson and the Eastman School of Music Symphony Orchestra have combined to present many programs over WHAM and the NBC network. In 1946, Mr. Hanson and WHAM were given a Peabody Award.

WBT delivers a bigger shar
Hooperated 50,000-wat
...has better than 60



JEFFERSON STANDARD BROADCASTING COMPANY • 50,000 WATTS

Respects

(Continued from page 38)

urred. He then proceeded to work his way down, acceding to such positions as managing editor and finally sports editor.

Mr. McAndrew first cast his newspapering lot as a stringer reporter for the sports desk of the Washington *Times-Herald* at the munificent wage of 25¢ per inch. His stipend averaged $15 per week during the summer months when he worked in the *Herald's* morgue from noon to midnight.

At the insistence of his uncle, Mike Flynn, who was the *Times-Herald's* managing editor, Mr. McAndrew left the newspaper field, temporarily, to enter Catholic U.

Joins Up

Following his graduation, he was hired as a copy boy for United Press in Washington. A UP assignment in 1935 brought Mr. McAndrew one of his first contacts with the broadcasting industry. When the country's rivers got out of hand, young McAndrew was sent out on a plane tour of the Washington area to get a flood story. While on this story he met several radio newsmen, among them Carleton Smith, now manager of NBC-TV network.

A year later, Mr. McAndrew drew a similar flying assignment over flood waters—but this time for NBC. He had been hired as assistant news editor by Kenneth Berkeley, then general manager of WRC and WMAL (NBC Red and Blue outlets in Washington) and now head of WMAL.

In this news capacity, he stapled up his first *Esso Reporter* newscast from the UP wire in early 1936, and handled continuity acceptance for the two stations.

In 1937, when NBC moved its Washington offices from the National Press Bldg. to the Trans-Lux Bldg., Tom Knode (now with NBC-TV station relations in New York) was hired as Mr. McAndrew's assistant. Together they handled day and night news coverage.

With the start of World War II in Europe in 1939 Bill McAndrew was assigned to cover Capitol Hill as NBC Washington expanded its newsroom coverage. The following summer he covered the political conventions in Chicago and Philadelphia.

Leaves NBC in 1940

In December 1940 Mr. McAndrew joined BROADCASTING as executive news director, a post which he held until February 1942 when he became information director for the Board of Economic Warfare.

Following the split of the Red and Blue Networks in July 1942, Mr. McAndrew rejoined radio's ranks as news editor for WMAL-Blue where he produced *Watch the World Go By*, featuring Earl Godwin under sponsorship of Ford Motor Co. The Ford series ended in January 1944 and Mr. McAndrew joined WRC as news room manager.

Promotions followed in order: In April 1947 he was appointed assistant to NBC Washington Vice President Frank M. (Scoop) Russell; in February 1948, supervisor of NBC Washington stations; in March 1949, general manager of WRC-AM-FM and WNBW, where his "two fronts" task began.

Bill McAndrew approached the radio-TV problem with a working philosophy: "Radio is an *advertising* medium; television is a sales medium. . . Hit television where it ain't—hit hardest on AM where TV doesn't cut."

Sees Rigid Demands

As general manager of a profitable AM outlet, Mr. McAndrew can't go along with the thesis that radio is on the way out, though some contraction and change in format are to be expected, he points out.

"After skimming the cream off the top for the past 20 years radio now has to use some ingenuity—which means better programming, and a better promotion and merchandising job, for both stations and clients," he explains.

For television, he feels that afternoon programming will be the difference between red and black ink and that it will be "essential" for stations to get into daytime TV to show a profit.

One of 32 charter members of Radio Correspondents Assn., Mr. McAndrew was named president last March and has been a recognized leader in the organization's long and diligent fight for parity of news privileges on Capitol Hill. He was one of four members of the original executive board which activated the Senate Radio Gallery in 1940.

One of Mr. McAndrew's favorite forms of recreation is reading historical novels and railroad magazines. Another is an avid predilection for police calls which come through his shortwave receiver at home. While these calls do not exactly spur Mr. McAndrew to take off "on the double" for a fire or robbery, they do serve a worthy purpose, one tied up with the station itself.

At his bedside are two telephones —one connected with NBC in the Trans-Lux Bldg. by direct wire. When the NBC official chances upon a shortwave tip on a fire, robbery or some local disaster worth local news coverage, he telephones to WRC newsroom.

Other Affiliations

Mr. McAndrew also is a member of the Washington Advertising Club, National Press Club, the Kiwanis and Sigma Delta Chi, the latter membership of recent vintage. Other memberships include the Electric Institute of Washington board of directors and Washington Board of Trade. He at one time served on NAB's new defunct Research Committee.

Mrs. McAndrew is the former Irene Byrne of Waterbury, Conn., who met the Washington executive while she was a student at Trinity College in Washington. The McAndrews have two daughters, Irene, 10, and Mary, 4, both of whom attend the Campus School at Catholic U.

of audience than any other station in the country*...

*Charlotte Hooper Station Listening Index, Jan.-Feb. 1950

f the audience in Charlotte—morning, afternoon and evening!

try WBT for size!



CHARLOTTE, NORTH CAROLINA • REPRESENTED BY RADIO SALES

FCC HEARINGS

Reassigns Johnson Cases

REASSIGNMENT of cases being handled by FCC Hearing Examiner J. Fred Johnson Jr. at the time of his death [BROADCASTING, May 8], was announced by the Commission last week. Five proceedings are involved.

Examiner Elizabeth C. Smith has been designated to preside at the nearly completed hearing to determine whether Western Union may interconnect its inter-city TV relay facilities with those of American Telephone and Telegraph Co. No date has been set for its resumption. Examiner Basil P. Cooper has been named to conduct a common carrier complaint proceeding involving Western Union and certain international carriers.

Examiner Jack Blume is to preside at the hearing on the bid of WOBS Jacksonville, Fla., to switch from 1 kw day to 1 kw fulltime on 1360 kc, directional. Case will begin July 24. Examiner J. D. Bond has been designated to handle the license renewal hearing for World Wide Broadcasting Co. international broadcast stations (WRUL et al) at Boston beginning Aug. 15.

Earlier the Commission designated Examiner James D. Cunningham to preside over its investigation of the news policies of G. A. (Dick) Richards and his three stations, WJR Detroit, WGAR Cleveland and KMPC Hollywood. This proceeding will be held *de novo*, the Commission ruled last week.

NATIONAL NIELSEN-RATINGS* TOP PROGRAMS APRIL 16-22

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)

Current Rank	Previous Rank		Current Rating Homes %
EVENING, ONCE-A-WEEK (Average For All Programs).....			(9.4)
1	1	Lux Radio Theatre (CBS)	25.7
2	3	Jack Benny (CBS)	19.4
3	2	Godfrey's Scouts (CBS)	18.8
4	11	Walter Winchell (ABC)	17.9
5	4	Fibber McGee and Molly (NBC)	17.2
6	8	My Friend Irma (CBS)	16.5
7	9	Charlie McCarthy Show (CBS)	15.5
8	7	Amos 'n' Andy (CBS)	15.2
9	30	F.B.I. in Peace and War (CBS)	14.9
10	24	This Is Your F.B.I. (ABC)	14.8
EVENING, MULTI-WEEKLY (Average For All Programs)....			(5.9)
1	3	Counter-Spy (ABC)	11.5
2	1	Beulah (CBS)	10.8
3	4	Oxydol Show (CBS)	9.6
WEEKDAY (Average For All Programs).....			(5.5)
1	1	Arthur Godfrey (Ligg. & Myers) (CBS)	10.3
2	4	Pepper Young's Family (NBC)	9.2
3	5	Right to Happiness (NBC)	8.9
4	8	Road of Life (NBC)	8.6
5	18	My True Story (Sterling) (ABC)	8.3
6	2	Arthur Godfrey (Nabisco) (CBS)	8.1
7	14	Ma Perkins (CBS)	8.1
8	7	Romance of Helen Trent (CBS)	7.8
9	6	Backstage Wife (NBC)	7.7
10	16	Rosemary (CBS)	7.7
DAY, SATURDAY (Average For All Programs).....			(5.0
1	1	Armstrong Theatre (CBS)	10.9
2	3	Grand Central Station (CBS)	9.7
3	5	Stars Over Hollywood (CBS)	9.1
DAY, SUNDAY (Average For All Programs).....			(3.7
1	2	True Detective Mysteries (MBS)	8.9
2	3	Martin Kane, Private Eye (MBS)	7.5
3	1	Shadow (MBS)	7.4

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NOTE! Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Allied Arts



WARREN C. STICKLER, chief of examination section of Field Engineering and Monitoring Div., FCC, named communications officer of CAP's newly-licensed radio network. He will be in charge of control station for National Capital Wing of CAP and 20 to 25 stations to be in completed network.

RICHARD MANVILLE RESEARCH, national marketing and advertising research organization, moves its research and contest divisions to 225 Park Ave., New York. New telephone number is Oregon 9-2435.

GEOFFREY B. BENNETT joins Chicago office of RCA Victor Custom Record Sales Division as sales representative. He formerly was East Indian branch manager in Calcutta of Columbia Graphophone Co. Ltd.

CHARLES MICHELSON Inc., New York, announces contracts signed by KMUR Murray, Utah; WERH Hamilton, Ala.; KTTS Springfield, Mo.; WPPA Pottsville, Pa., and KTOK Oklahoma City.

RED CROSS announces that series, *Your Blood Saved My Life*, is available through local Red Cross chapters to radio stations in communities where National Blood Program is in operation.

JIM McGUINN, radio publicist, is the father of a boy, Brian, born May 16 at Tarrytown, New York.

EVERETT F. GOODMAN, vice president of Harry S. Goodman Productions, New York, is the father of a boy, born May 23.

Equipment

SAM NORRIS, previously executive vice president of Amperex Electronic Corp., Brooklyn, N. Y., elected president of corporation.

Dr. LLOYD T. DeVORE named manager of electronic laboratory at General Electric's Electronics Park, Syracuse, N. Y., effective July 1. He is presently member of electrical engineering department at U. of Illinois.

WILLIS O. JACKSON, former sales manager of Edward-Harris Co., Atlanta (DuMont distributor), appointed southeastern regional sales manager of Allen B. DuMont Labs Receiver Sales Division. He will headquarter in Marietta, Ga.

CAXTON BROWN retires as chairman of executive committee of Weston Electrical Instrument Corp., Newark, N. J. He retains his post on board of directors and is available to firm as consultant. He joined Weston in 1901.

MUZAK Corp., New York, announces price reduction of vinyl biscuits made effective immediately.

LARGE, new building purchased by RCA to provide additional 126,000 sq. feet of space for expansion of electron tube manufacturing facilities at its Harrison, N. J., plant.

PERMOFLUX Corp., Chicago, announces new cone, with ideal response is claimed, for its 8T8-1 high-fidelity, 8-inch speaker. Manufacturer reports that speaker when properly baffled compares in performance with any 12-inch speaker on market.

LaGRANGE OUTLET

FCC Grants Daytime Station

NEW AM outlet for 500 w daytime on 1300 kc has been granted to LaGrange Broadcasting Co., LaGrange, Ill., in a final decision issued by FCC. Initial ruling also has been reported to grant a new station on 1490 kc with 250 w fulltime at Greenville, S. C., to Piedmont Broadcasting Co. and to deny competitive bid of William M. Drace for the same assignment at Greer, S. C. [BROADCASTING, May 15].

In the LaGrange ruling the FCC found the outlet would cause only slight interference with three other stations and this was considered insufficient to preclude a first facility to LaGrange. Grantee is partnership of Russell G. Salter and Charles F. Sebastian. Hearing Examiner J. D. Bond in the 1490 kc initial decision ruled out the Drace bid since the applicant failed to appear at the hearing. Piedmont Broadcasting is a partnership of Vardry D. and John Arthur Ramseur; Charles B. Britt, 16% owner and general manager of WLOS Asheville, N. C., and his father, Joe H. Britt, 30% owner WLOS.

TERRACE plowing contest held near Clearwater, Kan., was attended by Governor Frank Carlson and covered by KFH Wichita.



WVAM ALTOONA FIRST

You're on the INSIDE with the OUTSIDE audience on WVAM. ONLY 1000-watt fulltime coverage in Altoona and Central Pennsylvania.

CBS

WARD JOHNSTOWN FIRST

HOOPER MORNING RATINGS

WARD 55.4
Station B 26.4
Station C 17.3

reWARD your client!

Feb.-Mar. '50
Mon.-Fri. 8 am-12 noon

Represented by Weed & Company

SOUTH CAROLINA'S SUPERMARKET*

HAS 38% OF SOUTH CAROLINA'S DRUG SALES

MAKE IT YOURS WITH WFBC

GREENVILLE, S.C.-5000 WATTS

The News-Piedmont Station

*NBC For Greenville-Anderson-Spartanburg Markets

Represented by Avery-Knodel

RATE STRUCTURE

NARSR Critic Answered

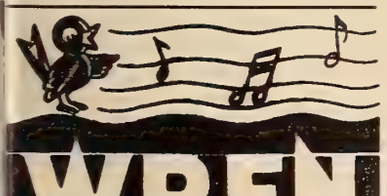
FAVORABLE comment has been received by National Assn. of Radio Station Representatives for its stand to prevent "demoralization" of the TV and radio rate structure, according to T. F. Flanagan, NARSR managing director. Replying to A. H. Kirchhofer, vice president of WBEN-AM-TV Buffalo, Mr. Flanagan defended NARSR's position as expressed in a letter to Procter & Gamble Co. [BROADCASTING, April 17].

Mr. Kirchhofer wrote Mr. Flanagan May 20 in reference to "your organization's attempts to speak for broadcasters and to your unsolicited advice as to how radio stations should be operated." He said WBEN and WBEN-TV are operated "to give the best possible service to the listening public" and added that station representatives are free to view the business "primarily as a matter of the dollars they retain as commissions on business placed with the stations they represent."

"We consider representatives subordinate to our control," Mr. Kirchhofer said. "Delusions of grandeur about their making station policy should be reduced to rubble."

Mr. Flanagan, in replying to the letter, said he was surprised "because it indicated to me that you had almost completely misunderstood our association's position." His Feb. 24 letter to Mr. Kirchhofer and the April 12 letter to P&G "were not intended to convey any responsibility on our part for station behavior, but only to prevent the demoralization of the rate structure of our industry."

The April 12 letter, addressed to Howard Morgens, P&G vice president, charged P&G was seeking three-year rate freezes from TV stations in placing its *Beulah Show* on ABC-TV. Dancer-Fitzgerald-Sample, P&G agency, said 20 stations had accepted the program on firm two-year contracts at present rates with an option for renewal the third year at rates not exceeding an increase of 33⅓% over present levels and calling for full 52-week schedules.


WREN
ABC
is the PEAK in TOPEKA
REPRESENTED BY
WEED & COMPANY

Production



BOB LEE, formerly announcer and continuity director of WEOL Elyria, Ohio, joins WCAV Norfolk, Va., as head of continuity and traffic departments.

CHARLES (Red) DONLEY, sports director for WSTV Steubenville, Ohio, for past two years, named assistant program director of station.



Mr. Donley

CLARENCE LEISURE, KNBC San Francisco announcer, is the father of a girl, Katherine Susanne.

TERRY KIELTY, formerly with CFRA Ottawa and WDMG Douglas, Ga., joins WEAV Plattsburg, N. Y., as program director.

PERRY GILLAM, formerly with WJJM Lewisburg, Tenn., joins announcing staff of WSIX Nashville.

JIM TRAVIS, formerly of WCNT Centralia, Ill., and **GIL GREEN**, new to radio, join staff of WJJM Lewisburg, Tenn. Mr. Travis was also previously on staffs of KOMA Oklahoma City, KGO San Francisco and KFOR Lincoln, Neb. **PEGGY MARSTON**, member of continuity department, appointed continuity editor for WJJM, succeeding **KATHERINE PATTERSON**, resigned to be married.

JERRY GAINES, with WHAT-FM Philadelphia since March 1950, appointed chief announcer at station.

BOB MATTHEWS, formerly general construction contractor, appointed to newly created post of supervisor of CBS Hollywood television facilities. He will be responsible for supervision of stage crews, scenery construction crews and property department operations.

MILTON GREEN, staff announcer at WNOR Norfolk, Va., appointed program director. **Mrs. ROSE LANCASTER** and **Mrs. NELLIE D. GRIFFIN** join station's continuity department.

CARLO DeANGELO, formerly producer for *Treasury Hour* series, *Hilltop House* and other programs, appointed producer of *Ave Maria Hour*, weekly religious program under auspices of Friars of the Atonement.

NETTIE SMILEY, formerly continuity chief at KVFD Ft. Dodge, Iowa, and **OLIVE PERCIVAL** join continuity staff of KFAB Omaha, Neb.

EDWARD P. RODEN, program manager of WHEN (TV) Syracuse, N. Y., resigns, effective June 1. He was associated with WBKB (TV) Chicago for two years before joining WHEN. Future plans have not been announced.

BYINGTON COLVIG, formerly continuity acceptance editor for KGO San Francisco, joins KECA Hollywood continuity acceptance department. He replaces **BOB ROBB**, who transfers to same department at KECA-TV, in addition to handling literary rights there.

DENNY WALKER, formerly with WJJM Lewisburg, Tenn., joins announcing staff of WNAH Nashville.

MARK SHEELER, morning man for WPIK Alexandria, Va., is author of "Mark Remarks" column for *Fairfax* (Va.) *Sentry*. Column was previously published in *Providence* (R. I.) *Herald News*.

STAN ARMSTRONG, announcer for CBX Edmonton, resigns to join radio division of publicity bureau, Dept. of Fisheries, Ottawa.

H. J. KONOW joins Norwegian section of CBC International Service, Montreal, as announcer.

GLENN RANSOM named production manager at WGN Chicago, where he has worked on production staff for past eight years. He has been acting head of department since early this year.

BOB CRAGER, program director and disc jockey at WWCO Waterbury, Conn., selected to appear on *ABC's of Music* show on CBS.

JOE PYNE, formerly of WVCH Chester, Pa., joins announcing staff of WHAT Philadelphia.

THERESA TUTTELMAN, record librarian for KLAC-AM-TV Hollywood, and George Russell, singer, were married May 16.

JIM WALTON, m.c. of *Coffee Call* on WHAS Louisville, returns to show after having broken his ankle two weeks ago.

JIMMY CAPPS, disc jockey at WPTF Raleigh, N. C., is the father of a boy, James Jr.

DON AMECHE replaces **DON McNEILL** as toastmaster on ABC's *Breakfast Club* (five-a-week, 8 to 9 a.m., CDT) for six weeks from June 26 while Mr. McNeill and his family vacation in Europe.

LEE H. BRISTOL Jr., program director for NBC-TV and Louise Baber Wells have announced their marriage.

Valentine Day Plans

RADIO is one of the media whose use is planned for promotion of Valentine's Day 1951 by the National Valentine's Day Council. Group last week selected next year's Valentine's Day poster, bearing the slogan, "The Day for Those You Love." The Council is now preparing a kit on how to sell gifts for Valentine's Day which it will release this summer. Council headquarters are at 350 Fifth Ave., New York.

VOCM St. John's, Newfoundland, has started commercial programs on Sunday. It reportedly is first station in Newfoundland to do so, others carrying only religious programs on Sunday.

NAME WELC STAFF

Station to Debut in June

RUSSELL A. MARION, formerly associated with WDVA and WBTM Danville, Va., has been appointed general manager of WELC Welch, W. Va., new 1 kw daytime station scheduled to go on the air during June on 1150 kc, according to Howard R. King, president, Pocahontas Broadcasting Co., permittee.

Other station appointments include Sid Hear, program director; Frank Harville Jr. and Francis (Sonny) Starling, announcers, and Howard R. King, chief engineer. In addition to Mr. Marion, corporation executives are D. C. Bradberry, supervisor of maintenance; McDowell County Schools, secretary-treasurer, and Sam Sidote, senior clerk, Easter Gas & Fuel Assoc., vice president. Representative will be Joseph H. McGillvra.

SFAC Elects Officers

SAN FRANCISCO Advertising Club elected new officers at its weekly luncheon meeting, May 10. Elected were:

President, Everett M. Runyon, sales promotion manager of California Packing Corp.; vice president, Charles H. Ferguson, vice president and general manager of BBDO; secretary, Helen Ennis, copy writer at Biow Co., and treasurer, Harry F. Borden, Borden Printing Co. Burton C. Granicher, Pacific Coast radio and television director for McCann-Erickson Inc., spoke on "Television—Threat to Radio."

Sell
Ohio's third largest market
with
WFMJ
5,000 watts AM
and
50,000 watts FM
WFMJ
1390 AM – 105.1 FM
Youngstown, Ohio
Headley-Reed Co.
national representatives

Promotion



TAKING a negative approach to pushing the popularity of Bob Scholz, disc jockey for WBEL Beloit, Wis., is one of series of ads in local paper. Headed, "Beloit's most unpopular disc jockey . . . Hair raising isn't it!" distorted picture of Mr. Scholz follows with text reading, in part, "Surveys . . . prove that nobody . . . ever listens to this goof. 12,342 cards and letters received during past 12 months . . . indicate something or other. . . . The only reason we keep him on the air is that he won't let his sponsors out of the contracts they so foolishly signed."

Massive Promotion

PROMOTION which reached crowds of people attending 1950 Home Show in Washington was used by WPIK Alexandria, Va. Station, reportedly only in area which participated, used display featuring leather couches and chairs, making it one of few places where tired walkers could relax. Continuous tape-recorded music on PA. system promoted station's "pleasant music" policy. One show daily was aired from booth and a "guess-the-number-of-miniature-homes-in-the-fish-bowl" gimmick was carried. Station estimates that over 100,000 people passed booth during 10 day exhibition.

Gorgeous Gourds

YEARLY promotion on Gordon Thomas' *Top O' the Morning* show on WTMJ Milwaukee netted new high in listener requests for "Gordon's Gorgeous Gourds"—17,013 letters—highest in eight years. Previous high, set last year, was 16,685 requests. Each spring since 1943 Mr. Thomas has offered free packets of gourd seeds each morning for two weeks. Listeners enter their grown gourds in annual fall exhibit sponsored by station at Milwaukee's Radio City.

WTAR-TV Summary

BLUE-toned brochure including facts on market, coverage, facilities and programming, sent to trade by WTAR-TV Norfolk, Va. Also included is week's program log, program from station's initial presentation, *Operation Pioneer*, packet of tickets for admittance to *Operation Pioneer*, paper eyeglasses with WTAR-TV written around rims and jigsaw puzzle picture of coverage area sent to trade as pre-opening promotion in April.

'Uncle Sam' Says

UNCLE SAM was measured for a new suit—of statistics, that is—according to attractive brochure released by NBC, giving results of BMB Study No. 2. Booklet, decorated by tape measured Uncle Sam, states that "Broadcast Measurement Bureau released its Study No. 2, a coast-to-coast survey of radio listening. The outstanding fact in this is NBC's unequalled bigness. . . . In 1949 advertisers invested more money in NBC than in any other network." Booklet's well-designed pages close with slogan, ". . . NBC, America's No. 1 advertising medium."

Timebuyers' Special

"CHECK-LIST for timebuyers . . ." is legend of new direct mail promotion piece sent to trade by KNBC San Francisco. Copy urges: "Consult KNBC for a point-by-point run down on this check-list for timebuying and convince yourself that KNBC is the station of Northern California . . . the record shows KNBC is the choice most often; KNBC has more program time sold. . . ." List cites size and loyalty of audience and cost per impression as top items among 10 offered for checking.

WTVJ News Display

APPARENTLY first news promotional tie-up in television field transacted by WTVJ (TV) Miami, Fla., with Illustrated Current News for placement of promotional displays. Lee Rutwich, station manager, reports display pieces carrying news photos and WTVJ insignia are to be placed in 50 leading stores in area. ICN to service each display with news photos three times weekly with station giving each participant one spot announcement per week for sharing in promotion.

'Vertical' Audience

ELEVATOR passengers in National Bank Bldg., home of WOOD Grand Rapids, Mich., are receiving *Just Plain Bill*, *Linda's First Love* and variety of other programs offered to station's clients as "plus value." Listener reaction to date is incomplete, but elevator attendants appear enthusiastic and occasionally passengers become so absorbed they forget to get off at proper floor, attendants report. Despite heavy "vertical" audience, WOOD has no present plans for selling new elevator radio service to sponsors.

Student Documentaries

OFFICIAL charter of operation given to Futura Radio Production Co., a Junior Achievement Inc. organization, by its sponsor, WXYZ Detroit. Consisting of teen-agers, Futura Productions has been studying and working in WXYZ studios, under guidance of Jack Rellis, on development of special series of teen-age documentary radio programs. WXYZ Inc. received from Junior Achievement Inc. a plaque of appreciation for its efforts in providing leadership, advice and counsel to student group.

WHIO-TV Cards

THREE-PRONG promotion by WHIO-TV Dayton, Ohio, employs bookmarks, baseball schedules and post cards. About 2,000 bookmarks were distributed to book stores, libraries and book lovers. They picture WHIO-TV tower on front side with list of 27 top TV shows on reverse side. Baseball card bears photographs of Cincinnati Reds baseball team members on cover with schedule of all Reds games to be telecast listed inside. Bulk was distributed to bars, TV set owners and prospective owners. Direct mail material features 5 x 8½ post cards which come in blue, green and peach colors, showing imprint of WHIO tower.

WOW Tours

SEEING three major league baseball games in two days is treat in store for midwest sports fans as planned by WOW Omaha for its Tip Saggau baseball weekend. According to WOW Sportscaster Saggau, tour will leave Omaha July 22 at 7:30 a.m. to see St. Louis Cardinals play Boston Braves that Saturday night and then journey to Chicago for Sunday afternoon double-header between Cubs and New York Giants at Wrigley Field. Tour also includes all meals and sightseeing trips. Led by Mr. Saggau, trip is offered on first-come, first-served basis for $58.50 per person. Highlight of family picnic reunion at Vennelyst Park, Omaha, June 17, will be attendance of nearly 450 midwest farmers who were members of three WOW Farm Study Tours (to Europe in 1948, West Coast in 1949 and recent "New South" tour). Mal Hanson, WOW farm service director, announced that between 600 and 1,000 persons are expected.

Facts and More Facts

ATTRACTIVE blue booklet entitled "So . . . Who Listens to WQXR?" released recently by the New York station. Results of comparative study audience analysis, conducted by The Pulse Inc. for WQXR, are given in detail in booklet. Random sample of WQXR listening families and equal number of families who never listen to station were asked identical questions, and results showed that "Twice as many heads of WQXR families are in the executive classification than are found among the non-WQXR listeners . . . three times as many WQXR family heads are college graduates . . . 50% of WQXR family incomes are $5,000 a year or over," according to station report.

WTOP Joins Circus

THAT old colossal in showmanship—the circus—was put to use by WTOP Washington when Ringling Bros. and Barnum & Bailey opened in Washington May 18. Station describes "fattest, biggest, most gargantuan clown" rollicking during show carrying "gigantic, awe-inspiring WTOP microphone" right under big top. Jet black letters on mike proclaimed to circus goers that WTOP has "The Biggest Audience in Town."

WFEC's Coverage

WFEC Miami, Fla., issues schedule log which also includes map of station's coverage. Promotion piece cover contains wording, "Greater Miami's Home Station," with call letters on black banner and photo of Martha Chase, WFEC fashion editor. Data also includes listing of population figures, number of homes, valuation of real estate and general financial picture of Miami metropolitan district.

Bowling for Listeners

AIMING at listeners like tenpins, WNAX Sioux City-Yankton, S. D., has published 20,000 copies of *WNAX Bowling News* for distribution at bowling alleys in the Dakotas, Minnesota, Nebraska and Iowa, as official report of WNAX's five-state tournament held this spring in Sioux City. Over 9,210 bowlers participated in WNAX tournament. Total value of trophies — including cash — reached nearly $28,000. Another effort by WNAX is *Your Neighbor Lady* promotion which features large cards for advertisers to display at point-of-purchase. Space is available for client's imprint and cards can be distributed through field representatives.

HST'S FCC PLAN

Lucas, Benton Score Opponents

CHARGES that spiteful opposition to President Truman and other "political motivations" accounted for "some of the votes" against the FCC and other reorganization plans [BROADCASTING, May 22] and that the Senate "absolutely and completely ignored" Hoover Commission and Presidential recommendations in rejecting them were leveled in the upper chamber last week.

Sen. Scott Lucas (D-Ill.), Democratic majority leader, complained on the floor that Senators who opposed the transfer of power to the FCC Chairman "could not fall back on that objection" on the FCC plan since the President already had such power. He said the Senate had ignored the wishes of the Hoover group and President Truman.

Sen. William Benton (D-Conn.) charged that "political motivations" influenced voting on the FCC plan, and said that had it been considered earlier in the session, the "fate of [FCC and other] plans would perhaps have been different."

In the case of FCC, he told colleagues, antagonism to FEPC—"even to the President himself because of his courageous leadership on civil rights"—influenced voting against the FCC plan which was beaten by a bare constitutional majority of two votes.

The Truman proposal for FCC would have transferred certain executive and administrative functions from the Commission to its Chairman, including disposition of work assignments, control over use and distribution of funds, and appointment or supervision over all personnel.





HIS picture of her bosses at Gray & Rogers, Philadelphia agency, and a cut-ut of a blown-up bathing-beach picture of Mrs. Patricia Nelson, secretary to he firm's art department, were the bosses' gifts to Mrs. Nelson when she eft to make a career of marriage. With the cutout are (clockwise) Terrance . Casey, Charles Rae Evo, William H. Jepson, J. Philip Blank, Vincent enedict, W. Frederic Clark, Guy Fry, Claude W. Ely Jr. and Russell R. Gazzara.

IG 7 MEET

KMBC-KFRM Cover Event

OMPLETE coverage of an entire fternoon's track meet, known to e particularly difficult to describe rom a broadcaster's standpoint, as accomplished successfully at he Big Seven Conference Colle-iate meet in Lincoln, Neb., May 0, it was reported last week.

The problem was handled by Sam Iolen, sports director of KMBC-KFRM, Kansas City, Mo., and is elieved by the stations to be the irst tried in the Midwest. Con-ronted by the element of time, Mr. Iolen decided to use a tape-record-r to describe events as they hap-ened throughout the afternoon. He then went on the air live from he U. of Nebraska Memorial Sta-dium at 5:15 p.m. and broadcast until 6 p. m.

By supplementing his direct broadcast with recorded portions of earlier events, Mr. Molen was able o condense into his 45-minute fea-ure complete coverage of the after-noon's activity.

1930—1950
20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy
in
DANVILLE, VA.
is
WBTM
Rep: HOLLINGBERY
5kw (d) ABC 1kw (n)

WABB CASE

'Guilty' Plea Filed

SENTENCE in the WABB Mobile, Ala., conspiracy case, involving five men indicted last January in connection with an assault on a station engineer, has been set for June 19 and subsequent dates, following a guilty plea entered May 17 by J. E. Tait, one of the principals involved.

Mr. Tait, who has been identified as a former business agent of Motion Picture Operators Local 519, filed with Mobile Circuit Court a plea to an earlier grand jury indictment charging him with conspiring to assault Dean H. Durham, transmitter engineer, last January, according to the *Mobile Press Register*, owner of WABB-AM-FM.

Station's engineers have been on strike since October 1949, though WABB has continued normal operations. At that time the newspaper offered a $1,000 reward for information leading to arrest and conviction of persons who poured acid through cable holes, disrupting WABB-AM-FM and telephone lines.

KELT HEARING

FCC Sets June 6 in Electra

HEARING on the transfer and license applications of KELT Electra, Tex., was ordered by FCC last week to commence June 6 in Electra. The Commission indicated it wished to investigate whether the KELT permit has been transferred without approval.

Assigned 250 w daytime on 1050 kc, KELT seeks a license to cover its construction permit and to transfer the CP from a partnership of C. C. Elkins Jr. and Bill Frank Lindsay d/b as Oil City Broadcasting Co. to a new corporation of the same name and ownership [BROADCASTING, Nov. 6, 1949].

Commercial

RICHARD J. (Mo) MONAHAN appointed commercial manager of WAVZ New Haven, Conn. He was formerly on sales staff of KHMO Hannibal, Mo., and before that was with WEIM Fitchburg, Mass.

DANIEL H. HOPE Jr., new to radio, joins KXOK St. Louis sales department. He was formerly with sales department of General Mills.

VIRGIL V. EVANS, formerly commercial manager of WCOG Greensboro, N. C., joins sales department of WFMY-TV Greensboro. He was associated with WSPA Spartanburg, S. C., before going to Greensboro.

WILSON (Lefty) LEFLER, sales service manager of ABC Western Division, takes over supervision of all sales service and traffic matters for network's Western Division.

MARGARET MALONEY, formerly with *New Orleans Item*, joins WDSU New Orleans as sales representative.

JACK DAVIS, salesman for John Blair & Co., Chicago, for past four years, transfers to sales staff of Blair-TV, same city.

WILLIAM TODD, formerly of Montreal office of William Wright, radio station representative, appointed commercial manager of CKOX Woodstock. He is succeeded at Montreal by **GUY NEWSAN,** formerly of National Broadcast Sales, Toronto, station representative firm.

SEARS & AYER Inc. appointed national representative for WPBC Minneapolis-St. Paul.

WPOR Portland, Me., appoints Everett-McKinney, New York, as its national representative.

CHARLES GRANT Jr., former editorial assistant for Alfred M. Best Co., New York publisher, joins Pan American Broadcasting Co. as assistant advertising manager.

JULIAN F. HAAS, commercial manager of KARK Little Rock, Ark., elected president of Little Rock Ad Club. He previously served as a director and vice president.

JOHN PEARSON Co. appointed national representative of KPAC Port Arthur, Tex.

DON DONAHUE, member of sales department of WKBW Buffalo, N. Y., and **Eileen Dowling,** formerly with Wm. Weintraub Agency, New York, have announced their marriage May 12.

World Sells Series

WORLD Broadcasting System, New York, has sold its *Forward America* series featuring Walter Houston to the following stations for local sponsorship:

WTBF Troy, Ala.; WRLD West Point, Ga.; WOCB West Yarmouth, Mass.; WABJ Adrian, Mich.; KGHL Billings, Mont.; KDLR Devils Lake, N. D.; WROW Albany, N. Y.; KOLN Lincoln, Neb.; WDAK Columbus, Ga.; WEED Rocky Mount, N. C.; KSLM Salem, Ore.; KTFS Texarkana, Tex.; KSVC Richfield, Utah; WMON Montgomery, W. Va.; WSBF Beatrice, Neb.

"VIC" DIEHM says:

Watch



Your



Profits



Triple!!

when you air your Sales Message on

WAZL

HAZLETON, PENNA.

for further Enlightenment write to Vic Diehm

or

Robert Meeker Associates

521 Fifth Avenue, New York City 17, N. Y.

FCC REVOKES
KTXN KFTM WXLT Licenses

LICENSES of three standard stations were revoked by FCC last week on grounds that transfers of control had occurred without Commission approval. They were KTXN Austin, Tex., KFTM Fort Morgan, Col., and WXLT Ely, Minn.

All three stations were given until June 7 to request a hearing on the revocation orders, which otherwise would become effective June 26. If a hearing is requested, the orders would be set aside pending final decision in the proceeding.

Meanwhile, the Commission designated for hearing the license renewal application of WJVA South Bend, Ind., a 250-w daytime station on 1580 kc licensed to St. Joseph Valley Broadcasting Corp. WJVA was extended on temporary license until Sept. 1. FCC gave no reason for its hearing order.

KTXN, licensed to Radio KTXN Inc. and assigned 1 kw daytime on 1370 kc, has pending an application for FCC consent to transfer of control to Edward C. James from Thomas G. Harris, John W. Stayton, J. Chrys Dougherty, Nat Harris Jr., Mrs. James P. Alexander, Joseph Cocke and John S. Braun [BROADCASTING, April 24]. FCC contended, however, that control already had been transferred to Mr. James through a management agreement.

KFTM, assigned 500 w daytime on 1260 kc and licensed to Fort Morgan Broadcasting Co., has pending an application to assign its license to Morgan County Broadcasting Co. Robert Dolph and Robert McCollum, licensee partners, are to hold 61% interest in the new firm with newcomers including L. R. Christensen, Corder Smith, Frank Smith, Rainsford Winslow and Charles F. Kronkow [BROADCASTING, March 6].

WXLT, licensed to Ely Broadcasting Co. and assigned 250 w fulltime on 1450 kc, has pending an application to transfer control from Charles W. Ingersoll to Lynn C. Thompson, Cornelius Thompson, Harold Henry, Cyrille Fortier, Mirth Lutnes, Nellie Ingersoll and L. W. Andrews. Mr. Andrews, who would own 16%, is a radio consultant, owner of KFMA Davenport, Iowa, and one-third owner of WTIM Taylorville, Ill. [BROADCASTING, Feb. 27].

Mr. Frank Coulter
Young and Rubicam
New York City

Dear Frank:

Never wuz much doubt thet WCHS is West Virginny's most lissened to station, but sumpthin' happened t'other day thet shore pinted hit up. Ever year th' patrol boys goes ter Washington ter see th' sights, an' this year a whole busload of 'em lit out for th' National Capital. Now, hit's oney natteral thet parents an' sech ud worry a good bit 'bout their kiddies, so arrangements wuz made fer ter notify ever' body jest as soon as th' bus got ter Washington. An' Frank, d'yuh know whut they done? They arranged fer ter call WCHS an' give th' news ter our boys here and git th' message across ter th' homes thetaway! They said hit wuz th' bestest way they cud think uv since durned near ever'one round here lissens ter WCHS! Jest 'nother proof, Frank, thet WCHS is definitely West Virginny's Number One Station, an' folks whut buys time for their clients is allus glad ter know thet. They likes ter deal with th' station folks lissen ter most!



Yrs.
Algy

WCHS
Charleston, W. Va.

Auto Budgets

(Continued from page 19)

Co. from 10:30 p.m. to conclusion. Agency for Blatz is Kastor, Farrell, Chesley & Clifford, New York.

The DeSoto-Plymouth dealers have held tight to their successful Groucho Marx show, *You Bet Your Life*, through the strike and will replace it for the summer with *It Pays To Be Ignorant*. No information is yet available as to whether Mr. Marx will be back with the dealers next fall. In addition, the DeSoto factory account has bought one week's spots on 292 stations, telling the public that cars are coming soon. BBDO is the agency for this group.

Outside Detroit, at the huge Willow Run plant of Kaiser-Frazer, things are beginning to stir, with the introduction of the new 1950 Kaiser. Spot radio in about 30 markets was used in a 10-day test. The long awaited small car of K-F is due in the late summer, and plans for this showing are just being made by K-F and its agency, William H. Weintraub Co. Spot TV in the largest markets is said to be a sure thing, with AM plans not yet made.

Chrysler Corp., for Chrysler cars, through McCann-Erickson, is about to buy the NBC-TV 8:30-9 p.m. Tuesday time for a new show, *Treasury Agent*, when *Texaco Star Theatre* abandons the 8-9 p.m. hour for summer hiatus. When Texaco returns next fall to that time, Chrysler will move to Thursday 8:30-9 p.m. on NBC-TV, according to present plans.

Lewis Sets Tour

DOROTHY LEWIS, coordinator, station relations for United Nations Radio, will leave tomorrow (May 30) on a coast-to-coast three-month tour of 50 cities. Miss Lewis will hold about 75 conferences with broadcasters and UN leaders to discuss the new United Nations code for commercial sponsorship and UN plans for the coming season.

BAB Marks 1st Year

(Continued from page 23)

undertaken and is continuing on a regular basis include:

(1) Dealer co-op bulletins, intended to keep stations posted on news of advertising campaigns whose expense is shared by manufacturer and dealer. About 200 such bulletins have been circulated for AM stations and 75 for TV.

(2) Direct mail pieces. A total of 400,000 cards have been sold to stations for their own mailing.

(3) Monthly series of retail information folders, which cover important facts about individual retail businesses. These enable local radio salesmen to have at their disposal basic facts about businesses whose advertising they are soliciting.

(4) Preparation of elaborate brochures which are intended eventually to compose a library of information on basic promotion types. The first, "Radio's Feminine Touch," was released two months ago, along with a complete directory of women's shows in radio. Others on news, farm, sports and transcribed programs are in work.

(5) Publication of "Pitch," an information sheet published at no special regularity, but whenever, in Mr. Mitchell's words, "we have something to say."

'Pitch' Achievements

"Pitch" is at least partly responsible for stimulating broadcasters against free-loading by the Army in its recruiting program, as well as for informing subscribers of all kinds of general sales news.

Now nearing completion is another strip film, with accompanying script, called "How To Pick a Winner," a presentation of national spot advertising. It is scheduled for release in mid-June.

Another project nearing fruition is the preparing of a special booklet giving tips on commercial television production. This book will show tricks of production in displaying numerous kinds of products in television, and will enable local telecasters and their advertisers to learn at a glance the techniques that have been acquired painfully elsewhere.

BAB in its first year, has done "all the things we hoped to do," says Mr. Mitchell.

But he envisions a much bigger job that should be done in a day of bigger budgets and bigger staff.

He would like to be able to underwrite new research to bolster radio and television sales talks, to expand BAB's staff to include field men, to increase the production and distribution of sales tools to help local salesmen.

Maybe if staff additions that Mr. Mitchell hopes for materialize, there'll be enough people in New York a year from now to hold a celebration for the second birthday.

RICHARDS CASE
FCC Orders New Start

A COMPLETE new start in FCC's hearing on the news policies of G. A. (Dick) Richards was ordered by the Commission last week.

The move, which strikes from the record the 2,315 pages of testimony presented during the three-week session held before the death of Examiner J. Fred Johnson Jr., was made upon motion of Mr. Richards' counsel, to which the FCC legal bureau offered no objection [BROADCASTING, May 15, 22].

The hearing is scheduled to resume in Los Angeles June 5 with Examiner James D. Cunningham presiding. In seeking a fresh start, Trial Attorney Hugh Fulton and associated counsel for Mr. Richards asserted that court decisions have upheld the need for a new start when an examiner dies in mid-trial. Otherwise, they claimed, Examiner Cunningham would be unable to judge the credibility of witnesses who testified before Judge Johnson in sessions last March.

Mr. Richards is owner of KMPC Los Angles, WGAR Cleveland, and WJR Detroit. The hearing concerns charges that he ordered KMPC staff members to slant news against the late President Roosevelt's family and certain minority groups. License-renewal applications and a trusteeship plan for the three stations are at stake.



Programs

WHEN Davenport, Iowa's city council decontrolled rents May 17, WOC-AM-FM there gave community opportunity to sit in on proceedings via tape-recorded, one hour and 20-minute broadcast. Setting up six microphones, outlet picked up all speeches from floor, from council members, and final vote by representatives. With commentary by News Director Bob Redeen, playback was broadcast at 11 p.m., little over one hour after meeting ended. Next morning, station presented edited version of previous night's broadcast.

Dance and Music Series

HISTORY of folk dances and music of America to be traced in series of three shows on WMAL-TV Washington by American U., that city. Talent is provided by local high schools through the university's Television Workshop under supervision of Ella Harllee. Van Beuren W. De Vries is director. First show, aired 11 p.m., May 25, presented Chippewa Scalp Dance, and series will continue demonstrating phases of those arts, down to the Charleston.

Watts Interviews

TRAVELING some 300 miles to Casper, Wyo., Lowell Watts, farm reporter for KLZ Denver, managed to interview two top administrative officials for his farm show when Presidential train stopped in Casper for major address. Personages interviewed were Secretary of Interior Oscar Chapman and Commissioner of Reclamation Michael Straus.

Fashion Shows

FASHION show at Easter, which was climaxed by male dancer running in bewilderment from one model to another until he had decided on his partner for Easter Parade, has grown into daily fashion program on WHIO-TV Dayton, Ohio. Show is set against background of three modern settings and distinctive floral arrangements. Apparel, millinery and accessories are furnished by local department and specialty stores and modeled by beautiful young women. Show is carried sustaining and produced by Eileen Hoelle, directed by Don Wayne and narrated by Pegge Farmer.

WBUD 'First'

FIRST for WBUD Trenton, N. J., was scored when Jack Walsh, contender for title of World's Strongest Man, lifted an elephant. Feat was broadcast by WBUD exclusively and sponsored by Gretz Beer. Strongman not only lifted elephant, when Hunt Bros. circus was playing Trenton for Lions Club benefit, but two men and platform they were standing on. Total weight, lifted four inches from floor, was 4,400 lbs., hailed as new world's record.

Celebrity Interviewer

BOB DeROOS, San Francisco *Chronicle* columnist, is featured on new celebrity interview program on KRON-TV San Francisco. Program, carrying title of Mr. DeRoos' newspaper column, "Now Hear This," is sponsored by James Motor Co., San Francisco Nash distributor. Agency is Elliott, Goetze & Boone same city.

Merchandise Auction

AUCTION audience rating program, designed both for radio and television, announced by WKBS Oyster Bay, N. Y. Designed and copyrighted by Lee Hollingsworth, WKBS president, show is presented one hour each day when different accounts donate merchandise certificates for their lead-in scripted advertisement. During period, products represented by sponsors are auctioned off to listeners who phone in bids.

Children's Hour

NEW feature for children added to Saturday morning schedule of WWSW Pittsburgh. Quarter hour feature is named *Once Upon a Time* and carries recorded albums of music and stories, spun by Ray Schneider. Feature ends at 10:15 a.m., and is followed at 11:30 by children's talent show from Enright Theatre which is sponsored by Ward Baking Co.

Audience Sells

AUDIENCE participators use *Sell It Yourself*, new show on KPIX (TV) San Francisco, to hawk their unwanted odds and ends to viewing audience. Show is handled by Lee Giroux, freelancer, and sponsored by Chemicals Inc., Oakland, on 52-week contract. Garfield & Guild, San Francisco, is agency.

One-Man Show

AMONG longest one-man shows in radio are sessions of Bob O'Donnell, disc jockey on WARC Rochester, N. Y., station claims. Mr. O'Donnell shoots records and chatter to audiences six and one-half hours nightly, except Saturday and Sunday. Saturday night finds him behind turn tables for nine hours. Over 700 fans sent telegrams to Mr. O'Donnell during his first month with WARC, station reports.

'Just Kids'

GIVING children opportunity to go to party every Saturday, KLAC-TV Hollywood has started hour weekly *Just Kids* audience participation program. Aimed at children 4 to 12 years of age, program will consist of contests, stunts and games to be indulged in by children chosen from studio audience. Chubby Roland is m. c. of program which is produced by Anderson-Snader, Hollywood.

Famous Lies

CASE HISTORIES from files of late Leonarde Keeler, perfector of lie detector and inventor of Keeler polygraph, are being aired from WGN Chicago on MBS. Called *The Hidden Truth*, half-hour show is written by Jack La Frandre, who works with Eloise Keeler, Mr. Keeler's sister. Henry Weber and orchestra supply the music as written by Kenneth Churchill.

Prisoner's Labor Aired

FIRST public performance of "The Bastille Concerto," written by Charlestown State Prison inmate, was given May 18 over WMEX Boston on *The Prisoner Speaks* series. Concerto was written by Prisoner Malcolm (full name withheld), who worked for more than three years under supervision of Arthur J. Marsh of Wellesley, instructor at music at State Prison Colony in Norfolk. Trumpet player in several orchestras before he entered prison, Mr. Malcolm during his sentence has studied music theory, harmony, counterpoint and composition through Massachusetts U. Extension correspondence.

WCPO-TV Programming

TELECAST of what it calls one of worst ball games on record aired by WCPO-TV Cincinnati. Outlet carried contest between team made up of Cincinnati disc jockeys and record salesmen and softball outfit representing Cincinnati Police Dept. WCPO decided to let town in on fun after platter spinners' defeats in first two non-telecast contests caused much hilarious comment. WCPO discers in lineup included Paul Dixon, Bill Fields and Walter Phillips.

All Night Sale

WOOK-FM Silver Spring, Md., remained open all night May 19 when what station called "world's most unusual marathon race" was broadcast. Occasion was in connection with birthday May 20 of D. T. Gardiner, president of Provident Life Insurance Co., as well as 57th birthday of insurance company. Sales staff of 90 worked all night to give him unique present. All worked to sell as many policies to "those who sleep usually during day as well as to those who never sleep and really need insurance." WOOK broadcast results each five minutes throughout night beginning at 8 p.m. and ending Saturday morning at 6 o'clock. Marathon broadcast was interspersed with music.





FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 27 OF THIS ISSUE

Feature of the Week



Congratulating a winning farmer couple, Mr. and Mrs. J. D. Inabinet of Pioneer, Tex., is Mr. Jones (l).

* * *



Jack Shannon (l), public relations director of the Humble Oil Co. in Houston, presents the plaque to J. B. Linn, KGNC's farm and ranch editor.

* * *

IT WAS a great day May 16 for soil conservation, Texas farmers and businessmen—and for radio.

A program devoted to the "Save the Soil" awards celebration held that day originated 9-9:30 p.m. at KTRH Houston, scene of the awards-giving, and was broadcast with CBS cooperation to 15 stations in the Southwest including Texas, Oklahoma and western Louisiana.

Opening portion of the broadcast was aired from the Rice Hotel Crystal Ballroom at the special "Save the Soil" award dinner. Former Texas Attorney General William McGraw, acted as master of ceremonies. Attending were such dignitaries as U. S. Sen. Clinton P. Anderson (D-N. M.), former Secretary of Agriculture; Gen. Harry H. Johnson, U. S. Dept. of Agriculture representative in Mexico, and Jesse H. Jones, former Secretary of Commerce and KTRH owner. All are active in soil conservation work.

Stations winning awards for "Save the Soil" programming in 1949 included KFRD Rosenberg, KGNC Amarillo and WFAA Dallas, all Texas [BROADCASTING, May 8].

Following Mr. McGraw's reference to notables attending the dinner, the program scene shifted to KTRH studios where a panel made up of outstanding farmers and businessmen discussed soil conservation. Panel talks were led by George Roesner, KTRH farm director, and Waters Davis Jr., president, National Assn. of Soil Conservation District Supervisors.

At the program's close, the broadcast returned to the ballroom where Texas Gov. Allan Shivers made the special "Outstanding Farmer of Texas" award to Merrell J. Stewart of Garrett's Bluff. Program climaxed KTRH collaboration with the NASCDS in organizing and coordinating "Save the Soil" efforts as a public service.

Stations carrying the program were KTUL Tulsa; KOMA Oklahoma City; KWFT Wichita Falls, Tex.; KLYN Amarillo; KRLD Dallas; KWKH Shreveport, La.; KLOU Lake Charles, La.; KTBC Austin; KTSA San Antonio; KEYS Corpus Christi; KGBS Harlingen, Tex., all CBS affiliates; and Texas State Network stations KBST Big Springs; KRBC Abilene and KGKL San Angelo.

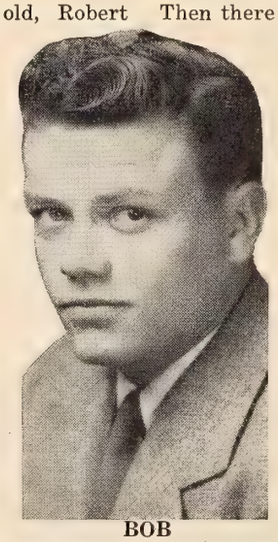
Telecasting Insert

Pull Out for Filing

On All Accounts

WHEN Bob Stuart walked into Lannan & Sanders Ltd. last October, his purpose, as a station representative, was that of trying to sell. But instead of selling his clients to the Dallas advertising organization, Bob sold himself. Today, as radio-TV director, he is in charge of billings which on one account alone are expected to top $100,000 for 1950.

Not yet 25 years old, Robert Emmett Stuart packed his career with a wide variety of experience before joining Lannan & Sanders. Born Oct. 27, 1925, he was reared in Texarkana, Tex. His father was a men's clothing salesman-merchant, his mother a writer. After the death of his mother — Bob was only six months old at the time—he was reared by a widowed aunt. Completing the Texarkana schools, he successively attended Southwestern U. at Georgetown and Texas U., both Texas institutions.



BOB

He did not take a degree, deciding that experience was better. He went to work and studied nights.

The story of those years of Bob Stuart's life would be far from complete without mentioning that in 1942 he decided to help Uncle Sam with some very important business. "Misrepresenting" his age—he was only 16 at the time—he enlisted in the Navy. He served until 1945 in the submarine service, getting, as he put it, "a few of the usual medals."

While still in the service, he became interested in radio as a vocation. He did freelance production work on the West Coast. Then there were a few false starts in movies, band business, PR and some more radio. Next he did some audio-visual educational material, such as film and transcriptions for submarine training units.

Finding the West Coast too crowded after the war, he tried college for a while. Then, hearing that a new station (KFTS) was opening up back in the old home town, he dropped in to chat, offered to help out writing some copy and was hired.

He next joined KNOW Austin as chief announcer, went to KCNC Fort Worth as assistant program director and then accepted the managership of KNET Palestine. Next came the general managership of KELL Waxahachie-Ennis. The KELL CP, however, was not acted upon, the stockholders did not construct, so Bob joined Ken Sibson as assistant manager of Ra-Tel Reps, establishing the Dallas office. Then came his affiliation last October with Lannan & Sanders.

As Lannan & Sanders radio-TV director, a one-man department, Bob Stuart is perhaps proudest of his connection with the account of the far-flung Transcontinental Bus System, holding corporation for the separate operations, Pacific, Western, Rocky Mountain, Dixie, Southern and Continental bus systems.

Radio Billings

Radio billings of the Transcontinental account began on April 26, 1948, when the Lannan & Sanders agency was formed. From billings of less than $10,000 in 1948, with 1949 slightly higher, Transcontinental's billings this year will top $100,000, based upon task appropriations and budgets expended to date. This will not include television, Bob says, but that medium has a budget in reserve appropriated in addition to others.

As of this date, Bob reports, Lannan & Sanders has only one other account active in radio. Several others of a regional or local nature are in the planning stage but will not allow disclosure of any details, he said.

Bob and Greta Louise McLarty were married April 26, 1947. The Stuarts have two sons, Robert Emmett II, born Feb. 29, 1948, and Arlie Terrill, born March 29, 1949.

When it comes to clubs and fraternities, Bob puts himself down as mostly a non-joiner. He is now serving an elected term as a vestryman at St. George's Episcopal Church in Dallas, handling advertising, publicity, promotion and planning.

His hobbies are writing—fiction and non-fiction for stage, screen, radio. He ghost-writes several accounts on a freelance basis, indulges musically with the bass and the drums and is interested in all sports.

WAVE WON'T SELL YOU ON RIDING HABIT (Ky.)!

Sure, we've got horse sense! Plenty of it! Enough, in fact, to keep us from trying to sell you on riding Habit (Ky.).....

WAVE's blue-ribbon entry, and the only sure-thing winner around here, is the 27-county Louisville Trading Area. We rope, saddle and ride this baby to a fare-you-well, and this "billion buck" market is worth almost as much to you as *all the rest of Kentucky combined!*

How about corralling *Louisville*? Let us spur you on with facts!

LOUISVILLE'S WAVE

NBC AFFILIATE . . 5000 WATTS . . 970 K.C.

FREE & PETERS, INC. National Representatives

WDRC

CONNECTICUT'S PIONEER BROADCASTER

NEW MARKET STUDY NOW READY

Gives facts and figures, shows why WDRC is best buy in Hartford by any yardstick! Write for your copy to Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.

CBS

MAY 29, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

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Page 3

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CBS' West Coast TV City
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Count by Markets
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Everyone is watching
these outstanding TV stations...

WSB-TV	Atlanta
WBAL-TV	Baltimore
WNAC-TV	Boston
KFI-TV	Los Angeles
WHAS-TV	Louisville
KSTP-TV	M'p'l's-St. Paul
WTAR-TV	Norfolk
KPHO-TV	Phoenix
WOAI-TV	San Antonio

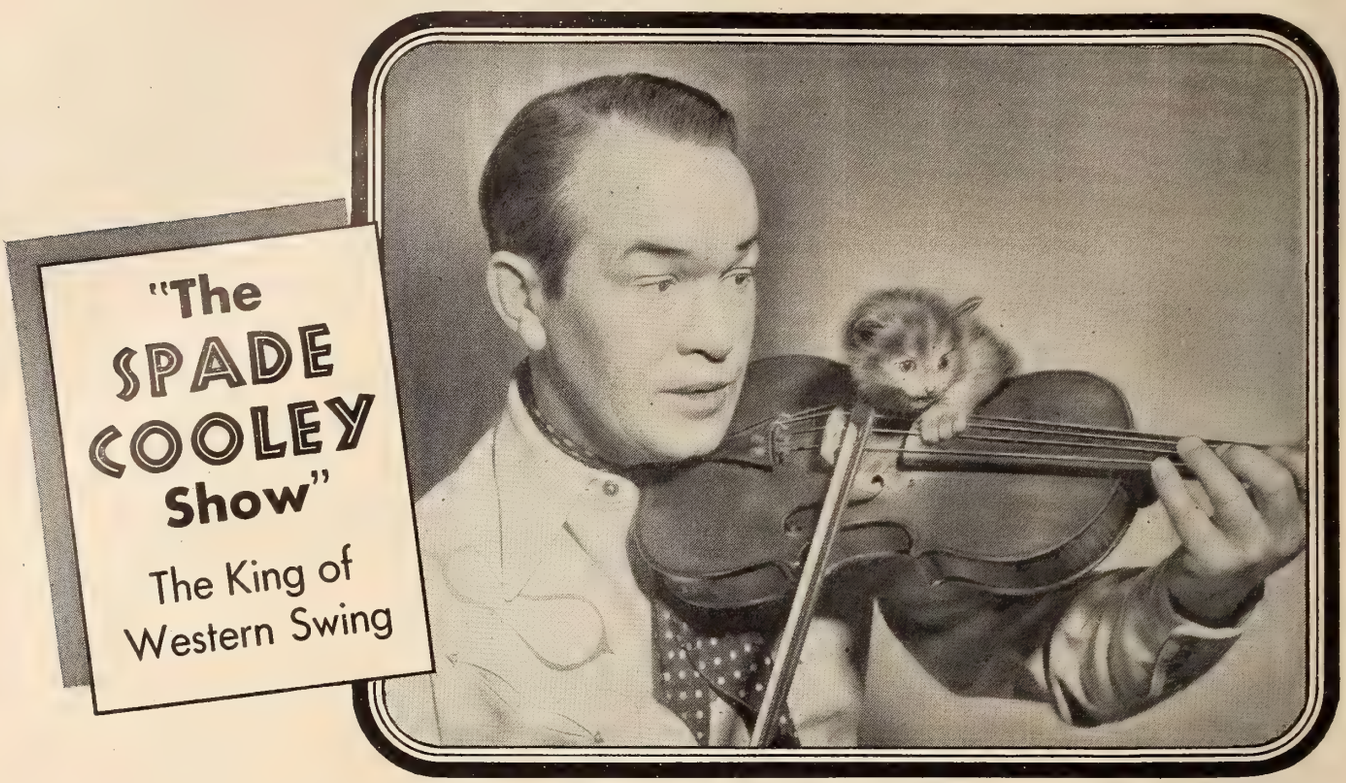


. . . . . They are all leaders in their markets with years of showmanship, business and broadcasting experience behind them and are represented by

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT
ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA

ADVERTISERS: Now, you can buy Hollywood-produced, audience-tested, high-Hooperated TV shows on a spot basis at prices you can afford!



One of *Paramount's* TRANSCRIBED SHOWS: A half-hour—once a week—of hilarious comedy and heart-lifting melody served up in robust Western style. M.C'd by the smiling Western-TV star, Spade Cooley, one of the most versatile and ingratiating personalities on the West Coast.

FORMAT: Film-recorded highlights of the regular Saturday night jamboree at the mammoth Santa Monica Ballroom as telecast by KTLA, Los Angeles. Featuring Spade Cooley and his popular Spade Cooley Orchestra, with such talented artists as Ginny Jackson and Les Anderson, plus a 10-gallon-Stetson-ful of guest variety acts every week.

RATINGS: The Spade Cooley program on KTLA usually ranks among the West Coast's "Top 10" most popular TV shows, frequently climbing into the "Top 3." It boasts the phenomenal average Hooper Telerating of 36.4 for the 9 months (Aug. '49-Apr. '50) that television audience measurements have been reported for the Los Angeles market. The Hooper ratings are confirmed by Videodex, which reported Cooley in No. 5 spot for April, and by Tele-Que which also reported Cooley in its April "Top 10."

Available soon to advertisers in one or more TV markets on a spot basis. Also available to TV stations with privilege of resale to local advertisers. Open-ended for commercials. Other *Paramount* transcribed programs include "Wrestling from Hollywood" and "Time for Beany," popular 15-min. 5-times-weekly puppet adventure series . . . at a fraction of original production costs.

KTLA Paramount Television Productions Inc.

KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOllywood 9-6363
Eastern Sales Office • 1501 Broadway, New York 18 • BRyant 9-8700

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

MAY 29, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

JONES HITS 'FOXES'

Raps 'Multiple Interest' Operators

FCC COMR. Robert F. Jones warned sound broadcasters last week against "foxes" of the industry who, he said, may be interested in seeing sound radio live "just long enough to make the transition" to television.

At the same time he expressed a fear that UHF television broadcasters may find themselves "in the same box" that FM is in today, if manufacturers fail to push UHF reception equipment.

Speaking Wednesday at the annual spring meeting of the Ohio Assn. of Broadcasters at Columbus (story page 44), he reiterated that he felt radio and TV can live "side by side."

But "foxes" do exist, he warned, identifying them as "the multiple interest broadcasters, who, oddly enough, have the best sound facilities and who, as I have said before, skim off the cream of the advertising dollar in sound broadcasting in Ohio."

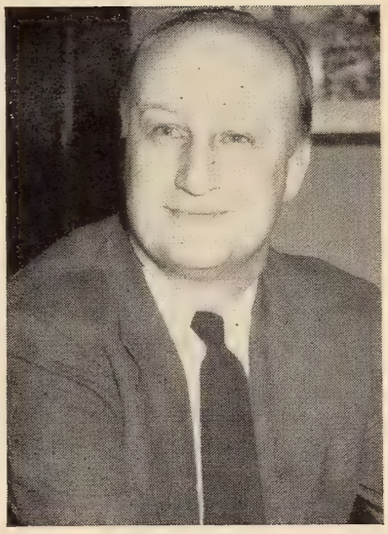
He continued:

I identify a multiple-interest broadcaster by investment and annual return. That is, a broadcaster whose investment and annual return on sound broadcasting is a small fraction of his total investment and annual return in television station ownership, television network ownership and operation, and in television receiver manufacturing — and frequently more than one of them.

Now, if you recognize the fact that his interest in sound broadcasting is about to be small compared to the vast potential of earning power in this new medium of television — whether it be station ownership, network ownership and operation or television receiver manufacturing — then I think you are heading for real trouble if you don't recognize the fox slinking along the trail.

You sound broadcasters are not confronted with a competitor who is primarily interested to see this medium live, but one who may be interested in seeing it live just long enough to make the transition to the new medium.

He warned that if clear-channel stations get additional power, then other sound broadcasting stations will have to compete with "a super-signal from super-power stations." Further, he asserted, when and if the network owner decides that TV dollars are easier to get than sound radio dollars, then he can "blow the whistle on every network-affiliated sound broadcaster's rate card by merely refusing to renew the affiliation contract except at a lower rate."



Mr. JONES

* * *

Escape from "the effect of such a toboggan," he said, lies in increased emphasis on local programming—"selling time on a local basis to local merchants."

Radio-TV Accord

But Comr. Jones found evidence "on every hand" that radio and television can live side by side. "History," he said, "confirms the prophets that no wide-awake medium of intelligence has ever gone into complete eclipse because of the introduction of another medium."

In the television field, he conceded there is basis for "concern" about operations in the little-known UHF region. He considered it clear that manufactures will not build UHF tuners into VHF sets

(Continued on Telecasting p. 13)

SWIFT APPOINTED

WCBS-TV Key Posts Filled

IN LINE with its policy of integrating AM and TV operations on an administrative level, CBS last week appointed G. Richard Swift as general manager of WCBS-TV New York in addition to his position as general manager of WCBS (AM), the network's key station.



Mr. Swift

At the same time, Mr. Swift announced other appointments to key positions on his staff.

Clarence Worden, WCBS director of special features and public service, was named assistant to Mr. Swift. Richard Doan, former administrative head of Martin Stone Radio Assoc., New York production firm, was appointed director of TV programs. George R. Dunham Jr., eastern sales manager (television) for CBS Radio Sales, was named sales manager of WCBS-TV.

Don Ball and Don Miller will remain as program director and sales manager, respectively, of WCBS (AM).

TRI-COLOR TUBES

Two More Announced

DEVELOPMENT of two more tri-color direct view TV tubes were reported to FCC last week, one by Paramount Television Productions Inc. and Chromatic Television Labs. Inc., and another by Don Lee Broadcasting System.

Allen B. DuMont Labs. reported it had received a patent for a new tri-color, single-gun tube just a fortnight ago which has both camera and receiver applications [TELECASTING, May 22].

Paramount indicated its tube is to be ready for showing about June 15 and requested permission of FCC to participate in the color TV hearing to offer evidence. Details of the tube construction were not revealed.

Don Lee Broadcasting, according to Willet H. Brown, network president, has filed application for patents for its tube under the name of "Color-Vision." Mr. Brown made the disclosure in a report to FCC on the first six months of intensive "Color-Vision" and stereoscopic television development conducted at the network by Harry R. Lubcke, director of television research and color for Don Lee Broadcasting.

In the Paramount-chromatic petition, filed by Paul A. Porter, ex-FCC chairman and member of the Washington law firm of Arnold, Fortas & Porter, it was explained Paramount Television Productions is a stockholder of Chromatic Television Labs. and is collaborating with the latter "in development of a new tri-color direct view tube which can be utilized in all of the color television systems which are under consideration" in FCC's color TV hearing.

Termed Compatable

It was explained Chromatic was organized specifically to develop and produce this new tube and it has entered into contracts with Machlett Labs. Inc., Springdale, Conn., "for the purpose of the manufacture of experimental tubes employing a new design and principles heretofore undeveloped which are unique and provide a new method of achieving high-definition color in a 6-mc band." The tube was termed completely compatible with existing monochrome transmissions.

Copies of the patent applications already have been supplied FCC in early May, the petition said. Paramount did not know of the development until February 1950, it was explained, and hence was not in a position to enter the color hearing any earlier. Paramount is a party to the reallocation proceeding.

"For the Commision to refuse to consider or evaluate an analysis of present proposals and how they may be integrated into a plan under which all systems can function would be retrogressive in character," the petition said, and would "eliminate from consideration an important development which gives promise of affording a workable solution to some of the complex issues which are involved in this proceeding."

Contributing Components

In the Don Lee report to FCC, Mr. Brown explained that the devices to be used for single tube reception of color television images are being proposed as contributing components for finally-approved color TV standards rather than as a new color system. Although varying from other systems, he stated, they can apply to any or all three of the existing systems.

Television Rings

The Register For NATIONAL SHOES



TYPICAL scene from one of the film commercials for National Shoe Stores.

"NATIONAL Shoes ri-ing the bell!"

For years that phrase, set to music, has been the radio theme of the 77-store National Shoe Co. chain in the New York area. But recently the firm invaded television and the theme proved as prophetic as it is lyrical. National Shoes rang the bell with a resonance that is still echoing in the steady peal of its cash registers.

Emil Mogul, energetic president of Emil Mogul Co., agency for the shoe advertiser for whom these bells toll, hails the success as sustentation of her belief that tall results can be achieved on a small budget in television if the campaign is intelligently planned and conscientiously executed.

The specific success to which Mr. Mogul refers saw a mail return of 8,000 post cards within a 48 hour period as a result of a straight commercial announcement over a local television station, WATV (TV) Newark.

However the story of the coup is not that of a one-day wonder, but rather one of careful planning that led to this spectacular climax.

Actually, the story began with a problem. National Shoes previously had been using radio and newspapers, measuring results strictly by the total of its sales slips. There were few abstractions in the picture. In contemplating television, the problem was whether the advertiser could use the new medium in the same way. In short—could television sell merchandise profitably for the comparatively small-budget advertiser?

Together National Shoes and the Mogul agency set out to seek the answer. Their first task was to find the proper type of TV vehicle to carry their message. After much deliberation they decided on an hour-long program of western films once a week for a 13 week test on WATV.

The reasons for their choice were several: The program had a ready-made and loyal audience with an average Pulse rating of 10, a lot higher than many more expensive shows. It offered an opportunity to use both film and live commercials to exploit every facet of the medium's possibilities. Moreover, it delivered that audience on a budget of around $600 a week, including studio, rehearsal and talent costs.

* * *

The firm planned to use the opening and closing portions of the program for institutional commercials on film; and the minute spots during the program intermissions for live presentations of specific merchandise—shoes, hosiery and handbags.

The problem of doing two effective, entertaining film commercials on a reasonable budget had to be solved. The agency's scripts called for a bag full of tricks including intricate stop-motion effects. The agency originally received estimates from producing studios for as high as $7,000 per film. However, it finally engaged its own technicians and turned out the two films for a total of $3,000.

As for the intermission live spots, these commercials were kept simple and direct, concentrating on specific items of merchandise.

For the first four weeks this format continued with encouraging results. The first general reactions were good. Each week, store managers reported a large number of specific requests for the TV items. The program maintained its high rating and despite competition on other channels, it reached number seven position among the 10 top multi-weekly shows. National Shoes felt quite sure it was on the right road in television and the agency was almost ready to chalk up a modest success.

It was then that the bells, almost inadvertently, began pealing. The agency decided at that juncture to

* * *

COMMERCIALS for National Shoe Stores' video program start in this story board conference at Emil Mogul Co. Agency executives who participate are (l to r) Max Sapan, television director; Jerome Sanders, art director; Milton Guttenplan, account executive; Myron Mahler, copy director; Emil Mogul, agency head; Helen Munroe, research and production director, and Bob Wanderman, assistant.





One of a Series

check the geographical distribution of the program's audience against the locations of National's 75-odd metropolitan stores. Thus the regular commercials were replaced by a straight announcement of a fairly conventional offer: If within 48 hours the televiewer would send his name and address on a penny postcard, National would reward him with a 20% discount certificate usable for any purchase at any National store before a certain date.

The agency considered 500 post cards an acceptable response for the purpose of the test. But, playing it safe, it ordered 1,000 certificates. Almost twice that number of requests came in on the first mail after the initial announcement, and by the end of the 48-hour deadline, an avalanche of more than 8,000 cards had been received.

The advertiser renewed the program for another 13 weeks, and it is still running. And the bells are still ringing.

Of National Shoes overall budget of $200,000 yearly, 85% is still being devoted to radio. In that medium the firm uses 14 quarter-hour programs per week on WINS New York for *Showtime* and *Listen to Lacey;* 12 10-minute programs weekly on WMCA New York with *Mr. & Mrs. Music, Top Tune Time, Bandstand, Sweet and Solid* and *Music Box,* and three quarter-hour programs on WNEW New York on *Make Believe Ballroom.*

Other Announcements

In addition, National uses 15 announcements per week on WLAD Danbury, Conn; 18 announcements per week on WTTM Trenton; 35 announcements per week on WINS New York, 35 announcements per week on WMCA New York; 17 announcements weekly on WNEW New York; 12 announcements per week on WHOM New York; and 27 announcements a week on WOV New York.

Radio has been a substantial factor in the success of the company. National Shoes began originally with one store in 1924. Consistently using spots and local radio it has expanded until today it embraces more than 75 stores in the New York area.

Louis Fried, the original owner of the stores, is president and general manager. Mac Siegal is in charge of real estate and labor, Irving Siegal is head of the women's division and Fred Siegal is store personnel head and display manager.

Snow Crop on NBC-TV

SNOW CROP Frozen Foods, New York, through its agency, Maxon Inc., New York, will sponsor a show featuring Faye Emerson, starting June 7 on NBC-TV, Wednesday, 8-8:15 p.m. for 13 weeks. The program was sold by Rockhill Radio & Television. Miss Emerson also appears in a television show sponsored by Arnold Bakeries, New York, through Benton & Bowles, New York, on CBS-TV, Sunday, 10:30-45 p.m.



TOASTING the special origination of CBS-TV's *Toast of the Town* in Philadelphia is this group of sponsor, agency and network representatives. L to r: Ray Scott, chairman of Philadelphia Lincoln-Mercury Dealers' Assn.; Richard Boutelle, firm's Philadelphia district sales manager; Donald W. Thornburgh, president, WCAU-TV (CBS) Philadelphia; William Matthews, Kenyon & Eckhardt Inc.'s eastern area L-M field representative, and Norman Bertels, K&E administrative assistant to the account supervisor on L-M.

BEHIND WALLS
It's TV Grandstand Seats

THERE's at least one group of baseball fans who line up to a man behind continuance of telecasting the games. According to Jim Woods, WAGA-TV Atlanta, this group has sent him a fervent appeal for continued telecasts of the Atlanta Crackers' games in the Southern League.

Urging Mr. Woods to "encourage the fans to come out to see the fine games that the Crackers are playing," the letter writers said they too would like to see the games at the ball park "but where we are employed, we are restricted from going to ball games." With TV, they said, "we are not worried about admission, we have the price of a ticket every time the Crackers play."

The letter to Mr. Woods came from Cherokee County Prisoners at Canton, Ga.

KSL-TV Studios

STUDIOS are being remodeled for use by KSL-TV Salt Lake City, with operation slated to begin at that site sometime after mid-June, C. Richard Evans, general manager of KSL-AM-TV, has announced. Facilities will be housed in building at 145 Motor Ave., and include a 200-seat auditorium on the first floor and main studio on the second floor, along with dressing rooms and film service laboratories. Studios will be located on both floors. KSL-TV, which has shared space with KSL-AM since June 1949, will introduce a variety of locally-produced shows and utilize new TV techniques, including use of stage setups without loss of time in scene-changing. Programming and staff personnel will be increased, station announced.

WKZO-TV STARTS
Program Service Thursday

PROGRAM SERVICE will be inaugurated formally Thursday (June 1) by WKZO-TV Kalamazoo, Mich., John E. Fetzer, owner-president of Fetzer Broadcasting Co. (WKZO-AM-TV), announced last week. Station will serve western Michigan and northern Indiana on Channel 3.



Mr. Fetzer

WKZO-TV has been on the air with test programs during April and May. Dealers and distributors report TV sets are on the move in Grand Rapids, Kalamazoo, Battle Creek, South Bend, Elkhart and other principal communities in the area. Grand Rapids dealers, according to Mr. Fetzer, are noting "above normal" TV set sales.

Station's monthly analysis obtained through dealers and distributors shows 50,909 TV sets in the average 40-mile area and 61,851 sets in the average 50-mile area of WKZO-TV as of May 1. It is estimated two thirds of total sets which rely on intermittent service from Chicago and Detroit will be in the position to receive primary service from WKZO-TV.

Local origination of programs will continue until such time as the new inter-city relay system from Detroit and Toledo is effectively operating for network service, Mr. Fetzer said. He expects formal announcement of network plans after the relay system is completed.

BELMONT Stakes, June 10, will be telecast by direct relay from WLWT (TV) Cincinnati, WAVE-TV Louisville.

WGN-TV EXPANDS
Buys New RCA Equipment

WGN-TV Chicago has bought $120,000 worth of electronic equipment and accessories from RCA, Station Manager Frank P. Schreiber announced last week. Purchase includes five video cameras and facilities for control room, audio and monitoring. Equipment will be installed in station's new TV studios, 7A and 5B, in the new WGN Bldg. about July 1, Mr. Schreiber said.

Studio 7A, 32 by 70 feet, is designed along the same lines as 6A, now in use. The new studio will have a three-camera chain, with a catwalk which gives additional space for lights and scenery. The other studio being built, 5B, is 31 by 25 feet, and will have two cameras. It will include a modern kitchen set-up used on current shows and a small living room set for interviews. Each studio is being built on the "room within a room" principle, Mr. Schreiber said, with surrounding air cushions and shock absorbers.

WGN-TV will move its entire facilities from the Daily News Bldg., where it has headquartered since going on the air two years ago, after these new studios are put into operation. Fourteen studios will eventually be housed in the WGN Bldg., seven for AM, four for TV and three to be shared.

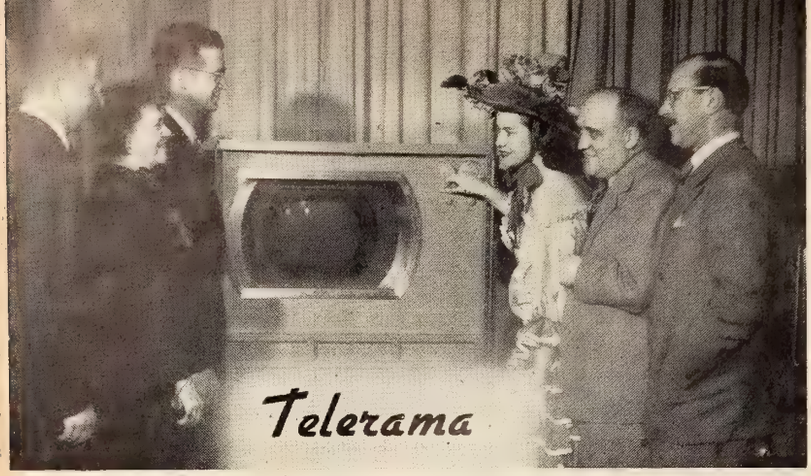
NBC-TV 'REVUE'
Nine Take Saturday Show

NBC-TV's *Saturday Night Revue,* 2½ hour variety show, will be sponsored by nine advertisers when it returns to the air Sept. 9, after a summer hiatus. Three sponsors have purchased half-hour portions of the show. They are Campbell Soup Co., through Ward Weelock Co., New York, 8-8:30 p.m.; Snow Crop Foods Inc., New York, through Maxon Inc., same city, 9-9:30 p.m.; Crosley Division of Avco., Cincinnati, through Benton & Bowles, New York, 10-10:30 p.m.

Six advertisers who have purchased one-minute spots are: Whitman's Chocolate Co., through Ward Wheelock Co.; Johnson's Wax, through Needham, Louis & Brorby; Wildroot Hair Tonic, through BBDO; Minnesota Mining Mfg. Co. for Scotch Tape, through BBDO; S.O.S. Cleanser, through McCann-Erickson, San Francisco, and Benrus Watch Co., through J. D. Tarcher Co.

KLAC-TV Gross Climbs

GROSS close to $1½ million this year is expected at KLAC-TV Hollywood, Don Fedderson, vice president and general manager, has announced. According to Mr. Fedderson, the station has been out of red since March 1, and with daylight operation during the past two months billing averaged about 600% greater than that of last year.



ATTENDING a CBS color TV demonstration in New York are (l to r): William Lodge, chief engineer for CBS; Ina Lindman, dir. of home economics, United Fruit Co.; Herb West, head of BBDO's TV unit; Chiquita Banana (Helen Bosshard); Frank Silvernail, head of BBDO time-buying; W. A. Pleuthner, BBDO v. p.

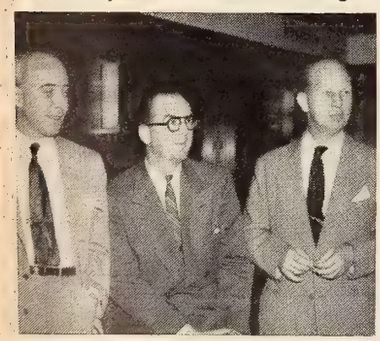
FIRST anniversary of *Mohawk Showroom* (NBC-TV Mon., Wed. and Fri., 7:30-7:45 p.m.), is the occasion for this cake cutting by (l to r) Charles R. Denny, executive v. p. of NBC; Roberta Quinlan, seen on the show; Herbert Shuttleworth, executive v. p., Mohawk Carpet Mills Inc.





DETAILS of this transmitter, made by General Electric for Zenith Radio Corp. and its experimental Phonevision broadcasts in Chicago, are discussed at GE's plant in Syracuse by F. P. Barnes (l), GE broadcast equipment sales manager, and Charles Probeck, Zenith transmitter engineer.

THE NBC-Hofstra study on television's sales effectiveness is discussed by (l to r) Ernest B. Loveman, v. p. and gen. mgr., WPTZ Philadelphia; James Spillan, v. p., Benjamin Eshelman Agency, and pres., Poor Richard Club; J. B. Conley, gen. mgr. Westinghouse Radio Stations.





VIEWING a kinescope of NBC-TV's *The Jack Carter Show* are (l to r) Paul Levinger, v. p.-gen. mgr., Speidel Corp., sponsor; G. William Anderson Jr., account executive, SSC&B Agency, and Harold Rosenquist, Speidel's advertising manager. Speidel is sponsoring the show for three weeks (started May 27).

SPOT TV Clinic luncheon held early this month in New York by National Assn. of Radio Station Representatives brought together this quartet (l to r): C. A. (Fritz) Snyder, advertising director, Bulova Watch Co.; Norman Farrell, Weed & Co.; Jack Brook, Free & Peters; James LeBaron, RA-TEL.



HIGH VOLUME

DuMont Sees $2 Billion For TV This Year

BUSINESS VOLUME of the television industry generally will reach $2 billion in 1950, compared with an estimated $1 billion in 1949, Dr. Allen B. DuMont, president of Allen B. DuMont Labs., predicted at a joint luncheon meeting of the American Television Society and the Sales Executives Club last Tuesday at the Hotel Roosevelt in New York.

Television sets for the year will reach six million units and these, plus installation fees, the sale of network and station time, would bring the volume up to $2 billion or more, he said.

Sales of products on television have increased, Dr. DuMont said. He referred to the recent survey by McCann-Erickson which showed sales of merchandise in television areas were up 19 to 37% compared with non-television areas.

Mark Woods, vice chairman of ABC, said that "television is rapidly becoming the greatest force for sales, entertainment and education that the world has ever seen."

Urges TV Use

Glenn Gundell, advertising manager of National Dairy Products Corp., said that although the cost of television advertising is high "large national advertisers cannot afford to wait until television comes of age."

He predicted that no other media except radio will be affected by television and that within five years radio and television would be a single unit. Sound radio would be used without pictures during most of the day and video at night.

He reported that Kraft sales from television expenditures were successful and that 12 more stations were going to be added next fall to the *Kraft TV Theatre*, now carried in 27 cities on NBC-TV.

G. Bennett Larson, vice president and station manager of WPIX (TV) New York, told the group that live television commercials could sell better than film. He said WPIX was planning to maintain a fleet of mobile units which could bring advertising merchandise to the viewer from the point of sale.

Hugh M. Beville Jr., NBC director of plans and research, said television has been the subject of gloomy forecasts which have all been subsequently proved untrue. In 1947, it was eyestrain; in 1948, the doom of movies; in 1949, disastrous effect on sports gates, and in 1950, the degenerating effect on children's school marks and their home work.

All of these actually have failed to materialize according to scientific research, he said, except for the effect upon school children, and we still haven't a really definitive study on that, he noted. But recent studies by school officials in Chicago and Washington have revealed numerous beneficial effects of TV.

COMBATS STRIKE

Rich's Sells Via WSB-TV

'MODERN' selling plan was employed last week by Rich's Inc., Atlanta, one of the South's leading department stores, which turned to WSB-TV Atlanta when the city's transit strike tied up merchandising activities of local retailers.

Since shoppers were unable to get into town to see the merchandise, Rich's management decided to use TV to bring the merchandise into the shoppers' homes, via a TV program called *Rich's In Your Home*.

WSB-TV cameras and production staff originated at Rich's the 11 a. m. and 2 p. m. periods of "television selling" on heavy shopping days—Thursday, Friday and Saturday. Viewers were urged to call the store's personal shopper and indicate their merchandise desires. An assortment of each item was then placed before cameras and the viewer allowed to make a selection, calling the choice in to the store.

KBTV NOW WFAA-TV

Change Marked by Simulcast

WFAA-TV Dallas, owned and operated by the *Dallas Morning News*, began operations under those call letters May 21 marking the event with ceremonies attended by close to 900 employes of the newspaper and WFAA - AM - FM - TV. The TV outlet formerly carried the call letters KBTV [TELECASTING, May 15]. E. M. (Ted) Dealey, president of the *News* and WFAA, and Martin B. Campbell, general manager of all WFAA operations, were heard in speeches that formed part of a simulcast from Dallas Fair Park.

Event also was marked by NBC, and the station's $95,000 telecruiser was used to handle the remote program. The TV outlet was purchased last January from Oilman Tom Potter who built it in 1949. WFAA-TV is licensed for Channel 8 (180-186 mc) with power of 13.5 kw aural, 27 kw visual.

TV Bulletin Issued

TELEVISION BULLETIN, bimonthly series released by The Advertising Council to inform agencies, advertisers, networks and stations of the Council's campaigns, has been released for the May-June period. The eight-page folder lists the public service campaigns to which The Advertising Council will give special emphasis and includes a list of materials available free of charge for each campaign.

COLOR HEARING NEARS END

CTI Testimony Heard

COLOR television hearings before FCC neared the finish line Thursday, with only two witnesses remaining to be heard. Testimony was confined to cross examination and rebuttal on Color Television Inc.'s demonstration of its system for FCC at San Francisco May 17 [TELECASTING, May 22].

At the close of Thursday's session, FCC expressed hope that the hearings, which started last September, would wind up Friday or today (Monday) at the latest (see story AT DEADLINE). Remaining witnesses were Samuel B. Smith, San Francisco patent attorney and engineer, for CTI; and E. W. Chapin, head of FCC Lab Div., on further interference experimentation in the laboratory.

Col. Donald K. Lippincott, patent attorney and CTI color expert, explained procedures of CTI in its demonstration and under examination directed by counsel summarized the firm's position in the hearing. He indicated CTI would favor a muitiple standards decision on an experimentation basis.

CTI presented in evidence a report outlining a limited amount of field testing it has made of its system. Also included were diagrams of its interlaced shift; co-channel interference tests; TV synchronizing waveform, horizontal deflection and sync unit, all demonstrated in San Francisco.

Characteristics already shown by CTI, Col. Lippincott said, are sufficient to make the system "ready for standardization." However, he modified his statement to point out that all equipment used by each of three systems have been "makeshift and obsolete" in character. He suggested that before the Commission sets standards, the systems be demonstrated with the use of a direct view tube, such as the type produced by RCA, giving "controlled conditions for comparison."

More Work Needed

Emphasizing that commercial color telecasting would not be practical now, Col. Lippincott stressed the need for more "technical development before receiver sales are encouraged." The direct view tube, he said, was one of those technical refinements which could be put to immediate use. He said CTI had been promised a Lawrence direct view tube from Paramount within 60 days from the date of the San Francisco demonstration (see story, TELECASTING, p. 3).

Of the compatible systems, Col. Lippincott continued, "CTI is the most reliable." He said an estimated 15-20 unsolicited telephone calls were received by his firm at San Francisco from public viewers of the black-and-white transmissions during the color demonstration. Most of the callers asked when they could buy receivers, he said.

Strength of the CTI system, Col. Lippincott said, is its synchronizing signal which "is most applicable to select the line or field sequentials." He said he noticed no color breakup of the CTI picture during the demonstration and added that he believed the interlace shift was the best pattern (double shift in which each picture line appears in all three primary colors—green, red, blue—in the course of six field scannings).

He said the CTI system could be preferred over RCA or CBS because of its "extreme accuracy to which synchronization must be maintained for a high fidelity of color." Col. Lippincott reiterated that "there are serious technical problems in the RCA system" and that regardless of the improvement the direct view tube may make, these inherent weaknesses will remain.

Hits RCA

Questioned on CTI President Arthur S. Matthews' statement in San Francisco charging RCA with monopoly in the radio industry, Col. Lippincott said "such an excess of [patent] power is appalling to me." He called for an open pool of patents in the communications field to permit independent inventors to find a salable market for their developments. RCA, he said, is the only market to which inventors can bring their creations.

He indicated that both he and Mr. Matthews were urging the Commission, if it should adopt RCA standards, "to see that the [monopoly] power not be abused." Mr. Matthews had charged RCA with holding or controlling 9,000 patents in the radio field, employing licensing rules and requiring royalties from manufacturing competitors while continuing to be "both patent licensor and competing manufacturer."

Compatability Issue

CTI's supremacy over the CBS color system, Col. Lippincott said, could be summed up in one word—compatibility.

If the FCC could hold up its color decision until all parties involved in the proceding were supplied with a direct view tube, the CTI expert said, the systems could be demonstrated on an equal basis and the Commission "could go on and allocate channels in the UHF and the VHF."

Comr. George E. Sterling asked the witness what technical developments would be worked upon by CTI should the FCC "give you another year?"

Col. Lippincott said he believed his firm would experiment further on phosphors, on its circuits and on other developments which may materialize in the future.

Multiple standards, he said, would be welcome by CTI "on an experimental basis" but for commercial purposes, problems would "roll up like a snowball." The colonel pointed up the "invested rights of receiver buyers" which, he said, would be jeopardized by authorization of multiple standards for commercial color telecasting.

Experimentation, he said, would give CTI time to "prove our system to the satisfaction" of the Commission, the experimenters and to the public. Conversion of sets from UHF to VHF, he opined, would be a big undertaking, but "that would be nothing like the problem of converting sets from black-and-white to color."

MOVIES WARNED

Join With TV—Streibert

THEODORE C. STREIBERT, president of WOR (AM, FM, TV) New York and board chairman of MBS, last Thursday warned the motion picture industry to wake up and get together with television before it's too late.

Interviewed in Hollywood, Mr. Streibert said that the movie maker has "a so-what" attitude about TV. The picture business is forgetting—on purpose—a fundamental of the entertainment world—that "the show is the thing."

CBS LAND PURCHASE

Plans Coast TV City

WITH price said to be in excess of $2½ million, CBS is purchasing acreage at Beverly Blvd. and Fairfax Ave. in Los Angeles, including that occupied by Gilmore Stadium, to erect a West Coast Television City.

Initial parcel is 15 acres with property extending three blocks east on Beverly Blvd. and more than a block south on Fairfax. It is part of the famous "Gilmore Island" and is adjacent to Gilmore Field and Farmers Market. It is understood that the deal calls for an option clause for purchase of additional acreage of "Gilmore Island" should CBS so desire.

CBS will build "from the ground up" for future needs and expansion, it was said. Construction is expected to start by July 21, 1951, and provision will be made for color TV which CBS has pioneered since 1940.

The date marks the 20th anniversary of the inauguration by CBS of America's first regular schedule of television broadcasting in New York City.

Selection of the site was made after several months study and investigation of practically every available developed and undeveloped property in the Hollywood area. CBS executives concluded that only by starting from the ground up could a West Coast plant be planned and constructed which would adequately serve television's requirements on both a near and long term basis.

With James Landauer Assoc. of New York acting as consultants for CBS, property is being purchased from Mrs. Elizabeth J. Hilty and Mrs. Frances L. Hilen, daughters of Earl B. Gilmore. Coldwell, Banker & Co., Los Angeles, negotiated for the sellers.

Starts Survey

Taking advantage of all foreseeable future trends in design and technique, CBS is initiating an exhaustive functional and engineering survey designed to capitalize on past experience as builders and producers of radio and television shows, the announcement said. An architectural study will be made to encompass new and revolutionary concepts of the most effective and efficient forms and designs.

CBS also would like to have its own Los Angeles TV station. There has been talk with Earle C. Anthony to acquire KFI-TV. Inspection too has been made of KTSL (TV) owned and operated by Don Lee Broadcasting System, and now part of Thomas S. Lee estate. CBS owns 49% stock interest in KTTV Hollywood and would dispose of that to *Los Angeles Times* which has 51% control, if deal for a station could be worked out.

Don Lee Bid Seen

It is generally expected in the trade that CBS, having acquired its new television city site, will be among those bidding for Don Lee TV and radio properties when they go on the market, to settle the estate. Regional network stations, it was pointed out, could be disposed of, but CBS would retain KTSL and the building property for use.

With CBS having outgrown its Columbia Square headquarters on Sunset Blvd., the network is sorely in need of additional executive offices and studios for Hollywood AM originations too. Executives as a result have also inspected the Don Lee studio building at 1313 Vine St., with thought to buy and thus operate from both buildings. As it now stands, CBS rents about 15% of Don Lee studio space for program originations and has other outside studios on rental basis.



TV's Effect on Reading Surveyed

(Report 113)

OWNERSHIP of a television set tends to slightly decrease the amount of time spent reading newspapers. Magazine reading is cut more drastically.

This trend is shown in a *Study of the Effects of Television on Reading Habits* released last week by Advertest Research, New Brunswick, N. J. The survey was conducted during the first 10 days of April and covered 781 television homes in the New York-New Jersey television area.

The average number of daily newspapers purchased by television families before and after buying the set was found to remain constant at 2.1. The largest percentage, 44.4%, purchased two daily papers before and after getting a TV set.

In 86.9% of the cases, respondents said they spend the same amount of time reading daily papers now as before they got TV. There were 11.9% who said they read less. The average amount of time spent in reading daily papers now is said to be 1 hour, 12 minutes as against 1 hour, 24 minutes before purchase of a TV set.

A slight shift in the hours of the day during which newspapers are read regularly is noted in the Advertest report. Although the hours between 5 and 9 p.m. were mentioned most often for regular newspaper reading before and after purchase of a TV set, the trend after purchase is toward the period between 5 and 7 p.m. The hours before 1 p.m. and after 11 p.m. also showed an increase in the number of people who regularly read their daily newspapers then after getting a television set.

The purchase of Sunday newspapers was shown to remain constant at an average of 2.4 per television home, before and after set purchase. Respondents in 87.2% of the homes said they spend the same amount of time reading Sunday papers now as they did before set purchase. Another 9.2% said they spend less time and 2.2% reported more time spent reading Sunday papers.

In the homes covered, an average of 2 hours, 6 minutes now is devoted to reading Sunday papers as opposed to 2 hours, 24 minutes before TV purchase. The hours during which Sunday papers are read regularly also shifted slightly —notably to before 11 a.m. and after 11 p.m.—after the video set entered the home. The hour following 11 p.m. was listed by 2.2% of the respondents as the period during which they now read Sunday newspapers.

Radio-TV News Reading Up

With respect to sections of the newspaper they read regularly now and which they read before TV, most sections showed a decrease with only three sections registering increases. Radio-TV news increased 17.6%, being a regular reading feature now in 77.5% of the TV homes surveyed. Sports and social news were the other two features which showed an increase in regular readers after the purchase of TV. Fiction, national advertising and department store advertising had the largest decline in regular readers. After TV, they dropped by 5.6%, 4.9% and 4.2%, respectively. Women's features and international news showed no effect from TV ownership in the report.

In the 781 television homes surveyed by Advertest it was found that 24.7% regularly receive three different magazines. The average is 2.5 per home. Two magazines are received in 19.7% of the homes while 16.9% get none.

25.4% Say 'Less'

When respondents were asked to estimate the amount of time spent reading magazines now and before TV, 25.4% said they spend less time now. The present average is 3 hours, 1 minute per week as opposed to 4 hours, 3 minutes before TV. Only 54.1% of the respondents said they spend the same amount of time reading magazines at present as they did previous to getting a TV set. This is compared to the 86.9% who said they now spend the same amount of time reading daily newspapers and the 87.2% who indicated no change in the amount of time spent reading Sunday papers.

Only 19.1% of the respondents said they have started purchasing any new magazines since TV entered the home. Of these, *TV Guide* was the leader, being named by 9.7% of those queried. In 80.9% of the homes no new magazines have been purchased regularly since the entrance of TV.

Continued purchase of the magazines which already were entering the home before the coming of TV was reported in 90.1% of the cases. The remaining 9.9% said they have stopped regular purchase of at least one magazine.

Magazine subscriptions have been renewed by 27% of those interviewed by Advertest. The remaining 73% said that since they purchased a television set no subscriptions have been renewed.

Respondents in the 781 television homes were queried by Advertest about changes in magazine reading habits, by sections, brought about by TV. At present 40.8% said they spend the same amount of time reading stories as before while 23.9% said they devote less time and 3.6% reported more to reading of magazine stories. On time devoted to articles, 43.9% reported "same," 16.9% said "less" and 5.6%, "more." Advertising received the following: 49.3%, "same"; 13.4%, "less"; 5% "more."

The length of set ownership, from date of original set purchase, was broken down as follows in the 781 television homes covered for this survey by Advertest: 1-6 months, 32.4%; 7-12 months, 35.2%; 13-18 months, 12.1%; 19-24 months, 10.6%; over 24 months, 9.7%.

* * *

Weekly Television Summary— May 29, 1950 TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	3,100
Ames	WOI-TV	10,366
Atlanta	WAGA-TV, WSB-TV	37,500
Baltimore	WAAM, WBAL-TV, WMAR-TV	165,843
Binghamton	WNBF-TV	13,000
Birmingham	WAFM-TV, WBRC-TV	14,700
Bloomington	WTTV	6,000
Boston	WBZ-TV, WNAC-TV	367,631
Buffalo	WBEN-TV	93,288
Charlotte	WBTV	14,568
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	457,565
Cincinnati	WCPO-TV, WKRC-TV, WLWT	120,000
Cleveland	WEWS, WNBK, WXEL	223,236
Columbus	WBNS-TV, WLWC, WTVN	66,400
Dallas, Ft. Worth	KRLD-TV, WBAP-TV, WFAA-TV	52,500
Davenport	WOC-TV	10,428
Quad Cities	Includes Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	62,100
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	247,000
Erie	WICU	33,459
Ft. Worth-Dallas	WBAP-TV, WFAA-TV, KRLD-TV	52,500
Grand Rapids	WLAV-TV	30,000
Greensboro	WFMY-TV	11,475
Houston	KLEE-TV	21,900
Huntington-Charleston	WSAZ-TV	11.580
Indianapolis	WFBM-TV	47,500
Jacksonville	WMBR-TV	10,000
Johnstown	WJAC-TV	21,300
Kalamazoo-Battle Creek	.....	23,876
Kansas City	WDAF-TV	34,267
Lancaster*	WGAL-TV	44,804
Lansing	WJIM-TV	12,000
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	530,645
Louisville	WAVE-TV, WHAS-TV	32,115
Memphis	WMCT	34,706
Miami	WTVJ	27,400
Milwaukee	WTMJ-TV	109,547
Minn.-St. Paul	KSTP-TV, WTCN-TV	87,700
Nashville	.....	200
New Haven	WNHC-TV	77,500
New Orleans	WDSU-TV	26,276
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,310,000
Newark	WATV	Incl. in N. Y. estimate
Norfolk	WTAR-TV	15,374
Oklahoma City	WKY-TV	27,457
Omaha	WOW-TV, KMTV	23,583
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	491,000
Phoenix	KPHO-TV	7,000
Pittsburgh	WDTV	105,000
Portland, Ore.	.....	887
Providence	WJAR-TV	56.511
Richmond	WTVR	29,073
Rochester	WHAM-TV	39,357
Salt Lake City	KDYL-TV, KSL-TV	15,700
San Antonio	KEYL, WOAI-TV	16.663
San Diego	KFMB-TV	37,100
San Francisco	KGO-TV, KPIX, KRON-TV	49,242
Schenectady	WRGB	78,000
Seattle	KING-TV	29,000
St. Louis	KSD-TV	128,000
Syracuse	WHEN, WSYR-TV	44,878
Toledo	WSPD-TV	40,000
Tulsa	KOTV	25,700
Utica-Rome	WKTV	13,200
Washington	WMAL-TV, WNBW, WOIC, WTTG	128,100
Wilmington	WDEL-TV	34,742

* Lancaster and contiguous areas. Total Markets on Air 61 Stations on Air 104 Sets in Use 5,939,042

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

WTMJ-TV Milwaukee Issues New Rate Card

SEVENTH rate card was issued last week by WTMJ-TV Milwaukee, with July 1 the effective date. Base rates for specific time lengths follow: One minute or less, $80; special 10-second service spots, one-third of applicable one-minute rate; 5 minutes, $112.50; 10 minutes, $157.50; 15 minutes, $180; 20 minutes, $225; 30 minutes, $270; 40 minutes, $337.50; 45 minutes, $360, and 1 hour, $450. Live spots on *What's New* participation show, are $65 each.

Rates include station facilities and set-up but not rehearsal time. The latter, for programs, is $50 per half hour. Use of the auditorium studio for an audience is $50. The rate card also lists technical data about the station and requirements for film and live shows and spots.

* * *

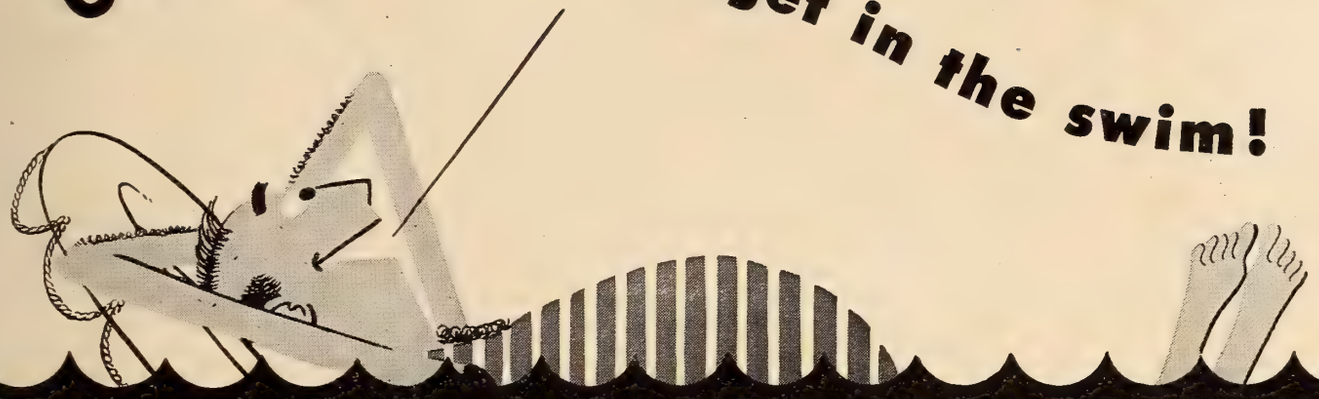
ARB Releases May Video Ratings

LATEST television ratings for New York, Philadelphia and Chi-

(Continued on Telecasting p. 14)



COME ON...get in the swim!



68 Local Advertisers' Results Prove Your Best Buy is WHIO-TV...

Dayton's First Television Station

Come on, Mr. National Advertiser . . . the selling's fine in Dayton and the Miami Valley with **WHIO-TV.**

Here's all the proof you need!

68 Local advertisers use **WHIO-TV** each week. We're televising 134 spot announcements and 32 programs for them each week.

WHIO-TV's local production staff is producing those 32 local programs . . . shows that are making sales and bringing in new customers for their sponsors.

These local programs run the gamut from musical and variety shows to sports, quiz, news, women's programs and kiddies shows.

WHIO-TV delivers the biggest TV audience in this area to you. All ratings show this. And with over 65,000 sets in the area, it's a big market for you. Viewers prefer **WHIO-TV's** local shows and top CBS, ABC and DuMont programs. Consistent merchandising promotion on the local level is a plus factor in your favor.

channel 13
whio-tv AM FM
DAYTON, OHIO

News, Sports • CBS, ABC, DuMont • Best Shows

Represented nationally
by The Katz Agency, Inc.

AFFILIATED WITH THE DAYTON DAILY NEWS AND JOURNAL-HERALD



WDEL-TV

CHANNEL 7

WILMINGTON, DEL.

Assures advertisers the clearest picture in this rich, important market. NBC network shows, fine local programming—provide an established and growing audience. Many advertisers are now enjoying profitable returns.



WGAL-TV

CHANNEL 4

LANCASTER, PENNA.



The only television station that reaches this large, important Pennsylvania market. Local programming—top shows from four networks: NBC, CBS, ABC and DuMont guarantee advertisers a loyal, responsive audience.

STEINMAN STATIONS

Clair R. McCollough,
General Manager

Represented by

ROBERT MEEKER
ASSOCIATES

New York Chicago
San Francisco Los Angeles

NBC
TV AFFILIATES

TV INTERFERENCE

Plummer Reviews Problem

FOUR YEARS of commercial television operation have brought to FCC "the greatest number of interference complaints that have ever been received in a comparable period of time," Curtis B. Plummer, FCC's chief engineer, told the Canadian Mfrs. Assn. last Thursday in Ottawa. Poor receiver design got part of the blame.

Surveying the TV interference situation and possible solutions, Mr. Plummer also admonished TV servicemen and dealers to be more candid and realistic about the interference problems. He termed this to be "simply good business ethics and would go a long way toward keeping the customer sold."

The Commission's former Television Broadcast Division chief told the Canadian group that the work load of investigating these complaints falls on the Commission's field offices and in some of these FCC has two or three men working fulltime on investigation of complaints from TV set owners.

He said experience has shown the complaints fall into three broad classifications: (1) Attempted reception beyond the normal service area of the station; (2) apparatus deficiencies, especially deficiencies of design of receivers now in the hands of the public, and (3) misunderstanding of the nature of television reception and its inherent limitations.

Coverage Area

Although the normal service range of a TV station is about 40 miles, depending on site, power, terrain etc., Mr. Plummer said FCC gets many complaints from people trying to see from 80 to 100 miles or more. The same pattern of interest similar to the DX fad of early aural radio days was noted.

Mr. Plummer said some people are building expensive, complicated receiving apparatus and getting good reception at distances up to 100 miles but pointed out these pictures are extremely vulnerable and legitimate local interference often mars the picture.

He explained legitimate interference—that caused by licensed radio transmitters—is the kind FCC "is equipped to handle" since "we know how to run it down in the field" and is making "excellent progress at keeping it at the irreducible minimum."

The FCC chief engineer termed the first order of this type interference was from other TV stations, now being considered in FCC's television reallocation proceeding. Another kind is harmonic interference from FM stations which must be remedied at the source. He explained FM stations are not the only stations involved in this problem since police, amateur, point-to-point and "in fact almost all radio services that are lower in frequency are capable of causing harmonic interference with television." Mr. Plummer said:

We have established a policy at the Commission of including harmonic attenuation figures in the rules of all our radio services. We have already included them in the rules of about half of the services and add them to each new set when it is necessary to completely rewrite the rules for that service. The attenuation figures we are using are considerably more stringent than required by international radio regulation, but not unreasonable. We expect to use figures between 70 and 100 d/b for the broadcast services and for other services in proportion to power. A little thought in the design and installation stages of building radio stations will cost little and at the same time pay dividends in a minimum of future trouble as the radio spectrum becomes more crowded.

Mr. Plummer said amateurs may be credited with more interference than they perhaps merit since they are cooperative and fix trouble spots when they arise. He foresaw some difficulties with interference from use of the new 21,000-21,450 kc amateur band.

Suggests Corrections

TV receiver intermediate frequencies in the 21-27 mc area are subject to interference often from international broadcast stations, it was explained, but this is not hard to correct with a trap in the antenna circuit. Diathermy machines were cited as one of the worst interference offenders but this would be corrected with requirement for use of special diathermy band by 1952.

Auto ignition systems "are notorious as TV program spoilers," Mr. Plummer stated, but are easily identified. While very difficult to alleviate in any particular case, the problem is being worked on by Radio Mfrs. Assn. and Automobile Mfrs. Assn., it was said. Other similar offenders cited were neon signs, sparking motors, heating pads, ultra-violet lamps, elevators and fluorescent lamps.

TV receiver oscillator radiation interference was termed the "most insidious type of interference" since it always affects the other fellow's set. Mr. Plummer said FCC engineers have measured as much as 0.2 volt on the receiver antenna terminal and 4 millivolts per meter at 100 ft. in the field and termed this "a large amount of power when it is considered that it takes only about one one-hundredth as much signal as the desired signal to spoil your neighbor's program." Interference of this type for miles has been known, he said.

He said three different solutions have been under consideration to lick the radiation problem. He named reallocation, change in intermediate frequencies and limitation of radiation.

Regardless of the outcome of deliberations by the FCC-industry committee studying the radiation problem, Mr. Plummer said, "it is recognized that too much haste has been made in getting receivers to the public and not enough consideration has been given to design."

Although the competitive economic factors were noted as important, Mr. Plummer observed that "the headaches which follow technical shortcuts are not pleasant to contemplate." He said that "what we hope to see in the immediate future is a television set which, after being tuned to say Channel 6, will receive that and not a neighbor's receiver operating down the street."

Warns Set Makers

Mr. Plummer also warned TV set designers not to overlook interference to AM reception caused by video and sweep circuits.

"We find that some complaints of interference made to television dealers and service people have been pretty casually dismissed by poorly trained service personnel," Mr. Plummer said, "who without analysis of the situation or any formal diagnosis, stated that the interference was caused by one of the licensed radio services, mentioning it by name."

Admitting none would deny this to be "rapid diagnosis," Mr. Plummer observed it also "does not seem to be very sincere and certainly is not scientific." He said "it gives the complainant an incomplete picture and often results in improper condemnation of the licensed station to which this interference is attributed."

"The dealers and the installation people would perform a much greater service to the public and to the licensed stations," Mr. Plummer said, "if they would accurately analyze the interference for what it actually is."

Pinned Down

WHEN Dorothy Livengood, San Antonio wrestling promoter, appeared on WOAI-TV San Antonio a fortnight ago, the interview didn't end until the station's switchboard became jammed. Honored for her 20th year in wrestling promotion, Miss Livengood correctly thanked sponsor Grant's Home & Hardware Store for its gifts. Then she started the switchboard buzzing by mistakenly thanking a competitor of the 7-Up Bottling Corp., second sponsor of the Wrestlethon's weekly matches.

TV Legislation

THROUGH governor's action, the State of Rhode Island has given final approval to a bill which provides that no television viewer, screen or other means of visually receiving a television broadcast shall be located in a motor vehicle. In Virginia, a bill governing the use of television in motor vehicles died after favorable house action.

VITAPIX

ABC Has New TV Recorder

ITAPIX, a new method of recording TV programs on 16mm film, representing a combination of several new techniques developed by ABC engineers during the past 18 months, was demonstrated during a news conference at the network's headquarters in New York last week.

Demonstration was a half-hour telecast, including kinescopic recordings, of ABC's first telecast of the Metropolitan Opera in November 1948; segments of the *Crusade in Europe* and *Lone Ranger* series, both telecast directly from film made especially for TV use; movies made in Hollywood under controlled lighting conditions and using a professional Mitchell motion picture camera. Each of these films was shown in conjunction with programs recorded by the Vitapix process so viewers could compare the quality of these new film recordings with the other kinds of films used in telecasting.

New Techniques Used

Frank Marx, ABC vice president in charge of engineering, said that new techniques used by ABC in the Vitapix process include new methods of lighting and special camera angles, as well as a special new method of processing the 16mm film. New devices developed by ABC now are being installed on its TV cameras and control room equipment as part of the new process, he said.

Mr. Marx said the Vitapix films are directly comparable in quality to present commercial film made with professional 16mm cameras. Vitapix, he added, offers advantages in quality control, affords instant editing and is directly adapable to present known methods of color TV broadcasting. The new process will be installed immeditely at ABC's three main program origination points—New York, Chicago and Los Angeles—and will be made available to all ABC-TV affiliates as soon as possible.

COLOR PANEL

Experts See Compromise

IN THE final analysis the color television system which will be adopted, probably from three to five years from now, will be a compromise of the three plans—CBS, RCA and CTI—now proposed before the FCC.

That was the consensus of a panel of experts who discussed color TV on a telecast May 18 from Syracuse U.'s new television studio. Participating were Dr. Thomas T. Goldsmith, director of research, DuMont Labs., and Dr. W. R. G. Baker, vice president, General Electric Co. They were questioned on the program, *Silhouette of Tomorrow*, over WSYR-TV Syracuse by Moderator Eugene Foster, of the university's radio-TV faculty, and Jack Gould, radio and television critic, the *New York Times*.

Both Drs. Goldsmith and Baker said none of the systems demonstrated before the Commission is ready for the public yet—and they predicted that it will be all of three to five years before Syracuse or any other city sees color TV as regular fare. It was also agreed that mixed system of telecasting, i. e. both black-and-white and color, will be maintained. Dr. Baker said the TV industry should establish color TV standards and the FCC should concern itself mainly with policy.

Mexican TV

WITH the Mexican government having allocated TV Channel 6 to Jorge I. Rivera Enterprises, engineering has been completed on the transmitter site at Point San Acee, near Rosarito Beach in Lower California. The station expects to start telecasting on Sept. 1. Dr. E. R. Hood, Los Angeles representative, said that the station signal will reach 80% of the Los Angeles area.

IOWA U. SHOW

DuMont Aids 1st Live Program

WITH cooperation of the DuMont Television Labs, WOI-TV Ames, Iowa State College outlet, has telecast its first live programs. For a three-day period, May 8-10, DuMont sent its Telecruiser.

WOI-TV's telecasting was one of the highlights of the school's annual "Veishea Open House Celebration," a student-managed festival held each spring to show visitors to the campus just what is being done at the college.

Events telecast by WOI-TV and the DuMont crew included a baseball game between Iowa State College and Nebraska U., an hour children's program, two-hour parade, horse show, two plays and opening ceremonies of Veishea, with Iowa Governor Beardsley as guest speaker. The station also filmed the lighting of the traditional Veishea torch by President Truman in Ottumwa, Iowa.

THIRD DIMENSION

AEC Reveals New System

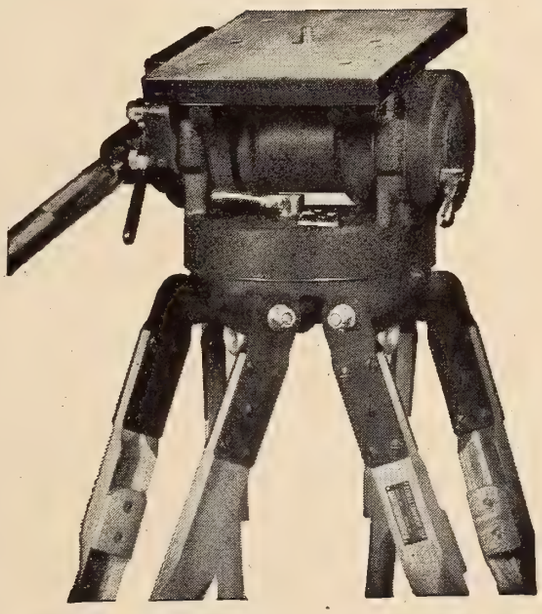
A NEW SYSTEM of Stereo-Television, transmitting three-dimensional images, was announced last Wednesday by Argonne National Laboratory, midwest installation of the Atomic Energy Commission. Developed by the laboratory's remote control engineering division with the cooperation of Allen B. DuMont Labs, the system was described as providing a method for working with radioactive materials at a distance, watching by television to operations of remotely-controlled devices.

Designed to achieve depth perception similar to that of human binocular vision, the Stereo-Television system uses twin lenses with a separation about that of human eyes in place of the usual single TV camera lens.

Floating Action! **for all TV Cameras**

"BALANCED" TV TRIPOD

(Pat. Pending)



This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.



Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

famous firsts in T-V

In 1887 Heinrich Hertz first proved that electromagnetic waves could be sent through space.

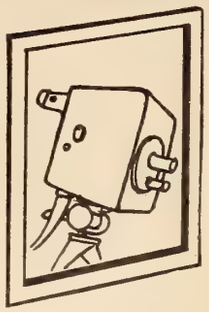
★

Blair-TV Inc. was the first exclusive representative of television stations. The first company to recognize and act on the television stations' real need for hard hitting, single minded, exclusive representation.

BLAIR TV INC.

REPRESENTING

Birmingham	WBRC-TV
Columbus	WBNS-TV
Los Angeles	KTSL
New Orleans	WDSU-TV
Omaha	WOW-TV
Richmond	WTVR
Salt Lake City	KDYL-TV
Seattle	KING-TV



Reel Takes

GEORGE WALTER TRESSEL

PUPPETS, Projectals and packaging of video shows are mixed equally into a 16-hour day by George Walter Tressel, president of Tressel Television Productions, Chicago. Co-inventor of the Projectal, which flashes time, weather, news and an advertising message on the video screen, George has developed numerous technical aids to TV production and shooting.

A puppeteer from away back (18 years), he was one of the first to see a potential for puppets in video programming. In 1944, George produced his first TV puppet show at WBKB (TV) Chicago. Taking time off from studies at the U. of Chicago, where he majored in physics as both an undergraduate and graduate student, he produced Dickens' "Christmas Carol" full-length. The one-hour show, "stinking throughout" he says, was later repeated successfully at the station with 10 three-dimensional sets, a 40-foot platform-stage, 25 puppets maneuvered by four string-pullers, and film clips.

Sound was recorded, so directions could be called out. Elaborate shooting required additional detail, one scene calling for a camera to focus over a puppet's shoulder through a window down into a street scene.

While he was designing balloon-borne instruments to measure such things as turbulence and upper air winds in the U. of C. meteorological instrument lab, George labored also at designing puppets and marionettes, and their costumes. He uses both continually in his film shows.

His initial experience at WBKB led to a fulltime job there in 1947 as a member of the crew. Progressing through the routine training program, he left the station 1½ years ago to organize Tressel Television Productions. While a video control man at the station, he developed a filter to be placed over the face of the TV tube to eliminate the "gooey" look of complexious. A major manufacturing firm began producing the same thing six months later, but the device is no longer used because of improvements in the tube proper.

It was also at WBKB that he helped invent the Projectal. The instrument is leased nationally by International News Service, and has been installed in about 20 stations. George's official description of it —"an opaque projector with a lot of gimmicks." It was formally introduced to the industry at the NAB convention last year, and its successor, the new Super Projectal, bowed at the NAB conclave this year.

Television's rapid growth is traced easily by George Tressel. When he started in the medium, lights were so hot that paint on puppets' faces melted. Now the casualty rate is zero.

Believing that packaging serials



Mr. TRESSEL

* * *

"is the future for small firms such as ours," the film producer plans an "at-home" series with husband and wife duo, scheduled to run a quarter-hour once weekly for 13 weeks. "The hope for all small producers, however, is to develop five-a-week film serials to hold an audience during the daytime." Ends would be open for local sponsorship.

He has just completed a 15-minute burlesque western with 10 puppets, slated to be telecast initially three times weekly for 13 weeks and expanded later to five-weekly. George and his staff continue to invent small items as TV aids. "Major companies take the surface off instrument development, but leave the field of minor attachments fallow," he claims.

He is now working on a "tele recorder" which he hopes will heighten definition and eliminate the fuzziness of kinescopes. Among equipment installed in his South Side studio is a viewing device for film cameras similar to the viewing slot on TV cameras. Three such cameras are used for variety in angles, and each is switched from a control room.

"Much of our work is still experimental, and we continue to do a lot of shooting in the dark," George admits. He's convinced, though, there is a vast market for video films.

Mrs. Tressel, the former Mary Ann Schmidt, also gets in on the act. She has worked in theatrics, and often joins George's video crew. They have a three-year-old son, Paul Sergei.

35MM FILM
Recommended by Shupert

THE USE of 35mm film for kinescope recordings was recommended in preference to 16mm film by George Shupert, vice president Paramount Television Productions in an address to the newly-formed TV Executives Club at the Town House, New York.

Group was organized to meet the desire of advertising agency executives, to whom membership is limited, for a means of free discussion of the numerous problems arising from the introduction of television into the advertising media field.

Speaking on the subject, "How Can We Make Better TV Recordings?", Mr. Shupert stated that the basic advantage of 35mm film is that it "allows more light to pass through the film and onto the TV pickup tube. . . . And, because it records greater detail, greater detail is transmitted.

"The 35mm projectors used by TV stations today, in most instances, are of higher quality than the 16mm projectors." Mr. Shupert said. "Unfortunately, only about 20% of the nation's TV stations on the air today are equipped with 35mm projectors."

'SPOT SPONSOR'
WNBT (TV) Game Commercial

ALMOST a dozen advertisers May 15 started on a new type of television commercial called "Spot the Sponsor," on WNBT (TV) New York.

The commercial is being shown four times daily. It is composed of a one-minute film showing all sponsors' products in shadow boxes with Louise Varney commenting on brand identification in the first showing at 5 p.m. Audience is asked to guess the missing sponsor in the subsequent films, shown at three other times, 5:29 p.m., 6 p.m., and 6:54 p.m., and the person called by the station who correctly identifies the missing sponsor receives $25.

All advertisers have signed 13-week contracts for participation on this game commercial. They are: Esso Standard Oil Co. (Flit), Snow Crop Orange Juice, Savarin Coffee, Delrich Margarine, Old Dutch Cleanser, Swift's Peanut Butter, Derby Foods, Pepsi-Cola, Wards Tiptop Bread, SOS Cleanser and Seven-Minute Mix. The commercial idea was conceived by Russel Varney and Earl G. Thomas.

ONE MINUTE TV FILM $150.00
TV ADVERTISING FILM FOR LOW BUDGET ACCOUNTS
1331 S. Wabash, Chicago
FILMACK

TV'S FUTURE

Denver Group Hears Coy

FCC CHAIRMAN Wayne Coy last Monday told the Rocky Mountain Radio Council at Denver that the Commission is working to lift the TV freeze "at the earliest possible date." As he had informed the City Club of Portland, Ore., a fortnight ago, Chairman Coy also stated FCC would settle the color question before proceeding with general TV allocations [BROADCASTING, May 22].

Going into considerable background detail concerning the origin of the allocations and color problems in television, Chairman Coy explained to the Denver group that assignment of stations could not be made in that area before the freeze was lifted because no city "lives to itself alone" in television.

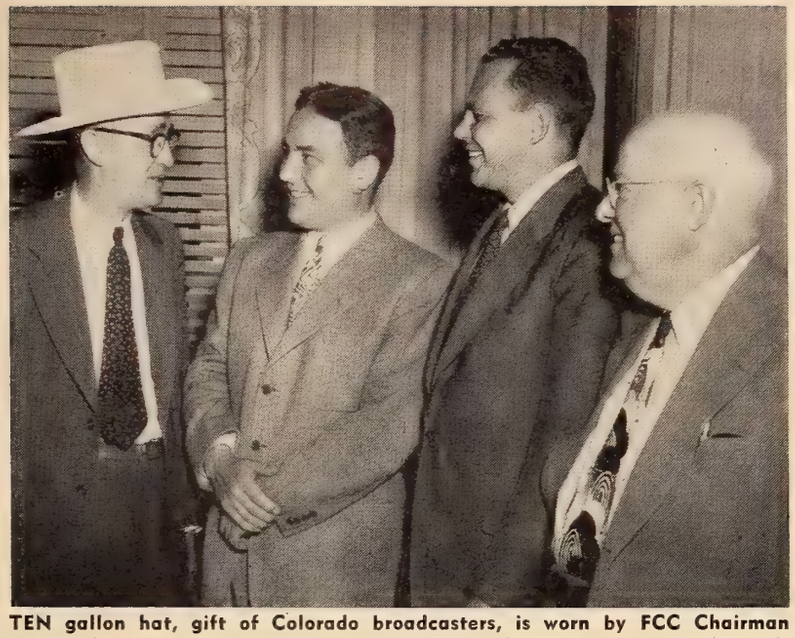
The FCC Chairman offered no estimate as to how soon a color ruling would be issued since the hearing on color was to be completed only last week. He did indicate he didn't believe the color question could be settled, the allocations problems considered and the freeze lifted much before the end of this year.

Even if the freeze were lifted at that time, Chairman Coy told the group, it would be next year before the Commission would begin processing applications and noted that many of these might become involved in "complicated" comparative hearings. He assured the group that the kind of television the Commission was working on would be "well worth waiting for," however, from the standpoint of the public, broadcasters and manufacturers.

Observing that TV would become "America's dominant medium of mass communications," Chairman Coy stated television already is "having far-reaching repercussions in our home life, our social life, our educational and informational techniques, our entertainment industries and on commerce." With over 5.5 million sets now in the hands of the public, Chairman Coy predicted this total would be 25 million within three years. TV stations now on the air already cover areas occupied by more than one-third of all families in the U. S., he said. He also noted some $35 million was spent in TV advertising last year.

National TV Show Plans

TWO SHOWS — Groucho Marx and a supporting cast of singers, musicians and acts, and one starring Mr. Marx and Betty Hutton —are being considered as headline attractions for the Third National Television & Electrical Living Show in Chicago next fall. New show policy was set last year when Eddie Cantor, with the cast of his radio show, appeared twice daily for 10 days. Cost of the entertainment was included in the $1 general admission to the Coliseum. Art Holland, owner of Malcolm-Howard Agency, which handles the account, is negotiating for the talent.



TEN gallon hat, gift of Colorado broadcasters, is worn by FCC Chairman Wayne Coy (l) on his visit to Denver to discuss the television status (see adjacent story). Smiling their approval are (l to r) Mayor Quigg Newton of Denver; Robert Ellis, KGHF Pueblo, vice president of the Colorado Broadcasters' Assn., and Duncan Pyle, manager of KVOD Denver.

COY IN OREGON

Queried on TV Freeze

FCC CHAIRMAN Wayne Coy, during his visit to Portland, Ore. [BROADCASTING, May 22], came up against a group of radio and press representatives—on KPOJ Portland's *On the Record* show—who wanted to know why Northwest television applications are still in a state of freeze.

Mr. Coy's accepted explanation was that television was in danger of becoming a metropolitan service instead of a nation-wide service, and that until the UHF bands are "sorted out" the freeze will continue. However, he did indicate that that might come close to the end of 1950, with grants then starting within 60 days.

On the Record is produced by KPOJ with the cooperation of the Press Club of Oregon and is moderated by Ted Hallock.

The panel which questioned Mr. Coy was H. Quenton Cox, manager of NBC's Portland outlet, KGW; Dwight Loomis, radio engineer and physics instructor at Lewis and Clark College; Ben Ostlind, chairman of Portland's "Television Now" committee, and Joe Stein, radio columnist of the *Oregon Journal*.

CALIF. FILM TAX

State Cancels Proposal

PROPOSED 3% California state sales tax on filmed TV commercials has been cancelled, E. H. Stetson, State Board of Equalization tax counsel, advised the Los Angeles Chamber of Commerce Television Committee last week.

Decision to cancel the tax, the committee announced, came after the group arranged a special meeting on April 28 in Los Angeles between the State Board of Equalization tax officials and film producers.

DuMont to WJIM-TV

WJIM-TV Lansing, Mich., has signed an affiliation contract with the DuMont Television Network. The addition of the station brings the DuMont affiliate list to 58. The station is also affiliated with ABC, NBC and CBS.

Jones Hits 'Foxes'

(Continued from Telecasting p. 3)

until UHF standards are fixed, and saw "no guaranty" that they will build UHF sets even then.

Because rates depend upon set circulation, therefore, he felt there exists "a real danger that those of you with a UHF channel will find yourself in the same box that FM is in."

He felt, however, that FM has been inadequately promoted and emphasized that many AM stations which are hemmed in at night by interference could reach far greater areas with FM.

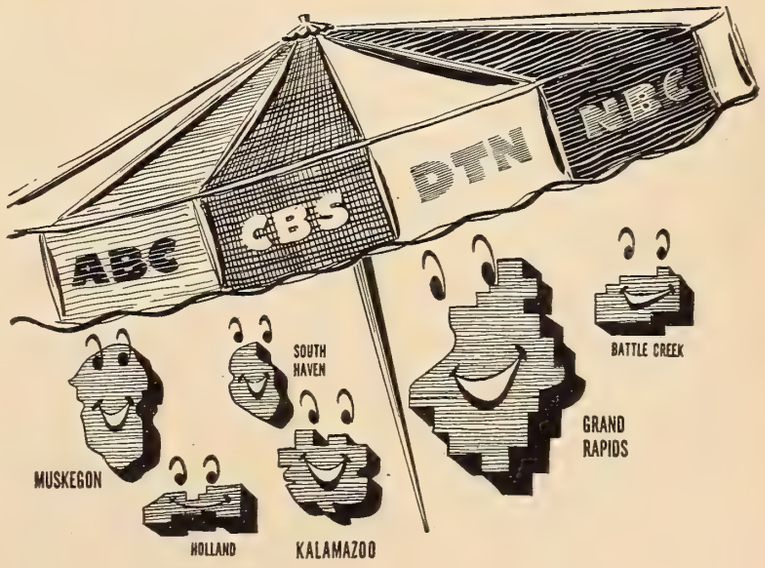
He thought UHF television's economic security lies in the advertising accounts of "the small business man" who, at present, is "almost completely crowded off the television market."

'Boon' to Small Stations

In the recent development of lower-priced equipment for industrial television service Comr. Jones saw a likely boon for prospective small-market TV operators.

"A little pressure for the development of this kind of apparatus for broadcasting purposes will undoubtedly result in the development of suitable broadcasting apparatus at a price that a small television station can afford," he said. "And more important, it can be operated with a reasonably small staff."

nothing but smiles under our umbrella!



LEONARD A. VERSLUIS STATIONS
HY M. STEED, MANAGER

WLAV
AM-FM-TV

REPRESENTED BY
JOHN E. PEARSON CO.



THESE GREAT MARKETS
ONE MILLION PEOPLE . . .
LOOK FOR TV FROM

WLAV-TV
GRAND RAPIDS, CHANNEL 7

Telestatus

(Continued from Telecasting p. 8)

cago, released last week by the American Research Bureau, show *Texaco Star Theatre* to be the leading program in all three cities. *Talent Scouts* was second in New York and Philadelphia and *Godfrey and His Friends* took second place in Chicago.

Reports are based on 500 "viewer diaries" placed in a cross section of TV homes in each city.

Top television shows for the week May 1-7 for the cities measured by Audience Research Bureau are:

NEW YORK

1. Star Theatre	70.0
2. Talent Scouts	60.5
3. Toast of the Town	54.3
4. Studio One	46.4
5. Godfrey & Friends	45.8
6. The Goldbergs	41.2
7. Philco Playhouse	40.3
8. Sat. Night Revue	39.8
9. Lights Out	39.4
10. Silver Theatre	35.1

PHILADELPHIA

1. Star Theatre	80.4
2. Talent Scouts	66.9
3. Toast of the Town	62.5
4. Godfrey & Friends	58.7
5. Lights Out	52.5
6. Philco Playhouse	50.8
7. Kraft TV Theatre	50.1
8. Stop the Music	49.0
9. Film Theatre (WFIL-TV)	48.2
10. Studio One	47.0

CHICAGO

1. Star Theatre	69.5
2. Godfrey & Friends	65.4
3. Talent Scouts	56.7
4. Toast of the Town	50.9
5. Kraft TV Theatre	46.2
6. Orig. Amateur Hour	44.1
7. Private Eye	40.9
8. Sat. Night Revue	40.5
9. Fireside Theatre	39.4
10. Suspense	37.0

* * *

New York May Report Released by Pulse

NEW YORK television ratings for May 1-7 released last week by The Pulse Inc. show *Texaco Star Theatre* as the leading once-a-week show. *Howdy Doody* was tops in multi-weekly programs.

New York program standings as reported by The Pulse Inc. are as follows:

Once-A-Week Shows

	Program Average Rating May	Apr.
Texaco Star Theare	62.3	60.1
The Goldbergs	44.2	46.8
Toast of the Town	41.4	42.8
Godfrey's Talent Scouts	40.2	41.8
Studio One	34.7	39.2
Saturday Night Revue	34.2	36.1
Philco TV Playhouse	32.2	33.6
Lights Out	32.0	31.6
Yankees vs. Detroit	31.8	
Godfrey & His Friends	30.6	33.0

Multi-Weekly Shows

	Program Average Rating May	Apr.
Howdy Doody	22.4	26.0
Yankee Baseball Games	19.8	
Captain Video*	14.4	15.5
Junior Frolics**	13.6	18.4
Lucky Pup	13.3	13.9
Camel News Caravan	12.2	13.6
Kukla, Fran & Ollie	11.6	12.6
Children's Theatre	10.8	12.2
Magic Cottage	10.4	
Godfrey & Uke	9.9	10.4

* 13.1 Mon.-Sat.
** 11.7 Mon.-Sun.

AVERAGE QUARTER HOUR SETS-IN-USE FOR THE WEEK STUDIED
Entire Week, 12 Noon-12 Midnight
TELEVISION HOMES

	Combined Radio & TV	TV	Radio
May, 1950	46.0	34.2	14.0
April, 1950	47.0	34.2	14.7
May, 1949	35.1	28.9	7.4

* * *

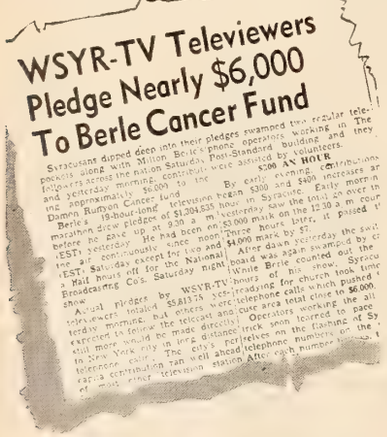
KTLA Compares L. A. Radio-TV Audiences

KTLA (TV) Los Angeles, in a *Study of Television and Radio Advertising Costs in Los Angeles*, reports that the station now delivers a larger average evening audience than the leading radio station in the same market. The survey was made by Paramount Television Productions Inc., KTLA owner. Hooperating figures are used.

Lens for Races

WFBM-TV Indianapolis is making sure that television set owners in the Indianapolis area get plenty of closeup action at the Indianapolis Motor Speedway during qualification trials and the 500-mile race itself. Using a new 40-inch lens, the Reflectar, WFBM-TV has mounted a camera atop the paddock stands across from the pits. The lens is so powerful, the station said, that when turned on the pit area, across the track, it can show only about one-third of a car at a time—but in great detail. The Reflectar is an invention of Dr. F. G. Back, inventor of the Zoomar lens.

LEADERSHIP IS EARNED



$5,863
from a TV Population of only 38,000 Sets
(. . . but Growing Fast)

★

Here's PROOF of Audience Interest

WSYR SYRACUSE
AM • FM • TV
NBC Affiliate in Central New York
HEADLEY-REED, *National Representatives*

SPECIAL TV SECTIONS

Papers Owning Stations Play for Dealer Ads

A GOOD many newspaper owners who jointly operate a TV facility are tripping up the old saw—"don't put all your eggs in one basket." Rather, they are spreading them with excellent hatching results.

The method, used by an increasing number of TV-newspaper owners, is simple and effective—that of printing an entire section of the Sunday edition devoted to television news, and more pointedly, to TV distributor and dealer ads.

An example of this heads-up TV-publisher cooperation and mutual benefit is the television section which has appeared periodically in the Baltimore *Sunday Sun*. The *Sunpapers* own and operate WMAR-TV Baltimore and its sister station, WMAR-FM.

On May 7, the *Sun* printed its fourth TV supplement—the first one was published in 1948 and it has appeared since about every six months. It contained 32 pages. Exactly one-half of this section, or 16 pages, was made up of full page dealer-distributor TV advertisements.

A general accounting of the set makes in order of full-page appearance found Zenith, RCA (three pages), Magnavox, Motorola, Admiral (three pages), Stromberg-Carlson, General Electric and Philco (three pages). Every one of these makes and others such as Tele-tone, AMC, Hallicrafters, Emerson and Westinghouse were liberally advertised in smaller displays. One dealer split two full page ads among four makes—Motorola, Philco, Emerson and GE. Some of the smaller ads swept at least half of the printed page.

Most of the remaining news space was taken over by TV features and comments on shows, entertainers, radio-TV logs, etc. The front page of this section featured four stories—Baltimore area families' investment in TV sets; influence of TV on living habits; TV's spring sports program of baseball and horse racing, and the winning of safety awards by WMAR-TV.

The *Sun's* TV outlet also strikes a stirring figure in regular advertising during the year. While dealer ads are multi-apparent as they are in all newspapers in the country, WMAR-TV alone has an average of 150 lines per day—a total of 900 lines for the six-day publishing week with added linage for its Sunday advertisements. Along with TV, WMAR-FM also gets a share of space—the 900 lines mentioned above vie equally between the stations for readers' attention.

WNBQ's NEEDS

Report Expected Soon

INDEPENDENT industrial engineer, hired by NBC to report on the need for TV facilities at the Central Division in Chicago, is expected to complete his report and make recommendations for additional space within two weeks. WNBQ (TV), NBC M and O station which took the air a year and a half ago, has outgrown its studio space in Merchandise Mart headquarters. The engineer is reported to have considered acquisition of space on the Mart roof adjacent to present TV installation as well as properties away from the Mart.

NBC, which decided to relinquish its lease on the Studebaker (legitimate) Theatre when it was set that the Jack Carter show would originate in the East instead of Chicago next fall, now is planning to continue the lease despite a $2,000 per week rental. Decision was based on immediate need for space and amount of equipment and installation investment there.

EQUIPMENT MAKERS

Employment Outlook Bright

BRIGHT OUTLOOK for employment and production in the communication equipment manufacturing industries is resulting from the soaring production of television sets, according to a report released fortnight ago by the Labor Dept.'s Bureau of Employment Security. In a survey covering 190 plants 85% of the communication equipment industry, employment rose 5.6% between January and March and a further rise of 2.6% by July is anticipated by the bureau.

In addition to increased employment, more than 10% of the reporting firms said they need more space. All of these firms produce television sets and parts or tubes. In March a little more than half of these companies had definite plans to expand, the report says.

EMERGENCY PLAN

Legislation by TV Urged

PROVISIONS for dispersal of Congressional members to 30 or 40 key centers and for legislation by mobile television should be marked for "intense study" looking toward some concrete emergency plan, Sen. Alexander Wiley (R-Wis.) again has advised Congress [BROADCASTING, Dec. 5, 1949].

Reminding that the idea of a "mobile capitol" or White House is "neither new nor improbable," the Wisconsin solon felt "train mobility and/or legislation by television might be the only answer."

Sen. Wiley's latest comments on the use of TV in defense plans were contained in an article in the quarterly issue of *Air Affairs*, published by the American Society of Air Affairs, which he inserted in the *Congressional Record* May 12.

Film Report

GENE LESTER Productions, Hollywood, has completed first of 12-minute *Hollywood Picture Album* television series on Hollywood celebrities. First film features Actress-Singer Martha Raye. Three-minute introduction by announcer in each city will lend local angle. . . . **Betty Sinclair,** formerly production supervisor, Lippert Productions Inc., Hollywood (motion pictures), joins **Max Gilford** and **Wally Kline,** same city (television film producers), as producer on ABC-TV *Marshal of Gunsight Pass.*

Amalgamation of **New World Films** and **Motion Picture Stages Inc.,** New York TV film studio, has been announced by **Burgess Meredith.** Mr. Meredith is vice president of revamped board of Motion Picture Stages. **Les Hafner** is president. Firm planning expansion in belief that dramatic shows on film soon will become "solid middle ground" of television.

* * *

Sarra Inc., Chicago, producing spots for **Pure Oil Co.** and **Atchison, Topeka & Santa Fe Railway.** Pure Oil series includes one-minute films giving practical solutions to motoring problems, titled "What to do if it happens to you." One-minute and 20-second spots for Santa Fe show crack trains and travel spots in Southwest, theme: "Ride great trains through a great country."

Associated Films Inc., New York, will distribute 16mm documentary film made by **Col. Ilia Tolstoy,** entitled "Inside Tibet." According to distributor this is first motion picture to come out of Tibet. . . . Additions to **INS-Telenews** roster include: **WTCN-TV** Minneapolis, daily newsreel, sponsored by **Baker Co.** department store; **WENR-TV** Chicago, daily newsreel and *This Week in Sports,* **Hauser Nash;** KEYL-TV San Antonio, *This Week in Sports.*

* * *

Flying A Picture Co. has set up offices at 6000 Sunset Blvd., Hollywood. Flying A Picture is new firm formed by **Gene Autry, Armand Schaefer** and **Mitchell J. Hamilburg** to produce TV western films [TELECASTING, April 24]. **William Wrigley Jr. Co.,** sponsor of CBS *Gene Autry Show,* has first refusal rights to TV films.

United Videogram, Chicago, has released one-minute and 20-second commercial to **Grant Advertising,** same city, sponsored by **Cudahy Packing Co.,** for Old Dutch Cleanser, in five TV markets. . . . **Filmack Trailer Corp.,** Chicago, has developed coated lens, in own shop, which fits on motion picture cameras to clear and brighten film spot backgrounds. Firm also has completed TV trailerettes for **Studebaker Theatre, Burke Motors** and **Courtesy Motors,** all Chicago.

Kling Studios, Chicago, under supervision of **Fred Niles,** has completed video spots for following clients: **Carlay Co.,** Batavia, Ill., for **Ayds,** through **H. W. Kastor & Sons; Chicago Western Corp., Pinafore Chicken,** through **Phil Gordon Agency; Flavour Candy Co.,** Chicago, through **Phil Gordon; Glidden Co.,** paints, through **Meldrum & Fewsmith,** Cleveland. Agencies all Chicago unless specified otherwise.

ASCAP RIGHTS

TV Unit To Seek Plans

PREPARING for long drawn-out negotiations with ASCAP over television rights, the Television Per-Program Committee announced Friday it will seek plans to continue the negotiations on behalf of TV stations. The ASCAP temporary licenses were renewed Friday until July 1.

Dwight Martin, WLWT (TV) Cincinnati, committee chairman, submitted a report to TV broadcasters who had authorized the committee to negotiate with ASCAP. He reported nine separate meetings had been held with ASCAP officials since the body was formed last September.

Factors holding up completion of a mutually acceptable plan, he said, include per program fees, long an industry problem in ASCAP negotiations. "Under blanket license terms, as now practiced in radio broadcasting, the licensee pays a percentage of his income and can use ASCAP music on any or all programs," he explained.

ASCAP now wants to be paid a per program rate for spot announcements that are adjacent to programs employing ASCAP music, even if these announcements contain no music, Mr. Martin said, adding that acceptance of such a demand would break down "one of the principles for which we fought in 1940."

Counsel for the committee is Stuart Sprague, New York.

PRODUCERS MERGE

National Society Is Formed

MERGER of Television Producers Assn. of Hollywood and Independent Television Producers Assn., New York, as National Society of Television Producers has become effective. Los Angeles group at regular meeting May 19 approved constitutional bylaws set up for the national organization. New York unit is expected to pass on the bylaws.

Officers for the national group will be named at future date by the board of directors representing both branches.

TV FILM & PRODUCTION SERVICES

ALEXANDER FILM CO.
5000 Top Quality Commercials
FOR 50 LINES OF BUSINESS
A Low-Cost Rental Service
WRITE
COLORADO SPRINGS

ATLAS FILM CORPORATION
ESTABLISHED 1913
CREATORS and PRODUCERS
of
TELEVISION COMMERCIALS
1111 SOUTH BOULEVARD
Oak Park, Illinois
CHICAGO: AUSTIN 7-8620

BRAY STUDIOS, INC.
EXTENSIVE LIBRARY OF
FILMS
(INCLUDING CARTOONS)
Available for television
SEND FOR CATALOGUE
729 SEVENTH AVE., NEW YORK, 19

Save Time! Low Cost — Save Money! High Powered
FILM COMMERCIALS
"Finest in Film Since 1937"
LABORATORY
FAST 72 HR. SERVICE!
WALNUT 2164
FILM ASSOCIATES, INC.
440 E. Schantz Ave. Dayton 9, Ohio

GRAY — O'REILLY
COMMERCIAL SPOTS
FOR TELEVISION
480 LEXINGTON AVE.
NEW YORK
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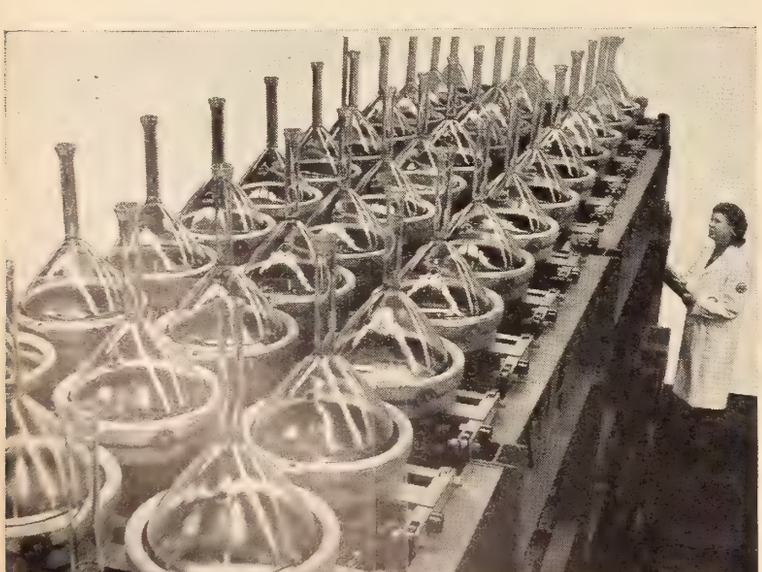
• *"Specpure Laboratory,"* said a sign at RCA Laboratories, *"Do Not Enter. Dust Is Our No. 1 Troublemaker."* On the floor were moistened rugs to trap any speck of shoe-borne dust. Scientists and technicians had to change to clean white clothing before entering the room.

Purpose of this meticulous housekeeping was to provide a place where no speck of dirt would handicap the work in progress. RCA scientists were studying *luminescent materials*—seeking ways to produce them in commercial quantities, while maintaining the utmost quality and purity. Not even a speck of foreign matter could be tolerated. One part of copper *in ten million* will show up as green spots on a television screen.

Although phosphors have been known for centuries—since even sugar, salt, and diamonds have luminescent properties—little intensive research was done until scientists began seeking to perfect these glowing materials for use on the screens of television receivers. A scientist at RCA Laboratories, in the Specpure Room, was one of the first to develop the fundamentals for a way of making luminescent materials in bulk for television.



This block of luminescent material, *energized by ultraviolet light, provided illumination for this photograph.*



Tubes move at a snail's pace *along this settling belt, while the luminescent coating settles on the face of the bulb.*

This development is one of the reasons why, at RCA Tube Plant in Lancaster, Pa., phosphors can now be made by the tankful! Yet even in mass production, each "batch" of phosphors has uniform characteristics. White light, of the type most suitable for television pictures, is produced by mixtures of materials combined in exactly the correct proportion.

Guarded at every step against any trace of contamination, these phosphors are deposited in a delicate film-like coating on the faceplates of television tubes... where they cling by a form of molecular attraction. Excited by an electron beam, they glow with a brilliant white light and thus produce the crisp black-and-white pictures we see on television.

To television, the phosphors developed by RCA scientists are as important as paint is to the painter. The face of the kinescope tube is the "canvas." A picture appears as a visible image when the electron gun acts as a "paintbrush"—and emits billions of speeding electrons—to create patterns in the phosphors!

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FCC REVERSED

Court Upholds WBNY

FCC WAS REVERSED by the U. S. Court of Appeals for the District of Columbia last week and directed to allow WBNY Buffalo, N. Y., to show cause in hearing why its operation should not be interfered with by WFCB Dunkirk, N. Y. WBNY had appealed the non-hearing grant of WFCB after being denied reconsideration of the action by FCC.

Roy L. Albertson, licensee of WBNY, assigned 250 w fulltime on 1400 kc, protested the December 1948 grant of 500 w fulltime on 1410 kc to Dunkirk Broadcasting Corp. for WFCB, claiming WBNY would suffer interference within its normally protected contour.

FCC denied Mr. Albertson's petition to set aside the Dunkirk grant for hearing on grounds the WBNY engineering evidence was insufficient. The court noted, however, that WFCB admitted the interference in its opposition to the protest.

Proctor's Opinion

The court's opinion, written by Judge James M. Proctor, said FCC in its reasoning ignored "the admitted interference by Dunkirk" and disregarded "the long established rule that a defective pleading may be aided by an opposing pleading and that a party will not be heard to insist that his adversary has omitted to allege facts he himself has supplied."

In view of this, the court said, "we cannot escape the conclusion that the action of the Commission in dismissing Albertson's application for rehearing was an unwarranted denial of rights accorded by law. This stands out in light of the fact that the Dunkirk license was obtained without a hearing and without notice to, or participation by Albertson, *all due to assurance that no interference would be caused.*"

"Had that fact been known to the Commission," the opinion said, "the license could not have been granted without Albertson's having notice and opportunity to be heard."

The court held that a rehearing should be allowed and Mr. Albertson "accorded a full and fair opportunity to show cause why operation of WBNY should not be interfered with, and thus modified . . . by the Dunkirk grant."

The court declined to consider Dunkirk's contention that the WBNY service area involved already was subject to interference from WPLN Erie, Pa., whose non-hearing grant of 250 w on 1400 kc WBNY was alleged not to have protested. The court said this question did not fall within the scope of the appeal and no opinion could be expressed on the matter.

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News

KEN MARSTON, sports announcer from WBAC Cleveland, Tenn., and WKSR Pulaski, Tenn., joins sports and announcing staff of WJJM Lewisburg, Tenn.

PAUL BARETTE, former CBC war correspondent, appointed editor of CBC International Service at Montreal. For past three years he has been chief of CBC French network news service. He replaces **GEORGE FRAZER,** appointed to Prince Edward Island provincial government as public relations officer.

DR. FRANK H. JETER, farm commentator on WPTF Raleigh, N. C., and agricultural editor of North Carolina State College there, honored by college in current yearbook, which is dedicated to him.

JOHN FACENDA, newscaster for WIP Philadelphia, given certificate of award by Golden Slipper Square Club for his commentary on sound track for film of Golden Slipper Camp.

LOWELL THOMAS Jr., son of Lowell Thomas, CBS news commentator, and Mary Taylor Pryor have announced their marriage.

RON MILLER, newscaster for WSAZ Huntington, W. Va., is the father of a boy, Scott Leslie.

Socialists' Meet Booked

FOUR networks to carry portions of Socialist Party National Convention at Detroiter Hotel, Detroit, June 2-4. MBS will broadcast keynote speech by Norman Thomas June 2, 11:15-11:30 p.m. ABC will carry speech by Maynard Krueger, U. of Chicago, June 3, 4-4:15 p.m. NBC's W. W. Chaplin will interview Mr. Thomas and Harry Fleischman, national secretary of Socialist party, on NBC June 3, 5:30-5:45 p.m. CBS will carry closing convention address by Mr. Thomas June 4, 11:30 p.m.-12 midnight.



Advertisement

From where I sit
by Joe Marsh

Oh—My Aching Feet!

The other night just as I was about to settle down with a book and a mellow glass of beer, the wife calls down, "Joe—I almost forgot—you and I are going over to the High School and take dancing lessons!"

Now, I can waltz with the best of them, so naturally I put up a quiet struggle against going, but it was no use. Turns out it was the class in square dancing. And from the look on some of the other men I judged that I wasn't the only one there who had been taken by surprise!

Miss Williams and Curly Lawson taught us what to do with our feet, and before it was over, darn if I wasn't actually enjoying myself. Going back next week, too!

From where I sit, we sometimes get an idea into our head for or against something and then hang on for dear life. Whether it's square dancing, or the right to enjoy temperate beer or ale now and then, we owe it to ourselves as Americans to take an open-minded attitude—that's even *after* we make up our minds about it!

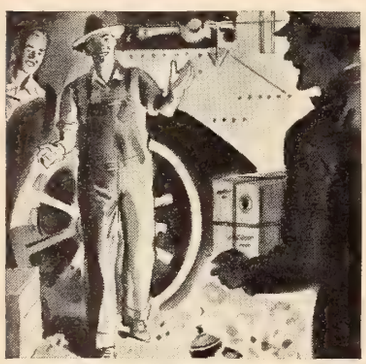
Joe Marsh

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ACTIONS OF THE FCC

MAY 19 to MAY 25

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfer appear at the end of this department, accompanied by a roundup of new station and transfer applications.

May 19 Applications . . .

ACCEPTED FOR FILING

AM—580 kc

KCNA Tucson, Ariz.—CP AM station to change from 1340 kc 250 w unl. to 580 kc 5 kw-D 1 kw-N DA AMENDED to request 580 kc 5 kw-D 500 w-N DA-N.

AM—1010 kc

Syndicate Theatres Inc., Columbus, Ind.—CP new AM station on 1010 kc 500 w-D AMENDED to request 1010 kc 250 w D.

AM—1590 kc

Radio St. Clair Inc., W. of Marine City, Mich.—CP new AM station 1590 kc 500 w D AMENDED to request 1590 kc 1 kw D DA.

AM—960 kc

WABG Greenwood, Miss.—CP AM station to change from 960 kc 1 kw D to 960 kc 1 kw-D 500 w-N.

AM—1420 kc

KLFY Lafayette, La.—CP AM station to change from 1390 kc 250 w D to 1420 kc 1 kw-D 500 w-N DA-N.

AM—1600 kc

WHLL Wheeling, W. Va.—CP AM station to change from 1600 kc 1 kw D DA to 1600 kc 5 kw D.

License for CP

WVOT Wilson, N. C.—License for CP to change hours of operation etc.
KBKI Alice, Tex.—Same.
KCLX Colfax, Wash.—License for CP new AM station.

Modification of License

KHBR Hillsboro, Tex.—Mod. license to change studio location.

Modification of CP

Mod. CP AM station to change frequency, power etc. for extension of completion date: KYUM Yuma, Ariz.; WSAY Rochester, N. Y.; WPRA Mayaguez, P. R.; KFBC Cheyenne, Wyo.; KGGF Coffeyville, Kan.

WPNF Brevard, N. C.—Mod. CP new AM station for extension of completion date.

Mod. CP new FM station for extension of completion date: WWJ-FM Detroit; WJZ-FM New York; WIS-FM Columbia, S. C.; KTSA-FM San Antonio.

KALE-FM Richland, Wash.—Mod. CP new FM station to change studio location to Columbia Basin Road, near Pasco, Wash.

Modification of License

WSMB-FM New Orleans—Mod. license to change ERP to 16.7 kw.

License for CP

WTTH-FM Port Huron, Mich.—CP to change ERP FM station to 6.6 kw and license to cover CP.

Modification of CP

WFMY-TV Greensboro, N. C.—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

AM—1460 kc

WGBA Columbus, Ga.—CP AM station to change from 1460 kc 1 kw unl. DA to 1460 kc 5 kw-D 1 kw-N DA-N.

AM—550 kc

WLIN Merrill, Wis.—Mod. CP AM station to change from 550 kc 1 kw-D 500 w-N to 1 kw unl.

May 23 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

WJVA South Bend, Ind.—Designated for hearing application for renewal of license and extended present license on a temporary basis for period ending Sept. 1, 1950.

Renewal Granted

WPAL Charleston, S. C.—Granted renewal of license for period ending Nov. 1, 1952.

Extensions Granted

Granted further temporary extensions of licenses of following stations to Sept. 1, 1950: WOXF Oxford, N. C.; KPMO Pomona, Calif.; WMEX Boston, Mass.; WGAR and aux., Cleveland, Ohio; KMPC Los Angeles, Calif.; WJR & aux. Detroit, Mich.; WTUX Wilmington, Del.; WBAL Baltimore, Md.; KEYS Pocatello, Ida.; WSNY Schenectady, N. Y.; KHOZ Harrison, Ark.; KXLR N. Little Rock, Ark.; KWAK Stuttgart, Ark.; KWEM West Memphis, Ark.; KOJM Havre, Mont.; WINK Fort Myers, Fla.; KSET El Paso, Texas; KSVC Richfield, Utah.

Petition Granted

Commission by Order, granted petition by Home News Pub. Co., New Brunswick, N. J., to intervene in television hearing to introduce evidence relating to general problems of allocation and utilization of ultra high frequencies. Company operates exp. TV station KE2XEL and FM station WDHN New Brunswick.

BY THE SECRETARY

The Chronicle Pub. Co., San Francisco—Granted license KMC-74 to use facilities of exp. TV relay KA-4131 and TV STL in connection with KRON-TV San Francisco, with trans. at 905 Mission St., San Francisco.

WVSH Huntington, Ind.—Granted license new noncommercial educational FM station; (88.1 mc), Ch. 201 10 w maximum.

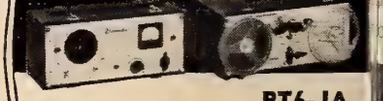
Pacific Video Pioneers, Area, Signal Hill, Calif.—Granted license change power and trans. equipment KM2XAZ.

WJER Dover, Ohio—Granted license new AM station; 1450 kc, 250 w unl. time.

U. of Oklahoma, Norman, Okla.—Granted CPs for new remote pickup KA-6736, KKD-310.

Appalachian Bcstg. Corp., Bristol, Va.

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—Granted CPs new remote pickups KA-6737-8-9.

WMPM Smithfield, N. C.—Granted mod. CP for approval of ant., trans. and studio locations.

Following granted mod. CPs for extension of completion dates as shown: WLWC Columbus, Ohio to 12-16-50; KRON-TV San Francisco, to 12-15-50; WROW-FM Albany, N. Y. to 11-25-50; WHEN Syracuse, N. Y. to 12-12-50; WIBG-FM Philadelphia to 12-1-50; KRGV Weslaco, Tex. to 8-15-50; WERC Erie, Pa. to 8-2-50; WJON St. Cloud, Minn. to 12-7-50; KERB Kermit, Tex. to 7-7-50; WGRC Louisville, Ky to 8-15-50; KOEL Oelwein, Ia. to 8-15-50 (cond.); WVOW Logan, W. Va. to 11-15-50 (cond.); WDSM Superior, Wis. to 7-6-50 (cond.); KULE Ephrata, Wash. to 6-30-50 (cond.); KMAN Manhattan, Kan. to 6-17-50.

Airfan Radio Corp. Inc., San Diego, Calif. — Granted license covering changes in existing remote pickup KA-3008; 26.15, 26.25, 26.35, mcs; 75 w A3 emission; trans. location—mobile area San Diego.

United Bcstg. Co. Inc., Montgomery, Ala.—Granted license new remote pickup KA-6044.

WCKY Cincinnati, Ohio—Granted request to cancel license to use composite 10 kw trans. for aux. purposes.

National Bcstg. Co. Inc., Hollywood, Calif.—Granted CPs for new remote pickups KA-6708-13.

Caribbean Bcstg. Corp., Arecibo, P. R.—Granted CP new remote pickup KA-6714.

WTOB Winston-Salem, N. C.—Granted mod. CP to change trans. location.

WFMJ Youngstown, Ohio—Granted license change frequency, increase power, install new trans. and DA-N and change trans. location; 1390 kc 5 kw DA-N, unl.

WFGM Fitchburg, Mass.—Granted license new AM station; 1580 kc 1 kw D.

WILS Lansing, Mich.—Granted license change frequency, power, hours of operation and trans. location and install DA-N.

KALE Pasco, Wash.—Granted license new AM station; 900 kc 1 kw D.

KFEQ St. Joseph, Mo.—Granted license change in daytime DA pattern.

KJCK Junction City, Kan.—Granted license change frequency; 1420 kc 1 kw D.

KOH Reno, Nev.—Granted license increase daytime power and install new trans. 630 kc 5 kw-D 1 kw-N DA.

WUSV Scranton, Pa.—Granted CP new noncommercial educational FM station; Ch. 201 (88.1 mc), 10 w.

WFMJ Youngstown, Ohio—Granted CP install old main trans. at present location of main trans. to be used for aux. purposes with power of 250 w.

WRCO Richland, Wis.—Granted CP install new trans. and authority to identify station as being located at Richland Center, Wis.

WATW Ashland, Wis.—Granted CP to install new trans.

KERB Kermit, Tex.—Granted mod. CP to change studio location; cond.

KRAO Red Oak, Ia.—Granted mod. CP for approval ant. and trans. location.

WOND Pleasantville, N. J.—Granted mod. CP for approval ant. and trans. location and change type trans.

WOIC Washington, D. C.—Granted license new commercial TV station and designate studio location as 40th and Brandywine St., Washington, D. C. in lieu of to be determined, Washington, D. C.

WFPA Fort Payne, Ala.—Granted license new AM station; 1290 kc 500 w D.

KFAB Bcstg. Co., Omaha, Neb.—Granted license new remote pickup KA-5242.

KVTT Dallas, Tex.—Granted CP to make changes in existing noncommercial educational FM station—to increase ERP & change type trans.; Ch. 203 (88.5 mc), 1.012 kw 135 ft. ant.

Mercantile Bcstg. Co., Miami Beach, Fla.—Granted CPs and licenses new remote pickups KA-6678-9.

Chambersburg Bcstg. Co., Chambersburg, Pa.—Granted CP new remote pickup KA-6676.

Frontier Bcstg. Co., Cheyenne, Wyo.—Granted CP new remote pickup KA-6677.

Columbia Bcstg. System Inc., New York—Granted CP for new remote pickup KA-4017.

WOAI San Antonio, Tex.—Granted CP to install new trans.

WMBI Chicago—Same.

WKY Oklahoma City, Okla.—Same.

KLZ Denver, Col.—Same.

WNJR-FM Newark, N. J.—Granted mod. CP for extension of completion date to 12-7-50.

WTOC-FM Savannah, Ga.—Same to 12-18-50.

Big Horn Bcstg. Co., Sheridan, Wyo.—Granted license new remote pickup KA-4015.

North Central Indiana Bcstg. Corp., Kokomo, Ind.—Granted CP and license new remote pickup KA-2824.

Associated Bcstrs. Inc., Wadena, Minn.—Granted CP and license new remote pickup KA-2894.

WSBT South Bend, Ind.—Granted mod. CP for extension of completion date to 8-16-50. (Cond.)

ACTION ON MOTIONS

By Commissioner Walker

Farmington Bcstg. Co., Farmington, N. M.—Granted dismissal without prejudice of application.

KTOW Oklahoma City, Okla.—Granted dismissal without prejudice of application.

KTFS Texarkana, Tex.—Granted dismissal without prejudice of application.

WTNJ Trenton, N. J.—Granted petition requesting Commission accept late filing of exceptions and brief in proceeding upon application and that of WBUD Morrisville, Pa.

George R. Nelson, Bradley Kincaid & Benjamin Dubb—Granted petition to dismiss petition filed on Jan. 18, 1949 which requested application of WSNY Schenectady, N. Y. be designated for hearing and to make the said petitioners parties thereto.

Louise C. Carlson, New Orleans—Dismissed as moot petition requesting application of Times Picayune Pub. Co., New Orleans for CP to replace expired permit be returned, dismissed or denied.

By Examiner Leo Resnick

KPRS Olathe, Kan. and KRES St. Joseph, Mo.—Granted petition of KPRS to amend application by supplying new eng. data, and for removal of application, as amended, from hearing docket; application of KRES is likewise removed from hearing docket.

FCC General Counsel—Granted petition requesting record of hearing in proceeding re application of Pioneer FM Co., Madison, Ind. for CP for new FM station (Class A) be reopened for sole purpose of accepting as part of record stipulation between General Counsel and William M. Poland, member of applicant partnership, and record is thereupon closed.

WSB Atlanta, Ga.—Granted continuance of hearing from May 22 to June 12 in Washington, D. C., in proceeding re petition of WSB for reconsideration of grant to WNCB Aiken, S. C. and for designation of such application for hearing.

By Examiner Jack Blume

WKMH Inc., Jackson, Mich.—Granted petitions of WKMH Inc. for leave to take depositions of 5 individuals in Jackson on May 24 and of 5 individuals in Detroit on May 26, in proceeding re application and that of WKNX. It is further ordered that the depositions of Robert W. Coleman, et al, shall be taken in Jackson, beginning May 24, and continuing from day-to-day until concluded; and further ordered that the depositions of Marshall Wells, WJR Detroit, et al, shall be taken beginning May 26, in Detroit, and continuing from day-to-day thereafter until concluded.

WKNX Saginaw, Mich.—Dismissed without prejudice leave to amend application.

By Examiner H. B. Hutchison

Clatsop Video Bcstrs., Astoria, Ore.—Granted continuance of hearing in proceeding re application et al, now scheduled for May 22, hearing continued until further order.

By Examiner Fanney N. Litvin

KOJM and KAVR Havre, Mont.—

(Continued on page 74)



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FCC Actions

(Continued from page 73)

Decisions Cont'd.:

Granted leave to amend KOJM application so as to request 610 kc in lieu of 910 kc, to change DA to be used nighttime only, and to show changes in financial condition of applicant, and for removal of said application, as amended, from hearing docket; application of KAVR likewise removed from hearing docket.

Motions Commissioner deferred action. Docket 9543. Docket 9604. In matter of revocation of license of KPAB Laredo, Tex. Mark Perkins (transferor) Laredo Bcstg. Co. (licensee) Allen K. Tish (transferee) Laredo, Tex.

May 23 Applications . . .

ACCEPTED FOR FILING

License for CP

KWSO Wasco, Calif.—License for CP new AM station.

KPBM Carlsbad, N. M.—Same.

Modification of License

Kingston, N. Y.—Mod. license to change corporate name from Monadnock Radio Foundations Inc. to Kingston Bcstg. Corp.

Modification of CP

WNXT Portsmouth, Ohio—Mod. CP new AM station for extension of completion date.

AM—1190 kc

KLIF Oak Cliff, Tex.—CP AM station to change from 1190 kc 1 kw D to 5 kw D.

AM—1280 kc

WONW Defiance, Ohio—CP AM station to change from 1280 kc 500 w D to 1280 kc 500 w unl.

May 24 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

Capital City Bcstg. Co. Inc., Menomonie, Wis.—Designated for hearing, in Washington, on Oct. 23 application for new station on 1450 kc 250 w unl. and made WDLB Marshfield, Wis. party to proceeding.

WICH Norwich, Conn.—Designated for hearing in consolidated proceeding applications WALE Fall River, Mass. and Bay State Bcstg. Co., Fall River, Mass., presently scheduled for July 10 in Washington, application of WICH for CP to install new vertical ant. and change trans. location; made WHMP Northampton party to proceeding with reference to WICH only.

The Monroe Bcstg. Co., Monroe, Wis.—Designated for hearing, in Washington on Oct. 24, application for new station on 1260 kc 500 w D and made WHBF Rock Island, Ill. party to proceeding.

WRIO Rio Piedras, P. R.—Designated for hearing, in Washington on Oct. 26, application to change facilities from 1140 kc 500 w N 1 kw-D, to 1320 kc 1 kw unl.

WSAT Salisbury, N. C.—Designated for hearing in Washington on Oct. 27, application for CP to install DA-N, increase hours of operation from D to unl. on 1280 kc 1 kw.

KBMY Billings, Mont.—Designated for hearing in Washington on Oct. 30, application to change facilities from 1240 kc 250 w unl. to 920 kc 1 kw DA-N unl., to install DA-N, install new trans.

WMNB North Adams, Mass.—Designated for hearing, in Washington on Oct. 9, application for mod. of license to increase power from 100 w to 250 w 1230 kc, made WTSV Claremont, N. H., party to proceeding.

May 24 Applications . . .

ACCEPTED FOR FILING

License for CP

KCSB San Bernardino, Calif.—License for CP to change hours of operation etc.

KECK Odessa, Tex.—Same.

WLAQ Rome, Ga.—Same.

(Continued on page 79)

ILLINOIS U.

Buys New FM Equipment

U. OF ILLINOIS trustees have announced purchase of a 50 kw FM transmitter and 550-ft. tower from WTMJ Milwaukee to improve the school's sound broadcasting service and as a first step towards entering the TV field.

School officials said Illinois would soon be operating the most powerful FM broadcasting unit for non-commercial purposes. The new equipment will be located at the university's Robert Allerton Park near Monticello, 26 miles from the main campus where the school's AM station, WILL, is located.

Purpose in setting up the equipment near the state's population center is future use of it as a feeder to several commercial down state stations which are interested in certain types of service and educational programs, the officials said. With an intermediate relay station, it was explained, the FM facility can link programs from the university with Chicago broadcasting. The tower can also support a TV antenna. Equipment for FM transmission is expected to be operating by late fall.

FCC Subpoena Rule

FCC CLARIFIED Sec. 1.832 of its rules relating to issuance of subpoenas last week by amending the provision to specifically indicate requests for subpoenas may be made at any time before or after a hearing has been designated. The amended rule states requests must be made in writing unless made on the record during a hearing and indicated such requests need not be served upon other parties to a proceeding.

Mexican Changes

CHANGES in assignments and call letters of several Mexican stations have been reported according to provisions of the North American Regional Broadcasting Agreement, FCC announced last week. Report showed XENT Nuevo Laredo to be operating on 1550 kc, switching from 1140 kc, with 50 kw, while XEML Mexico City, formerly using 20 kw on 1550 kc, now on 1140 kc at Veracruz. Both are Class I-B outlets. Call of XEHA was assigned to new station on 580 kc at Ciudad Camargo while XESL San Luis Potosi, on 1340 kc, was given power boost from 100 w to 250 w. New station on 1240 kc at Santa Ana was deleted and assignment with 250 w made at Nogales.

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CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Eastern station wants good general manager. One willing to invest. Box 180F, BROADCASTING.

Manager: 250 watt daytime, rural station. Texas Panhandle, Mutual, owned by newspaperman, offers opportunity to right man to acquire up to ⅓ interest out of earnings after trial period. Excellent prestige but profit slipping as present manager relaxes. Need morally high-type, solid family man who loves small town and will work to achieve financial security. Promoters, fly-by-nights save postage. Open 3 or 4 weeks. Box 340F, BROADCASTING.

Salesmen

Connecticut 1000 watt independent seeks aggressive salesman with record of proven results in local fields. Interested only in man who knows how to sell and resell. Box 112F, BROADCASTING.

Experienced time salesman for 5000 net affiliate in top south market. Guarantee and commission. Box 122F, BROADCASTING.

Salesman with proven record. 5 kw midwest Mutual affiliate. Liberal drawing account against commissions. Write stating experience. Send complete particulars including photo, references. Box 189F, BROADCASTING.

Wanted—Salesman with proven ability —1000 watt station in central Massachusetts. Good opportunity for right man. Will pay the right salary for the right man. Answer must be in long hand and picture must accompany first letter. Box 193F, BROADCASTING.

Salesman — Aggressive, experienced salesman ABC Texas station. Draw against commission. Box 268F, BROADCASTING.

Connecticut station seeks man with proven record of sales. Box 307F BROADCASTING.

Salesman-commercial manager for 1000 watt station in Tennessee. Must be thoroughly experienced. This is a new station in a new market with excellent opportunities to man who can produce. Box 312F, BROADCASTING.

Good sales position for man wanting permanent small-market set-up. $200 month guarantee with no charge-back, straight 15% when billing equals guarantee. Splendid potential; independent station. Box 337F, BROADCASTING.

Salesman wanted. Send photo and details to KOCO, Salem, Oregon.

Salesman—Opportunity for steady hard working local salesman on dominant network regional station. Complete details and references with application. WFDF, Flint, Michigan.

High caliber, experienced man who would like to make western New York his permanent home. Remuneration based on 15% commission which will not be cut. Possibility of advancing to commercial manager. Must have proven ability and character which will bear strict investigation. WJOC, Jamestown, New York.

WKAT, Miami, Miami Beach has opening for man who can manage, direct sales and sales campaign. Must be of proven record and integrity; have best references. Experience handling alert, progressive sales staffs. Must sell himself and service house accounts; aid sales staff in selling and closing. This is not an easy, soft job, as we are an alert, driving outfit. Unwilling worker need not apply. Salary will be negotiated and incentive earnings will be agreed upon.

Announcers

Straight staff with 5000 watt net affiliate. Occasional special events and mc. Midsouth. Box 121F, BROADCASTING.

Help Wanted (Cont'd)

Need good commercial staff man in midwestern major market radio. Minimum 3 years experience. Good basic salary. Forward disc, background info. Box 127F, BROADCASTING.

Announcer with 1st class license. Permanent position southern station. Box 231F, BROADCASTING.

Personality man, versatile, original night shows. Football announcing helpful. Permanent ABC affiliate. Box 269F, BROADCASTING.

North California 250 watt independent wants announcer with 1st phone license, who can write copy, announce special events and sports play-by-play, act as program director. Give salary requirements. Write Box 277F, BROADCASTING.

Need three excellent combination men immediately for position with established east coast fulltime station. Must have first class license with accent on announcing. If you're looking for a fine place to work with a congenial organization, let's hear from you immediately. Send disc and resume to Box 284F, BROADCASTING.

Announcer-engineer. Must have engineer's license. Quality announcing voice. Wisconsin station. Send disc, photo, background, references, salary expectations. Box 135F, BROADCASTING.

Combination engineer-announcer emphasis on announcing. Send complete information, disc. Mutual affiliate KAVR, Havre, Montana.

Announcer-engineer experienced only. Accent on announcing. Furnish phone number, experience, references. WCVA, Culpeper, Va.

Wanted—Announcer with 1st class ticket, emphasis announcing. Desire play-by-play football. Needed at once. WSSO, Starkville, Miss.

Production-Programming, others

Capable program director. Initiative paramount. Ideas must be comparative with 250 watt fulltime independent operation in retail market of twenty million. Location middle Atlantic state. No floaters. No hotshots. Steady, responsible man only. Send disc, experience and references first letter. Personal interview necessary if these satisfactory. Box 234F, BROADCASTING.

Program director. Leading southern network affiliate, with TV plans, needs experienced man to produce saleable programs, do top public relations job. Permanent position under aggresive management. Box 238F, BROADCASTING.

Continuity writer 5 kw midwest network. Experienced traffic, commercial copy. Send details. Background, qualifications, salary requirements. Box 267F, BROADCASTING.

Music librarian. Bright young girl to program kind of music that clicks. Responsible, permanent position. Resume, references and photo please. WHYN, Holyoke, Mass.

Situations Wanted

Managerial

Administrative ass't—accounting. Thorough knowledge of radio from administrative viewpoint and broadest personal relationship with industry heads. Currently employed and responsible for supervision of accounting, (hold degree), employees, administration and general office managerial duties. Box 166F, BROADCASTING.

Situations Wanted (Cont'd)

Not a chair warming manager, unexcelled engineer, nor high pressure salesman but a good honest dependable, hardworking man desiring an affiliation where he can settle down, raise a family and dog and feel secure. Years of experience in all phases of broadcasting would prove valuable to any organization. Available now. Box 195F, BROADCASTING.

Station manager, experienced, wants manage small station town 50,000 or less, west of Chicago. Personal and business record excellent. Experienced building programs that will sell, training salesmen and selling both local and national business . . . in other words, making money for owners. Compensation based on volume and profits. Can arrange personal interview. Box 270F, BROADCASTING.

Four years experience all phases small station operations through building by community service. Married, mature. Can sell, announce or manage. Want opportunity to prove myself to you. Box 275F, BROADCASTING.

Manager—Knowhow in every department gained thru hard-knocks experience. Proven sales, programming and public relations ability. Exceptional references from advertising agencies, station representatives, chamber of commerce, past and present employers. Managerial experience in 250 and 1000 watt metropolitan and rural stations. 32, married, two children. Would consider production or program director in metropolitan market. Presently employed, but can start solving your problems after June 15th. Box 276F, BROADCASTING.

Manager—Network and independent experience. Heavy on sales. Can show you black ink operation. Married, have three children. Can leave in two weeks. Box 282F, BROADCASTING.

General manager — Now commercial manager 1 kilowatt, 3 million market in middlewest. Complete story follows. Box 286F, BROADCASTING.

Manager or commercial manager, family man wants to become permanent part of a small community. Experienced local sales problems. Salary plus. Details. Box 289F, BROADCASTING.

Now employed metropolitan New York managerial capacity. Former announcer, program director, also first class license. Thoroughly experienced all phases. Will make owner proud of his station if given the opportunity. Box 298F, BROADCASTING.

Salesmen

Salesman: Young, aggressive. Record of successful achievement. College graduate. TV affiliated operation preferred. Reference from present employer. Box 59F, BROADCASTING.

Salesman, three years college, married, 27, three years experience selling, managerial qualities. Write Box 151F, BROADCASTING.

Salesman, young man with college background and limited experience in radio sales, copy and production, also hold 1st phone. Prefer sales but will combine any of the above to round out staff of rural independent. Box 317F, BROADCASTING.

Salesman. Hard-hitting sales producer. Record of successful results. Serious family man. TV affiliated operation preferred. In position go any place U.S.A., but not interested in "Blue Sky" promises. Topnotch references. Box 334F, BROADCASTING.

Announcers

Chief announcer—Family man. Desires immediate opportunity. Available at once. Box 11F, BROADCASTING.

Announcer, network and independent experiece. Young, single. Good selling voice. Top references. Available immediately. Disc and details on request. Box 115F, BROADCASTING.

Announcer, graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college. Former staff 5,000 watt NBC affiliate. Consider all offers. Box 136F, BROADCASTING.

Announcer, knowledge all phases of broadcasting. Also operate console. Good on commercials, news, etc. Television, some directing and camera experience. Understand all phases of TV. Thoroughly trained, top references. Ambitious, dependable, married. Limited announcing experience. Box 212F, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—5 years experience. Prefer south or west. Consider all. Friendly, record of dependability and success. Available short notice. Car. Box 217F, BROADCASTING.

Announcer—Seeking permanency. 4 years experience all phases. Desires news position. Married. West preferred. Consider all. $60. Box 218F, BROADCASTING.

I dare them all; southern stations you all, to hire me. Two years announcing, copywriting. Box 222F, BROADCASTING.

Announcer, salesman. Experienced in FM time sales, college grad, radio school grad. Emphasis on news and sports, deep mature voice, 27. Vet, single, no foolish claims. Disc or interview will convince. Box 223F, BROADCASTING.

I will exchange four years eastern net and indie experience, ability, natural delivery and dependability for a position with a progressive station. Special events, sports, morning show specialty, writing, producing, among qualifications. Married, one child. References—best. Travel? Yes. Answer all replies. Box 259F, BROADCASTING.

Announcer, writer, salesman. Hard-working and dependable, married,23, college graduate, travel anywhere. Salary secondary. Details and photo upon request. Box 266F, BROADCASTING.

Announcer — qualifications — college graduate, experience, good chatter, voice. Answer progressive station in nice town. Box 271F, BROADCASTING.

Is there a Florida station needing good experienced announcer? Excellent voice, write copy, run console. Strong on news, commercials, music. Age 31, married, children. Now employed, but prefer permanent spot in sunshine state. Box 280F, BROADCASTING.

Sports-news-general announcer-sports-writer. Summer relief or permanent. 1 kw experience. Good sports background. Resume, disc available. Box 285F, BROADCASTING.

Hopeful announcer-disc jockey looking for that first break. Ambitious and willing to work. Single, disc available. Box 287F, BROADCASTING.

News—Mature, experienced man with voice, delivery and writing ability, presently employed in executive capacity desires fulltime news job with station which demands the best. Box 288F, BROADCASTING.

Staff announcer—Experienced in all phases—operate console. Disc upon request. Box 290F, BROADCASTING.

Announcer and accountant desires locate Virgina, Carolinas coast line, experienced, competent, references. Box 292F, BROADCASTING.

Combination announcer-engineer. Graduate of AM, FM, TV school. No experience. Car, single, will travel. Available immediately. Box 296F, BROADCASTING.

Announcer-engineer—family man, fourteen months training, two years experience, presently employed desires permanent employment with progressive station. Good voice, good delivery, news, sports, commercials. Handle DJ, ad-lib. Box 304F, BROADCASTING.

I'm a gal who can create it, type it and announce it. How about putting me to work? Box 306F, BROADCASTING.

21 months experience, announcer-engineer, familiar with all types of record shows, remote pickups, man on the street, can write. Capable sports, news and commercial man. Board operator. Vet. 30, single. Staff announcer. Presently with net affil. Box 309F, BROADCASTING.

Clip this ad if you need a good announcer who can handle bookkeeping, office work. Box 293F, BROADCASTING.

Virginia-North Carolina stations. Young announcer, single. Radio, television schooling. Experience, deep pleasant voice. Disc available. Write Box 314F, BROADCASTING.

Triple threat radio and/or TV man; ten years as radio announcer, news editor, program director; produced, directed and created TV shows; looking for permanent position requiring initiative; now employed but available for immediate interview. Box 315F, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, experienced, news, commercials, disc jockey, console operation, play-by-play ball in all sports, college, disc and photo available. Will travel. Box 316F BROADCASTING.

Experienced 3 years, all-round announcer, newscaster, D.J. College background, operate console. Box 318F, BROADCASTING.

Young man, single, seeking staff announcing position. Some experience. Trained in all phases radio at Radio City. Will travel. Disc available, also fully trained in TV. Box 320F, BROADCASTING.

Announcer, versatile, picture. My recording will speak for me, go anywhere. Box 323F, BROADCASTING.

Staff announcer, 3 years staff, all phases of radio, including board, sports, music, specialist on news. Single, will travel. Disc, references, information request. Box 324F, BROADCASTING.

Announcer, single, 23, four years experience. All-round staffer. Intelligent news, strong on DJ, write copy, work board. Will travel. Box 325F, BROADCASTING.

Announcer, four years experience. Can really build audience for DJ show. Strong on news. Handle board, write copy. Disc, information on request. Box 326F, BROADCASTING.

Sports broadcaster—commentary, play-by-play, sportswriter, player background. College grad, young, ambitious. Box 327F, BROADCASTING.

Announcer-writer. Good voice, sober and dependable. Available immediately. Experience in announcing, disc jockey, news, continuity writing. Knowledge of board; 5 years sales promotional work. Disc and references available. Box 328F, BROADCASTING.

Announcer, three years. Top mail pull. Also news, continuity, program, traffic. Answer this and you'll get your money's worth. Prefer west. Box 330F, BROADCASTING.

Announcer-engineer-program director with six years experience—car, best references. Familiar with all phases . . . willing to work hard. Prefer south. Box 331F, BROADCASTING.

Invest wisely and make money—man with pleasant voice, college grad. Complete extensive course in radio broadcasting, can operate console. If interested will send audition disc and resume. Box 335F, BROADCASTING.

Sportscaster, 2 years experience baseball, basketball, football, console, announcing also. B.S. Degree, married. Available now. Box 339F, BROADCASTING.

If you're looking for a combo man with a little more experience, ability and dependability than the average. Would like to hear from all stations offering livable salary. Box 332F, BROADCASTING.

Topnotch, free lance announcer in the New York area, over five years experience, wants secure, permanent position in large eastern market . . . AM, TV or both. Send replies to Apartment 7-M, 102-40 67th Drive, Forest Hills, L.I., N.Y.C.

Announcer, experienced. All-round, newscaster, deejay and sports. Will go anywhere. Disc and photo available. Robert James, 513 Emmett St., Palatka, Florida.

Announcer-writer; experienced. Jay Moon, 138 Garside Street, Newark 4, N. J. HU 5-1775.

Good early morning men, announcers and writers. Practical announcers willing to work and learn. Pathfinder School of Radio, 1222-A Oak St., telephone HArrison 0473, K. C., Mo.

Announcer-newscaster: College degree. Young. Two years experience at 500 watt station, regional frequency. Continuity and control board ability. Good musical background. References. Disc. Will travel. W. Plunkett, Sturgis, S. D.

Sportscaster, play-by-play, baseball, boxing, etc. Disc, photo on request. Ernie Puig, 765 Southern Blvd., Bronx 55, N. Y.

Announcer: Limited experience New York stations, operate console. Veteran 25, college. Disc, photo, resume, references available. Free to travel. Frank Real, 173 Fountain Ave., Brooklyn 8, N. Y.

Graduate of leading radio school. 2½ years radio speech at McPhail College. Majored in news, commercials, sports and narrating speech. Write Ken Sunders, 440 Adams St., N. E., Minneapolis, Minnesota.

Situations Wanted (Cont'd)

Technical

Engineer, degree, licensed, 12 years experience, 8 as chief, now employed. Box 33F, BROADCASTING.

Engineer thoroughly experienced, no announcing, excellent references. Go anywhere. Box 40F, BROADCASTING.

Engineer, 27 months broadcast, 3 years army radar experience. Graduate leading radio school. Will travel. Box 144F, BROADCASTING.

Engineer, 14 years experience, AM-FM construction installation—maintenance—studios—transmitter. 10 kw directional, available immediately, references. Box 145F, BROADCASTING.

Engineer—First class radiotelephone license. Six years experience; FM, AM, studio, remotes, transmitter. Married, available at once; will go anywhere. Box 192F, BROADCASTING.

4 years experience, first fone, college senior. Desire vacation work. Box 198F, BROADCASTING.

Chief engineer. Now chief of one kw. 20 years experience including directionals, construction of two stations. Family. Box 220F, BROADCASTING.

First phone license. Will accept job anywhere. Inexperienced, but full of ambition. Box 257F, BROADCASTING.

Chief engineer, 17 years experience all classes of stations. Particularly well trained in construction, studio and transmitter and difficult directionals. Desire make change with full consent and approval of present employer. Prefer south. Box 262F, BROADCASTING.

Looking for a good chief engineer or staff technician? Experienced college graduate desires employment. Veteran, married, car. Box 273F, BROADCASTING.

Situation wanted—Experienced engineer wishes position in right station, will furnish reference on request. Single. 22 years of age. Box 274F, BROADCASTING.

Engineer, experienced, versatile, wants more education. Nights or part time in university town. Salary secondary. Box 297F, BROADCASTING.

Engineer-announcer. Thoroughly competent engineer. Announcing better than average. Strong on news and commercials. Can write acceptable copy. Prefer south. Available immediately. Box 300F, BROADCASTING.

Chief engineer. Record will stand closest scrutiny, backed by well known references. Experienced with toughest directionals. Management minded. Excellent personnel relations. Box 302F, BROADCASTING.

Engineer now available. First phone. 33 years old, single, reliable, ambitious, college background and excellent character references. Technical experience 250 watt transmitter, control board and remotes. Creditable announcing, knowledge of programming. Will sell in spare time. Desire position with a progressive station offering opportunity and permanence—location unimportant—prefer west-southwest. Minimum salary $50 to start. Photo, disc, particulars on request. Box 305F, BROADCASTING.

First phone license. Young and single. Desires position. Will travel. Box 311F, BROADCASTING.

Combination operator-announcer wants position with progressive station in Virginia area. Married, 23 years old, presently employed, 14 months experience. Box 313F, BROADCASTING.

Recent graduate, 1st class phone (with TV training) experience audio console and turntables. Worked 500 w xmitter. Single, willing to travel. Box 319F, BROADCASTING.

First class license. Single, age 33, very young appearance. Willing to start from bottom. Serious-minded, conscientious. Box 322F, BROADCASTING.

Chief engineer, experienced all phases, transmitter, studio, nemo also previous combination engineer-announcer. Over 2½ years chief. Interested primarily in engineering. Married, reliable, excellent references. Prefer upper midwest, but all offers considered. Box 336F, BROADCASTING.

Engineer, first phone, no experience, age 25, single, have car, would like to settle in south. Radio school graduate. James Bratcher, R#2, Box 43, Daylight, Tenn.

Engineer, first phone license, two years broadcasting experience. Single. Age 23. Immediately available. James Ellzey, Rt. 4, Tylertown, Mississippi.

Situations Wanted (Cont'd)

Experienced operator will accept position anywhere. Seeking combination experience. George Kregotis, 2221-19 St., S. W., Mason City, Iowa.

Holder of first telephone, second telegraph, amateur radio licenses—college graduate. Desires broadcast operator position. Will relocate. Write James Lawlor, 930 East 4 Walk Apt. 14E, N. Y., N. Y.

Engineer-announcer two years experienced operation and construction of control room and transmitter, AM and FM. Available immediately, prefer New York state. Dick Pirong, c/o WNOR, Norfolk.

Experienced engineer seeks permanent position in home state of Kansas. Presently employed as engineer-announcer. Single, car, references. Bernard Budenbender, 902—1st Avenue East, Williston, North Dakota.

Engineer—1st phone, 2nd tel. No broadcast experience. 2 years radio communications, available immediately. Will relocate. Robert Farrell, 28 Schaeffer St., Brooklyn 7, N. Y.

Radio operator, no experience, wants 1000 or $150 per month. Sober and dependable. Year contract or 6 months in west or southwest and possibly in south. Available immediately. I need time on ticket. Walter Hoffman, P. O. Box 1407, Beverly Hills, California.

Transmitter engineer, 6 years experience, married. Available immediately. Jack Slygh, Box 206, Mabscott, W. Va. Phone Beckley 3539.

Production-Programming, others

Programming-traffic-woman's editor. 15 years experience in radio, 1½ years TV. Write Box 263F, BROADCASTING.

Radio-television. Salary, location no object. Enthusiastic, young, single. Graduate known New York school. Knowledge programming, all phases of production. Box 281F, BROADCASTING.

Good programming and production sense. Thorough knowledge of popular and classical music. Experience in programming, announcing, commercial and production continuity, special events. These, plus willingness and ambition, are my qualifications. I hope they meet with your approval. Box 294F, BROADCASTING.

Available for production, programming, or promotion position AM or TV with opportunity. Midwest. Married, 26, industrious and steady. BA in radio. Announcing, production, writing background. Good references. Box 295F, BROADCASTING.

Writer; commercial and dramatic. Sales and publicity experience. Presently employed. College graduate. Family. Top references. AM or TV. Box 301F, BROADCASTING.

Six years radio experience. Extensive knowledge classical music, both symphony and opera. Two years singing opera and musical comedy. Proven record . . . can make classics listenable, interesting and saleable. Former commentator with Philharmonic Orchestra. Read French, Italian and German with varying degrees of fluency. Best references. Box 303F, BROADCASTING.

One year with radio. Can write and produce. Age 29, single. Box 308F, BROADCASTING.

Announcer, family man, 3½ years experience in staff, special events, sports and board work located in Baltimore, desires position as program director or staff man on a permanent basis with solid midwestern station. Box 329F, BROADCASTING.

Farm director, 2 years radio experience extensive agricultural background, car, will travel. Excellent references. Box 333F, BROADCASTING.

Ambitious young lady with two years experience as continuity writer, women's editor, traffic, assistant program director, (emphasis production), air experience with children's programs and women's shows, looking for job immediately. Degree in radio-speech. Can furnish the best references. Work anywhere. Prefer work in production. Box 338F, BROADCASTING.

Attention station managers. Newsman-announcer-reporter who covered South Amboy, New Jersey explosion ABC News of Tomorrow. Ex-news director 1000 watt Virginia station seeking similar job station larger northern or metropolitan city. College graduate, married, three years experience, radio, newspaper, wire service, publicity. Leigh Smith, 763 Bloomfield, Montclair, New Jersey.

Television

Technical

Telecasting engineer; 1st phone, some broadcasting experience, excellent radio and professional photography background, married, car, desire opportunity in TV station. Box 103F, BROADCASTING • *TELECASTING.*

Two engineers, 1st phone, desire TV position, recent graduates SRT-TV. Available immediately. Single, car, will travel. Box 321F, BROADCASTING • *TELECASTING.*

Production-Programming, others

Young Univ. of Missouri graduate seeks opportunity with station, agency or packager as writer-producer trainee. Presently employed AM station. Have proven writing record. Some sales and publicity. Family. References. Box 310F, BROADCASTING • *TELECASTING.*

For Sale

Stations

For sale—by Twin Cities broadcasting company block of up to $5,000 of common stock. Details on request. Box 188F, BROADCASTING.

For sale—250 watt fulltime network station located in southeast. $25,000 cash. Box 260F, BROADCASTING.

New England exclusive network outlet. Desirable property for sale on basis of 5 times net. Box 272F, BROADCASTING.

Equipment, etc.

For sale: General Electric FM transmitter, type No. BT-4-B with rated power of 10 kw.; General Electric BC-3A transmitter console, two racks of speech input equipment; also Western Electric 8-section cloverleaf antenna, type 54-A. Make offer. Box 992E, BROADCASTING.

For sale—Hewlett-Packard FM frequency and modulation monitor. 20 per cent off original cost of $935.00. This monitor has not been used. Write Box 209F, BROADCASTING.

For sale: Two Model Y-2 Presto recording amplifiers and turntables. Used very little. Condition good as new. Mounted in handsome console. This equipment cost over $2,200 and is available at a big saving. Contact Radio Station KRIG, Odessa, Texas.

For sale—RCA BTF—3B, 3 kw FM transmitter, like new; two sets of tubes; 2 crystals, 93.7 megacycles. Spare parts, high voltage plate transformer. Also RCA BF—14AB aluminum, four-section, pylon antenna, complete with obstruction lights, vibration dampers and photo-electric light control equipment. All offers considered, F.O.B. Granite City, Illinois. Write, wire Chief Engineer, KXOK-FM, 12th and Delmar, St. Louis 1, Missouri.

For sale—Western Electric 54A, 4 bay cloverleaf antenna. Used, but in good condition. Make offer. Chief Engineer, WAGE, Inc., Syracuse, N. Y.

$11,000 FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Merger of WJLK and WCAP, Asbury Park, N. J. makes available immediate sale 1 GE 250 watt FM transmitter, 1 WE 25B console. Good condition. $1,250 each FOB. Will trade a/c 250 watt AM transmitter.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Stations

Manager and chief engineer of a southern station would like to buy station in south through earnings. Can give results and not clock watchers. Box 283F, BROADCASTING.

Equipment, etc.

Turntable, preferably RCA, complete with pickup. State lowest price and age. Box 37F, BROADCASTING.

Complete equipment and tower 250 watts AM. Willing to share stock in a southwest corporation. Box 255F, BROADCASTING.

Wanted to Buy (Cont'd)

Wanted to buy—1 kw AM transmitter. Prefer Raytheon RA-1000 or Gates BC-1E. Must be in good condition. Write full details and price to WVOP, Vidalia, Ga.

Situations Wanted

Managerial

NAB DEPARTMENT HEAD
(Available June 1)

You're familiar with my work. Am Ass't Treas., NAB and with Ass'n since 1936 (except for three years Navy). Responsible for supervision of accounting (hold degree), employees, administration and general office managerial duties.

Thorough knowledge of radio from administrative viewpoint and broadest personal relationship with industry heads. Write, wire "Rev." Revercomb NAB 1771 N Street N. W., Washington 6, D. C.

For Sale

Stations

98'
42' HIGH

WOULD YOU LIKE A SPACIOUS TV STUDIO 8 MINUTES FROM TIMES SQ.

Wonderful for network shows and rehearsals. Building in excellent condition. No posts. High elevation. Former theater in Jersey. Excellent transportation. Phone Henderson 4-2942 or write Box 278F, BROADCASTING • TELECASTING.

76' (height) — 23' — 2 STORY BLDG.

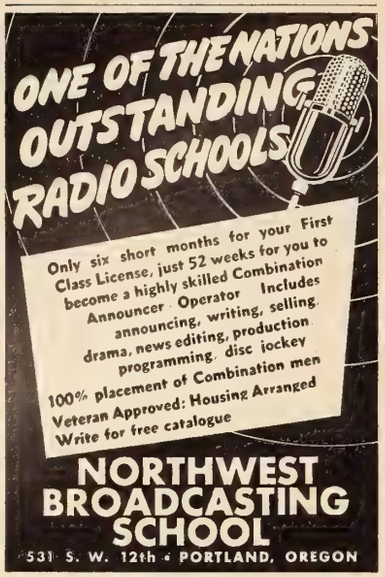
76'
BALCONY

Wanted to Buy

Stations

Radio station manager desires to purchase outright 250 watt network (not bonus) AM station in midwest or northwest in city of at least 20,000. Station must have good sales record or potential. Plan to operate it myself. Prefer to deal directly with present owner. Box 279F, BROADCASTING.

School



MAYFAIR HIT

AFRA Claims 'Unfair'

AMERICAN Federation of Radio Artists has labeled as "unfair" the Mayfair Transcription Co., Hollywood, and its executive vice president, B. A. Joslin. Action followed alleged refusal by the firm to pay AFRA members rates specified in union transcription code for sale and release of the Alan Ladd *Box 13* series in foreign countries through Towers of London, in addition to money due for second release of the series in Los Angeles on KECA.

Ruling, authorized by AFRA national board, prohibits union members from performing any services for Mr. Joslin or the transcription company.

The union further demanded filing of bond as required under the transcription code in "amount sufficient" to guarantee payment of $6,368 due for foreign release and approximately $4,750 for domestic reissue of the balance of 19 programs of the *Box 13* series.

Satisfactory settlement for violation of an individual contract with Knox Manning for release of *Behind the Scenes* transcribed series also was demanded from the firm by AFRA.

FARM DIRECTORS

Set Washington Agenda

AGENDA for the fourth Radio Farm Directors' Washington meeting, slated for June 12-13, has been sent to RFD members by the U. S. Dept. of Agriculture.

Opening the two-day meeting, which will include sessions with farm organizations and Congressional committees, will be a TV forum titled "Television—Is It or Will It?" under the direction of Maynard Speece and Tom Noone, department radio-TV specialists. Talk is scheduled for 9 a.m. on Monday.

A complimentary luncheon arranged by the National Assn. of Radio Farm Directors will be held at 12:30 p.m. at the Carlton Hotel. Members of the Senate and House Agriculture committees will meet with directors at 3 p.m. that day, and at 6 p.m. NARFD will hold a dinner at the Mayflower Hotel.

Jackson Heads Discussion

C. W. Jackson, KCMO Kansas City, Mo., will lead an informal morning session Tuesday on NARFD-USDA relations, with information personnel of both organizations taking part. Following sessions on European farm problems, food and the "cold war," and the research outlook, RFDs will meet with President Truman at noon.

Afternoon sessions, following a luncheon given by the National Farm Organizations at the Washington Hotel, will include a discussion with farm organizations under leadership of Roy Battles, NARFD president.

RFDs who desire will be able to tour WNBW (TV) Washington studios and sit in on a USDA color TV show, slated for 3:30 p.m. USDA information officials, including Kenneth Gapen, assistant director for radio-TV information, and Messrs. Speece and Maynard, will be on hand Wednesday for informal discussions of television.

Headquarters will be Room 281, Administration Bldg., Dept. of Agriculture.

WBEN COMMENDED

Cited by CIO for Time Offer

FOR offering radio time to union, religious, political and civic leaders wanting to express "opposing views" to those of John T. Flynn on his current transcribed series, WBEN Buffalo has been commended by CIO Regional Director Hugh Thompson.

The commendation came after Frank W. Kelly, WBEN station manager, sent a letter to the leaders inviting them to use WBEN time in the event they felt "justified" in giving opposing views. The Flynn broadcasts are heard weekly. Mr. Thompson said: "WBEN is to be commended and I hope other stations will follow suit."

WBRC IS 25

NBC Programs Salute Outl

WBRC Birmingham, Ala., NB outlet that once had its transmitt in a clothes closet of the loc YMCA, celebrated its 25th annive sary Saturday (May 27). NB network programs saluting the st tion included *Truth or Cons quences, The National Farm a Home Hour,* U. S. Army Band a *Matinee at Meadowbrook.*

Back in 1925, believing that rad was here to stay, J. C. Bell and tw of his friends, M. D. Smith Jr. a K. G. Marshall, formed a broa casting company and named it f Mr. Bell's radio shop, "WBRC The first studio was in the back this shop with only a curtain as dividing partition. Operations we begun with power of 10 w, i creased that year to 50 w and t following year to 250 w. From 192 when WBRC went to 500 w, pow was gradually increased until 194 when it went to its present pow of 5 kw. In June of 1949, WBR opened its TV outlet which affiliated with NBC and DuMon

Eloise Smith, wife of one of t station's founders, M. D. Smith Jr is now president and general ma ager. Don Campbell is sales ma ager, G. P. Hamann is manager television operations, and Olive Naylor is TV sales representativ

Dellar Names Wickett

APPOINTMENT of Martin Dea Wickett as director of operatio of the three Lincoln Dellar st tions — KXOA Sacrament KXOB Stockto and KXOC Chi —has been a nounced by He Ferguson, vic president an general manag of the Della group. For t past year, M Wickett has bee director of ope ations for KXO Sacramento. Homer VanDerwer er and Neil McIntyre, operatio directors for KXOB and KXO respectively, continue in the present posts, Mr. Ferguson sai



Mr. Wickett

FTC REPORT

Radio-TV Misnomers Le

TOTAL of 1,201 out of 59,7 radio and television advertisi continuities were set aside f study during April as "possibl false and misleading," accordi to Federal Trade Commissio monthly report on radio and pe odical advertising.

The division's report als showed, in comparison, a larg proportion of newspaper ad co marked for such study. Total 537 out of 12,563 newspaper adve tisements were designated as "po sibly false and misleading." An ysis of magazine copy revealed similar ratio.

Midwest Money-Maker

$45,000.00

This is one of the outstanding low-priced opportunities of the year. Located in an attractive college city and a rich farm market, this exclusive station is doing over $5000 a month and showing a fine profit on low operation cost. Valuable building and land are included in the realistic price of $45,000.00. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FCC Actions

(Continued from page 74)

Applications Cont.:

AM—1360 kc

KGB San Diego—CP AM station to change from 1350 kc 1 kw unl. to 1360 kc 5 kw unl. DA-DN AMENDED to request DA-N.

AM—910 kc

William C. Grove, Denver, Col.—CP new AM station 910 kc 1 kw D AMENDED to request specified hours.

AM—1520 kc

Lake County Bcstg. Corp., Hammond, Ind.—CP new AM station on 1520 kc 1 kw DA AMENDED re officers, directors and stockholders.

License for CP

KEYL-TV San Antonio—License to cover CP new commercial TV station to indicate slight change in ERP to 17.7 kc and studio location as N. St. Mary's & Villita Sts., San Antonio.

TENDERED FOR FILING

AM-1430 kc

KCNI Broken Bow, Neb.—CP new AM station to change from 1490 kc 1 kw D to 1430 kc 1 kw unl.

TV APPLICATION RETURNED

WBEN-TV Buffalo, N. Y. — RETURNED May 16 application to increase power new commercial TV station. Application incomplete and does not comply with present Rules.

May 25 Applications . . .

ACCEPTED FOR FILING

AM—1330 kc

Rose M. Kirby, Scottsboro, Ala.—CP new AM station on 1280 kc 1 kw D AMENDED to request 1330 kc 1 kw D and change name to Scottsboro Bcstg. Co.

AM—1460 kc

WGBA Columbus, Ga.—CP AM station to change from 1460 kc 1 kw unl. DA to 1460 kc 5 kw-D 1 kw-N DA-N.

AM—1590 kc

Olathe, Kan. — CP AM station to change from 1590 kc 500 w D to 1550 kc 1 kw D AMENDED to request 1590 kc 1 kw D.

AM—610 kc

KOJM Havre, Mont.—CP AM station to change from 730 kc 1 kw D to 910 kc 1 kw unl. DA-N AMENDED to request 610 kc 1 kw unl. DA-2.

License for CP

KBMN Bozeman, Mont.—License for CP new AM station.

KNED McAlester, Okla.—Same.

Modification of CP

KYMA Yuma, Ariz.—Mod. CP new AM station for extension of completion date.

WLIN Merrill, Wis.—Mod. CP AM station to change from 550 kc 1 kw-D 500 w-N to 1 kw unl.

Mod. CP new FM station for extension of completion date: KOCY-FM Oklahoma City; KREL-FM Goose Creek, Tex.

License for CP

WNOV St. Paul, Minn.—License for CP new noncommercial educational FM station.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO MAY 25

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,137	2,107	185		301	279
FM Stations	702	493	263	3*	18	13
TV Stations	104	40	69		353	182

* Two on the air.

CALL ASSIGNMENTS: KFDR Grand Coulee, Wash. (Carl F. Knierim, 1400 kc, 250 w SH); KTER Terrell, Tex. (Terrell Bcst. Corp., 1570 kc, 250 w day); KUTE Glendale, Calif. changed from KGLA (Robert P. Adams); WABM Houlton, Me. changed from WMAI (Aroostook Bcstg. Co.); WCAP Lawrence, Mass. changed from WABW (Northeast Radio Inc.); WBRD Fort Lauderdale, Fla. changed from WSLN (George D. Gartland); WCRI Scottsboro, Ala. (Pat M. Courington, 1050 kc, 250 w day); WOKY Milwaukee, Wis. changed from WEXT (WEXT Inc.); WGTA Summerville, Ga. (Tri-State Bcstg. Co., 950 kc, 1 kw day); WMIK Middlesboro, Ky., changed from WCPM (Cumberland Gap Bcstg. Co.); WVOW Logan, W. Va. changed from WGYA (Logan Bcstg. Corp.); WTAQ LaGrange, Ill. (LaGrange Bcstg. Co., 1300 kc, 500 w day); WTSL Hanover, N. H. (Granite State Bcstg. Co. Inc., 1450 kc, 250 w unlimited).

* * *

Docket Actions . . .

INITIAL DECISION

KWRZ Flagstaff, Ariz.—Announced initial decision by Examiner Fanney N. Litvin to deny for default, application of Grand Canyon Bcstg. Co. for renewal of license [BROADCASTING, May 22]. Decision May 19.

OPINION AND ORDER

WHOL Allentown, Pa.—Issued memorandum opinion and order by Commission to grant petition of Allentown Bcstg. Corp. to amend its application to show stockholders, directors, officers and other information as of April 10, and denied portion that requests approval of executory agreement to transfer control to Victor C. Diehm, Hilda Deisroth, E. H. Witney and George M. Chisnell. Order May 24.

REVOCATION ORDERS

KTXN Austin, Tex.—Adopted order to revoke license of KTXN effective June 26. If written application is made to Commission before June 7 requesting hearing order will stand suspended until conclusion of such hearing. Order May 24.

KFTM Fort Morgan, Col.—Adopted order to revoke license of KFTM effective June 26, unless written application for hearing is made to Commission prior to June 7, in which case order will stand suspended until conclusion of hearing. Order May 24.

WXLT Ely, Minn.—Adopted order to revoke license of WXLT June 26, unless written application for hearing is made to Commission before June 7. Revocation order will stand suspended until after hearing if such request is made. See separate story this issue re suspensions orders. Order May 24.

License Renewal

WBKY Beattyville, Ky.—Request for license renewal noncommercial educational FM station.

Mod. CP new commercial TV station for extension of completion date: KFI-TV to 12-30-50; KTTV Los Angeles to 9-30-50.

TENDERED FOR FILING

AM—1230 kc

KREW Sunnyside, Wash.—CP AM station to change from 1050 kc 250 w D to 1230 kc 250 w unl.

Modification of CP

WEIM Fitchburg, Mass.—Mod. CP AM station to change from DA-1 to DA-2.

APPLICATION RETURNED

WCOH Newnan, Ga.—Newnan Bcstg. Co. RETURNED application for assignment of license from Newnan Bcstg. Co., partnership to Newnan Bcstg. Co.

Non-Docket Actions . . .

AM GRANTS

Booneville, Miss.—Booneville Bcstg. Co., granted 1400 kc, 250 w unlimited. Estimated construction cost $9,400. E. O. Roden individual applicant is owner of 77½ sh. of 125 sh. Union News Inc. and is owner of Booneville Printing Co. Granted May 24.

WOAY Oak Hill, W. Va.—Granted increase in power from 1 kw D to 5 kw D on 860 kc. Program tests not to be authorized until WFHG Bristol has vacated 860 kc. Granted May 24.

WBAP Fort Worth and WFAA Dallas, Tex.—Granted switch in facilities from using DA-N to DA-DN and change trans. on 570 kc 5 kw operation share time granted. May 24.

FM GRANTS

Columbus, Neb.—George Basil Anderson granted new Class B FM station, Ch. 268 (101.5 mc), 6.9 kw, ant. 260 ft. Estimated construction cost $16,085. Applicant is owner and operator KJSK Columbus. Granted May 23.

Georgetown, Del.—Rollins Bcstg. Co., granted new Class B FM station, Ch. 268 (101.5 mc), 20 kw, ant. 500 ft. Principals include John W. Rollins, Lewes, Del. auto-dealer, president 29 1/6%; Katherine E. Rollins, treasurer 4%; Orville Wayne Rollins, general manager Rollins Bros. summer resort, Tunnel Hill, Ga., vice president 33⅓%; Jack C. Gardner, secretary 1/6%; Rollins Motors Inc., Princess Anne, Md. 33⅓%. Application for AM station was filed simultaneously by Rollins Bcstg. Inc. Granted May 23.

Indianapolis, Ind.—Jordan College of Music, granted new noncommercial educational FM station on Ch. 220 (91.9 mc), 820 w, ant. 50 ft. Granted May 23.

TRANSFER GRANTS

KLEE-TV Houston, Tex.—Granted assignment of license from W. Albert Lee, licensee to The Houston Post Co. for $740,000. Houston Post Co., is licensee of KPRC AM-FM Houston. Mr. Lee who has been operating KLEE-TV for past 18 mos. wishes to withdraw for reasons of health, and demands of other business interests. He will retain KLEE-AM outlet. Principals in Houston Post include Ex-Gov. W. P. Hobby president and 54% owner of the Post; Oveta Culp Hobby is vice president. 45% plus is held through trusts for W. P. Hobby Jr. and Jessica Oveta Hobby. Jack Harris of KPRC will head TV facility. KLEE-TV is assigned Ch. 2 (54-60 mc). Granted May 23.

KPET Lamesa, Tex.—Granted assignment of license from R. O. Parker, R. A. Woodson and K. S. Ashby d/b as Old South Bcstg. Co., licensee, to R. O. Parker and R. A. Woodson. Mr. Ashby sells his 24% interest for $20,000. Mr. Parker's holdings now are 63% and Mr. Woodson's 37%. KPET is assigned 250 w day on 690 kc. Granted May 23.

WMAY Springfield, Ill. — Granted assignment of CP from Gordon Sherman, Alexander Buchan, Melvin Feldman, Sol Binkin and Robert Weiner d/b as Lincoln Bcstg. Co., permittee, to new corporation of same name and people. Minor distribution of stock results: Alexander Buchan, president and director 28%; Gordon Sherman, treasurer and director 26%; Melvin Feldman, 2d vice president 18%; Sol Binkin, 1st vice president 14% and Robert Weiner, secretary and director 14%. WMAY operates with 1 kw day, 500 w night on 970 kc. Granted May 23.

KTMC McAlester, Okla.—Granted assignment of license from J. Stanley O'Neill, licensee, to The McAlester Bcstg. Co. for consideration of $65,000. Principals in new firm include: William E. Young, manager J. C. Penny store McAlester, president 20%; William A. Cornish, partner in law firm Cornish & Baumert, 20%. There are 17 minor stockholders, all local business men. KTMC is assigned 250 w full-time on 1400 kc. Granted May 24.

WDOK Cleveland, Ohio—Granted relinquishment of control in Civic Bcstrs. Inc., permittee, by Frederick Wolf to R. Morris Pierce. Mr. Wolf sells 300 shares or 30% for $30,000. Mr. Pierce has been president of WDOK since January and prior to that he was vice president for 5 years of KMPC Los Angeles, WJR Detroit, and WGAR Cleveland. WDOK is assigned 5 kw unlimited on 1260 kc directional. Granted May 23.

KRUX Glendale, Ariz.—Granted acquisition of control in Radio Arizona Inc., licensee, by Renee S. Donnet Cushman through purchase of 315 sh. stock from Gene Burke Brophy for $31,500. Mrs. Cushman recently acquired 10.27% interest in KRUX [BROADCASTING, April 10]. Mrs. Cushman has extensive ranching interests. Mrs. Brophy retains 24.85% interest in station. KRUX operates with 250 w unlimited on 1340 kc. Granted May 23.

KOPP-AM-FM Ogden, Utah—Granted transfer of control KOPP Inc., licensee, from James B. Littlejohn to G. Stanley Brewer for $9,999. Mr. Brewer's business interest include ownership of retail food store, owner WBW Hereford Ranch Co. and Wheatley Motor Co. KOPP is assigned 1 kw day on 730 kc. Granted May 23

WCIF Madisonville, Ky.—Granted assignment of license from Pierce E. Lackey, licensee to Messenger Bcstg.

(Continued on page 80)

FRIENDS

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

Available!

The Happy Kitchen, one of the Midwest's oldest and best liked women's programs, is conducted by Nancy Goode.



Nancy Goode

This 9:15 a.m. week-day feature has been on the air for almost 15 years. The program is deftly handled by Nancy Goode, homemaker, mother and active clubwoman. Her recipes, food and household hints are of great interest to KMBC-KFRM listeners. Her April mail averaged more than 250 letters a week!

Fleischmann's Yeast and K. C. Power & Light are current sponsors, but additional participations are now available!

Contact us, or any Free & Peters "Colonel" for details!

KMBC of Kansas City

KFRM for Rural Kansas

FCC Roundup

(Continued from page 79)

Co. for $60,000. Messenger Bcstg. Co. is licensee of WFMW FM out let Madisonville. WCIF is assigned 250 w daytime on 730 kc. Granted May 23.

KXXX Colby, Kan.—Granted transfer of control in Western Plains Bcstg. Co., licensee, from John B. Hughes and 20 others to KMMJ Inc., for a consideration of $83,500. KMMJ Inc., a licensee AM outlet KMMJ Grand Island, Neb. KXXX operates with 5 kw day on 790 kc. Granted May 23.

KWOC-AM-FM Poplar Bluff, Mo.—Granted assignment of license from A. L. McCarthy and J. H. Wolpers d/b as Radio Station KWOC to Poplar Bluff Bcstg. Co. for $90,000. Principals in new firm include: Mr. McCarthy, president 20%; Mr. Dolph, treasurer 20%; O. A. Tedrick, lawyer, secretary 20%; Dr. W. L. Brandon, owner Brandon Hospital, vice president 20%; and E. K. Porter, engineer and contractor and owner Porter-DeWitt Construction Co., vice president 20%. KWOC is assigned 250 w on 1340 kc. Granted May 23.

KBLF Red Bluff, Calif.—Granted assignment of license from Russell G. Frey to Arvo Haapanen and Victor Lahti d/b as Tehama Bcstg. Co. for a consideration of $20,000. KBLF is assigned 250 w fulltime on 1490 kc. Granted May 23.

Deletions . . .

THREE AM and five FM authorizations were reported deleted last week by FCC. Total to date since Jan 1: AM 21; FM 59; TV 2.

KFYO-FM Lubbock, Tex.—Plains Radio Bcstg. Co. CP May 23. FM operation dependent on final action to change frequency of AM outlet.

WHB-FM Kansas City, Mo.—WHB Bcstg. Co. CP May 23. Lack of interest in FM does not warrant further expenditure.

WNIQ (FM) Uniontown, Pa.—Uniontown Newspapers Inc. License May 16. Economic. Annual losses amounted to $40,000.

WDMG-FM Douglas, Ga. — WDMG Inc. CP May 16. Studios destroyed by fire.

KOWL-FM Santa Monica, Calif.—KOWL Inc. CP May 15.

WSUA Bloomington, Ind.—Radio Station WSUA Inc. License May 17. Station had been off air pending financial reorganization.

WMIK Middlesboro, Ky.—Cumberland Gap Bcstg. Co. CP May 17. Condition WCPM transfer.

Uniontown, Pa.—Uniontown Newspapers Inc. CP May 17. Economic.

New Applications . . .

AM APPLICATIONS

Bellefontaine, Ohio — Charles H. Chamberlain, 1390 kc, 500 w day. Estimated construction cost $11,820. Mr. Chamberlain, individual applicant is owner Chamberlain Welding Service. Filed May 19.

Cumberland, Ky.—Blanfox Radio Co. Inc., 1490 kc, 250 w unlimited. Estimated construction cost $11,693. Blanfox Radio Co. Inc., is licensee WHLN Harlan, Ky., and WNVA Norton, Va. Richard B. Helms is president of company. Filed May 19.

Memphis, Tenn.—Frank J. Keegan, 1570 kc, 1 kw day. Estimated construction cost $8,700. Mr. Keegan is owner of Keegan's School of Broadcasting and Television, giving training in both technical and dramatic aspects of broadcasting. Filed May 23.

Conroe, Tex.—Montgomery County Bcstg. Co., 900 kc, 500 w day. Estimated construction cost $37,450. Principals in firm include: Regan Smith, contractor; W. B. Weisinger, owner Weisinger Chevrolet Co.; F. B. Petty Sr., Fred Petty Beer Co., owner; D. C. Norton, owner Conroe Courier, newspaper publishing and sales; James C. Dorrell, appliance salesman Goodyear Rubber Co., and John W. Neathery, engineer-announcer KIVY Crockett, Tex., under partnership agreement to each receive 10% interest for service or money at a later date. Present set-up is general partnership with Messrs. Smith, Petty, Weisinger and Norton each holding 25%. Filed May 24.

TV APPLICATION

Columbus, Ga. — Georgia-Alabama Bcstg. Corp., Ch. 3 (60-66mc), ERP 1.59 kw vis., 0.795 kw aur., ant. 598 ft. Estimated construction cost $200,000; estimated revenue first year $50,000. Georgia-Alabama Bcstg. Corp., is licensee of WGBA AM and FM outlets Columbus. A. H. Chapman is president of corporation. Filed May 24.

TRANSFER REQUESTS

WCOH-AM-FM Newnan, Ga.—Assignment of license and permit from Newnan Bcstg. Co., a partnership composed of D. T. Manget, Evan W. Thomasson, James Thomasson and Ida A. Thomasson, to new corporation of same name and individuals. Partnership wishes to incorporate in order to secure continuity of operation and place ownership on more permanent basis. WCOH is assigned 250 w fulltime on 1400 kc. Filed May 17.

KFPW-AM-FM Fort Smith, Ark.—Transfer of control of Southwestern Hotel Co., licensee, from John A. England (deceased) to Alice R. England, executrix of the estate. No monetary consideration. KFPW is assigned 1400 kc, 250 w unlimited. Filed May 17.

KOKO La Junta, Col.—Acquisition of control in Southwest Bcstg. Co., licensee, by Douglas Kahle through purchase of 85 sh. of 131 sh. of stock owned by Ellis K. Lupton. Consideration is $12,500. Mr. Kahle presently owns 17 sh. and additional stock will increase his interest to 51%. KOKO is assigned 250 w fulltime on 1400 kc. Filed May 15.

KSBW Salinas, Calif.—Relinquishment of control in Salinas Bcstg. Co., licensee, by J. M. Hall to Harry Morgan and William M. Oates. Mr. Hall sells 25% of his total 30% to Mr. Morgan for $16,666,67 and 5% to Mr. Oates for $3,333.33. KSBW is assigned 1 kw unlimited on 1380 kc, directional. Filed May 24.

WEKR Fayetteville, Tenn.—Assignment of license of Elk River Bcstrs. Inc., licensee from A. D. Smith Jr. to John R. Crowder and James Porter Clark d/b as Fayetteville Bcstg. Co. for $37,500. Mr. Crowder is 70% owner WKSR Pulaski, Tenn. and Mr. Clark is 20% owner. WEKR is assigned 250 w fulltime on 1240 kc. Filed May 19.

KOB TIME SUIT

New Mexico School Is Named

KOB Albuquerque filed suit last week against the New Mexico College of Agriculture and Mechanic Arts, its former owner, in an attempt to free itself of a time-reservation contract condemned by the FCC.

The station asked the U. S. District Court for New Mexico to hold valid FCC's rule banning the reservation of time as part of the sales price of a station [BROADCASTING, Jan. 10, 1949], and to rule, among other things, that such a contract between KOB and the college, dating to 1936, is "completely executed by substantial performance thereof."

The suit followed several months of attempts by KOB and the college to work out a modification of the contract to bring it into line with FCC's specifications, and, failing that, unsuccessful joint efforts to secure an FCC waiver of the rule in this particular case.

KOB's suit said that, if the station is discharged from further obligation under the contract, it will either "compensate [the college] in the manner determined by the court to be just and proper, or surrender its license for the operation of KOB."

The Commission's rule—which KOB holds to be valid—forbids station sales in which the seller, as part of the sales price, reserves time for his own use. In cases where such contracts were already in effect when the rule was adopted, the rule requires that the contract be modified to expire by Feb. 15, 1964, and to give the licensee the right to cancel at any time in advance of that date by paying a reasonable lump sum.

The KOB-college contract, dated May 7, 1936, involved the sale of the station by the college to Albuquerque Broadcasting Co., the present licensee, for $25,000 plus the right of the college to one hour's daily use of station time—for educational, non-commercial broadcasts—for the life of the station.

Under a subsequent stipulation which led to dismissal of a breach-of-contract charge filed by the college, it was pointed out, the college and the station agreed upon sign-on and sign-off announcements for the college, plus six spot announcements daily, with KOB retaining the right to reject "objectionable" material.

Before that, in 1945, the complaint noted, the New Mexico District Court upheld KOB's contention that the station's duty under the contract to broadcast college programs was not greater or different from the station's duty under the Communications Act. This decision was affirmed on appeal.

KOB's suit was filed by A. T. and G. W. Hannett, Albuquerque attorneys, and Pierson & Ball, Washington counsel for the station, which is owned by T. M. Pepperday, also publisher of the *Albuquerque Journal*. The college, represented by Washington Attorney Arthur W. Scharfeld has 20 days in which to file its reply.

FCC may also be drawn into the case in support of the validity of its time-reservation rule. Spokesmen pointed out that the question of the rule's validity is also pending before the U. S. Supreme Court. This is an appeal from the decision of a three-judge district court in Chicago upholding the validity of the rule in the A. . Felman-WJOL Joliet, Ill., case involving reservation of time for advertising purposes [BROADCASTING Feb. 27].

Time for KOB's compliance with the rule has been extended to June 1, which is also the date when the station's present operating authority is up for renewal.

AWB CONVENTION

Three-Day Meet Opens Thur

SEVENTH annual convention of the Assn. of Women Broadcasters will open Thursday in Cleveland with a three-day agenda built around the theme "Radio's Feminine Touch." Convention will be held at the Hotel Cleveland.

Several program changes were made last week by Bette Doolittle, AWB acting executive secretary; Eleanor Hanson, WHK Cleveland, convention chairman, and Katherine Fox, WLW, chairman of the AWB Executive Committee.

The sales panel Saturday will include Dorothy Fuller, WBE Brockton, Mass., and Jane Dalton WSPA Spartanburg, S. C.

With advance registrations at the 100 mark last week, attendance of at least 200 was predicted by the convention committee.

Esther Van Wagoner Tuft, Washington political reporter, will address the convention Thursday on the topic, "Why Not More News." Ralph W. Hardy, NAB government relations director, will speak on the subject, "Whither the Magic Touch."

Following the three-day convention, AWB district chairmen will hold a Sunday meeting.

Members of the convention committee, besides Miss Hanson, are Mildred Funnell and Gloria Brown, WTAM Cleveland; Esther Mullin, WGAR Cleveland, and Jane Stevens, WJW Cleveland.

EMPLOYMENT Outlook in Radio and Television Broadcasting Occupations available from Supt. of Documents Government Printing Office, Washington 25, D. C., for 30 cents.



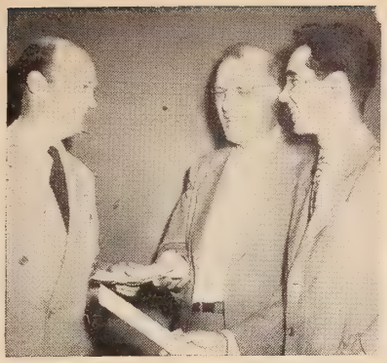


CLOTHES DRIVE
Cincinnati Outlets Spur Results

AN ALL-NIGHT simulcast by WKRC, WKRC-TV and WCTS (FM), outlets of Radio Cincinnati Inc., spearheaded a drive to obtain serviceable clothing for needy families. The collection—over 250 tons of clothing—broke all records, according to Hulbert Taft Jr., executive vice president of Radio Cincinnati Inc.

The three stations went on the air at 11 p.m. Friday (May 19) and concluded the drive at 6 a.m. the following day, drawing on upwards of 30 acts, an orchestra and hillbilly band from its AM and TV talent. Listeners and viewers were invited to the studios while the show was in progress, and were offered coffee and doughnuts for clothes donations. An array of telephones also was set up on stage. Aside from clothing, $350 was pledged, though no cash contributions were requested.

Mr. Taft turned over facilities of the three stations for the drive, sponsored by the Junior Chamber of Commerce, which got underway 10 days earlier with station breaks and straight spots. Employes of the stations donated their services, while the International Brotherhood of Electrical Workers volunteered its personnel to WKRC-TV Chief Engineer George Wilson for scheduling so that all studio cameras could be pressed into action.



Mr. Taft (l) hands over cash collected during clothing drive to Fred Breyer (center), local Welfare Dept. director, and receives plaque of appreciation from Jerry Kennedy, Jaycee chapter chairman.

HIGHWAY SAFETY
Radio's Role Cited

HIGHWAY SAFETY broadcasts generated in the states and cities totaled 25,731 hours in 1949, William J. Scripps, publisher of the *Detroit News* and owner of WWJ-AM-FM-TV Detroit, reported Thursday at the President's Highway Safety Conference in Chicago.

"The highway safety story was told more widely and compellingly to the American people in 1949 than ever before," Mr. Scripps said. He estimated that listener impressions during the year amounted to 1,744,495,000.

LEE ESTATE
Bidding Deadline Is Reported Set For Friday

BIDS for the Thomas S. Lee estate with its radio-television properties, are not expected to be considered for "several weeks" with the intervening time used for more detailed appraisal of properties and inspection of books [CLOSED CIRCUIT, May 22].

Public Administrator Ben Brown of Los Angeles was reported Friday to have set June 2 as deadline for filing bids for the properties.

Donald W. Thornburgh, president of WCAU and WCAU-TV Philadelphia and formerly CBS West Coast vice president, has been in Hollywood for about two weeks appraising the estate and is scheduled to leave for his headquarters Wednesday (May 31). He had been retained as appraisal counselor by R. D. Merrill of Seattle, 83-year-old sole heir of the late Mr. Lee; Mrs. Nora Patee, maternal aunt contesting the will, and Public Administrator Brown.

"Working closely with management" Mr. Thornburgh was retained to make the valuation primarily of Don Lee radio and television properties prior to the accepting of bids, it was said. Certain "identical interests" exist between Mr. Merrill and Mrs. Patee, which underly his employment, it was explained.

No decision has been reached on how bids will be handled, according to Raymond Wright, attorney for Mr. Merrill.

Original date for entertaining bids was May 15. With Mr. Wright and Public Administrator Brown in Detroit at that time in connection with the estate settlement, the date was postponed.

Prominent among those expected to enter bids are CBS, primarily for KTSL (TV) and certain real estate which include the studio building at 1313 Vine St., Music Corp. of America and Associates, reported as acting as agent for other interests; Ed Pauley (oil magnate and associates); Col. A. L. Lintner, New York capitalist and businessman who makes his headquarters in Anchorage, Alaska; and two brokerage houses, Dean Witter & Co., and Blythe & Co., which are said to be acting in behalf of unnamed clients.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

FTC, FPC HEADS
Truman Names Mead And Wallgren

APPOINTMENTS of Mon C. Wallgren, former governor of Washington and stockholder in KIRO Seattle, to head the Federal Power Commission and of James M. Mead as chairman of Federal Trade Commission were announced by the White House last Wednesday.

President Truman's appointments followed within 24 hours Senate approval of plans to reorganize those commissions by vesting power to name the chairman with the President and otherwise concentrating certain executive and administrative functions in the respective chairmen.

Mr. Wallgren, who was rejected by the Senate last year in a bid for chairmanship of the National Security Resources Board, assumes leadership of the power agency to which he was named as a commissioner earlier this year. He succeeds Nelson L. Smith, who continues as a member. Mr. Wallgren had served as vice chairman.

Mr. Mead, who took office at FTC last fall following an unsuccessful bid for the New York gubernatorial honors in 1948, will assume duties currently held by Republican Lowell Mason, now acting chairman, under FTC's former system of rotating its chairmanship. Mr. Mead was confirmed by the Senate Nov. 16, 1949.

Truman Associates

Both Mr. Mead, who served 20 years in the House of Representatives and eight years in the Senate, and Mr. Wallgren, who holds considerable interest in Queen City Broadcasting Co., KIRO licensee, are Democratic associates of the President, dating back to his term as Senator from Missouri.

Each will receive a compensation of $15,000 annually and be subject to removal only at the discretion of the President or at the expiration of their terms as commissioners in either independent office if not re-nominated. Their appointments followed charges that presidential selection of chairman would constitute "rubber-stamp" appointments.

Still pending before the Senate Interstate & Foreign Commerce Committee is the President's nomination of Martin A. Hutchinson, famed Richmond, Va., attorney, to fill FTC's remaining vacancy. A former secretary to the Democratic Central Committee and competitor for the Senate in 1946, Mr. Hutchinson has represented such radio clients as WMBG and WTVR (TV) Richmond.

Committee spokesmen said last week that his nomination probably will be taken up sometime within the next two weeks. He would replace the late Ewin L. Davis, whose term expires in September 1953.

The Senate approved the two Truman proposals last Monday by substantial margins. The upper chamber rejected resolutions by Sen. Edwin C. Johnson (D-Col.), who spurred defeat of the FCC plan, urging rejection of reorganization of each commission. The Johnson resolutions drew 34 and 37 votes for FTC and FPC disapproval—short of the 49-majority necessary to defeat them.

The plan governing FTC reorganizes that body along lines similar to that proposed for FCC, vesting certain administrative and executive duties in the chairman, who would be subject to overall commission policy and be named by the President. Functions would include appointment of personnel and control of funds.

Presidential appointment of chairman has been advocated for the past three years by Mr. Mason, whom Mr. Truman overlooked, as a minority figure in the commission. He felt that cease and desist orders represent "hit-and-miss" prosecutions.

James L. Trowbridge

JAMES L. TROWBRIDGE, 56, account executive for BBDO, New York, died May 20 at his home in Pleasantville, N. Y. Born in Baltimore, Mr. Trowbridge was a graduate of Lafayette College and soon after World War I joined George Batten & Co. and remained with the agency through its merger. Surviving are his widow and two sons.

When It's BMI *It's Yours*

Another BMI "Pin Up" Hit—Published by Michael

CHUG A LUG

On Records: Kay Kyser—Col. 38751; Dick Manning—Col. 12442; Country Washburn—Cap. 875; Eddie Miller—Rainbow 60077; Merry Musette Ork.—Vic. 25-1152; Tito Burns—Lon. 706; Ray Block—Hi-Tone 287; Victor Young—Dec. 27012; George Cates—Coral 60215.

On Transcriptions: Lawrence Welk — Standard.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

At Deadline...

COLOR TELEVISION HEARING CONCLUDED BY FCC

COLOR TELEVISION hearing concluded by FCC Friday after nine months of proceedings and last-minute decision not to recall CBS' Dr. Peter B. Goldmark for further cross examination because RCA contended it didn't have full opportunity to query CBS system inventor on his dot-interlace demonstration [TELECASTING, May 1].

Flurry of procedural bickering between RCA and CBS counsel over admittance of certain exhibits climaxed windup and caused RCA observation regarding Dr. Goldmark's examination. RCA withdrew view upon Chairman Wayne Coy's insistence to hold no further session.

"You mean we can quit? Quite a shock," was Chairman Coy's only observation on closing lengthy, complex case.

In admitting hotly contested Color Television Inc. exhibit on interference tests, Chairman Coy noted many objections to competence of data were pertinent but FCC already had been "extremely lenient" in accepting exhibits with as little validity from others in case. He said FCC's experience in this and other proceedings consistently has been that it's "virtually impossible to get the parties to submit adequate interference data." Industry is willing to allow allocation on inadequate data and hopes things will work out well, he said, but when they don't those few favored by existing authorizations make strong pleas no others be granted to relieve situation.

Col. Donald K. Lippincott, patent attorney and CTI color expert, was asked by FCC's patent expert, William Bauer, if he would advise CTI to grant non-exclusive sub-licensing rights should CTI system be adopted. Witness replied he might advise CTI to sell whole company or patent rights but not sub-licensing rights unless compensation for latter was tantamount to outright sale of CTI.

Col. Lippincott indicated multiple standards would favor RCA system since industry would have to follow choice of NBC and influence of RCA Service Co. He told Comr. E. M. Webster RCA patent position has little effect on public and actually reduces industry costs. He preferred wider distribution of royalties through his patent pool suggestion (early story page 61).

Parties given to June 26 to submit proposed findings and July 10 for replies. June 5 FCC begins hearing on common carrier bid for 470-590 mc portion of TV's UHF band.

DUMONT TO ELECT OFFICERS

ALLEN B. DuMONT LABS. will hold special stockholders meeting in lieu of annual meeting at 11 a.m. June 28 at company's office in Clifton, N. J., at which directors and officers will be elected for year. Notice sent to Class A stockholders proposes Allen B. DuMont as president, Leonard F. Cramer as vice president and those two plus Bruce T. DuMont, Thomas T. Goldsmith and David Van Alstyne Jr. as directors to be elected by this group. Paramount Pictures Corp., as holder of all Class B stock, will elect three directors and secretary-treasurer and assistant treasurer.

NBC APPOINTS KNOX

NEIL KNOX, former television personnel supervisor for NBC, Friday appointed salesman in NBC television network eastern sales department, and William M. Roden, former manager of records and research division of NBC personnel department, named television personnel supervisor.

EDWARD PETRY COMMENTS ON COURT DECISION

EDWARD PETRY, president, Edward Petry & Co., Friday released following statement:

"The Court of Appeals, as the highest court in the State of New York, has made final disposition of the suit between Edward Petry and Henry Christal relating to control of the Petry company (see early story page 20).

"The court decision, unanimously in favor of Edward Petry, represented an affirmation of a previous decision of the Appellate Division. Mr. Petry, owner of the majority of the Petry stock, declared that company control will continue to be exercised in the same way which has prevailed since the company was formed."

WEEKLY RADIO SET OUTPUT AGAIN AT HIGH LEVEL

WEEKLY output of radio receivers in April surpassed high rate in March, according to Radio Mfrs. Assn. Television output maintained record March level.

April production (four weeks) of home radios totaled 648,352, or 160,000 a week, compared to 724,691, or 145,000 a week, in March with its five work weeks. Total home radio sets produced in five months by RMA members was 2,373,012.

Television output in April was 420,026, maintaining alltime record weekly rate in March when production totaled 525,277 sets. Total 1950 TV output by RMA companies, nearly 80% of industry, was 1,647,956 sets.

Rate of FM output maintained, with 78,008 radios and 36,987 TV sets having FM reception facilities, a total of 114,995 for the month.

RMA reported 498,624 cathode ray tubes were sold to TV receiver manufacturers in April of which 51% were 14 inches or larger and 99% 12 inches or larger. Output of radio receiving tube sales was 27,387,689, double those of April 1949.

NRDGA RADIO-TV CLINIC

NATIONAL RETAIL DRY GOODS ASSN. will hold two-day radio-television workshop at Hotel Statler, New York, Sept. 28-29. Workshop, first such intensive course in retailers' use of two media, planned "because of the continuous stream of requests for radio and TV information from NRDGA's 7,000 member department, chain and specialty stores," according to Howard P. Abrahams, manager of association's sales promotion division and visual merchandising group.

SKELTON SEEKS TV CLAUSE

RED SKELTON, radio and motion picture star, reportedly negotiating new contract to include provision for TV appearances effective January 1952. Current agreement with MGM covers radio only. Abbott & Costello have clause in new five-year contract permitting live or film TV starting in 1951.

AAAA INCORPORATED

AMERICAN ASSN. of Advertising Agencies incorporated as non-profit membership corporation under laws of State of New York. Organization was established as association in 1917.

KEARN TO JOIN BIOW

KENNETH KEARN, assistant to head timebuyer at Compton Adv., New York, expected to join Biow Co. middle of June as timebuyer.

Closed Circuit

(Continued from page 4)

Esau, general manager of KTUL Tulsa. He's circularizing fellow directors on various projects, and is expected to be in forefront of discussions when new board holds first meeting in Washington June 20-22.

NOW THAT 488 Madison Avenue, housing dozen advertising agencies, station representatives and other radio-TV firms, officially has been named Look Building, radio tenants reportedly propose to petition building ownership to revise name to "Look and Listen Building."

Sterling Renominated

(Continued from page 4)

firmed after *pro forma* hearings.

In government radio service since 1923, Mr. Sterling assumed Commissionership as successor to E. K. Jett, who had resigned to take present post as vice president and radio director of *Baltimore Sunpapers.*

Mr. Sterling is 55, native of Peaks Island Portland, Me. His radio experience dates to establishment of his first amateur station in 1908.

He entered federal service as radio inspector in Commerce Dept.'s Bureau of Navigation; became inspector in charge of Federal Radio Commission's 3d Radio District, with headquarters at Baltimore, in 1935; was transferred to Washington as assistant chief of FCC's field division in 1937; became chief of field division's National Defense Operations Section in 1940; was promoted to assistant chief engineer and head of Radio Intelligence Division in 1942; was made assistant chief engineer in charge of field and research branch in 1945 and chief engineer in 1947.

He has participated in several international conferences. He was chairman of U. S. delegation to pre-NARBA technical conference in Havana in 1947 and co-chairman of U. S. delegation to International High Frequency Broadcasting Conference in Mexico City in 1948. He is a senior member of IRE and author of widely recognized text and reference book, *The Radio Manual.*

COURT RULING AWAITED

RULING expected in few days by Judge Thomas J. Clary, U. S. District Court for Eastern District of Pa., on request of A. C. Nielsen Co. to defer taking of depositions in suit filed by Albert E. Sindlinger & Co., Philadelphia [BROADCASTING, May 22]. Sindlinger firm attacks Nielsen jurisdictional defense that it does not do business in area by pointing out there are over million radio homes and suggesting nationwide survey includes some Nielsen equipment.

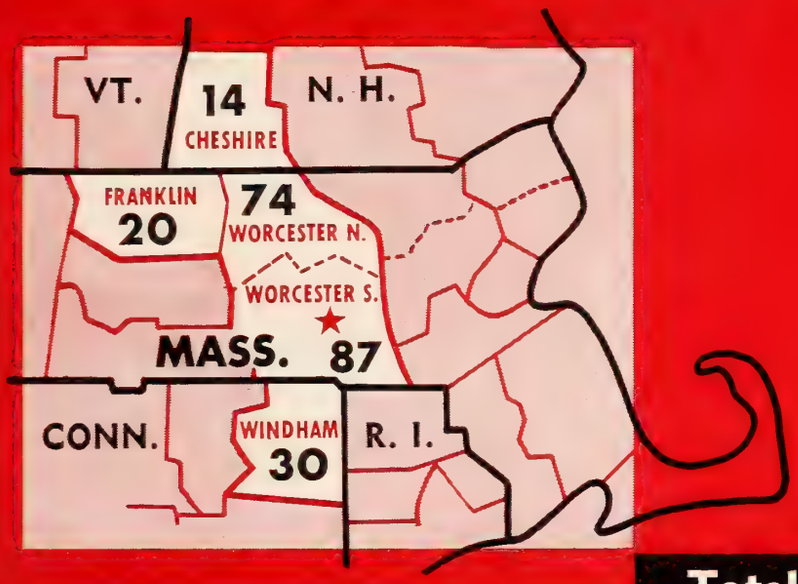
COLTON HEADS FEDERAL

MAJ. GEN. Roger B. Colton, since April 1948, executive vice president of Federal Telecommunications Labs., Nutley, N. J., elected president of company, succeeding Harold H. Buttner, who became vice president and deputy technical director of International Telephone & Telegraph Corp. Federal is subsidiary of IT&T.

THREE ELECTED BY B&B

THREE executives elected vice presidents at Benton & Bowles. They are Brown Bolte supervisor of Procter & Gamble and Norwich Pharmacal drug products; John Cobbs Jr. supervisor of activities of Assn. of American Railroads, and Alan Sidnam, account executive and supervisor of all activities on P&G's Tide.

136,570 FAMILIES



BMB
Station Audience
Report
Spring 1949

Total Weekly Family Audience
DAYTIME

WTAG	**136,570**
Station (B)	64,080
Station (C)	58,220
Station (D)	54,370

See Raymer for all details

WTAG
WORCESTER
BASIC CBS
580 KC



You can spot the difference

Take to the air with Radio Sales and you'll find there's *no* difference between AM and TV. Advertisers who for years have turned to Radio Sales to solve their spot radio problems find they get the same complete service *(and soaring sales)* in television, too. Because Radio Sales had the foresight to get into TV early. And to develop a full-time, separate TV staff by the same standards that have made Radio Sales so successful *(and so unique)* in AM radio: first-hand knowledge of markets, stations and programs; exhaustive research by the most resourceful research department in the field.

For an advertiser who wants to get up in the world, there's nothing like Radio Sales to give him a lift. In radio. And in television.



Representing radio stations WCBS, WBBM, KNX, WCAU, WCCO, WEEI, KMOX, KCBS, WBT, WRVA, WTOP, KSL, WAPI and the Columbia Pacific Network; television stations WCBS-TV, KTTV, WCAU-TV, WBTV, KSL-TV, WAFM-TV

Radio Sales

Radio and Television Stations Representative... CBS

JUNE 5, 1950

BROADCASTING TELECASTING

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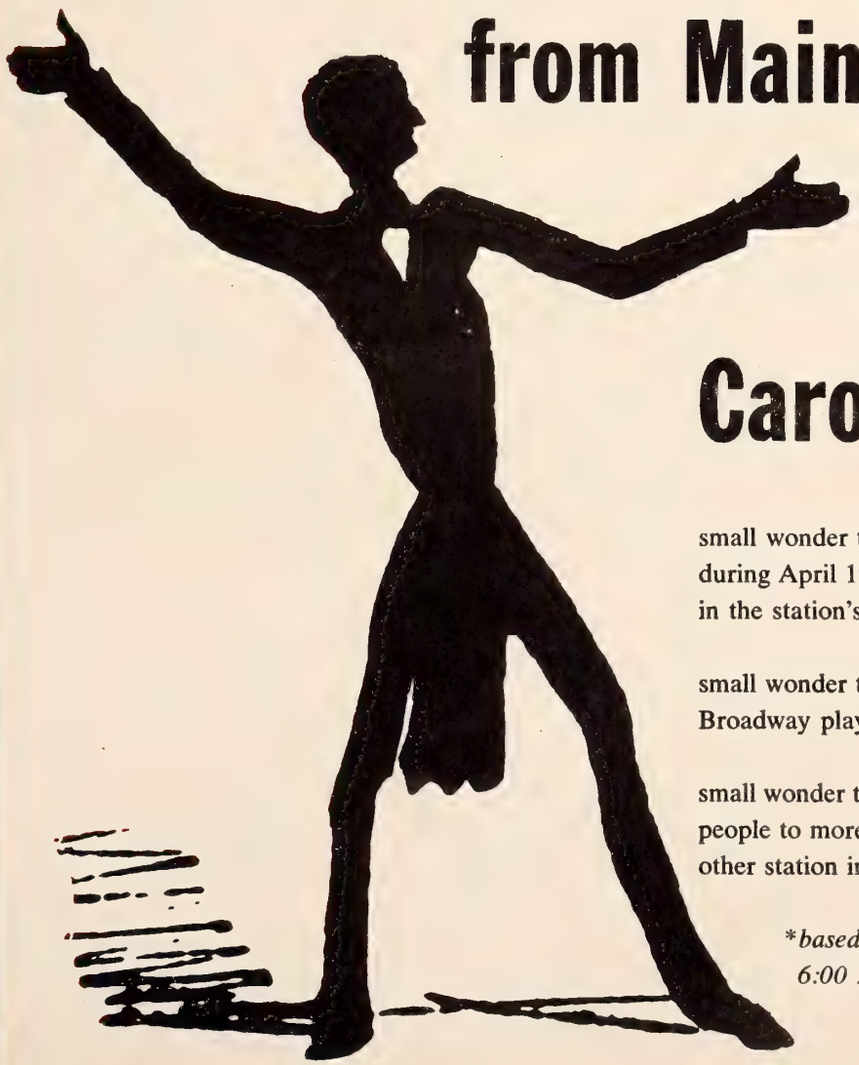
G Top Network uyer In March
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TELECASTING egins on Page 47

he Newsweekly Radio and levision.

.00 Annually cents weekly

WOR sells everything to almost everybody from Maine to North Carolina...



small wonder that WOR's daytime audience during April 1950 was the greatest for that month in the station's history.*

small wonder that WOR sells everything from Broadway plays to toy planes.

small wonder that WOR sells more goods for more people to more people, more often, than any other station in the United States.

**based on Pulse New York Reports— 6:00 AM-6:00 PM*

Greatest Show In Virginia

Throughout the length and breadth of Virginia there's nothing to equal Havens & Martin Stations.

Top attraction is WMBG, with its scintillating combination of NBC and local highlights, high on the applause list since 1926.

WTVR is Richmond's only television station. Where but WTVR can tele-viewers turn for visual wonders gathered the world over by NBC-TV.

Nor is FM forgotten. For WCOD serves its enthusiastic audience.

Small wonder that the Havens & Martin trio are the First Stations of Virginia. Small wonder that they're preferred by national advertisers who know Virginia markets.

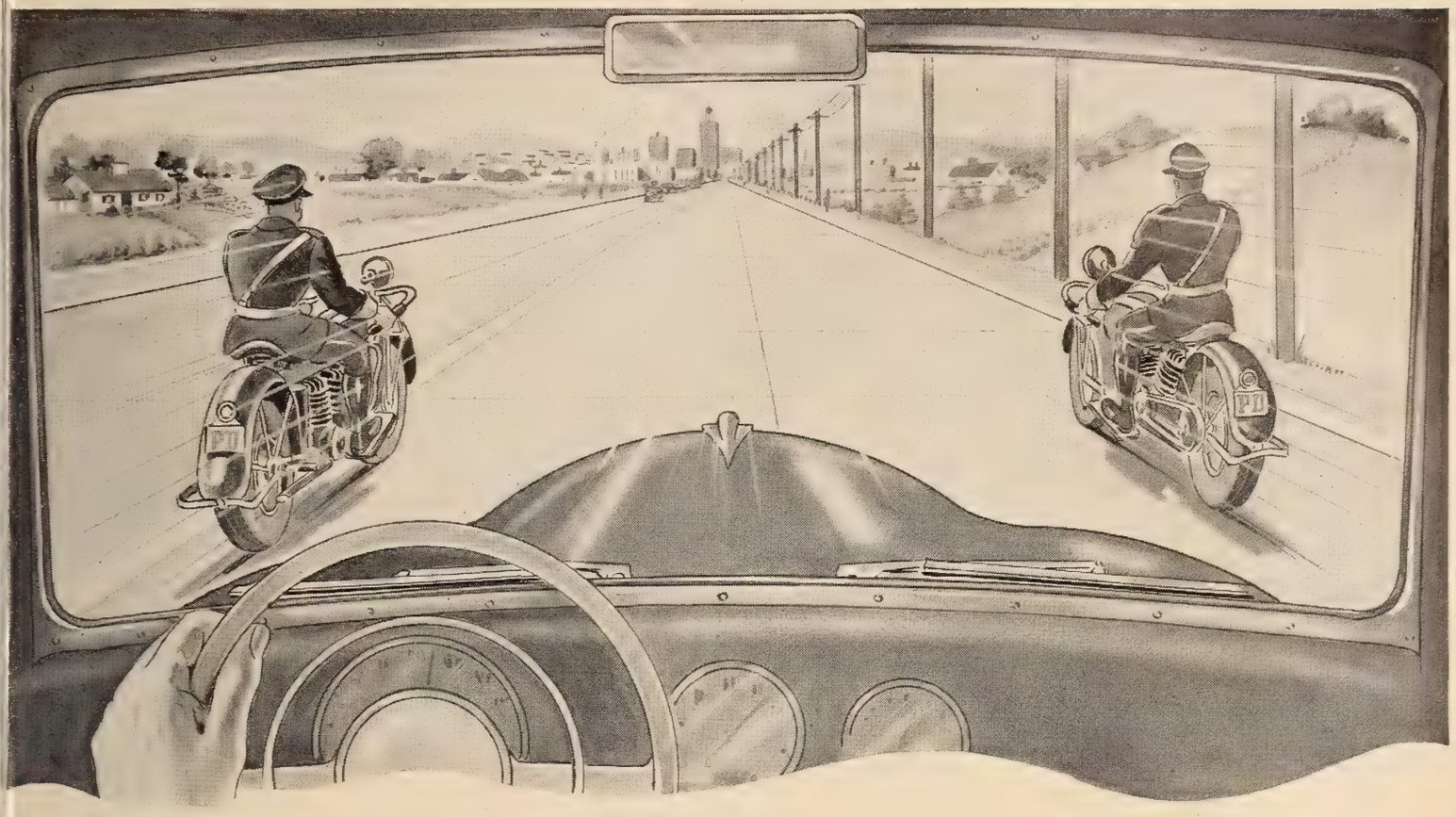


WMBG AM
WTVR TV
WCOD FM

First Stations of Virginia

Havens and Martin Stations, Richmond 20, Va.
John Blair & Company, National Representatives
Affiliates of National Broadcasting Company

Like a *local* escort . . .



Yankee gets you into any market *faster!*

Yankee home-town stations take you directly into the principal markets of New England. They offer the greatest possible range and flexibility to carry out an aggressive and well integrated campaign aimed at local markets throughout the area.

You have New England's largest regional network — with a widely spread network audience for Yankee and Mutual features. You have direct local impact in each market through your dealer's own home-town station. No waste "circulation." Mass impression everywhere.

With Yankee's 28 home-town stations you can do an all-out job in New England, or you can cover any group of markets to fit your present distribution, expanding to fit your needs.

Open up a hard-hitting New England sales drive. Reach more people, more effectively with Yankee.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

blished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Closed Circuit

NEXT ORDER of major AM business at FCC can well be disposition of hoary clear-channel case. Present thinking, it's understood, contemplates sandwiching clear-channel consideration between consideration of color TV and overall TV allocations this summer and fall.

WHEN Comr. George E. Sterling appears before Senate Interstate & Foreign Commerce Committee, tentatively set for June 14, in connection with his reappointment for new seven-year term, it's likely committee members will query him on (1) status of TV allocations and color; (2) disposition of clear-channel case (see above); (3) his views on McFarland Bill to reorganize FCC.

DESPITE careful scanning of long candidate list, Radio Mfrs. Assn. presidential selection committee believed far from accord on eve of Chicago convention (see early story page 34). If no outstanding candidate appears during convention, selection of occupant for proposed $50,000 post may be deferred to September.

DANCER - FITZGERALD - SAMPLE, New York, preparing spot announcement campaign for Procter & Gamble's Shasta shampoo to start July 3 in 14 markets.

IS COMBINATION of AM-TV-FM under same ownership in same market a single entity or three separate projects? That question is pending before Jacksonville, Fla., court by virtue of project of City of Jacksonville, licensee of WJAX, to float $400,000 bond issue for TV. Taxpayers' suit brought by WPDQ Jacksonville contends TV was separate project since separate licenses are required, entailing individual approval. Such testimony was given by George Davis, Washington consulting engineer. Paul F. Godley, consulting engineer for city, contended that TV was part of same project as is FM.

ANOTHER Florida city-owned station—WSUN St. Petersburg—also is experiencing bond activity, having validated $250,000 bond issue. In this connection, reports again were current, though unsubstantiated, that station might be sold to private operators.

STANDARD form of contract approved by American Assn. of Advertising Agencies and NAB, it has been discovered, violates Virginia statutes, not because of terms but because 8 pt. type is illegal in contracts. Virginia broadcasters, on local business, therefore must print own forms and in 10 pt. type to conform.

CARTER PRODUCTS Inc. (Arrid) through SSC&B, New York, considering sponsorship of another radio show in addition to *Sing It Again* on CBS, or possibly sponsoring radio version on television. Simulcast was made last week of program.

COMPLAINT of CIO asking FCC to issue temporary licenses against transit radio sta-

(Continued on page 78)

Upcoming

June 5: FCC Hearing begins on reallocation of 470-500 mc band from TV to common carrier, FCC Hdqrs., Washington.
June 5: Pennsylvania Assn. of Broadcasters, Bedford Springs, Bedford, Pa.
June 5-8: Radio Mfrs. Assn. Convention, Stevens Hotel, Chicago.
June 6-7: Free & Peters National Spot Sales Clinic, Edgewater Beach Hotel, Chicago.
June 12-13: Radio Farm Directors Convention, Administration Bldg., Washington.
(Other Upcomings on page 38)

Bulletins

LIPTON'S ice tea, through Young & Rubicam preparing summer campaign to start June 26 in about 100 markets. Contract is for six weeks.

JOHN G. WILSON DIES; RCA-VICTOR OFFICIAL

JOHN G. WILSON, 50, executive vice president in charge of RCA Victor Division of RCA, died Thursday night at his home in Wynnewood, Pa.

Born in Alma, Ill., on Aug. 17, 1900, Mr. Wilson attended public schools and Northwestern U. In 1927 he joined Montgomery Ward as assistant controller and then was made controller. He remained with Montgomery Ward until 1940 when he left to join Goldblatt Bros. Inc., Chicago, as vice president and controller. In 1943 he became vice president and general manager of United Wallpaper Co.

Mr. Wilson joined RCA in June 1944 as administrator of accounts and finance for RCA Victor. He was elected operating vice president in 1945, and in 1947 was elected vice president and general manager of division. In December 1948, Mr. Wilson was elected executive vice president. He was member of Controllers Institute of America and of Society of Naval Engineers.

Surviving are his wife, Mrs. Hazel L. Wilson; son, Michael, and two daughters, Shirley and Jean.

MUSIC WITH TEST PATTERN FAVORED AT FCC HEARING

INDICATION FCC may be inclined to allow some music background to TV test pattern operation during non-program hours—but on strict non-commercial basis—seen in oral argument Friday on Commission's rules restricting separate operation of TV aural and visual transmitters [TELECASTING, Dec. 12, 1949; Jan. 16].

FCC Chairman Wayne Coy feared telecasters would commercialize music-test pattern operation and shackle TV with "illegitimate" type of programming in competition with strictly aural services. Otherwise, he saw logic in arguments for music with test patterns to aid TV sales and installation, as advanced by

(Continued on page 78)

Business Briefly

SWANSDOWN SPOTS ● General Food (Swansdown cake flour) preparing spot announcement campaign to start in early June for three weeks on 50 stations in 20 markets. Agency, Young & Rubicam, New York.

KELLOGG RENEWAL ● Kellogg Co., Battle Creek, to renew *Mark Trail* on full MBS network starting in autumn. Program has been carried on test basis on about 50 stations. Agency, Kenyon & Eckhardt, New York.

GRUEN SERIES ● Gruen Watch Co., Cincinnati, planning to sponsor *Blind Date* Thurs. 9-9:30 p.m. on ABC-TV. Agency, Stockton West & Burkhart, Cincinnati.

SPOT TESTS ● Austin Portrait Studios, California and Utah, names Mayers Co., Los Angeles as agency, planning radio and TV test spots in Pacific Coast markets.

CANDY PROJECT ● Barricini Candy, New York, appoints Goold & Tierney, New York, to handle radio spot campaign.

FLORIDA GROUP ELECTS POWELL PRESIDENT

GARLAND POWELL, WRUF Gainesville elected president of Florida Broadcasters Assn. Friday at opening of two-day meeting at Orlando. He succeeds W. Wright Esch, WMFJ Daytona Beach.

Tom Watson Jr., WSWN Belle Glade, elected first vice president; S. O. Ward, WLAK Lakeland, second vice president; T. S. Gilchrist, WTMC Ocala, secretary-treasurer; Harold P. Danforth, WDBO Orlando, and Doug Silver, WIRH W. Palm Beach, directors.

Chairman of nominating committee was W. G. McBride, WDBO. Other members were Glenn Marshall, WMBR Jacksonville, and James M. LeGate, WIOD Miami. W. Walter Tyson, WALT Tampa, was chairman of Resolutions Committee.

Frank M. King, WMBR, explained plans for Broadcast Audience Measurement, BMB successor, and urged stations to support project. Dawson Newton, advertising manager of Florida Citrus Commission, explained how commission selects media in allotting $1.3 million budget, of which radio gets small share. He suggested stations do selling job on commission and Benton & Bowles, its agency.

Col. D. J. Wilkins, of U. S. Army, explained Army's advertising policy. Letter was read from Maurice B. Mitchell, director of Broadcast Advertising Bureau, explaining radio now gets 50-50 break in Army advertising. Grady Norton, head of Florida Hurricane Service, thanked stations for public service during disasters. FCC Commissioner Rosel Hyde spoke Saturday as did Capt. John Cross, State Dept. (see story page 28).

DURKEE'S NEW AGENCY

DURKEE FAMOUS FOODS Division of Glidden Co., Cleveland, names Meldrum & Fewsmith, also Cleveland, as agency.

NOW . . . IN DETROIT



HIGHER POWER for WKMH

5000 WATTS

on 1310 KILOCYCLES

MICHIGAN'S MOST POWERFUL INDEPENDENT

WKMH is the PLUS station of Detroit . . . a great abundance of the music everyone wants to hear . . . PLUS competent news coverage, broadcast intelligently and often . . . PLUS complete coverage of all the important sports . . . gives you more listeners per dollar invested throughout Metropolitan Detroit and Southeastern Michigan . . . PLUS a

BONUS: Ann Arbor, Pontiac, Ypsilanti—Toledo and Sandusky, Ohio.

"The TIGER Station"

- Music
- News
- Sports

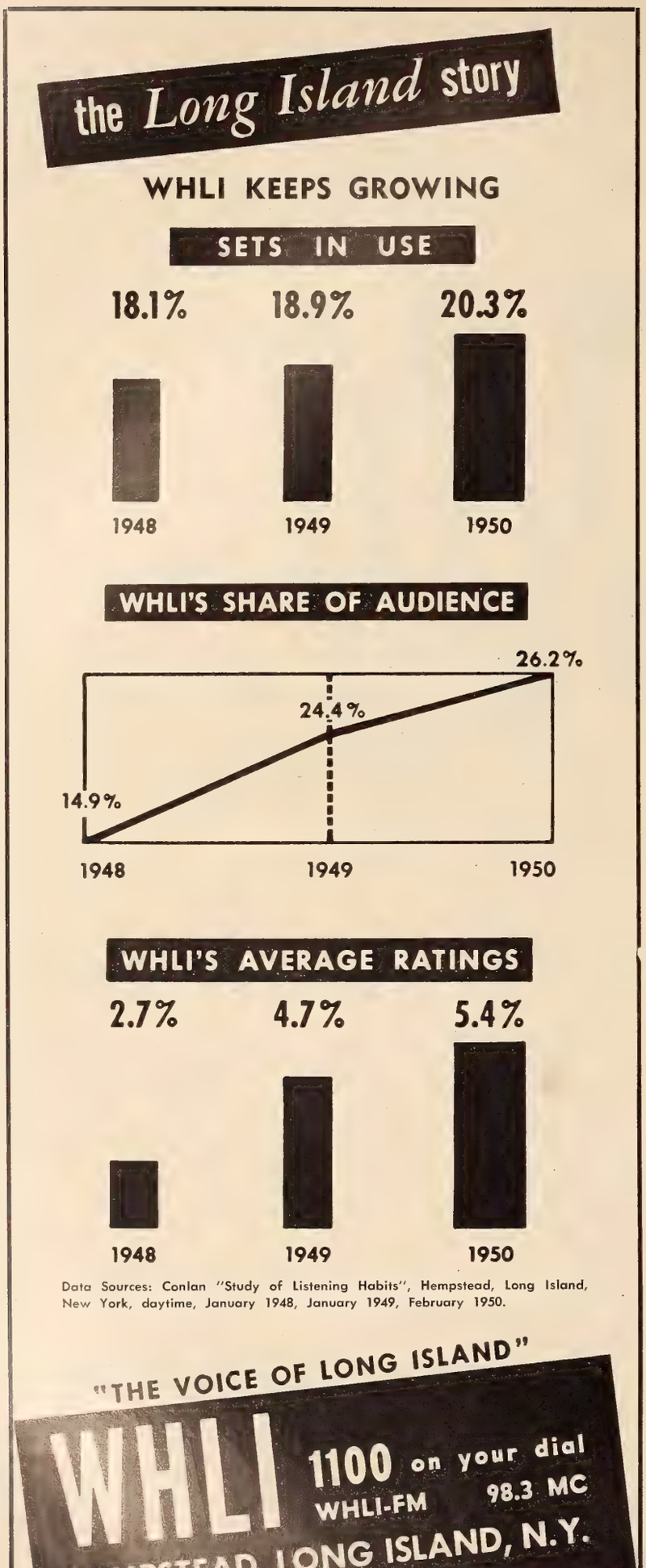
5000 WATTS

WKMH

1310 KC

Fred A. Knorr
President & Gen. Mgr.

Weed and company
National Representatives



BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Phyllys Steinberg, Judy Martin; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Bill Gabriel Jr., Elaine Haskell, Grace Motta Lillian Oliver, Al Riley, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, *Agency Editor;* Gloria Berlin.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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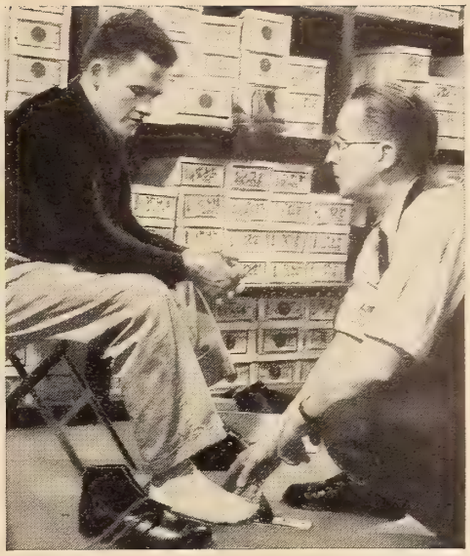
Subscription Price: $7.00 Per Year, 25c Per Copy



1. John McNulty, Clevelander, having passed his medical exam and been hired, reports for instructions. He is given general working rules, together with his gate badge and Safety booklet.



2. On his way to the Safety equipment department, he pauses to look at the plant Safety scoreboard. It's a constant reminder for steelworkers to be safe and stay safe.



3. Next, John is fitted with a pair of Safety shoes. Their steel toe caps protect his feet from possible injury.

John McNulty's Training Shows How Steel Plants Became One of the Safest Places to Work

Today the steel industry is one of the four safest major industries in the country. In 40 years the number of employee accidents in steel has been cut by 90 percent.

That seems like a miracle and it is. It has been achieved in two ways. First by installing accident-prevention devices. And second, by constantly reminding workers of safety through training and education.

The minute a man starts, his training in Safety begins. That's the way the steel industry protects its more than 600,000 employees, helps them to *be* safe and *stay* safe. Here, John McNulty gets acquainted with ways of Safety in steel.

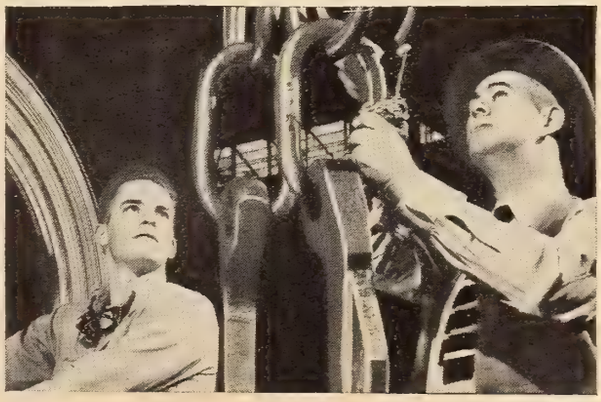


4. John's foreman shows him how to handle his new job safely and efficiently. Right here he is explaining the electric controls of a conveyor which transports 10-ton coils of steel.



5. Here a supervisor is making a periodic check with calipers on the chains and coil hooks of John's conveyor. Evidence of defects or overstrain means prompt replacement to prevent accidents.

6. Department foremen conduct regular Safety meetings. John joins in a general discussion of what steel workers wear for Safety.



Steel works for EVERYONE

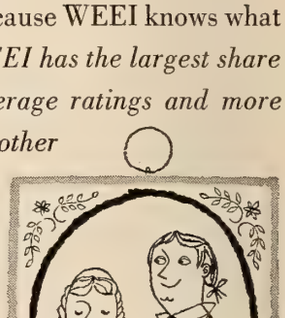
AMERICAN IRON AND STEEL INSTITUTE • 350 FIFTH AVE., NEW YORK 1, N.Y.



In Boston... it takes time to make friends

Boston is Boston... and there's no place quite like it. Take friendship, for example. Boston forms its friendships slowly. But once formed, they last forever. It's true in radio, too.

Most of Boston's radio favorites today are the hometown "real folks" WEEI first introduced many years ago — 20-year veterans like E. B. Rideout, the weatherman; Caroline Cabot and her shopping service; Carl Moore of the rapier wit; or such comparative "newcomers" (all on WEEI at least 10 years) as Uncle Elmer, Ken Ovenden, Charlie Ashley, Mother Parker, Jesse Buffum, Priscilla Fortescue. They're all on WEEI . . . because WEEI knows what Boston likes. *No wonder WEEI has the largest share of audience, the highest average ratings and more quarter-hour wins than all other Boston stations combined.*† *And today WEEI's bigger audiences are giving sponsors more for their money than ever before.*



the station is WEEI

Columbia's Friendly Voice in Boston

†*Pulse of Boston, March-April 1950*

Agencies



INDSAY MacHARRIE, for past five years radio and TV production supervisor and producer for Young & Rubicam, joins Calkins & Holden, Carlock, McClinton & Smith, New York, as manager of radio and television oduction.

NTHONY C. PIERRO, media director of Geyer, Newell & Ganger, New York, ected a vice president of agency. He has been with firm since June, 1949. Bere his association with G, N & G, he was media director of Buchanan Co., id before that was with Gotham Adv. Co. and Paris & Peart Agency.

HARLES SCHAFER, formerly sales promotion manager for Crosley Disibuting Corp., New York, appointed director of public relations and sales omotion for Brisacher, Wheeler & Staff, San Francisco, New York and os Angeles.

ILBY M. DURHAM, formerly active in Utah radio circles, joins Ross Jurney Assoc., Salt Lake City, as account executive.

OBERT W. KELLOGG Jr., formerly with Brooke, Smith, French & Dorrance, ins copy staff of Denman & Betteridge Inc., Detroit.

AMES M. NEVILLE joins public relations department of John LaCerda Agency, hiladelphia.

aVAUGHN HANSON, formerly with Leo Burnett Co., Los Angeles, joins dvertising service section of Young & Rubicam, Hollywood.

NNABELLE ANDERSON, timebuyer with Maxon Inc., New York, will broadst in French on subject of radio and television timebuying for Voice of merica.

ON McGEE, formerly account executive with Campbell-Mithun, Chicago, joins ayers Co., Los Angeles, in newly created post of director of marketing and erchandising of new products.

OHN HALPERN, formerly with Erwin, Wasey & Co., joins Pedlar & Ryan, ew York, as assistant radio and television director.

HITNEY HARTSHORNE, formerly radio and television timebuyer for Erwin, asey & Co., Los Angeles, named general media director of agency. He reaces **BUELL M. BROOKS,** who left to join Scripps-Howard Newspapers, San rancisco. **JOHN R. SCHLUTER,** formerly Erwin, Wasey traffic supervisor, ill act as agency timebuyer under supervision of Mr. Hartshorne.

. R. BLOOM, former media director of Geyer, Newell & Ganger, Detroit, joins enyon & Eckhardt, Detroit, in same capacity.

OHN JESSUP, former account executive at KJR Seattle, joins staff of Romig . Fuller & Co., same city. Firm deals with radio and TV exclusively.

ERBERT S. LENZ, formerly with Young & Rubicam and R. H. Macy, New ork, joins Farson, Huff & Northlich, Cincinnati, as senior account executive nd director of merchandising.

OUISE PACKARD, formerly continuity editor and women's director for LOW Norfolk, Va., joins staff of Henry J. Kaufman & Assoc., Washington, s TV producer.

OIZEN ADV. INC., Buffalo, N. Y., elected to membership in American Assn. Adv. Agencies.

ARRY WALL, manager of Viewer Depth Surveys, New York, June 1 joined esearch staff of Warwick & Legler, New York.

URTON BROWNE, partner in Burton Browne Adv. Agency, Chicago, awarded onorary Doctor of Science in Business Administration degree by U. of Hollyood.

AVID VAN de WALKER, office manager of Young & Rubicam Inc., Hollywood, the father of a girl, born May 21.

ew Addresses: MOGGE-PRIVETT Inc., Los Angeles, moves to new and larger uarters in Citizens National Bank Bldg., Wilshire Blvd. at Curson Ave. New hone is York 7243.

TWO TOP
CBS STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

KWFT
WICHITA FALLS, TEX.
620 KC
5,000 WATTS

KLYN
AMARILLO, TEX.
940 KC
1,000 WATTS

When you're making out that schedule for the Southwest don't overlook this sales-winning pair of CBS stations. For availabilities and rates, write, phone or wire our representatives.

National Representatives
JOHN BLAIR & CO.



WMBD promotion proves vast morning audience

"Ugh, heap many Braves in Peoria" sighed WMBD staff members after more than 8000 Peorians stormed the doors for colorful Indian hats. Occasion was the triumphant return of the Bradley University basketball Braves from the NCAA playoffs at Kansas City.

Four short announcements on early morning shows comprised the only publicity. Long before noon the station was swamped as fans lined up shoulder to shoulder in WMBD's outer lobby.



Striking, if somewhat startling, evidence of WMBD's vast and responsive audience — *PROOF that people listen to the radio in Peoria . . . and particularly WMBD!*

AM WMBD FM
PEORIA
CBS Affiliate • 5000 Watts
Free & Peters, Inc., Nat'l. Reps.

New Business



FEDERAL BLDG. & LOAN Assn., Salt Lake City, names Ross Jurney Assoc., same city, to handle advertising. Extensive use of radio plann

FOELL PACKING Co., Chicago (Rose Brand canned meat products), appoi Gordon Best Co., same city, to handle its advertising.

A. HOLLANDER Co., Newark, N. J., through Grey Adv., New York, curren sponsoring Wendy Barrie, Thursday, 10:30-45 a.m., on WNBT (TV) New Yo expected to expand show on entire network beginning this summer.

HOWARD D. JOHNSON Co. (restaurants) schedules radio spots to be us locally in cooperation with advertising campaign. N. W. Ayer is agency.

PLAZA STUDIOS (blouses and scarves), New York, appoints Yates, Werteb & Babcock Inc., same city, to handle its advertising. Television spots will used. **Charles L. Babcock** is account executive.

Network Accounts . . .

KRAFT FOODS, Chicago (Parkay Margarine and other products), repla *The Great Gildersleeve* with *The Falcon* on NBC for 11 weeks starting June Show is aired Wednesday, 7:30 to 8 p.m., CDT. Agency: Needham, Louis Brorby, Chicago.

EMBASSY CIGARETTES to sponsor *The Web*, mystery series, beginning July on CBS-TV Tues., 9:30-10 p.m., in period vacated for summer by *Suspen* Agency: Geyer, Newell & Ganger, New York.

MARS Inc., Chicago (Milky Way candy bar), to sponsor five-a-week, five-minu show on 200 ABC stations 5:55-6 p.m. in all time zones starting in Septemb for 52 weeks. Show to follow *Jack Armstrong* and *Sky King*, aired alterna days and to be cut from 30 to 25 minutes. Agency: Leo Burnett, Chicago.

AMERICAN SAFETY RAZOR Corp., Brooklyn, N. Y. (A.S.R. lighters), co tracts for 8-8:30 p.m. segment of *The Show Goes On*, over CBS-TV, effecti September 28. Agency: McCann-Erickson Inc.

RONSON ART METAL WORKS Co. Inc. (Ronson Lighters) renews sponsorsh of *Twenty Questions* for fifth year on MBS, Sat. 8-8:30 p.m. Grey Adv., N York, handles Ronson account.

BONAFIDE MILLS Inc. returning Sept. 1 to NBC-TV with *Bonny Mo Versatile Varieties*, Friday 9-9:30 p.m., after eight-week summer hiatus.

SYLVANIA ELECTRIC PRODUCTS, Colonial Radio & Television Div., will a one top football game each Saturday over ABC starting Sept. 30. Kenyon Eckhardt is the agency.

ELECTRIC AUTO-LITE Co., renews *Suspense* on CBS for next fall. Adve tiser also has scheduled *Suspense* on CBS-TV to return Aug. 28. Cecil & Pre brey, New York, is agency.

Adpeople . . .

WILLIAM BROOKS SMITH, advertising director of Thomas J. Lipton Inc., a pointed chairman of Assn. of National Advertisers Radio and Television Stee ing Committee.

JAMES CALVIN AFFLECK, formerly with Radiomarine Corp. of Ameri appointed to newly created post of sales promotion manager of receiver sal division of Allen B. DuMont Labs.

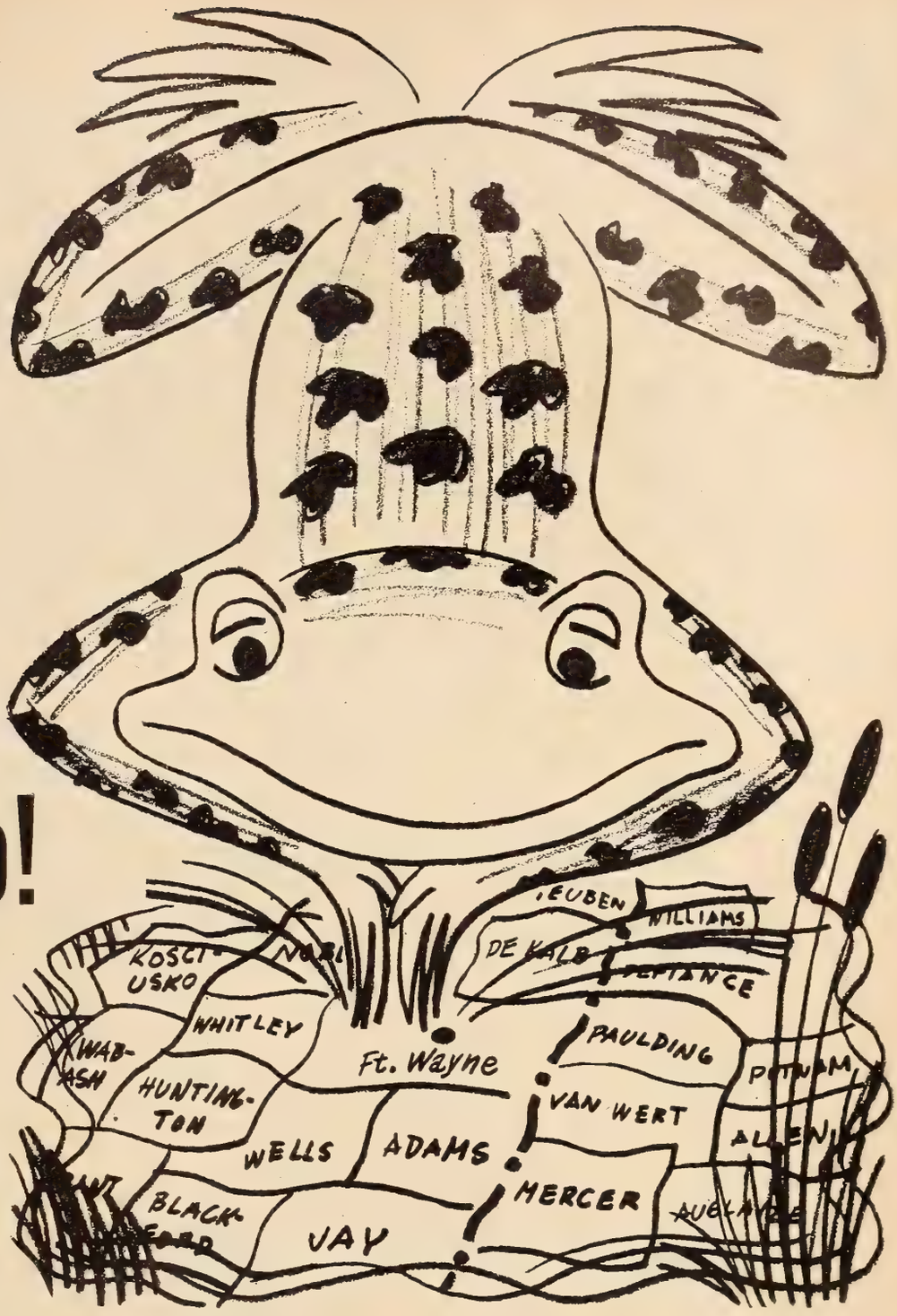
MINNESOTA VALLEY CANNING Co., Le Sueur, Minn., buyer of broadcasti for many years, changes its name officially to Green Giant Co.

This "Pond"

s Bigger

Than

San Francisco!



s the area covered by WOWO.. not
ly Fort Wayne and its suburbs, but a
ge Midwest market of *49 BMB counties.*
market with almost *300,000 Radio*
milies.. bigger than the city of San
ancisco! A market in which WOWO
ograms show consistent leadership in
tening surveys.. morning, noon, and
ght! To reach this important segment of
e nation's purchasing power most eco-
mically and most forcefully, ask Free &
ters about WOWO.

WOWO FORT WAYNE

ABC AFFILIATE

A BIG FROG IN A BIG POND!

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV NBC Spot Sales

KVOO
OKLAHOMA'S GREATEST STATION FOR 25 YEARS

BMB SHOWS KVOO
Blankets
OKLAHOMA'S NO. 1 MARKET *Plus*

Adjacent Bonus Counties in Kansas, Missouri and Arkansas

And KVOO Blankets this rich market more intensely than does any other medium. The 1949 BMB report shows each of the 30 counties in the Tulsa Market Area of Northeast Oklahoma plus 13 counties in Kansas, Missouri and Arkansas within the KVOO 50-100% daytime area.

KVOO shows a radio family audience in the 1949 BMB report of 799,050 daytime against 683,920 in the 1946 BMB report; and a 1949 nighttime audience of 1,270,040 against 997,040 in 1946.

1949 KVOO BMB DAYTIME

Counties With:	No. of Counties	1949 Radio Families	KVOO 6-7 Days a Week Audience*	%
50-100%	50	384,470	231,930	60
30-49%	20	103,790	16,640	16
10-29%	76	310,790	17,330	5
	146	799,050	265,900	33

1949 KVOO BMB NIGHTTIME

Counties With:	No. of Counties	1949 Radio Families	KVOO 6-7 Nights a Week Audience*	%
50-100%	41	333,510	150,700	45
39-49%	38	143,960	18,100	12
10-29%	230	792,570	35,330	4
	309	1,270,040	204,130	16

*Families among 1949 radio families listening to KVOO 6 to 7 days (or nights) a week.

Edward Petry & Co., Inc.
National Representatives

NBC AFFILIATE
50,000 Watts

KVOO
BLANKETS OKLAHOMA'S NO. 1 MARKET

Feature of the Week

AN HISTORICAL anecdote culled from New England's prodigious backlog walked into WEEI Boston's sales office early in May and signed a contract. Or so it seemed to the station.

For several months, old buildings in a mid-city block owned by The Jordan Marsh Co., department store, have been coming down to make way for new ones. During this bevy of construction, Walter Piper, editor of the "Walter Piper Page" of Jesse H. Buffum's *New England Almanac* (Mon.-Sat. 6:15-6:45 a.m.) joined sidewalk superintendents.

Mr. Piper's eye fixed itself on a large block of granite that had the initials SPG carved upon it. It aroused his curiosity sufficient enough for him to make mention of it in his script. Mr. Buffum picked the item out for special attention on the broadcast and as Mr. Piper contributed further investigative reports, he relayed them to listeners.

The Piper diggings brought forth an historic tale reaching as far back as December 1800. In that



Linking past and present are Messrs. Gardner (1) and Buffum. This is G. Peabody Gardner, lineal descendant of the historic Gardner.

* * *

year, Samuel Pickering Gardner—hence the SPG—purchased the land, house, coach-house, farm buildings and pear and apple orchards from Frederick W. Geyer, a Loyalist sympathizer during the

(Continued on page 69)

On All Accounts

"ONE of the important contributions radio has made to Midwest living has been the instantaneous contact isolated farm families have with events throughout the world."

This view has been expressed by Mrs. Eileen Gould, who, as media director for the Ambro Advertising Agency of Cedar Rapids, Iowa, handles 26 accounts whose more than 100 broadcasts are aimed at this vast market.

With Ambro since 1945, the vivacious young media director's first responsibility is to handle all of the firm's media assignments. However, she has had an opportunity to work in several phases of the agency operation. She also writes some radio copy and has the important job of speeding the work of her 16 associates by controlling the production department's productrol board.



EILEEN

In preparing for her position in this wealthy and important market, Eileen worked in radio and television at CBS and WBBM Chicago. A graduate of the Mount Mercy Junior College and Iowa State U., she majored in music and dramatic art. Her first job was with the Northwestern Bell Telephone Co., and she also earned promotions in the field of retail selling.

Since Eileen joined Ambro in 1945, one advantage of her position has been the opportunity given her for "doubling in brass." Her first job with the agency was that of production clerk. In an agency of Ambro's size at that time, she points out, the position was the same as assistant production manager.

After being with the agency approximately six months, she began handling media director's work, a title finally decided upon about a year ago after the firm's extensive growth.

Of the 26 Ambro accounts, all of which Eileen comes in contact with, some representative ones include American Trust & Savings Bank, C. R. & I. C. Railroad, The Hamilton Co., Interstate Finance Corp., Iowa Electric Co., Iowa Light & Power Co., Kilborn Photo Paper Co., The Pickwick Co., Potosi Brewing Co., WKBB Dubuque, Tallo-Hy Kitchens, Thermogay Co., Vigortone Products Inc.

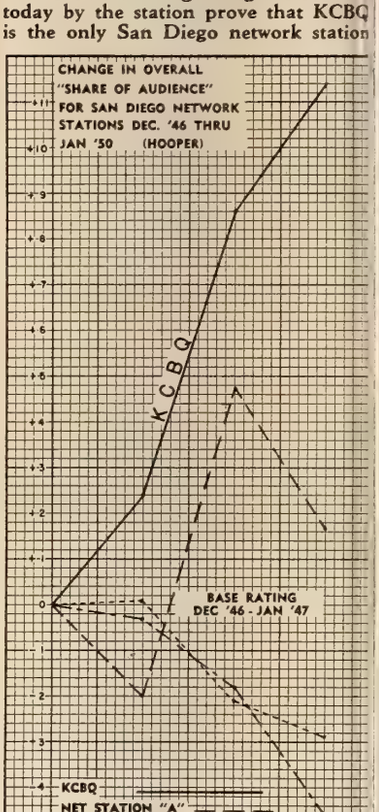
Busy as she is, Eileen stoll finds time to devote herself to other interests. First and foremost is daughter Patricia Kaye, a carbon

(Continued on page 73)

Listeners Switch To KCBQ

San Diego Audience Chooses CBS Station

An overwhelming number of San Diego radio listeners are switching to KCBQ—CBS in San Diego. Figures released today by the station prove that KCBQ is the only San Diego network station



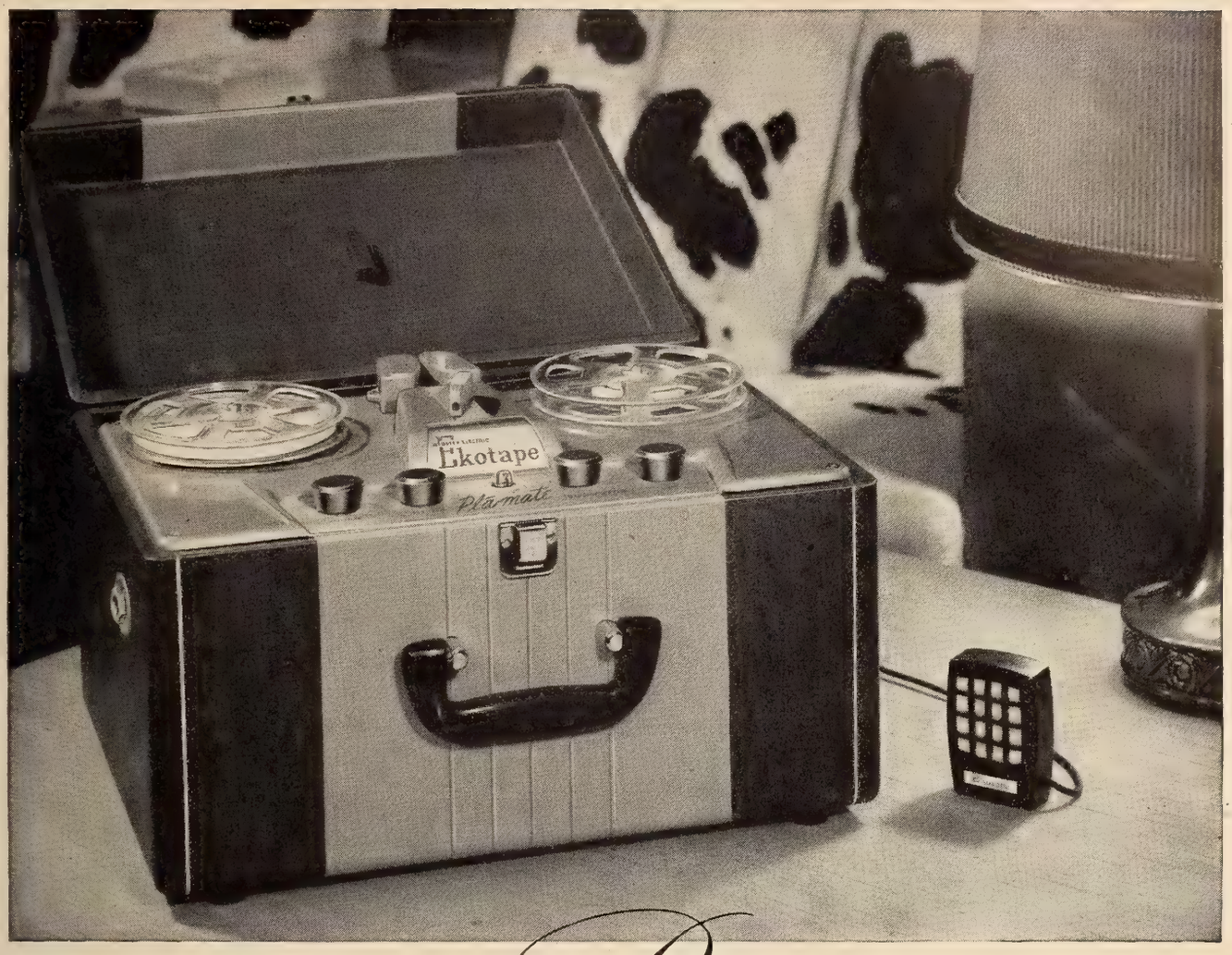
to show an increase in over-all "share of-audience" during 1949 with all competing network affiliates taking a nose-dive.

San Diego Now 26th Market

Astute time-buyers are taking particular notice of this fact because of the tremendous importance of the swiftly growing San Diego market, and the strong KCBQ sales story. They point out that San Diego is now the country's 26th market with a diversified, stable economy and the second highest retail sales index (435) in the U.S. today. This figure is also backed up by the 1950 edition of Consumer Markets published by Standard Rate & Data.

Hollingbery Is Rep.

Inquiries may be made by contacting the KCBQ Sales Department or through the offices of the Geo. P. Hollingbery Co., station representatives.



It's a Beauty!

FOR THAT ON-THE-SPOT NEWS RECORDING

The New EKOTAPE Pla-mate is a recorder you'll be proud to take out for on-the-spot news recordings. It's a beauty . . . as smart as modern luggage, and acoustically designed too. Fine tone quality. One central control selects tape speed and direction—fast forward, standard forward for recording and playback and fast rewind. Two-hour playing time with 7-inch reel, and one hour with 5-inch reel. It has 3¾" per second tape speed and "twin track."

As a portable tape recorder for supplementary use around the station—see and hear the new Ekotape Pla-mate.

WEBSTER ELECTRIC

the new Ekotape *Pla-mate* tape recorder

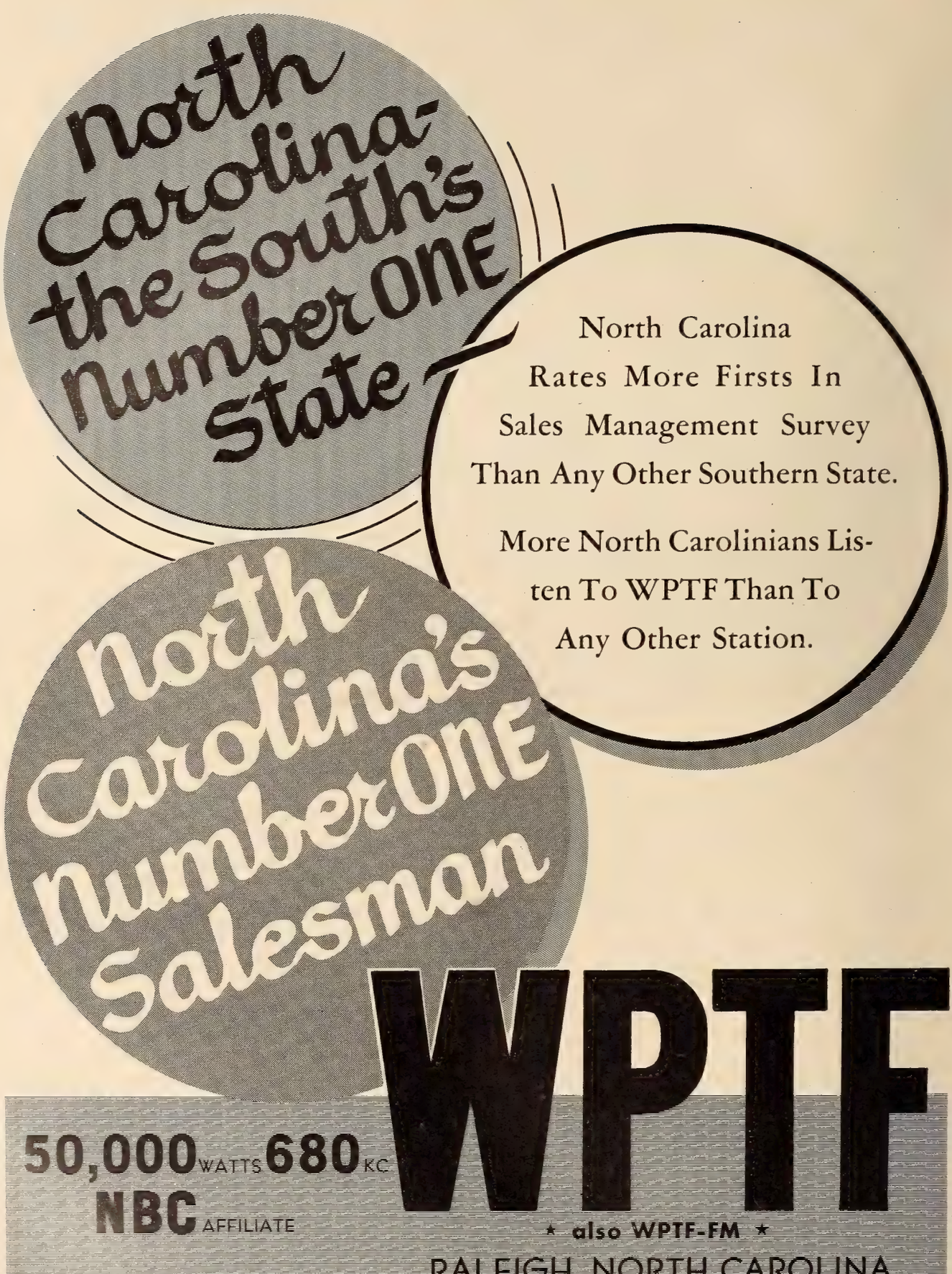
$156.50



WEBSTER ELECTRIC

Webster Electric Company, Racine, Wis. • Estab. 1909

"WHERE QUALITY IS A RESPONSIBILITY AND FAIR DEALING AN OBLIGATION"


North Carolina-the South's Number ONE State
North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.
More North Carolinians Listen To WPTF Than To Any Other Station.
North Carolina's Number ONE Salesman
WPTF
50,000 WATTS 680 KC
NBC AFFILIATE
★ also WPTF-FM ★
RALEIGH, NORTH CAROLINA
FREE & PETERS, INC. NATIONAL REPRESENTATIVES

BROADCASTING
TELECASTING

Vol. 38, No. 23 WASHINGTON, D. C., JUNE 5, 1950 $7.00 A YEAR—25c A COPY

RADIO'S BUSINESS PROSPECTS

Spot, Local Loom Best

[*AFA Convention Story, Page 17*]
RADIO has become a powerful advertising medium but its biggest achievements lie in the future, especially in the field of direct selling, according to J. S. Stolzoff, vice president of Cramer-Krasselt Co., Milwaukee.

Basing his predictions on a scientific poll of advertiser, agency and broadcasting executives, Mr. Stolzoff last Wednesday told the Advertising Federation of America convention in Detroit that "more and more large local advertisers, and regional and national advertisers, are going to use radio on a basis that radio has rarely been used in the past."

Mr. Stolzoff pointed to "a growing group of advertisers who are developing an exciting and successful approach to using radio on a highly profitable basis" and cited results of a survey conducted by Cramer-Krasselt Co. in cooperation with BROADCASTING.

In this magazine's 23d TRENDS survey, station managers and owners predicted increased billings for the radio medium, especially on the national spot and local level [BROADCASTING, May 15].

Revealed for the first time by Mr. Stolzoff are the predictions of advertisers and agencies. They, too, foresee expanded use of the radio medium and Mr. Stolzoff presented their predictions separately and combined with views of broadcast executives.

Radio "Mature"

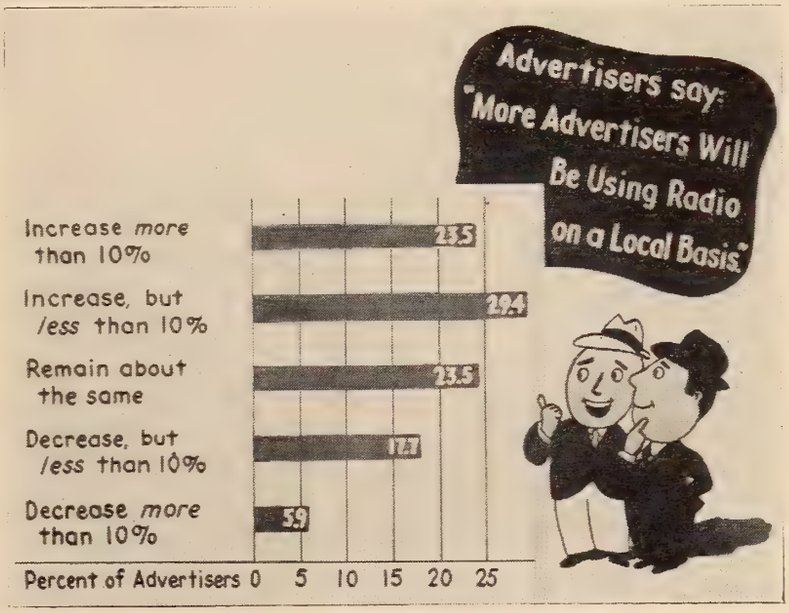
"Radio has reached its maturity," Mr. Stolzoff concluded. "It is today, more than at any previous time in its history, a powerful, flexible giant medium with a sales power limited only by the ingenuity of the people who use it.

"The biggest radio success stories are still to be written. And they will be written by people who are willing to roll up their sleeves and milk every last drop of power from their radio advertising dollars."

Woven into the analysis of advertiser-agency-broadcaster predictions by this key agency executive are case-history stories based on actual direct-selling achievements.

Recalling radio success stories of the institutional type, particularly large local advertisers and the small and medium-sized national advertiser, Mr. Stolzoff said large national advertisers have been heavy users of radio as an important part of their promotional plans. He added that there are many dramatic success stories in which small local advertisers have built their advertising programs around radio.

"During 1949 the two largest local daytime radio users in the nation were two midwestern department stores," Mr. Stolzoff told the AFA. "One of these stores, Schuster's of Milwaukee, used up to 36 hours per week of radio programs on five of the six radio stations in their market. In second place was The Golden Rule, a St. Paul department store, which used up to 22 hours per week of radio during the peak of their 1949 radio promotional plans.



"How successful were these programs?

"The answer is that both of these stores are continuing their schedules with undiminished force through 1950. Another measure could be in terms of product sales."

Mr. Stolzoff explained how the Rule store decided to sell television sets by using a home demonstration offer in which the prestige and confidence enjoyed by the store would be applied to a nationally advertised receiver.

Low Cost Radio

TV sets were sold in large quantities at a total advertising-to-sales cost of less than 5%, he said, "certainly a dramatic figure measured in terms of normal sales cost on a direct selling program." He said other stores are now investigating plans to set up outside organizations with leads developed by using radio as the "promotional backbone."

"By the end of 1950," he continued, "you will see an increasing number of department store advertisers using radio time in large quantities to secure leads for outside selling crews." He added that stores know there are 50

(Continued on page 16)

NAB FEDERATION?

Dual Role at FCC Hearing

NAB appeared before the FCC Friday in a new dual capacity—in favor of and at the same time opposed to a proposed new regulation.

On behalf of aural (AM and FM) station membership the association took a flat stand in favor of a proposed FCC policy that would sharply restrict TV programs in which sight and sound are not integrated.

And on behalf of its TV membership NAB opposed any such restriction.

This dual stand raised suggestion that the association was conceding the need for complete reorganization into a federation but William B. Ryan, NAB's general manager, said no such inference was justified.

Mr. Ryan told BROADCASTING the dual role was entirely consistent with the association's obligation to render full service to all its members. "There is no thought of federating," he said. "We merely are using the NAB organization with maximum flexibility, serving interests within the membership structure.

"I see no need whatever for any federating within the NAB."

Asked if he is studying a reorganization along federation lines, Mr. Ryan said: "No, I'm not studying reorganization. I'm studying organization."

Decision of NAB to appear for TV stations against the FCC's proposed restriction of TV aural operation followed a board poll in which the action was favored on a 4-1 ratio. This poll, it was understood, was not based on the problem of NAB appearances for and against the FCC proposal but merely on the TV stand.

While NAB's Structure Committee was discharged by the board last February after a series of revamping operations, the idea of a federated association was raised at the Chicago convention in an address to independent stations by Edgar Kobak, consultant. The board itself has taken no action along federation lines.

Vincent Wasilewski, NAB attorney, appeared at FCC's Friday hearing on behalf of the association. He was accompanied by G. Emerson Markham, director of the NAB Television Dept. and Edward L. Sellers, director of the FM Dept.

Chairman Wayne Coy ruled that Messrs. Markham and Sellers could not argue for the record

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Radio's Prospects

(Continued from page 15)

prospects on the outside for every one that comes into the store.

"Every test that we know of, that has been conducted by stores attempting to find what will do the best job of securing valid leads at low cost, have shown radio to be the advertising medium best designed to do this job," Mr. Stolzoff said. He cited an example in Detroit in which a leading midwestern manufacturer will use his first commercial radio time in the near future, tying in with 12 to 15 key dealers in an all-out campaign with radio getting 50% of the budget.

Radio Doubles Results

He told of a pilot test in Milwaukee, with radio as the sole promotional weapon, in which a dealer who had spent $3,000 in normal advertising was able to get double the results with a $600 radio campaign—a ratio of 10 to 1 in favor of radio.

Referring to dozens of other campaigns already running or in the planning stage, Mr. Stolzoff said: "The payoff on the radio advertising, quite aside from whatever long-range advertising value there may be, comes within 20 minutes of any given radio broadcast.

"There is no room for these advertisers to wonder whether radio is a good selling medium or not. Each of these advertisers knows immediately how resultful his program has been. Nor can we think of these campaigns as being isolated or being exceptions to the rule. There is every indication that more and more large local advertisers and regional and national advertisers are going to use radio on a basis that radio has rarely been used in the past.

"Radio station operators, advertisers and agencies who have gotten into the field of using radio as a direct selling force, producing immediate leads or immediate sales, have a most optimistic attitude about the direction in which radio is headed.

"That group, and I must confess that I am among them, feel that radio, generally, but most certainly daytime radio specifically, can and will move ahead during the next five-year period—move ahead in volume, in sales results and in the number of advertisers.

"To help get the national radio 'feeling,' a survey based on over 280 reports submitted by advertisers, agencies and broadcasters has recently been completed. In fact the final tabulations have been made within the past few days. The broadcasters were surveyed by BROADCASTING, in cooperation with The Cramer-Krasselt Co.

"The advertiser and agency groups received the same questionnaire from the Research Department of the agency. The stations, the advertisers and the agencies surveyed represent a fairly accurate cross-section. They include the very largest and the very smallest stations. They include radio users, radio non-users, large advertisers, small advertisers, big agencies and little agencies, scattered geographically across the country in television markets and in non-television markets.



Drawn for BROADCASTING by Sid Hix

"Well, you can always listen to the radio."

Where do agencies believe radio's biggest gains will be made?

Network Programs (3.4%)
Selective Market Announcements (46.6%)
Selective Market Programs (36.1%)
Local Spot Announcements (13.9%)

"The reaction of the agencies seems to bear out the contention that radio is getting more and more to be an aggressive, hard-hitting selling force operating right in the market and tied in closely with the actual sale of the merchandise through such devices as producing active sales leads.

Where do advertisers believe radio's biggest gains will be made?

Network Programs (0.0%)
Selective Market Announcements (42.1%)
Selective Market Programs (36.8%)
Local Spot Announcements (21.1%)

"The advertisers surveyed indicate the same belief that radio will move ahead in selling market by market. Over 36% predicted the biggest gains in selective market programs. Another 42% said in selective market announcements and 21% in local spot announcements. None said network.

"While stations feel that the bulk of the increased advertisers will get in on a selective market basis, over 43% see greatest gains in local spot announcements. Identical numbers said selective market programs and selective market announcements, 28.3% [BROADCASTING, May 15].

Average of agency-advertiser-station views of where radio will make its biggest gains:

Network programs (1.1%)
Selective Market Announcements (39.0%)
Selective Market Programs (33.8%)
Local Spot Announcements (26.1%)

"Averaged together to get the general thinking of the entire radio industry, we see that 98.9% of the persons participating in the survey said that radio will make its biggest gains at the local level. Only 1.1% said at the network level.

More Advertisers Seen

"Another set of questions were asked to find out what advertisers, agencies and stations believe actually is going to happen as far as changes in the *number* of advertisers who will be using radio.

Agencies say: "More advertisers will be using radio on a local basis." (See illustration, this page.)

Increase more than 10% (24.9%)
Increase, but less than 10% (27.3%)
Remain about the same (25.1%)
Decrease, but less than 10% (12.3%)
Decrease more than 10% (10.4%)

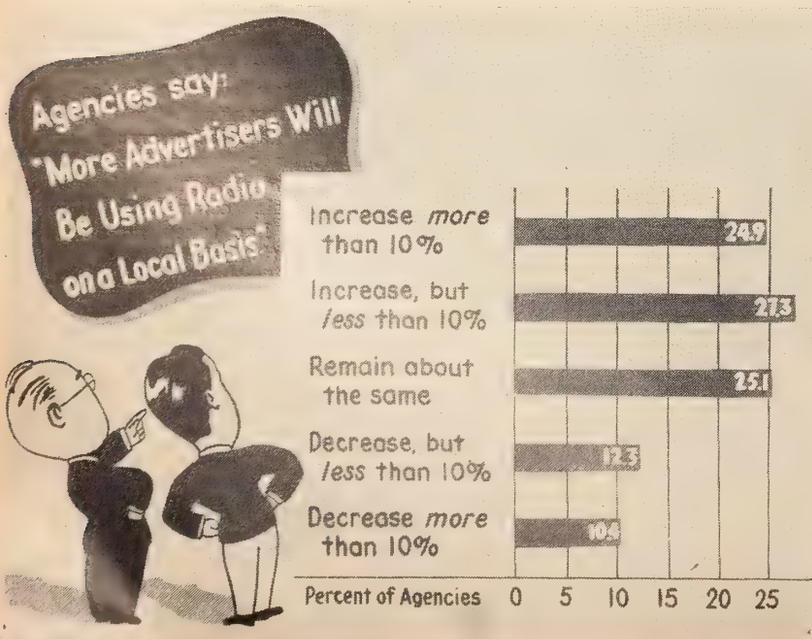
"The agencies generally agreed that more advertisers will be using radio on a local basis.

Advertisers say: "More advertisers will be using radio on a local basis." (See illustration, page 15.)

Increase more than 10% (23.5%)
Increase, but less than 10% (29.4%)
Remain about the same (23.5%)

(Continued on page 77)

* * *





NAB CHALLENGED

Hyde Questions Miller 'Coercion' Charge

IN A SHARP REBUKE for charges raised by NAB President Justin Miller, the chairman of the U. S. NARBA delegation last week challenged NAB's usefulness in international negotiations under its existing policies.

FCC Comr. Rosel H. Hyde, head of the NARBA delegation, wrote Judge Miller that the contributions of NAB representatives in conferences on policy or non-technical matters appeared to be "nullified by the restrictions imposed upon them by your Association."

Accordingly, he wrote, "I personally can see little fruitful purpose to be served in their participation in a delegation to an international conference."

By implication he suggested that his views be considered by the NAB board at its June meeting, since Judge Miller had indicated that its policies on participation in international conferences would be reviewed at that time.

Comr. Hyde's letter was in answer to one sent by Judge Miller to the State Dept.—with a copy to Comr. Hyde—suggesting that there were attempts to "coerce" NAB's representative at the NARBA conferences held in Havana earlier this year. The reply was released in response to queries by BROADCASTING after State Dept. sources confirmed reports that coercion charges had been made.

Quotes Judge Miller

In his letter Comr. Hyde quoted Judge Miller as saying that policy established by the NAB board forbade NAB representatives to "participate in or acquiesce in any of the proposals" made by the U. S. delegation to the Cuban government during the Havana meetings.

"I am forced to speculate as to the usefulness to the U. S. delegation of any representative so limited in power and discretion," Comr. Hyde declared.

He told Judge Miller that he was "shocked by, and take issue with, your unsupported and unsubstantiated statement that 'an effort was made to coerce' your representative into acquiescence with a proposal submitted to the Cuban Government. . . .

"As Chairman of the U. S. delegation I was intimately acquainted with every phase of the proceeding and I do not recall the use of coercion of any kind whatsoever on any member of the delegation, or on any advisor, or on any observer."

He thought it possible that Judge Miller was referring to a "meeting at which *each* member of the delegation . . . was polled for his opinion and advice on a proposal then being drafted."

The delegation, he noted, included "executives, attorneys and engineers connected with the various networks, with individual stations, with industry groups, and with the government."

"Please be advised," the letter continued, "that such polling was done on the assumption that each member of the delegation was a person able to consider matters freely and objectively and able to assist the delegation in the performance of its functions by making available his views on the problems under discussion."

He said he was officially notified that NAB's representative "was precluded from giving such assistance" only after the representative, NAB Engineering Director Neal McNaughten, was called home from the conference.

"I might mention that the NAB withdrawing Mr. McNaughten from the conference at that time did not materially aid the delegation in drafting difficult and technical engineering positions under consideration," he added.

The letter continued:

You will recall, Judge Miller, that your presence had been specifically requested as a member of the delegation in order that the delegation might have available the views of a responsible representative of the NAB in its consideration of the various problems that were sure to arise.

When the specific invitation to you was acknowledged only by the nomination of Mr. McNaughten, it was assumed that he would be able to fulfill this function. I am aware now that we were mistaken in such an assumption. However, I cannot concede that the mere polling of a member of the delegation for an opinion on a matter under discussion, along with all other members of the delegation, can be construed in any light as "coercion."

In the event that the mentioned incident is the alleged effort at "coercion" to which you refer, and, as I know of no other circumstance which could by any interpretation whatsoever be considered as "coercive," it is manifest that you are either grossly mistaken or have been grievously misinformed.

Comr. Hyde quoted Judge Miller as saying that "there comes a point to which our Association is not empowered to proceed as an Association," and that "at that point it is necessary for our representative to refrain from participating in final decisions and from joining in recommendations and proposals."

Hits NAB Stand

The NARBA chairman conceded that "your desire to avoid taking a position under certain circumstances is understandable," but felt that "the NAB has gone far from adopting a neutral stand with respect to NARBA problems. In essence, the NAB has put itself on record as being against *any* adjustment of the *status quo*."

"Mr. McNaughten," he continued, "was apparently instructed not to agree to any proposal involving such an adjustment, and this instruction, in effect, resulted in his having to disagree with every proposal.

"This, in my opinion, is not only an unrealistic position in the light of the complex problems presented, but a completely inflexible one which, if adopted by a majority of the delegation, would have the effect of foreclosing any adjustments despite possible advantages which might result to the U.S. or of the radio industry as a whole. Moreover, the adoption of such a position would appear to render the

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Our New New York Quarters

BROADCASTING-TELECASTING has moved its New York Bureau to 488 Madison Avenue, on "Radio Row," opposite CBS and a stone's throw from Radio City.

Phone remains unchanged—PLaza 5-8355.

The new air-conditioned Look Building houses a number of top-flight radio firms and advertising agencies. They include Edward Petry & Co., The Katz Agency, Frederic W. Ziv Co. and World Broadcasting System, The Taylor Co., Fort Industry Co. New York Branch, William H. Weintraub Agency, Joseph Katz Co., Anderson, Davis & Platte Inc., Schwab & Beatty, Minute Maid Corp., and Cowles Magazines Inc., which embraces the Cowles radio properties.

Situated in the new headquarters will be Sol J. Paul, advertising director, who continues to headquarter in New York; Edwin H. James, New York editor, and Bruce Robertson, senior associate editor; Herman Brandschain, assistant to the New York editor, Florence Small, agency editor, and Eleanor Manning, assistant to the advertising director. The new offices are located on the sixth floor. Readers are invited to utilize the facilities of our new quarters.

AFA NAMES PATTERSON

At Detroit Meet

(Also see AFA story, page 15)

NEW officers were elected Thursday by Advertising Federation of America, winding up its 46th annual convention at the Statler Hotel, Detroit, with Graham Patterson, publisher of *Farm Journal* and *Pathfinder*, becoming chairman of the board.

Ben R. Donaldson, advertising director of Ford Motor Co., was elected treasurer, and Grace Johnsen, ABC continuity acceptance director, becomes secretary.

Re-elected to the board of directors were Fairfax M. Cone, chairman of the executive committee, Foote, Cone & Belding; Leonard Hornbein, director of public relations and advertising, Famous-Barr Co., St. Louis; George S. McMillan, vice president, Bristol-Myers; Robert S. Peare, vice president, General Electric Co.; Ralph Smith, executive vice president, Duane Jones Co.

New board members elected by AFA were Vernon Brooks, advertising director of Scripps-Howard; Robert Gray, director of advertising and sales promotion, Esso Standard Oil Co.; Henry G. Little, executive vice president, Campbell-Ewald Co., and Wesley I. Nunn, advertising manager, Standard Oil Co. (Indiana).

St. Louis Next

The 1951 AFA convention will be held May 6-9 at the Jefferson Hotel, St. Louis.

Clarence Hatch Jr., executive vice president of D. P. Brother Co., Detroit agency, alerted delegates to TV possibilities. "Color television is nothing short of magnificent," he said, explaining he had been observing RCA color experiments in Washington. "With the advent of color, which is not far off, the impact of television will increase beyond measure."

Mr. Hatch urged AFA members to make the most of the new techniques in TV commercials and praised the visual medium's ability to do a selling job. He sharply criticized stations not doing a proper job of projecting and transmitting filmed spots and programs.

"There is just no uniform standard of quality in the projection of film in television and I certainly wish that we could do something about it," he said. At the same time he complimented network projections but urged all agency and advertser officials to be "watchfully on your toes." Mr. Hatch suggested timebuyers buy time only on stations doing a good job,

(Continued on page 28)

TRANSIT RIDES HIGH

Wins Two Major Victories

TRANSIT RADIO won two victories last week and then ran into a blast from the CIO.

Victory No. 1—A Federal court dismissed three suits against transit service.

Victory No. 2—The *St. Louis Post-Dispatch*, after finding overwhelming public sentiment for transit in a survey, dropped its battle against the service in St. Louis (see editorial page 32).

The setback took the form of a CIO petition asking FCC to revoke licenses of transit stations and hold a transit hearing.

In U. S. District Court, District of Columbia, Judge Edward A. Tamm ruled transit service is not "inconsistent with the public convenience, comfort and safety."

Judge Tamm acted on three suits filed by Transit Riders Assn.; two Washington attorneys, Franklin S. Pollak and Guy Martin, and a separate appeal by Paul N. Temple. In addition the American Civil Liberties Union had filed a brief supporting suits, and it also took the issue to the FCC last week.

The St. Louis incident was greeted by many transit advocates as a major development in the medium's history. The *Post-Dispatch* (KSD) carried a news story on page 3 of its June 1 issue giving results of a survey conducted on its order by the Bureau of Business & Economic Research, School of Commerce & Finance, St. Louis U.

Editorial Gives Position

In addition, the newspaper carried an editorial explaining that public taste no longer is "nebulous" in the case of transit radio and that since "a great majority of passengers enjoy transit radio . . . the ayes seem to have it." (See text of editorial below.)

The St. Louis U. study, conducted May 1-6, was based on 23,587 interviews, the most elaborate transit survey yet made. The university had been commissioned by the *Post-Dispatch* to conduct a poll of street car and bus riders to determine their opinions on transit radio.

Interviews disclosed that 74.9% of riders favor radio in busses and trolley cars; 15% oppose the service; 10.1% have no opinion.

Broken down racially it was found that 73.6% of white persons favor transit, 16% are opposed, 10.4% have no opinion. Other races: 81.7% in favor, 9.6% opposed, 8.7% no opinion. Interviews covered 19,758 white persons and 3,829 members of other races.

By age groups, results were as follows:

	For	Against	No Opinion
Over 50	54.4%	31%	14.6%
35-49	69.5	17.6	12.9
25-34	83	8.5	8.5
15-24	90.8	4.2	5
Under 15	92.7	3.5	3.8

Interviews were conducted by agents stationed at bus and street car loading points where riders could be identified as such. Hours were 7 a.m.-8 p.m. except that downtown shoppers were included the evening of May 1; riders to a night baseball game May 2; downtown passengers May 6, 10 a.m.-5 p.m.

Battle Against Service

The *Post-Dispatch* and *Star-Times* (KXOK) had conducted a newspaper battle since transit service was started on Aug. 4, 1948, on an experimental basis. KXOK serves vehicles through its FM outlet. At present 700 busses and 300 trolleys in the city carry transit receivers, largest installation in the nation. An early survey had shown that over 90% of persons would not object to transit radio if the majority wanted it.

Text of the *Post-Dispatch* editorial follows:

Public taste is often nebulous. This can no longer be said, however, as to public taste in Transit Radio. A poll conducted for the *Post-Dispatch* among 23,000 bus and street car passengers by the Bureau of Business and Economic Research, School of Commerce and Finance of St. Louis U., indicates beyond doubt that a great majority of passengers enjoy Transit Radio. The vote is 74.9% in favor of Transit Radio, 15% against and 10.1% who have no opinion.

The poll reveals some interesting results. Young people are overwhelmingly for music on the streetcars. Nearly 93% of them favor it. Older people, those 50 years of age and more, are less enthusiastic. 31% of them are opposed. That the objectors really object there can be no doubt. The steady flow of letters to this newspaper which began some nine months ago and which still continues, is ample proof. A 15% opposition cannot be ignored nor can support by 74.9% be ignored.

The opponents can well appeal their case to the Missouri Public Service Commission charging invasion of privacy.

At this point the ayes seem to have it.

After the District of Columbia court ruling Thursday, Ben Strouse, vice president and general manager of WWDC-FM Washington and Washington Transit Radio Inc., declared:

"It is our considered opinion that the overwhelming majority of transit riders have been and are in favor of transit radio. Washington Transit Radio Inc. is now completing plans to bring this service to an even larger audience through increased installations in streetcars and busses of the Capital Transit System."

Basis for Dismissal

Attorneys for both Washington TR and the Public Utilities Commission told the court that the cases should be dismissed because the "preponderance of the public" enjoys the service, and pointed out that PUC did not originally "order anyone to do anything" but merely dismissed its own investigation [BROADCASTING, Dec. 26, 1949]. Judge Tamm dismissed the suits on these grounds.

Transit FM opponents, in demanding that the PUC order be rescinded, had contended that the broadcasts violate the "free speech" and "due process of law" clauses of the First and Fifth Amendments to the Constitution.

American Civil Liberties Union brief filed Thursday, was signed by General Counsel Arthur Garfield Hays, Attorney James Lawrence Fly, former FCC Chairman and others.

Meanwhile, ACLU was joined in its fight against transit FM by the CIO in separate petitions filed with FCC last week.

ACLU called on the Commission to terminate transit radio in Washington and to hold "immediate hearings." The CIO, making the same request, asked FCC to take action along lines previously demanded by Mr. Pollak [BROADCASTING, Feb. 13].

Union Stand

The union told the Commission it should (1) rule that the service is contrary to the "public interest" and violates FCC Rules and Regulations; (2) adopt a policy of revocation of licenses to end it; (3) take no interim action on applications for licenses, renewals and CPs; and (4) designate for public hearing application of Capital Broadcasting Co. for renewal of WWDC-FM's license.

Ogden Joins LeVally

WILLIAM B. OGDEN last week joined LeVally Inc., Chicago agency, as manager of the radio and television department, assisting James G. Cominos, vice president and radio-TV director. Mr. Ogden is former general manager and vice president of WFYC Alma, Mich., and Detroit manager for CBS Radio Sales. Before that, he worked in the recording division at NBC New York.

ABC LEAVES NAB

WOV, WHOM Also Quit

ABC last week resigned from the NAB, the second network to do so in the past fortnight.

The withdrawal of ABC and its five owned-and-operated stations means the loss of around $25,000 a year in NAB dues, it was said.

CBS had tendered its resignation from the association two weeks ago [BROADCASTING, May 22].

The resignation of ABC and its owned-and-operated stations left the NAB with only two station members in New York, WNBC, owned-and-operated by NBC which has said it has no intention of resigning, and WOR, stockholder station in MBS. The question of continued membership in the NAB is to be taken up by MBS board members at their next meeting in mid-June.

It was learned that two other New York stations, WOV and WHOM, had notified NAB of their resignations a month ago. Officials of both stations emphasized that their actions were only coincidental and were not taken with the other's knowledge.

WHOM, which withdrew effective May 31, had been paying dues of about $2,300 a year. WOV, which quit a few weeks earlier, paid dues of about $5,000.

Neither WOV nor WHOM announced its withdrawal, but executives of both stations confirmed the fact.

Kintner Outlines Stand

In a letter to Justin Miller, NAB president, Robert E. Kintner, ABC president, said the network had decided to quit despite professed reluctance "to take any step which might deal a serious blow to the makeup of the NAB."

"As you know," Mr. Kintner wroter, "ABC has for the past year been reviewing its relationship to the NAB both from the standpoint of values which we might be able to contribute to your organization and with respect to the benefits which a network at the present time can receive from the NAB.

"ABC's board of directors in the course of a number of meetings on the subject has been most reluctant to take any step which might deal a serious blow to the makeup of the NAB. Still the advisability of network membership in the NAB has been subject to increasing question by ABC.

"In accordance with my previous discussions with you dating back some months I must therefore submit to you the resignation of ABC and its owned-and-operated stations."

ABC stations are WJZ New York, WENR Chicago, WXYZ Detroit, KECA Los Angeles and KGO San Francisco.

Mr. Kintner wrote Judge Miller that in advising of the resignation of ABC "I wish to stress that ABC . . . does not urge other member stations throughout the country to follow our action. I wish you success in the future of the NAB."

RETAIL SALES

32 Areas Command 40% of Total

TWO-FIFTHS of the nation's retail business was done in the 32 largest metropolitan areas in 1948, according to information released last Wednesday by Roy V. Peel, director of the Bureau of the Census.

The combined retail sales of the 32 areas exceeded $56 billion, an increase of 192% over 1939.

The material was compiled from the individual metropolitan area reports of the Census of Business. Population figures used in the table below are for 1940.

The rate of business growth in the central cities has been exceeded by the rate of growth for the remainder of the metropolitan areas, the report points out. In 27 of the big cities, a combined loss in the number of retail stores between 1939 and 1948 of about 10% was revealed in the findings, while the other five showed small gains.

In contrast, combined rates of increase in the number of stores for the areas surrounding the 32 central cities was reported at 6%. Those central cities which showed gains were Birmingham, Dallas, Houston, Memphis and Washington.

As another aid to business, the Commerce Dept. on May 31 issued a new publication—*Economic Development Atlas—Recent Changes in Regions and States.*

Prepared by the Office of Domestic Commerce, the book is designed to show in graphic and tabular form some of the more significant economic changes that have taken place in the geography of the national economy over recent years. It covers such factors as population, manufacturing, agricultural operations, and total per capita income.

Copies of the *Economic Development Atlas* are available from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 75 cents a copy.

Also from the field offices of the Dept. of Commerce.

Retail trade information for the 32 largest metropolitan areas as compiled from the Census of Business follows:

Metropolitan Area	Stores 1939	Stores 1948	Sales (000) 1939	Sales (000) 1948	Percent change 1939 to 1948 Stores	Sales
Metropolitan Areas with Central Cities of 250,000 inhabitants or more, total	656,499	632,196	$19,217,581	$56,132,516	—3.7	+192
Central Cities	432,707	395,506	13,751,966	38,123,424	—8.6	+177
Balance of Areas	223,792	236,690	5,465,615	17,991,002	+5.8	+229
Metropolitan Areas with Central Cities of 1,000,000 inhabitants or more, total	369,883	354,783	10,296,798	29,814,262	—4.1	+190
Central Cities	237,529	216,435	6,922,452	18,860,641	—8.9	+172
Balance of Areas	132,354	138,348	3,374,346	10,953,621	+4.5	+225
New York-Northeastern New Jersey Metropolitan Area	182,002	170,747	4,875,169	12,618,982	—6.2	+159
New York City	115,219	103,765	3,192,594	8,000,012	—10.0	+151
Balance of Area	66,783	66,982	1,682,575	4,618,970	+0.3	+174
Chicago Metropolitan Area	65,586	61,881	1,996,204	5,970,537	—5.6	+199
Chicago	47,832	43,466	1,514,829	4,336,330	—9.1	+186
Balance of Area	17,754	18,415	481,375	1,634,207	+3.7	+240
Los Angeles Metroplitan Area	46,776	48,765	1,364,609	4,887,163	+4.2	+258
Los Angeles	24,535	22,945	782,842	2,340,388	—6.5	+199
Balance of Area	22,241	25,820	581,767	2,546,775	+16.1	+338
Philadelphia Metropolitan Area	47,356	45,423	1,156,425	3,335,541	—4.1	+188
Philadelphia	30,099	28,163	766,622	2,108,988	—6.4	+175
Balance of Area	17,257	17,260	389,803	1,226,553	0.0	+215
Detroit Metropolitan Area	28,163	27,967	904,391	3,002,039	—0.7	+232
Detroit	19,844	18,096	665,565	2,074,923	—8.8	+212
Balance of Area	8,319	9,871	238,826	927,116	+18.6	+288
Metropolitan Areas with Central Cities of 500,000 to 1,000,000 inhabitants, total	163,221	156,994	5,022,752	14,230,938	—3.8	+183
Central Cities	102,003	92,077	3,487,839	9,292,231	—9.7	+166
Balance of Areas	61,218	64,917	1,534,913	4,938,707	+6.0	+222
San Francisco-Oakland Metropolitan Area	23,938	25,123	749,436	2,361,192	+5.0	+215
San Francisco-Oakland	16,493	15,606	564,419	1,576,748	—5.4	+179
Balance of Area	7,445	9,517	185,017	784,444	+27.8	+324
Boston Metropolitan Area	27,275	23,864	941,269	2,172,037	—12.5	+131
Boston	11,817	9,817	490,396	1,078,972	—16.9	+120
Balance of Area	15,458	14,047	450,873	1,093,065	—9.1	+142

(Continued on page 40)

FCC Actions

THREE new AM stations, one new FM outlet and improved facilities for two existing AM stations were granted by FCC last week. Three stations were granted transfers of control. Four FM stations were deleted. Details of these and other FCC actions may be found in Actions of the FCC beginning on page 67 and FCC Roundup on page 76.

RESEARCH NEED

Poll AAPOR Members

A POLL is being conducted by American U.'s School of Social Sciences and Public Affairs, Washington, D. C., among a number of American Assn. of Public Opinion Research members to determie whether they favor the formation of a professional society of communications researchers.

According to the sponsors, there is a need for a new society to meet annually for presentation of papers and discussions in the fields of content analysis, audience analysis techniques, readability, communication and foreign policy, communication control, etc. Question put to members is whether these needs could best be met by working through the AAPOR or by organizing a new society.

P&G TOP NETWORK USER

In March—PIB

PROCTER & GAMBLE CO. was the leading user of radio network time during March, according to data released last week to BROADCASTING by Publishers Information Bureau. Figures show this soap manufacturer as using $1,324,568 worth of network time, at gross rates, in that month. P&G was the only network advertiser to use more than a million dollars' worth of time in March; Miles Labs, in second place, accounting for only $764,801 spent for time for its network radio shows. (See Table I for list of top 10 network clients during March.)

Total national network time sales during the month amounted to $16,846,810, a drop of 4.8% from the March 1949 total of $17,705,248. For the first quarter, the 1950 gross of $49,322,899 fell 4.3% below the 1949 gross of $51,540,735.

CBS was the only network to show a gain in gross time sales for March 1950 as compared with the same month of last year, rising from $5,837,746 in March 1949 to $6,111,302 in March 1950. For the quarter, CBS also showed an increase, grossing $17,861,483 in the first three months of 1950 as compared with $17,037,484 for the like period of 1949. (Due to a subsequent correction, the CBS figure for the month and that for the quarter are both slightly higher than PIB originally reported [BROADCASTING, April 24].

NBC's March gross billings this year were just about the same as in that month a year ago, $5,847,374 in March 1950; $5,847,557 in March 1949. For the quarter, NBC

(Continued on page 41)

* * *

TABLE I

TOP TEN NETWORK ADVERTISERS IN MARCH 1950

1. Procter & Gamble	$1,324,568
2. Miles Labs	764,801
3. Sterling Drug Co.	670,310
4. General Foods Co.	657,309
5. General Mills	576,861
6. Liggett & Myers Co.	508,231
7. American Tobacco Co.	492,565
8. Philip Morris & Co.	424,858
9. Lever Bros. Co.	358,926
10. American Home Products	309,586

* * * * * *

TABLE II

GROSS NETWORK TIME SALES FOR MARCH AND FIRST QUARTER 1950, COMPARED TO 1949, BY PRODUCT GROUPS

	March 1950	Jan.-March 1950	March 1949	Jan.-March 1949
Agriculture & Farming	95,826	280,961	147,581	410,435
Apparel, Footwear & Access.	120,368	331,200	123,760	392,577
Automotive, Automotive Equip. & Supplies	406,534	1,624,098	656,980	2,051,272
Aviation, Aviation Equip. & Supplies	.....	.....	.....	.....
Beer, Wine & Liquor	292,939	758,629	70,476	208,404
Bldg. Mat., Equip. & Fixtures	131,024	330,282	128,476	316,511
Confectionery & Soft Drinks	625,268	1,842,716	660,471	2,048,099
Consumer Services	146,182	466,848	144,707	463,071
Drugs & Remedies	2,280,917	6,521,750	1,860,948	5,276,263
Entertainment & Amusements	.....	.....	.....	.....
Food & Food Products	4,221,789	12,064,909	4,311,315	12,109,480
Gasoline, Lubricants & Other Fuels	455,078	1,317,027	619,868	1,825,376
Horticulture	23,488	58,720	22,922	45,984
Household Equip. & Supplies	243,341	761,163	769,696	2,139,287
Household Furnishings	38,690	115,592	96,764	314,592
Industrial Materials	172,830	561,398	181,000	588,450
Insurance	254,335	796,950	337,035	994,281
Jewelry, Optical Goods & Cameras	104,144	397,489	178,903	574,086
Office Equip., Writing Supplies, Stationery & Access.	150,753	435,240	149,046	430,647
Political	588	1,964	.....	.....
Publishing and Media	112,751	464,283	111,648	297,662
Radios, TV Sets, Phonographs, Musical Instruments & Access.	111,739	314,469	154,551	476,773
Retail Stores & Direct Mail	1,728	5,184	5,496	16,488
Smoking Materials	2,213,949	6,376,690	1,945,728	5,948,393
Soaps, Polishes & Cleansers	1,762,461	4,977,651	1,925,509	5,322,970
Sporting Goods & Toys	.....	.....	.....	.....
Toiletries & Toilet Goods	2,376,887	6,934,344	2,773,647	8,082,937
Transportation, Travel & Resorts	67,860	220,305	106,364	346,300
Miscellaneous	435,341	1,363,037	233,347	860,694
TOTAL	16,846,810	49,322,899	17,705,248	51,540,735

SET OUTPUT

NAB Starts Running Total

NEW breakdown of radio set manufacturing statistics of member companies of Radio Mfrs. Assn. was compiled last week by the NAB Research Dept. Using RMA's first-quarter production figures [BROADCASTING, May 1], NAB will carry running totals of AM and FM set output.

NAB's Broadcast Advertising Bureau pointed out that the rapid growth in radio set output comes in response to public demand. No medium with this penetration and continuous growth can be described as "supplanted, declined, outmoded or weakened," BAB said. It added that the production demonstrates AM's continued good health as a communications and advertising medium.

ADV. RESEARCH BUREAU NAMES Baker Is President

FREDERICK E. BAKER, senior partner of Frederick E. Baker & Assoc., Seattle advertising and public relations agency, has been named president of Advertising Research Bureau Inc., the recently formed organization to measure accurately on a dollar-for-dollar basis radio's effectiveness as an advertising medium in comparison with newspapers [BROADCASTING, May 1, and AT DEADLINE, May 22].

Other officers are Edward Craney, owner of the "XL" stations in Washington, Oregon and Montana, who is vice president; and Rogan Jones, president of KVOS Bellingham and KPQ Wenatchee, who is secretary - treasurer.



Mr. Craney

With present ARBI operations located in the Central Bldg., Seattle, Mr. Baker announced last week that the organization plans soon to establish regional offices in the key markets of the U. S., thereby extending the media-comparison research technique nation-wide.

"I am convinced that we have found a new and sound method of effectively measuring the value of radio as an advertising medium," Mr. Baker told BROADCASTING, adding: "ARBI can be of invaluable service also to television in setting up rate structures. We sincerely believe our method will supersede any previous method of testing. It will give, in an intelligent manner, data on which station time—both radio and TV—may be accurately evaluated."

Findings Outlined

Tabulation of the first 16 pilot tests in nine cities in Washington, Oregon and Montana, according to Mr. Baker, disclosed that:

- Radio developed nearly twice the amount of store traffic than did newspapers, as measured on a dollar-for-dollar basis of advertising funds invested.
- Radio accounted for 54.6% of the dollar volume of sales, as compared to 20.3% attributed to newspapers.

Mr. Baker also cited concrete results of the first test findings:

(1) One station has increased its monthly billings by 20%; (2) another is revising its rate structure; (3) one important advertiser who had used newspapers exclusively now splits his annual budget 50-50 between newspapers and radio; and (4) another, who previously had allocated only one-sixth of his ad budget to radio, now invests one-half in radio advertising.

In the 16 Pacific Northwest pilot tests, radio advertising resulted in 40.4% of the store traffic, as compared with 21.2% attributed to newspaper advertising, Mr. Baker said. In combination, radio and newspapers were responsible for 14.3% of the traffic, while the remaining 24.1% gave various other reasons for visiting the stores.

"Our first test was in Bellingham, Wash., followed by subsequent tests in Wenatchee and Spokane, Wash.; Portland, Ore.; Missoula, Helena Bozeman, Great Falls and Butte, Mont.," said Mr. Baker. "Even before we had completed all of these pilot surveys, we knew we had found what radio for years has sought—an accurate method of measuring effectively radio's value as an advertising medium."

Tests began early this year on a two - survey - per - station basis, with two types of retail stores cooperating. In markets the size of Spokane and Portland, however, it was discovered, according to Mr. Baker, that two tests did not give a complete picture of radio's actual pulling power, so additional surveys were scheduled immediately.

Tests Conducted

"Now we are convinced, after testing various sized markets, that we have found the basic method and format that radio has been seeking for so many years—the true test of its effectiveness in moving merchandise," Mr. Baker asserted. He added that tests have been made in single-station, two, three, four, six and ten-station markets.

"All of these surveys pitted radio's selling power against newspaper advertising on the basis of a dollar-for-dollar advertising investment," he explained. "In every case except one, we found that for the same advertising dollar radio produced more traffic and more dollar-volume sales than did the newspapers. Of even greater importance is the fact that careful use of radio and newspaper in combination produces more traffic and sales for the advertiser's dollar than the use of either radio or newspaper alone."

Although ARBI was not incorporated until recently, the idea was born a year ago when a group of broadcasters, principally from Washington, but including representatives from Oregon and Montana, held a series of meetings in Seattle to discuss audience surveys. Meeting on Sundays, they began to call themselves "The Sunday Broadcasters."

What they sought was an accurate method of measuring radio's pulling power as compared with the other major medium—newspapers. Competition in the Pacific Northwest was stiff; and advertisers seemed unimpressed by estimated audience figures, program popularity polls and radio-homes data.

To an early meeting, the "Sunday Broadcasters" invited Fred Baker, who has long been active in advertising, public relations and allied fields in the Pacific Northwest. [ON ALL ACCOUNTS, August 30, 1948]. At Mr. Baker's suggestion, the group got in touch with Joseph B. Ward, formerly of New York but now operating his own marketing research and engineering firm in Seattle.

Mr. Ward's clients on the Pacific Coast have included the Hearst newspapers, the Carnation Co., and a leading Seattle department store. Before the war, he was employed in the East where he prepared surveys for du Pont, Mohawk Carpet Mills, General Electric Co., Schick dry razors and other leading manufacturers.

Research Format Set

When he heard the problem of the "Sunday Broadcasters," Mr. Ward came up with a research format that looked good to the group, and the first test was okayed for Bellingham. Mr. Baker who was thoroughly sold on the method presented by Mr. Ward, then formed Advertising Research Bureau, Inc., incorporating in the state of Washington. Mr. Ward was retained as chief of research.

As explained by Mr. Ward, the ARBI method does not rely on estimated audiences and projected sales data based on limited sampling, but embraces point-of-sale interviews with actual customers.

Under his personal supervision, interviewers are being trained in preparation for ARBI's national expansion. Because of the emotional stability and objectivity required for the highly specialized work of point-of-sale interviewing, Mr. Ward disclosed that only one out of 10 applicants thus far has been selected for training.

* * *



CHECKING media surveys developed by Joseph B. Ward (r), Seattle industrial and marketing engineer, is Frederick E. Baker, president, Advertising Research Bureau Inc., and senior partner, Frederick E. Baker & Assoc., Seattle advertising agency. Mr. Ward's method makes controlled tests at-point-of-sale to measure relative effectiveness of major advertising media. ARBI plans to make the technique, now used in Pacific Northwest cities, available in other U. S. major markets.

* * *

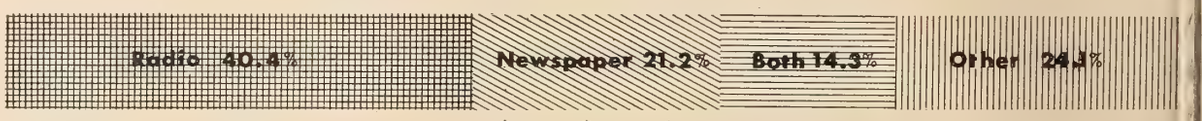
Each applicant must take a six-week training course, including actual field work under a district supervisor, before he or she may qualify as a skilled interviewer, Mr. Ward explained.

Next step in the expansion of ARBI's operations, as announced by Mr. Baker last week, will be the inauguration of tests in California, Colorado and Utah, to be followed by further coverage eastward.

Menser Joins Stetson U.

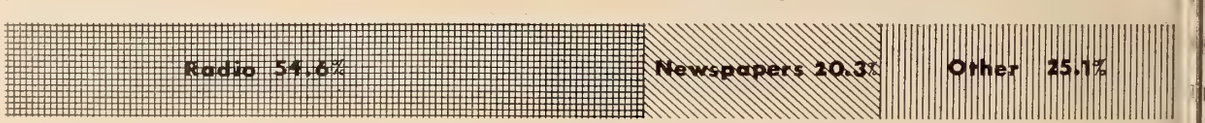
CLARENCE L. MENSER, former NBC vice president in charge of programs and more recently owner of WEAT Lake Worth, Fla., has joined the faculty of John B. Stetson U., Deland, Fla., as professor of speech and director of radio. He will supervise the university's newly-acquired WJBS, in addition to teaching. Station is an MBS affiliate. Mr. Menser will also continue to operate his orange groves at Jupiter, Fla.

Percent of Traffic Developed by Media



* * *

Percent of Dollar-Volume Sales by Media





"Tell me that radio-results story again!"

The story is just this: for low-cost results from advertising, you buy radio. And in Baltimore, you buy W-I-T-H.

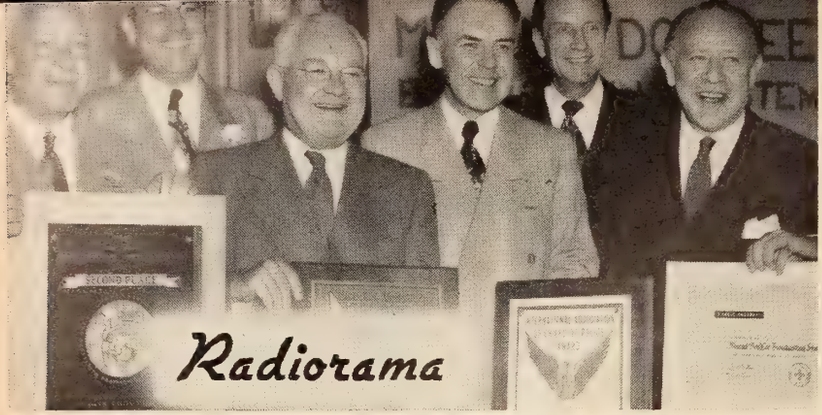
No other station in Baltimore provides so *many* listeners at such *low* cost. That means that a *little* bit of money spent on W-I-T-H brings *big* results.

If you'd like to hear the remarkable success stories about W-I-T-H, call in your Headley-Reed man today.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, President • Represented by HEADLEY-REED



Radiorama

ACCEPTING public service awards from the National Safety Council and the Alfred P. Sloan Foundation on behalf of Don Lee is Lewis Allen Weiss (r), network's board chairman. With him are (l to r) Art Baker, narrator on show; Robert McAndrews, secretary, So. Calif. Broadcasters Assn.; Los Angeles Mayor Fletcher Bowron; Earl F. Campbell, a NSC director; Robert Coulson, West Coast representative, Advertising Council.



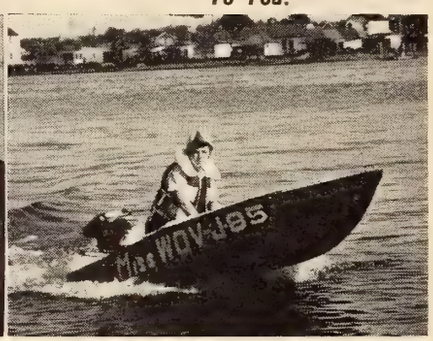
INTERVIEWING Union Pacific R. R. officials on their visit to Kansas City, Mo., during nation-wide tour is Harold Mack (center), KCMO Kansas City newsman. A. E. Stoddard (l), railroad president, is accompanied by E. Rolland Harriman (r), board chairman.



ALSO accepting a National Safety Council Award is Police Lt. Roland J. Schumacher (r), of St. Louis' traffic education div., from Louis Antoine (l) of area's safety council, on behalf of KXOK that city. Mr. Schumacher conducts KXOK's *So It Can't Happen To You.*

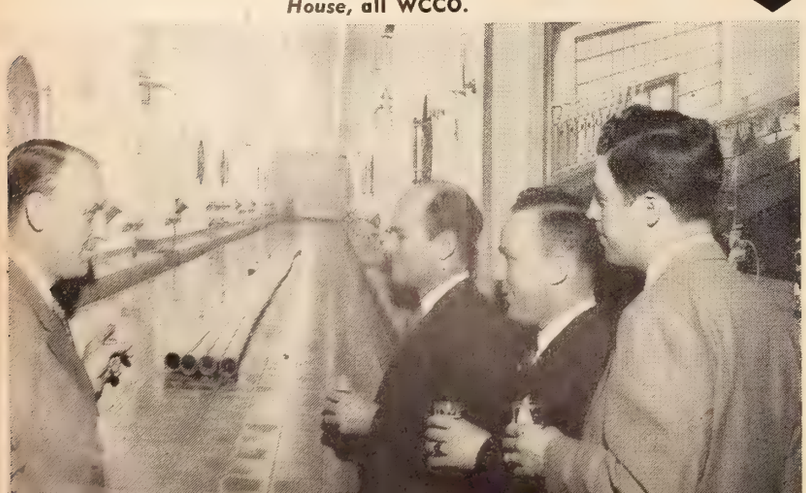


NATIONAL Safety Council award to KLZ Denver is marked by (l to r) Gen. Mgr. Hugh B. Terry; Brandon Marshall, ex. sec., local NSC; Matt McEniry, KLZ public affairs dir.; Charles O. Voight, pres., NSC Denver chapter.



RICHARD E. O'DEA Jr. pilots speed boat "Miss WOV" named after his father's New York station. Young O'Dea competed in the AU Class of the Albany to New York outboard motor races held May 28.

WCCO Minneapolis staffers are acquainted with the Theo. Hamm Brewing Co. St. Louis plant. L to r are Odd E. Moe, brewery's sales-merchandising mgr., pointing to photo-mural; Carl Ward, sales mgr., Babe LeVoir, sports announcer, Ed Viehman, production mgr. and m.c. of *Hamm's Harmony House*, all WCCO.



G. A. RICHARDS

May Be Witness If Doctors Okay

G. A. (Dick) RICHARDS, if doctors sanction, may take the witness stand in FCC's new hearing on his news policies, which gets under way today (Monday) in the U. S. Postoffice & Court House Bldg., Los Angeles, with Examiner James D. Cunningham presiding [BROADCASTING, May 15, 22, 29].

Because of ill health, Mr. Richards was not called to the stand during the earlier three weeks of hearing held before the death of Examiner J. Fred Johnson Jr., who presided. Licenses of Mr. Richards' three stations—KMPC Los Angeles, WJR Detroit and WGAR Cleveland—are at stake in the hearing, which involves charges that Mr. Richards ordered news slanted.

FCC General Counsel Benedict P. Cottone feels Mr. Richards' health has sufficiently improved and last Wednesday issued subpoenas for the station owner's appearance and that of Robert O. Reynolds, vice-president and general manager of KMPC.

Whether Mr. Richards would be on the stand today was a question. It was expected his doctors as well as Chief Counsel Hugh Fulton will vigorously oppose the move, fearing the excitement and strain might be fatal to Mr. Richards.

Explains Action

Mr. Cottone, who has taken over personal supervision of FCC's presentation of its case, explained that action in issuing a subpoena to Mr. Richards at this time has been taken after full consideration of assertions made to the Commission during the past several months concerning health of the station owner and his physical ability to appear at a hearing to testify.

"It is neither my wish nor, I am sure, that of the Commission to require Mr. Richards' appearance as a witness if the condition of his health is such that such appearance, as has been asserted by his attorneys and doctors, would endanger him," Mr. Cottone said.

"It appears, however," Mr. Cottone added, "from recent reports in the press concerning business activities of Mr. Richards, that the state of his health may now be such that his appearance to give testimony at the hearing may be safely undertaken without danger of adverse consequences to him."

Mr. Richards' appearance will not be insisted upon at this time, however, if it is established upon the record by Mr. Richards' attorneys, at the opening of hearing on Monday, through competent medical testimony, that his health would be endangered, Mr. Cottone said.

Mr. Cottone reminded that it is entirely appropriate and necessary to require appearance of a principal officer and controlling stockholder of a licensee in Commission proceedings involving the qualifications of the licensee. License renewal applications and a trusteeship plan for the three stations are at stake.

Prehearing conference was held by Examiner Cunningham with Messrs. Cottone and Fulton Sunday (June 4) on "a number of procedural matters relating to the new hearing."

The *Saturday Evening Post* meanwhile saw in FCC's action against Mr. Richards a proceeding dangerously akin to government censorship.

In an editorial in the May 27 issue entitled "Who Is Competent to Decide Which News is Slanted?", the *Post* observed: "If a Government commission is to inquire into the opinions, prejudices or social connections of radio proprietors, we are nearing the point of no return as far as arbitrary censorship is concerned."

Character Inquiry

The editorial noted that the Commission's inquiry is designed to determine Mr. Richards' "character" and that it is based on complaints filed by three former KMPC employes, following which "James Roosevelt wrote to the Commission suggesting an investigation of all three of Mr. Richards' stations."

The editorial said:

. . . The notion that failure to appreciate James Roosevelt implies deficiency in "character" would probably not have occurred to the framers of the communications law. Nor would it have occurred to them that discussions or orders behind the scenes in a broadcasting studio or the proprietor's private views about certain politicians would be seriously considered as grounds on which to challenge a man's fitness to operate a radio station—particularly when there seems to have been no complaint of the fairness or impartiality of the actual "programming."

. . . The Richards case sounds suspiciously like one of those "alarm bells in the night" which free men fail to heed at their peril.

WNOE POWER UP

Marks Selling Drive

MOVING to its newly-authorized 1060 kc frequency, WNOE New Orleans June 1 stepped up its power to 50 kw daytime and 5 kw night. Station had been on 1450 kc with 250 w.

In announcing the improved facilities and the installation of latest RCA equipment, the station called attention to its listener loyalty record of the past 25 years; cited WNOE's individual programming, tailored to the area, plus leading Mutual network shows; and stressed the fact that the station was engaged in its greatest promotion drive to date.

WNOE, owned by James A. Noe, is under the direction of James E. Gordon, general manager. National representative is Ra-Tel.

INTERNATIONAL FOOD SHOW IN DES MOINES, A CITY OF 180,000, ATTRACTS 102,511 PEOPLE

The International Food Show was held in Des Moines, May 21 through 27.

It drew an attendance of 102,511 in a city of 180,000 population.

The Show was held in a new warehouse in an out of the way location.

This fact alone makes the attendance figure even more remarkable.

KSO handled the entire radio promotion exclusively.

KSO staff members and personalities provided most of the entertainment.

Jack Sterling of CBS acted as Master of Ceremonies.

This is a remarkable demonstration of the tremendous pulling power of KSO.

Is it any wonder the trend in Des Moines is to KSO?

•

KSO gained 32.1%

IN

Hooper ratings in March and April 1950
over same two months in 1949.

KSO

5000 watts 1460 kilocycles

CBS for Central Iowa

KINGSLEY H. MURPHY, President
S. H. McGOVERN, Gen. Mgr.
HEADLEY-REED, Nat. Rep.



LOCAL COVERAGE IS NECESSARY ON THE PACIFIC COAST, TOO!

THE LAWS OF NATURE and logic demand *local* radio coverage on the Pacific Coast. Mountain ranges (5,000 to 14,495 feet high), great distances between markets and low ground conductivity place many vital areas on the West Coast outside the limits of long range broadcasting.

Only Don Lee is especially designed for the Pacific Coast. Only Don Lee has a local network station in each of 45 important markets (nearly as many as the three other networks *combined*). Only Don Lee has the flexibility to offer a local network station in the Pacific Coast markets where you have distribution.

Only Don Lee can broadcast your sales message to all the Pacific Coast radio families

LEWIS ALLEN WEISS, *Chairman of the Board* · WILLET H. BROWN, *President* · WARD D. INGRIM, *Vice-President in Charge of Sales*
1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA · *Represented Nationally by* JOHN BLAIR & COMPANY



Of 45 Major Pacific Coast Cities

ONLY 10	3	8	24
have stations of all 4 networks	have Don Lee and 2 other network stations	have Don Lee and 1 other network station	**have Don Lee and NO other network station**





from a local network station located where they live—where they spend their money. It's the most logical, the most economical coverage you can get on the Pacific Coast. You buy only what you need, and you *get* what you buy every time.

That's why Don Lee regularly broadcasts as many—or more—regionally sponsored programs as the other three networks combined.

CORRECTION: *Our copy which appeared in this space on February 6, 1950, included this statement, "It is nearly 100 miles from Seattle to the Canadian border, yet Don Lee is the only network that has a station between these two points." This was an error made by our copywriter. In twenty-four Pacific Coast markets Don Lee has the only network station, but Bellingham is also served by Station KVOS, an ABC affiliate.*

The Nation's Greatest Regional Network



AFA Names

(Continued from page 17)

putting economic pressure on guilty ones.

Mr. Cone said advertising must establish its own safeguards against exaggeration and dishonesty in advertising copy. He is AAAA board chairman. "Just as surely as dishonest advertisng contaminates honest advertising — blatant, foolish adjectives destroy the worth of goods," he said. "I would like to see the advertising clubs of America set up groups to watch for advertising foolishness, and, when they find it, laugh it out of being."

Charles Luckman, former head of Lever Bros., said retirement and pension of the aged provided business leaders with their greatest peacetime problem.

William F. Hufstader, vice president in charge of distribution, General Motors Corp., told the AFA America could not have reached its present high level of living without intelligent use of advertising and merchandising techniques.

In elections for officers of the Council of Advertising Clubs, Ira E. De Jernett, president of Ira E. De Jernett Adv. Agency, Dallas, was re-elected chairman. Robert P. Anderson, of Norton Co., Worcester, Mass., and Chester W. Ruth, advertising director of Republic Steel Corp., Cleveland, were elected vice chairmen.

Five persons were elected posthumously to the Advertising Hall of Fame: F. W. Ayer, founder of N. W. Ayer & Son, Philadelphia; Stanley Clague, Chicago, a founder of Audit Bureau of Circulations; Benjamin Franklin, Philadelphia; James H. McGraw, founder of McGraw-Hill Publishing Co., and Merle Sidener, chairman of the National Vigilance Committee of the Associated Advertising Clubs.

ATLASS FIRM

Assumes WKOW Management

ATLASS AMUSEMENT CO., new corporation formed by the Atlass family in Chicago, has taken over management and consultation of WKOW Madison, Wis., in a special five-year contract signed with Monona Broadcasting Co., WKOW owner. The station, on 1070 kc, operates with 10 kw day and 5 kw night. Contract was effective June 1. Station switches from MBS to CBS today (see story this page).

Atlass Amusement, incorporated in Illinois early this spring as negotiations were begun with WKOW, is headed by Leslie Atlass Jr., program director of WIND Chicago, who is president. John Carey, commercial manager of WIND, is vice president. Mr. Atlass' uncle, Ralph Atlass, is general manager of WIND and consultant to WMCA New York. Leslie Atlass Sr. is CBS Central Div. vice president.

The management company has recommended hiring a new general manager, and WKOW executives are considering the nomination.



ACHIEVEMENT awards in 10th annual competition sponsored by Advertising Federation of America were presented Friday (June 2) to winning clubs at AFA convention. Maurice B. Mitchell (r), director, Broadcast Advertising Bureau, and other judges sift through entries prior to presentation. L to r: Kerwin H. Fulton, president, Outdoor Advertising Inc.; Harold S. Barnes, director, Bureau of Advertising; P. L. Thomson, president, Audit Bureau of Circulation; Arch Crawford, The National Assn. of Magazine Publishers Inc., and Mr. Mitchell.

WOMAN OF YEAR

Council Cites Bea Adams

BEATRICE ADAMS, executive vice president, Gardner Advertising Co., St. Louis, was cited last Thursday as "Advertising Woman of the Year" by Council on Women's Advertising Federation of America's convention in Detroit. She received the award from Mrs. Honor Gregory House, chairman of the awards committee, and president of Gregory House Inc., Cleveland.



Miss Adams

Miss Adams is in charge of creative work, copy, art and home economics for Gardner Advertising. The award is given annually to the woman in advertising selected as having contributed the most during her career to the growth and development of advertising. Judges panel included Mrs. Ella B. Myers, 1948 award winner and advertising consultant; Frederic R. Gamble, president American Assn. of Advertising Agencies, and Dr. Kenneth Dameron, professor of business organization, Ohio State U., and director of Committee on Consumer Relations.

Presentation was made during a luncheon at which Charles Luckman, former head of Lever Bros., spoke. In 1941, Miss Adams, who joined the Gardner agency in 1935, won the Josephine Snapp Award given by the Women's Advertising Club of Chicago, a forerunner of the "Advertising Woman of the Year" award. She became vice president of Gardner in 1944 and was named executive vice president in 1945 and a member of the board of directors a year later.

WKOW JOINS CBS

Affiliation Effective Today

WKOW MADISON, Wis., joins CBS as the network's 188th AM affiliate effective today (June 5). The station operates on 10 kw daytime and 5 kw night. WKOW will be a supplementary station in the CBS northwestern group.

One of the first pieces of business will be the 36 half-hours purchased by the William Wrigley Jr. Co., Chicago, on the full CBS network during the summer [BROADCASTING, May 29].

WKUL RATE PLAN

Adopts New National Card

LOCAL stations are urged by WKUL Cullman, Ala., to scale down national rates close to their local rates in order to combat some advertiser attempts to scuttle stations' national rate cards.

According to Manager Hudson C. Miller Jr., WKUL has adopted a new national rate policy to permit the national advertiser to buy a group of stations in an area on a concentrated sales effort.

As outlined by WKUL, this policy calls for the addition of 15% to the local rate to allow for sales expense and another 15% for agency commission. "This means that the final national rate is simply the local rate, plus 30%, whereas the national rate formerly was almost 100% increase over the local rate."

Such procedure, the station feels, would serve as the local outlet's answer to pressure from some national advertisers that the smaller station sell time on the basis of its local rates. WKUL said it feels "unless some definite policy is adopted and strictly adhered to, that the national rate structure in time will be completely destroyed for small market stations. . . . To deter in any way or fashion from the rate card is the quickest road towards bankrupty . . ."

FREE & PETERS

To Hold Spot Sales Clini

A NATIONAL spot sales clini for top management and sales ex ecutives of the stations represente by Free & Peters will be held a the Edgewater Beach Hotel, Chicago, tomorrow and Wednesday (June 6-7).



Mr. Peters

Some 80 station men have accepted the invitation of their station representative organization to attend the two-day meeting, H. Preston Peters, F & P president said last week.

"The clinic will not be the occasion for any announcement of any new plan of operation by Free & Peters," Mr. Peters explained, "but it will be a real shirtsleeves meeting at which the station executives will conduct panel discussions on sales, programming and promotion.

New Ideas

"Practically every station on our list has developed at least one new and successful idea which the others can adopt with profit and we expect the clinic to be a valuable educational experience for us all, including the F&P staff men as well as those from our stations."

Meetings will be closed and, except for one agency panel, will be conducted by the station men themselves. The two work-day clinic sessions will be topped off with a no-speech dinner on Tuesday.

SUMMER DRIVES

Lotion, Deodorant Spots Set

SEASONAL summer accounts such as suntan lotions and deodorants are starting annual spot announcement campaigns in radio and TV.

Tartan suntan lotion, through J. D. Tarcher & Co., New York, starts its spot campaign in radio on 75 to 100 stations during the month of June for a six to seven week campaign. In addition, the company will use 20-second station breaks in television on about 100 video stations.

Among the deodorants, Colgate-Palmolive-Peet's Veto, through Sherman & Marquette, New York, has placed a heavy spot campaign on about 190 stations throughout the country.

The contract, with varied starting dates in May and June, extends until the end of the year.

Another deodorant, Carter Products' Arrid, which uses a station list of about 100 will add more announcements to each station, thus increasing the weekly frequency of spots. Frequency additions vary in each market. Sullivan, Stauffer, Colwell & Bayles, New York, is the agency.

WE'VE TURNED ON THE POWER JUNE 1ST!

WNOE NEW ORLEANS

NOW 50,000 WATTS

Availabilities going fast!
Check us today!
NEWS PROGRAMS... SPORTS...
HILLBILLIES... DIXIELAND JAZZ...
MUTUAL CO-OPS... *PLUS* SPOTS ON LONG-ESTABLISHED LOCAL SHOWS!



NEW TOP SPOT ON YOUR DIAL 1060 KC

- ★ NEWEST, Most Modern All RCA Equipment!
- ★ Building listener loyalty 25 years!
- ★ Individual Programming tailored to the area—*plus* leading Mutual Shows!
- ★ Building More Listeners Now With Our Greatest Promotion In History!

WNOE MUTUAL BROADCASTING SYSTEM

James A. Noe, Owner
James E. Gordon, Gen. Mgr.

Nat'l. Reps.
RA — TEL
420 Lexington Ave.
New York City

50,000 WATTS DAYTIME — 5,000 WATTS NIGHTTIME

Get in Your Orders Now!

NARBA STAND

Fla. Group Told U.S. Position

FCC COMR. Rosel H. Hyde, chairman of the U.S. NARBA delegation, reiterated last week that the U.S. is prepared to make reasonable "adjustments" in its NARBA channel rights—but will not accept less than its "fair and equitable share."

He made the statement in a largely off-the-record speech scheduled for delivery Saturday at a meeting of the Florida Assn. of Broadcasters in Orlando.

Capt. John S. Cross, assistant chief of the State Dept.'s telecommunications Staff, buttressed the pledge by telling the Florida group at the same meeting that the State Dept. stands ready to "reject any unreasonable inroads" into the frequencies presently held and needed by the U.S.

Addressing broadcasters in the state most affected by Cuba's currently unresolved channel demands and her present use of channels to which she had no right under the expired NARBA, both Comr. Hyde and Capt. Cross emphasized the importance of reaching a satisfactory agreement on international channel rights.

"But," Comr. Hyde said, "our belief in international agreement and our desire to cooperate toward that end should not be misunderstood as a willingness to accept any kind of agreement merely for the sake of agreement.

"We will not accept any agreement which does not provide a fair and equitable share of the standard broadcast band for the U.S. In other words, unless we can say that an agreement is equitable to all nations concerned and will not impair the overall broadcasting interests of the U.S., we will not accept it."

Position Outlined

Comr. Hyde continued:

It is difficult to be more specific concerning the content of an acceptable agreement. And it does not follow that we are unprepared to make some adjustment in the interests of inter-country cooperation and understanding.

However, there are millions of people in this country who depend on radio as a vital source of news, education and entertainment. And the record is clear and unrefuted that the people of Cuba receive a far more adequate share of radio service than is received by the people in most parts of the U. S.

In our view, it is therefore clear that proposals for extensive adjustment and dislocation of U. S. stations cannot be justified on the basis of a fair and equitable distribution of facilities. The facts just don't support any such contention.

Most of the off-the-record portions of Comr. Hyde's address dealt with the background of U.S.-Cuban efforts to resolve their differences earlier this year and with problems to be faced in the forthcoming resumption of the overall NARBA conference, now scheduled for Sept. 6.

Capt. Cross, also reviewing the history of NARBA negotiations, assured the FAB delegates that the State Dept. will continue to be guided by the policy of guaranteeing "protection" of this country's overall broadcasting interests.

He said the State Dept. is "well aware of the tremendous stake" the U. S. has in standard band broadcasting and the "serious repercussions" which would result if the American listening public is beset by material interference.

Noting strong advocacy for negotiations based on U. S. area and population and for resort to political and economic sanctions to insure agreements with other NARBA countries, Captain Cross reminded that each signatory nation has complete sovereignty which leaves it free to administer its broadcasting affairs as it sees fit.

The fact that such administration sometimes affects U. S. broadcasting adversely is a matter for "serious protest," he conceded, noting that the State Dept. has, "with considerable success," registered protests in individual cases as they have arisen.

Captain Cross emphasized that "sovereignty" does not permit the U. S. to impose its will upon the other countries and that such an effort would result in "far-reaching and serious political implications" and "endanger good international relations."

Captain Cross observed that Cuban station assignments, made since expiration of NARBA in March 1949, have resulted in a number of protests from U. S. stations complaining of interference. The interference factor, he added, makes an agreement on standard band broadcasting in the North American region desirable.

U. S. broadcasters as well as the State Dept. and FCC will be seriously confronted with the question of effect on U. S. interests if no international regulations are promulgated and if all countries involved are permitted, "without restraint," to operate their stations on any frequency "with any amount of power they may desire" at any location, he said.

He told FAB members that broadcasters will have to conside whether the "best interests" of th U. S. would be served "by refusa to accept any international agree ment or whether . . . it would b better to accept an agreemen which does not satisfy everyon but is in the best overall interest of the U. S."



SPONSOR pride is built by WI Philadelphia in instituting awards t 10 year and older sponsors. At in tial award ceremony are (l to Gordon Gray, WIP vice presiden Arthur Lefko, president, Adam Clothes, receiving merit certificat for 15 year sponsorship of *C'mon Dance;* Benedict Gimbel Jr., WI president and general manager, an Herman Lefko, vice president, Adam Clothes.

PITCH TO RETAILERS

NRDGA Hears BAB Tip

BAB last week plumped hard for retailer use of radio, particularly news, transcribed and women's programs, in speeches before the mid-year conference of the National Retail Dry Goods Assn. in Los Angeles.

The speeches were prepared by Maurice B. Mitchell, BAB director, and Meg Zahrt, BAB assistant director, but all were read to the conference by Miss Zahrt. Mr. Mitchell was obliged to cancel his appearance.

Mr. Mitchell's speech, presented Thursday at the conference in the Los Angeles Biltmore Hotel, discussed news and transcribed shows.

Radio, said Mr. Mitchell, "in the short space of 30 years . . . has replaced everything else as the source of news."

News, he said, is "not only radio's most important single service, it is also its most commonly-found program type. It is almost always available for local sponsorship."

Advantages to a sponsor of a news program include:

(1) The sponsor gets the credit for bringing the news into the listener's home.

(2) "You can forget about one big radio program problem when you sponsor news—the problem of keeping your program always interesting, new and entertaining. . . . The news is—just because it is news—always changing, never stale, repetitive, boresome."

(3) "People believe news, a fact that adds integrity and believability to your advertising message."

Mr. Mitchell pointed out that the size of the radio news audience has grown since the war; it was 35% bigger in January 1946 than on V-J Day.

Turning to transcribed shows, Mr. Mitchell pointed out that they enabled local advertisers to buy expensive arrays of talent for costs they could afford.

Cites Program

He cited the example of one transcribed program series featuring an orchestra, a famous conductor, a chorus and a star soloist. Talent costs on this show amount to $5,054 for each half-hour show.

"Yet by using the transcription library at your local station . . . your store can sponsor it and benefit from its entertainment and advertising impact at a cost that is actually negligible," Mr. Mitchell said.

"In some cases, stations will supply library material at the cost of only the time, and in most others only a small handling charge is involved."

Mr. Mitchell said that "in no other advertising medium is the skill and artistry of the nation's greatest performers so readily available at so little cost. No where else in radio itself is there such a vast and inexpensive reservoir of the kind of entertainment that most people will always want and seek."

Miss Zahrt's speech was concerned with women's shows.

Pointing out that such program directly influence "the buyin minds of women," Miss Zahrt gav many reasons why retailers coul profitably use women's shows.

Among them were the fact tha "your advertising is personally en dorsed" by women commentator and that such a program "gets direct merchandise message acros to your listeners."

"It is radio's ability to lend per sonal recommendation, persona experience, to your advertisin story that makes a women's pro gram a powerful medium for bring ing women into your store—an once they are in your store thei normal tendency is to buy beyon their original intent," Miss Zahr said.

Durante Cancels

JIMMY DURANTE chose cancella tion of his NBC program followin the June 30 broadcast rather tha make a firm TV commitment pric to R. J. Reynolds Tobacco Co (Camel cigarettes). Having a MGM contract forbidding TV ef fective one more year, the acto felt he did not desire to tie himsel to a deal. William Esty Co., Came agency, insisted on commitment a an alternative of taking a cut i the package show price in th event Mr. Durante refused TV offer.

NAB Rebuked

(Continued from page 17)

holding of international conferences completely nugatory."

While taking exception to NAB's stand on policy and non-technical matters, Comr. Hyde paid tribute to "the services of representatives of the NAB, such as Mr. McNaughten, . . . in connection with strictly technical consideration."

Comr. Hyde noted that Judge Miller's letter "makes reference to possible further definition of policy by the NAB Board as to the participation that representatives of the NAB should play in international conferences.

"In the light of the desirability of having all points of view afforded genuine representation in a delegation," he continued, "I have no objection to your making known to the Board of Directors my views regarding the highly limited usefulness of your representatives under the existing NAB policies."

Sees 'Misconceptions'

Comr. Hyde also found in Judge Miller's letter indications of "the existence of certain misconceptions on your part with respect to the duties and functions of members of the U.S. delegation to international conferences."

Of a mention made by Judge Miller that Comr. Hyde might "be designated, again, to represent the FCC" at an international conference, the letter said:

For your information, I was appointed chairman of the U. S. delegation to the conference concerning NARBA matters at Montreal and I continued in that capacity in our meetings with the Cubans at Havana. As such, I did not "represent the FCC" as you state, but rather I represented the U. S. and, therefore, not only the FCC and other government departments, but all U. S. interests, including those of the broadcasting industry and the listening public.

For a chairman, or for a delegate, to take any other view or to have a more limited perspective, would not be in accord with the purposes of his office or be consistent with his duties. . . .

Basis for Letter

Judge Miller's letter which inspired Comr. Hyde's reply was one written in response to a State Dept. invitation to send a representative to the Extraordinary Administrative Radio Conference which is scheduled to open at the Hague, Netherlands, Sept. 1.

Although copies of it were not immediately released, it was presumed to refer to NAB's present policies on extent of NAB participation in international conferences, past experiences in this connection, and the prospect of a re-examination of policies at the next NAB board meeting, scheduled June 20-22.

The Hague Conference, envisioned under the 1947 Atlantic City Convention, is being held to approve the new international frequency lists which have been prepared since the Atlantic City conference. These lists involve assignments to stations below 27 mc, but discussion of assignments within the broadcast band is not anticipated since, under the Atlantic City Convention, these would be worked out by special regional agreement, as through NARBA.

The NARBA conference, which broke up last winter over U.S.-Cuban allocations differences which have not yet been resolved, is now slated to resume in Washington on Sept. 6 [BROADCASTING, May 15].

Carnation Milk Adds

CARNATION Milk Co's *Carnation Family Party*, audience participation program now on CBS Pacific Network, will be heard on the entire network facilities beginning Saturday, July 1, 10-10:30 a.m., EDT. Erwin Wasey & Co., Los Angeles, is the agency.

WILLIAM LEMKE

N. D. Congressman Dies

FUNERAL services were held Friday in Fargo, N. D., for Rep. William Lemke (R-N. D.), 71, veteran member of Congress, radio critic, and perennial advocate of legislation to return a portion of the 50 mc band to FM. He succumbed from a heart ailment last Tuesday.

A one-time Union Party candidate for the Presidency in 1936, Rep. Lemke came to Congress in 1933 and had served continuously with the exception of one term (1941-42). He was seeking his ninth term this fall.

A member of the House Public Lands Committee, Rep. Lemke was actively interested in FM radio, as well as Zenith Radio Corp.'s Phonevision. He sponsored legislation in the 79th, 80th and the present Congress designed to restore part of the 50 mc band to FM. The House Interstate & Foreign Commerce Committee held hearings in April 1948 on a measure to augment FM's present 88-108 mc band with a segment of the 50 mc sector. A similar bill is currently before the group with little hope of passage.

Mr. Lemke was born in Albany, Minn., Aug. 13, 1878. He is survived by his widow, two sons and a daughter.

Radio-TV for Flamingo

RADIO and television as well as other media will be used to promoted Flamingo, a new frozen orange juice, scheduled to be launched this month, it was announced in New York last week by Douglas Leigh, creator of Broadway displays and operator of a giant advertising dirigible. The product will be financed, distributed and advertised by Leigh Foods Inc. Radio-TV campaign is slated to begin July 4 in the New York market, first distribution point.

THE BRANHAM COMPANY

representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

RADIO

WABB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
KWKH	Shreveport, La.
WRBC	Jackson, Miss.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KAND	Corsicana, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

TELEVISION

KFMB-TV	San Diego, Calif.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KRLD-TV	Dallas, Texas

THE REAL McC

IT'S NO SECRET———

- NEWSPAPERS have, for years, sold space with circulation figures.

  (Most Advertisers never ask for readership data.)

- RADIO has sold time on field intensity measurements . . . program popularity polls . . . incidence of tune-in . . . radio homes, etc.

NOW—*the EFFECTIVENESS of these Media Is Being Evaluated - Dollar for Dollar - SO—*

Out the Window Go . . . .



FREE: A Comparison Summary Based on t

OY!

The XL *Stations*

KXL Portland • **KXLY** Spokane • **KXLE** Ellensburg • **KXLF** Butte • **KXLL** Missoula • **KXLJ** Helena • **KXLK** Great Falls • **KXLQ** Bozeman

in cooperation with a group of advertisers, employed ARBI (Advertising Research Bureau Inc.) to test the relative effectiveness of newspapers and the XL Stations as advertising media in the Pacific Northwest.

Assume the Advertiser Gets His Money's Worth With Newspaper Advertising . . .

WHAT DOES HE GET WITH RADIO?

THESE ARBI SURVEYS show conclusively that for the same number of advertising dollars the XL Stations deliver to the points of sale more traffic and more customers who purchase more merchandise at a higher dollar-volume than do the collective newspapers.

LOCATION	BUSINESS	STATION	NEWSPAPER
Portland	Department Store	KXL	Oregonian
Portland	Book Store	KXL	Oregonian
Portland	Women's Specialty Shop	KXL	Oregonian
Spokane	Jewelry Store	KXLY	Spokesman-Review Spokane Chronicle
Spokane	Men's Clothing	KXLY	Spokesman-Review Spokane Chronicle
Spokane	Farm Equipment	KXLY	Spokesman-Review
Spokane	Women's Wear	KXLY	Spokane Chronicle
Missoula	Department Store	KXLL	The Missoulian The Sentinel
Missoula	Department Store	KXLL	The Missoulian The Sentinel
Helena	Department Store	KXLJ	Independent Record
Helena	Department Store	KXLJ	Independent Record
Bozeman	Furniture Store	KXLQ	Bozeman Chronicle
Bozeman	Department Store	KXLQ	Bozeman Chronicle
Great Falls	Home Furnishings	KXLK	Great Falls Tribune
Great Falls	Department Store	KXLK	Great Falls Tribune
Butte	Grocery	KXLF	Butte Daily Post
Butte	Women's Wear	KXLF	Montana Daily Standard

e ARBI Surveys. Write - - -

The XL Stations - Box 1956 - Butte, Montana

Editorial

Censorship Gamble

THAT BILL to restrict the interstate transmission of "gambling" information gets better as it goes along.

The first version, written by the Justice Dept., would have prohibited the transmission of virtually any sort of information that could be construed as "assisting" gambling activities, and added a special penalty for radio in the form of a time-lag before the results of horse races could be carried.

FCC couldn't go along with so far-reaching a ban, the policing of which, incidentally, would have been an FCC responsibility. So the Commission came up with its own version, a more direct and fairer approach which would simply have banned the transmission of data on bets, odds, and prices paid in gambling on sports events.

Now the Senate Interstate and Foreign Commerce Committee has approved a compromise [BROADCASTING, May 29; also see story this issue] which seems to cut even the FCC's proposed restrictions at least in half.

The substitute's definition of "gambling information" is more inclusive. But it has the substantial merit of applying only up to the moment when the event starts. After that, the information is "news." Further, the prohibitions relate only to horse and dog races, not to other sports events.

Let us not be too much carried away by the improvements, however. The odor of censorship still clings. We find it especially hard to understand how information which is legitimate "news" at one moment can be forbidden at another. Censorship exists or it doesn't; it is not a matter of degree.

We do not mean to discredit the work of Sen. E. W. McFarland (D-Ariz.) and his commerce subcommittee which drafted the framework of the substitute bill. We can appreciate their interest in curbing gambling syndicates. But we still think a full-scale investigation is needed first—of the sort which Sen. Estes Kefauver (D-Tenn.) currently is undertaking—and that, in the long run, the answer is in more industrious application of local laws.

Radio should be grateful to Sen. McFarland and his group for their efforts to eliminate the earlier bill's discrimination against broadcasting and its inroads on free speech. It seems to us that they have been as successful on this score as they could be without abandoning this legislative approach altogether.

Which brings us to our point.

EMBATTLED FCC Comr. Robert F. Jones, in his address before the Ohio Assn. of Broadcasters, appears to have opened a new front in the regulatory war. He attacks "multiple interest" operators—those who are in fields other than sound radio per se. *If the original radio regulatory body had held this view, there would be no broadcasting art today, because all of the first generation stations were started by "multiple interest" operators who risked their capital. If carried to the extreme, Mr. Jones' precept would lead to a ban on joint ownership of sound and TV facilities and thus torpedo development of the radio arts. Comr. Jones should make it crysta' clear that he harbors no such confiscatory notions.*

BAB's Birthright

ASK ANY peddler for newspapers, magazines, outdoor or sky-writing about Broadcast Advertising Bureau, and it's 15 to 2 he'll tell you that Mitch's outfit has been a thorn in his side for years.

BAB was just a year old last week. It is probably the only organization in sales history that started full blown. It moved so fast it got buffeted about in its own slipstream.

Maurice B. Mitchell has been the perfect man for the job—one that was thought insuperable. Young, fast and facile, his stamina has amazed those who have observed his supersonic sales operation. The activity of BAB after one year was recounted in these pages last week.

With a modest budget of about $200,000, BAB has exerted such influence and stimulated such sales force that the newspaper industry's rival organization, the Bureau of Advertising, already has begun to wince. The Bureau of Advertising, it is well to point out, is blessed with a budget more than five times that of BAB.

It is a dismal but inescapable fact that broadcasters too often have undersold their wares. What BAB has done to correct that condition, from where we sit, is worth every penny subscribers have paid. The question soon will arise whether BAB should cut loose from the NAB's apron strings and shift for itself. Such a separation would appear to be in order if the NAB board decrees a "federation" formation, whereby broadcasters would pay a blanket membership to NAB, but would pay-as-they-use for other services. Such a federation approach seems to be indicated.

Whether it's BAB within or outside the NAB, we wish it many happy returns, which indubitably would be translated into happy returns for broadcasters and telecasters.

Happy Ending

OUT IN ST. LOUIS, where they take their freedoms seriously, a battle has been raging for months over transit radio. The principals have been the *Post-Dispatch* (KSD and KSD-TV), which has been vehemently opposed to radio on street cars and busses, and the *Star-Times* (KXOK and KXOK-FM) which has the Transit Radio franchise.

The going has been as hot and heavy as any in modern journalism. Editorial writers brandished phrases and parried rapier thrusts in the fashion of Mark Hanna and 'Marse' Watterson. Top cartoonists had a field day.

Last Thursday the *Post-Dispatch* announced the results of an extensive and expensive survey by St. Louis U. It showed that 75% of 23,500 passengers polled, favored Transit Radio; 15% were against and 10% had no opinion. Almost all the young people liked it.

Forgetting the invective of the campaign, the *P-D* did that which is in the best journalist tradition. It pointed out that the 15% opposition can appeal its case to the Missouri Public Service Commission, charging "invasion of privacy," a theory that was rejected on the same day by Judge Edward A. Tamm in Washington, who dismissed three suits brought to block WWDC's Transit Radio in the nation's capital. But the *P-D* recognized the will of the people, as expressed in the survey it underwrote.

"At this point," concluded the *P-D* editorial, "the ayes seem to have it."

The cue is there for all others. They should remember that all advertising is designed to be "captive," else it fails its mission. And they should recognize that every new medium has been accommodated.

Our Respects To—



ABEL ALAN SCHECHTER

A. A. SCHECHTER, whose notable achievements in radio newscasts range from an exclusive description of the scuttling of the *Graf Spee* to an international contest for singing mice, last week was busy reinforcing Mutual's claims that it broadcasts "more news, more often, in more sponsored time than any other network."

Despite the rigors of overseeing the fullest network news schedule in the business and riding herd on such special events as the Indianapolis auto race, Mr. Schechter found the week languid, not to say dull. Without a disaster, war, famine or other cataclysm, the week for Mr. Schechter passed in *ennui.*

The MBS vice president in charge of news, special events and publicity is most at peace when working at a speed just short of disintegration. At moments when the news is only routine, he is morose and restless. At such moments he occasionally is driven to invent occurrences spectacular or bizarre to pique his interest.

Perhaps the most celebrated stunt that Mr. Schechter has conceived in such a moment of tedium was the singing mouse contest he staged while at NBC before the war. It is widely remembered among almost everyone but music lovers.

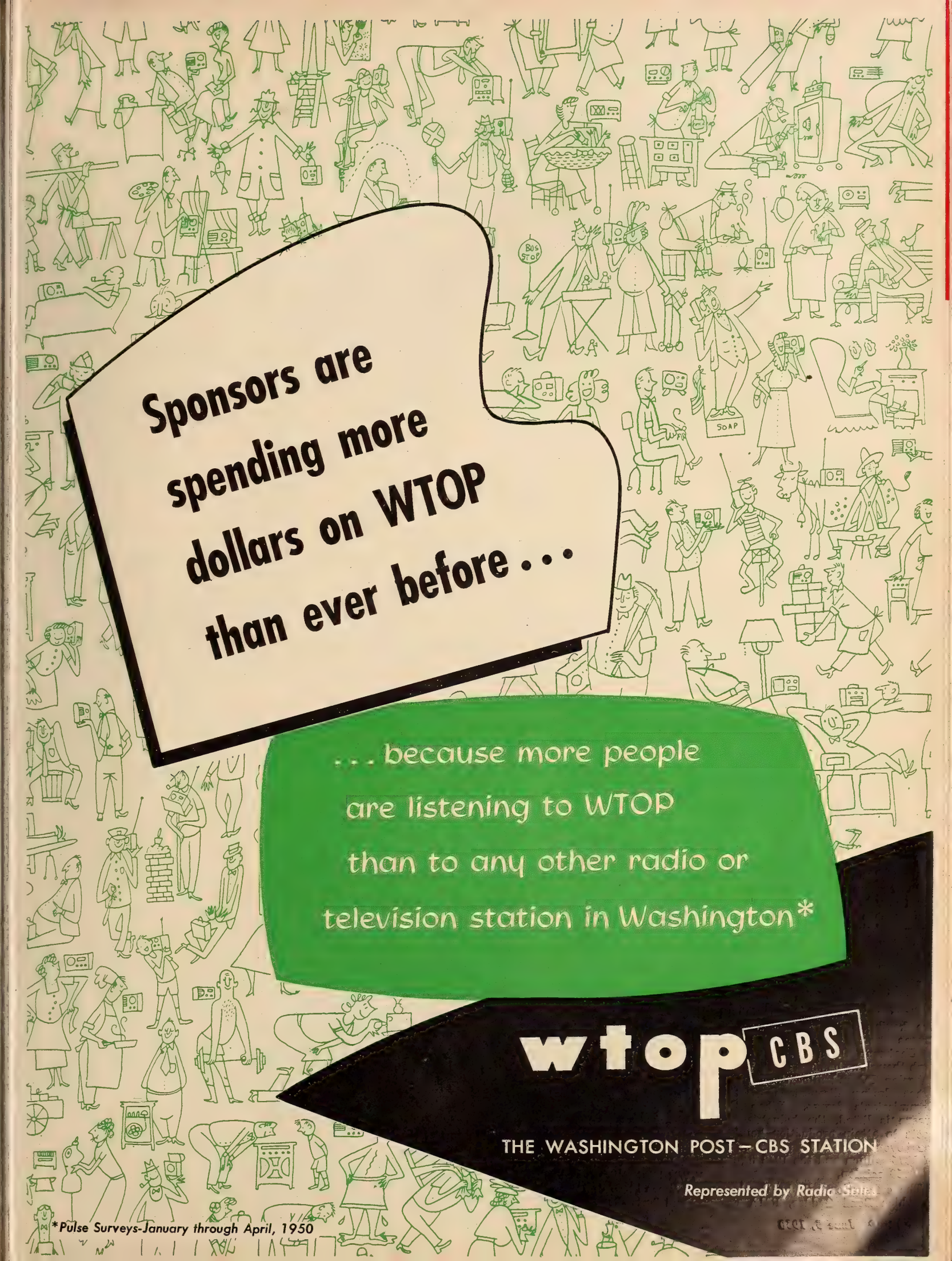
Mr. Schechter, having noticed a newspaper item reporting that a man had trained a pet mouse to sing, set the entire NBC organization to frantic action. In a matter of days, NBC station network newsmen had ferreted out droves of singing mice. Regional contests of mice talents were held and seven winners competed in the national finals, broadcast, of course, by NBC.

The American winner then was entered in an international competition, a competition involving Canadian and British mice as well as NBC and the British Broadcasting Corp. Among the distinguished judges were the late Walter Damrosch and Deems Taylor.

If it failed to advance musical progress perceptibly, the singing mouse contest did arouse vast public interest. Mr. Schechter today cherishes a page torn from the *Toledo Blade* of the time. A streamer headline across the top announced the singing mouse contest. Down in the middle of the page was a two-column headline reporting that Lily Pons was making her American debut.

Mr. Schechter's record of more sober newscasts is even more impressive than his inventions. One of the most significant exclusives in radio news history was NBC's eyewitness broadcast of the scuttling of the German

(Continued on page 38)


Sponsors are spending more dollars on WTOP than ever before . . .
. . . because more people are listening to WTOP than to any other radio or television station in Washington*
wtop CBS
THE WASHINGTON POST – CBS STATION
Represented by Radio Sales
*Pulse Surveys-January through April, 1950

RMA CONVENTION *Revamping Plan on Agenda*

RADIO MFRS. ASSN., whose members are shooting toward their first billion-dollar radio-TV production year, open the 26th annual convention today (Monday) at the Stevens Hotel, Chicago, with an agenda featuring plans to reorganize the association.

Three-ply reorganization program will be laid before the association by Raymond C. Cosgrove, RMA president, and J. J. Kahn, Standard Transformer Corp., chairman of the Organization & Services Committee.

RMA members have been scanning the reorganization suggestions as drawn up by Chairman Kahn's committee. This committee will meet Tuesday afternoon to draw up final recommendations.

In essence the committee's suggestions include proposed amendment of the by-laws to provide for a fulltime paid president; changing of the name to Radio & Television Mfrs. Assn. and re-vamping of the dues structures to remove inequalities and raise the maximum dues.

Present dues range from $100 to $5,000 a year. Under the proposed revision the maximum would be raised to $10,000 and adjustments made in some of the categories.

Constitutional changes will be submitted to membership vote. If the plan for a paid president is approved, selection of the person to fill the job will be up to the new board along with election of other association officers. The Kahn committee is expected to draw up recommendations for the board at its Tuesday meeting.

Report Set

This committee will make its first report Wednesday, submitting it to the retiring board. Association members will meet by divisions Thursday morning to vote on by-laws changes, with chairmen of each division casting board votes after the Thursday luncheon on the basis of division balloting.

Most of the four-day agenda consists of committee and division sessions covering specialized problems. Membership luncheon and the industry banquet are scheduled Thursday. FCC Chairman Wayne Coy will be the speaker at the dinner. Presiding will be Leslie F. Muter, Muter Co., chairman of the Banquet & Convention Committee.

Since many of RMA's members are keying their production programs around television, interest in Chairman Coy's speech will be high though he has stated his views on color TV and allocations many times during discussions of the Commission's freeze. When the freeze is lifted, the industry expects to attain production heights far beyond the 1949 factory sales of $875 million and the 1948 figure of $750 million.

The convention will be the last in which Bond Geddes, RMA executive vice president, general manager and secretary, will participate as an active officer. Mr. Geddes retires Aug. 1 and will serve the association on a consulting basis under a retirement plan based on his 23 years of service.

Should a paid president be named, RMA may elect a chairman of the board as honorary head of the association. It will consider, also, the problem of staffing the Washington headquarters and appointment of a general manager or similar executive will be considered.

The reorganization project developed at RMA's April board meeting in Ste. Adele, Quebec [BROADCASTING, April 24, May 1]. At that time word leaked out that the Kahn committee had interviewed Lt. Gen. Lucius B. Clay in connection with the paid presidency, which carries a proposed $50,000 annual salary.

Among official reports to be submitted during the four-day meeting will be that of President Cosgrove on the color television discussions. Max F. Balcom, Sylvania Electric Products, will report as chairman of the RMA Television Committee. Dr. W. R. G. Baker, General Electric Co., will report as chairman of the National Television Systems Committee which has made detailed studies on color, allocations and other phases of TV development.

Request for Funds

Two industry groups will submit requests for promotional funds. The Phonograph Industry Committee plans a drive to exploit products in that field. The Sales Promotion Committee of the Amplifier & Sound Equipment Division is anxious to develop sales in that field, including school and industry equipment as well as home intercommunication equipment.

RMA's program opens today at 10 a.m. with a series of section and committee meetings. Similar schedule is planned Tuesday and as many as nine committees will be meeting simultaneously. Thirteen different groups will meet Wednesday morning and the retiring RMA board will meet Wednesday at 2 p.m. with President Cosgrove presiding.

Annual membership meetings of the five RMA divisions will be held Thursday morning followed by the membership luncheon. Presiding at the luncheon will be President Cosgrove and Executive Vice President Geddes. Mr. Cosgrove will give his annual report. Mr. Muter, RMA treasurer, will give the annual financial report followed by the report of Chairman Kahn's reorganization committee.

The new RMA board meets at 3 p.m. Thursday. Fourteen new members, who will be elected during the convention, will take office at that time. The board also will take up the whole reorganization problem, including personnel.

Members of Chairman Kahn's key reorganization committee include Messrs. Muter, Baker and Balcom; G. M. Gardner, Wells-Gardner & Co.; W. J. Barkley, Collins Radio Co.; R. E. Carlson, Tung-Sol Lamp Works; A. D. Plamondon, Indiana Steel Products Co.; A. Liberman, Talk-A-Phone Co.; Benjamin Abrams, Emerson Radio & Phonograph Corp.; Paul V. Galvin, Motorola Inc.; Fred R. Lack, Western Electric Co.; W. A. MacDonald, Hazeltine Electronics Corp.

GAMBLING BILL *Compromise Awaits Senate Action*

COMPROMISE version of legislation to prohibit broadcasts and telecasts of gambling" information prior to horse races but permitting coverage of the actual event was marking time on the Senate calendar last week following approval of the less stringent measure by the Senate Interstate & Foreign Commerce Committee [BROADCASTING, May 29].

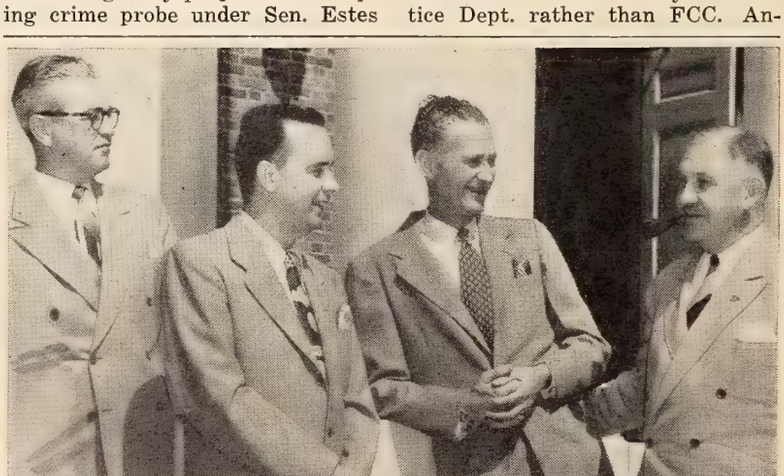
Meanwhile, there was speculation that the bill (S 3358), reported to the Senate May 26, may run afoul of a jurisdictional dispute involving the Senate Judiciary Committee, which originally proposed a sweeping crime probe under Sen. Estes Kefauver (D-Tenn.). His five-man group is preparing to launch a broader full-dress inquiry.

It was reported that Sen. Pat McCarran (D-Nev.), chairman of the Senate group, may attempt to have the measure referred to his committee for close scrutiny. Sen. McCarran could not be reached for comment Thursday, but had not officially pressed for action on the Senate floor.

He was understood to have objected to the Commerce-reported bill on grounds that it involves criminal statutes and hence penalties would be enforced by the Justice Dept. rather than FCC. Another factor reportedly was that Sen. McCarran felt "states' rights" are involved.

In any event, authorities felt there is little likelihood the bill would be taken up this week in view of other pressing Senate business. When the calendar might be called was a matter of speculation.

The bill reported by the Senate Interstate Commerce Committee, following three weeks' of hearings [BROADCASTING, May 8, 1] and study by its communications subcommittee, headed by Sen. Ernest W. McFarland (D-Ariz.), was adopted as a compromise between the Justice Dept. bill and the FCC plan, which would have banned transmission of data on odds, etc. during, after and before a horse race.



PAUSING at entrance to the convention hall at the U. of North Carolina in Chapel Hill, during the May 22-23 meeting of the North Carolina Assn. of Broadcasters [BROADCASTING, May 29], are (l to r): Cecil Hoskins, manager, WWNC Asheville; Jack Younts, manager, WEEB Southern Pines and secretary-treasurer of NCAB; Robert Wallace, manager, WOHS Shelby, NCAB president, and Earle Gluck, manager, WSOC Charlotte and vice president, NCAB.

Given Specific Definition

It defines gambling information more specifically and would permit transmission of such data during and after horse and dog races on the ground that the information would then constitute "news." Measure specifically encompasses wire services and stations, covering the leasing of communications facilities, and the broadcast of such information. Maximum penalties would be a year's imprisonment and a $1,000 fine.

Sen. McFarland, in a statement accompanying the subcommittee's recommended bill to the full committee, noted that the Justice Dept. measure (S 3358), would have permitted widespread dissemination of

(Continued on page 77)

Used by
Advertising Agencies
National Advertisers
Media and Reps
Market Analysts



PRESENTS MORE THAN 350,000 MARKET FACTS
U. S., State, County and City Data

COUNTY DATA

Number Daily Newspapers; Number Radio and TV Stations

Population—'40 count; '49 estimates.

Families—'40; '49 households, families per square mile; radio homes.

Retail Sales—'40; '49 estimates; Retail Sales Index; per family; per capita; sales by classes of outlets—Food, Gen'l Merchandise, Apparel, Home Furnishings, Automotive, Filling Station, Lumber, Building Material—Hardware, Eating - Drinking, Drug, number major outlets.

Industrial Data—'48 Number establishments; total employed; total wages; % state total; average weekly wage; major industries.

Farm Data—'49 population; families; income, % of state; income per family and per capita; '45 average farm size; value per farm and per acre.

CITY DATA

For all cities of 5,000 and over population. County name and map location; number daily newspapers; number radio and TV stations.

Population—City zone; city and retail trading zone; '40 city limits and '49 estimates.

Families—Number in corporate limits and '49 estimates; radio homes.

Retail Sales— '40 totals and '49 estimates; Retail Sales Index '40/'49; per capita; per family by classes of outlets—Food, Gen'l Merchandise, Apparel, Home Furnishings, Automotive, Filling Stations, Building Material, Hardware, Eating-Drinking, Drug, Bank Debits.

MAPS

Marketing Maps—State (with county lines and keys); each City of 250,000 and over population; U. S. Territories and Philippines; Canada.

Here's What They Say About SRDS Consumer Markets

From the President of a Minneapolis Agency:

"We are putting it to work in preparing at least two recommended schedules."

From a Middle Western National Advertiser (Heating Equipment):

"Very helpful in administration of our current newspaper program."

From the Vice-President of a Radio Network:

"I am enclosing a tabulation from your book which is highly illuminating."

From the Media Director of a Northwestern Agency:

"We found Consumer Markets just the thing in helping plan campaigns."

From the President of a Southern Advertising Agency:

"Have used it to actually close opinions on new sales ventures."

SRDS Consumer Markets . . . The Market Data Book of a Thousand Uses . . . Presents more than 350,000 Market Facts . . . A Practical Marketing Department in One Volume

1950-1951 Edition Closes:
July 1st for set copy.
July 15th for complete plates.
Published September 1st.

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KGDM
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YAKIMA


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SEATTLE


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PALM SPRINGS

The Coast


KCBS
SAN FRANCISCO


KOLO
RENO


KXLY
SPOKANE


KFRE
FRESNO


KXOC
CHICO


KERN
BAKERSFIELD



listens most to Columbia Pacific . . .

Coast listeners like us best because Columbia Pacific delivers the best programs, regional and coast-to-coast, as Nielsen ratings prove.* *This is why Columbia Pacific delivers higher average ratings for regional programs than other Coast networks.*

And . . .

Columbia Pacific broadcasts 8 of the top ten coast-to-coast programs.

The Coast will listen most to you, too . . . on Columbia Pacific.

**Nielsen Pacific Coast Report, March 1950.*





Columbia Pacific

. . . the IDEA Network

Represented by RADIO SALES

Respects

(Continued from page 32)

navy's pride, the *Graf Spee*, in Montevideo harbor, in 1940.

Mr. Schechter arranged an exclusive on the event by the simple device of tying up the only radio circuit from Montevideo and hiring every English-speaking person in the city. The principal correspondent on the scene, also hired for the occasion, bought a small lighthouse with a commanding view and from it was able to describe the demise of the German raider when her crew scuttled her in the harbor.

Born in 1907

Abel Alan Schechter was born in Central Falls, R. I., Aug. 10, 1907, attended public schools there and then entered Boston U. He had decided to become a newspaperman. Displaying even then an alarming aptitude for keeping busy, he enrolled as a full-time student in the university's school of journalism, and to avoid the awful prospect of an idle moment, took a full-time job as a reporter on the *Providence Journal.*

He commuted from Providence to Boston, arriving at school for early morning classes and returning to Providence in time to start his daily trick at 6 P.M.

In four years he was graduated not only from Boston U. but also from the *Providence Journal.* He moved to Newark, N. J. and joined the *Newark Star-Eagle* as a reporter.

Within a few months he had what he had wanted all along—a job on a New York paper, specifically *The World.* Three years later, when *The World* was sold, he joined the Associated Press as night city editor in New York, and a few months later went to International News Service as city editor.

In 1932 he joined NBC as copy editor in the press department. Three years later the press-radio war flared up; press associations denied their services to radio, and Mr. Schechter was assigned to the NBC news department with the somewhat taxing mission of single-handedly covering the news of the entire world.

The task of competing with the giant news gathering resources of press associations and metropolitan newspapers drove the energetic Mr. Schechter to a state of sheer happiness. By keeping up a steady torrent of telephone communications with news sources over the four instruments at his desk and stooping to occasional larceny while riffling through late editions of the press, Mr. Schechter collected such volumes of news that at times he was even ahead of the press.

Press-Radio War Recalled

In his book, *I Live on Air*, published in 1940 by F. A. Stokes Co., Mr. Schechter recalled incidents of this press-radio war.

In 1936 he became NBC director of news and special events. In the next few years, before he went into first the Office of War Information and later the Army, Mr. Schechter kept occupied with the increasing tempo of international news and the approach of war. NBC in that period scored a number of outstanding news beats under his direction.

In 1941, after Pearl Harbor, Mr. Schechter drew up the first draft of a radio censorship code for the Office of Censorship. A few months later he acted as civilian consultant to the War Dept. Bureau of Public Relations. In the spring of 1942 he took a leave from NBC and joined the OWI as special assistant to Gardner Cowles, then chief of domestic operations.

After serving in that capacity for several months he became a captain in the U. S. Army Air Force as chief of radio public relations. In March 1944 he was assigned to Gen. Douglas MacArthur's command as chief of radio in the GHQ public relations section.

Equips Radio Ship

Upon arriving at Brisbane, Australia, the headquarters of Gen. MacArthur's command, the then Major Schechter was assigned to equip a special ship with voice radio equipment adequate to transmit directly to San Francisco from future beach-heads. What emerged from his labors was the *Apache*, an antique craft that more than made up in electronic knick-knacks what it lacked in nautical architecture. The *Apache* survived two contested landings at Leyte and Luzon as well as numerous bombing raids with never a serious disruption in her radio service.

In June 1945 Mr. Schechter was decorated with the Legion of Merit by Gen. MacArthur for operating the complicated radio communications during the Philippines campaign. He was relieved from the Army as a lieutenant colonel that month and returned to the U. S.

In July 1945 he joined Mutual as vice president in charge of news and special events.

At Mutual he has kept up his usual pace. One of the first newscast exclusives he arranged was a direct report from the Manila courtroom of the Judge reading the verdict in the trial of the Japanese General Yamashita.

He set a precedent, quickly followed by the other leading networks, in selling Mutual's coverage of the 1948 presidential election returns to a sponsor, Curtis Publishing Co.

Mr. Schechter is married to the former Fritzi Breger, whom he wed in 1940. He belongs to the National Press Club, the Dutch Treat Club, The Players and to Sigma Delta Chi.



KFYR

550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, N. DAK.

Then you need KFYR, whose signal comes in loud and clear in a larger area than any other station in the U. S. A. And that isn't all! KFYR enjoys a choice frequency of 550 kilocycles, is located in the center of an area noted for excellent ground conductivity. 24 years of listener loyalty, too. Ask any John Blair man to prove it.

Harter Heads Ad Club

BOB HARTER, WHO Des Moines, was elected president of the Advertising Club of Des Moines at the organization's annual election meeting May 23 at the Fort Des Moines Hotel. Also elected was John Schweiker, sales and promotion member of WHO, as vice president in charge of publicity.

STERLING TERM

Set for Airing June 14

FCC COMR. George Sterling's renomination to the Commission for a full seven-year term, effective July 1, has been slated for consideration by the Senate Interstate & Foreign Commerce Committee at its next regular meeting June 14, Chairman Ed C. Johnson (D-Col.) announced last Monday.

Comr. Sterling will be invited to express his views to the committee, which also plans to act on the nomination of Martin Hutchinson to Federal Trade Commission. Whether the committee will act quickly on Comr. Sterling's renomination, sent to Congress May 26 by Mr. Truman [BROADCASTING, May 29], will depend on the tack taken by committee members.

In any event, Senate approval is confidently expected, though Sen. Johnson already has indicated a hearing will be held. It was believed the hearing might consume one day at most. On the other hand, the committee may report favorably on Comr. Sterling after executive session June 14. Committee approval generally is tantamount to Senate confirmation.

Sen. Charles W. Tobey (R-N. H.), leading questioner in Comr. E. M. Webster's confirmation hearing last year, said last week he had not given the Sterling renomination much thought. It was believed, however, he would pursue color TV phases. Sen. Johnson already had indicated he may have "some questions to ask" but preferred to await the Commissioner's appearance.

Comr. Sterling is known to have FCC Chairman Wayne Coy's endorsement for reappointment to the post which he assumed Jan. 2, 1948. His present term expires June 30. Additionally, the committee, chief watchdog of FCC, may be expected to weigh Comr. Sterling's engineering background in view of the Commission's study of the highly technical color TV question. He is one of FCC's two engineer-members.

Mr. Hutchinson would succeed the late Ewin Davis for a full seven-year term as member of FTC.

Upcoming

June 17: Second annual Radio News Editor's conference, Kent State U., Kent, Ohio.

June 19: NAB Board indoctrination, NAB Hdqrs., Washington.

June 20-22: NAB Board of Directors, NAB Hdqrs., Washington.

June 22: Eighth annual Stanford-NBC-Radio - Television Institute opens, Stanford U., Palo Alto, Calif.

June 22-23: Kentucky Broadcasters Assn., Hotel Seelbach, Louisville.

June 25-29: Advertising Assn. of the West convention, Ambassador Hotel, Los Angeles.

June 25-July 1: WKY-TV Oklahoma City Television Clinic, U. of Oklahoma, Norman.

June 29-30: Assn. of Independent Metropolitan Stations Convention, Miami, Fla.

June 30-July 2: Catholic Broadcasters Assn., U. of St. Louis, St. Louis.

NAB Federation

(Continued from page 15)

because they are not attorneys and overruled Mr. Wasilewski's request for extra time to present two opposite viewpoints. Mr. Wasilewski summarized the Markham and Sellers prepared statements for the record. The statements themselves were filed with the secretary's office for the information of the Commission.

Mr. Markham noted that 146 of the pending TV applicants hold an NAB AM or FM membership and that all but two of NAB's 37 TV members operate AM or FM or both. TV licenses have gone well beyond FCC's minimum program requirements, he said, in contending FCC should not restrict separate aural and visual broadcast to an experimental or test basis.

In time, he said, integrated use of aural and visual transmissions will completely occupy all assigned frequencies during desirable hours. He argued music is more useful than a single tone as test-pattern background. The FCC interpretation would ban such service.

Mr. Markham favored any use of TV facilities in non-program time which would speed the sale and facilitate the maintenance of TV sets. Several segments of the TV industry benefit from aural entertainment with test patterns, he contended. The transition period for joint AM-FM-TV operators is difficult, he pointed out, and he denied recorded music or AM-FM programs with a test pattern disrupts the radio audience. "Each should fend for itself," he argued.

FCC Not Concerned

FCC was not concerned over FM's effect on AM when it licensed FM stations, he said, and should not be concerned about TV's impact on existing operations. The time is not yet ripe to spell out in detail what is or is not in the best interest of the public or the industry, and any such regulation is premature, he contended.

Mr. Sellers argued in favor of the FCC's proposed restriction, pointing out that one TV channel could accommodate 30 FM broadcast channels. After noting the existing "headache" over AM-FM duplication, he said, "How much bigger headache is 'triplication'."

Mr. Sellers foresaw not only the tendency of TV stations to duplicate AM and FM broadcasts but also the origination of aural broadcasts within a visual signal, contending this would be an improper and uneconomic use of the spectrum space allocated TV. Moreover, he said, it would place broadcasters without TV in unfair competition with operators of TV, AM and FM services.

He said unintegrated service would bring use of TV hours for a non-visual service during hours that might be spent in developing local TV programming. TV is deprived of its greatest asset—sight—in nonintegrated programs, he argued. The single audio tone is highly satisfactory for set servicing, he said.

NIELSEN RATINGS *

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)

RANK OF TOP PROGRAMS, EVENING, ONCE-A-WEEK
EXTRA-WEEK
APRIL 23-29, 1950

Current Rank	Previous Rank	Program	Current Rating Homes %
1	1	Lux Radio Theatre (CBS)	23.0
2	3	Arthur Godfrey's Talent Scouts (CBS)	18.9
3	2	Jack Benny (CBS)	17.4
4	6	My Friend Irma (CBS)	17.1
5	8	Amos 'n' Andy (CBS)	15.9
6	11	You Bet Your Life (CBS)	14.9
7	7	Charlie McCarthy Show (CBS)	14.9
8	5	Fibber McGee & Molly (NBC)	14.8
9	4	Walter Winchell (ABC)	14.6
10	28	Mr. Chameleon (CBS)	13.7

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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IBEW-CBS TALKS

Union Undecided On Terms

INTERNATIONAL office of the International Brotherhood of Electrical Workers (IBEW) in Washington was still undecided late Thursday as to whether it would recommend acceptance of a new contract offer made by CBS the previous week for broadcast engineers or issue a strike call.

From May 22 through 28, CBS management met with IBEW officials at closed day and night sessions in St. Louis to negotiate terms of a new IBEW-Network contract to replace the one which expired May 26. Final outcome was an offer from CBS for wage increases at all seven stations affected in Boston, St. Louis, Chicago, Minneapolis, San Francisco, Los Angeles and New York. A blanket raise was offered two groups—New York and Los Angeles in one, and Chicago, Boston, St. Louis and Minneapolis in the other.

KCBS San Francisco received separate consideration because it has only 5 kw instead of 50 kw as do other CBS key stations, and also is the newest station under CBS ownership [BROADCASTING, Feb. 21, 1949].

Working Conditions

Although the amount of salary increase was received favorably by union representatives, they rejected terms of working conditions. Main dispute throughout the week was reported to be the union's demand for a single standard of employment throughout the network, with a few allowances for local variances, and network's insistence on conditional terms contingent on offer of the raises. Union claims CBS demands too many concessions in each locality.

IBEW filed official notice for federal mediation with the National Labor Relations Board May 1, giving the required 30-day notice. This expired May 30, leaving the international office free to call a strike if it wishes.

St. Louis was selected as a meeting place after two weeks of preliminary talks because of its central location. Among those attending from CBS were Howard Hausman, chief attorney, Vice President Frank Falknor and Chief Engineer Henry Grossman. Station men present were Ken Craig, assistant to H. Leslie Atlass, CBS Central Division vice president at WBBM Chicago; Arthur Hull Hayes, vice president and general manager of KCBS San Francisco; Erwin H. Shomo, general manager of KNOX St. Louis, and Harold E. Fellows, general manager of WEEI Boston. IBEW was represented by Lawson Wimberly, chief of the broadcast engineers division of IBEW, and Freeman Hurd of the international office, in addition to men from locals in each of the seven cities affected.

International headquarters called at the meeting.

WKRT SALE

Price Totals $100,000

WKRT Cortland, N. Y., a 1 kw independent, was sold last week by Cortland Broadcasting Co. Inc. to Radio Cortland Inc., whose principals are Leighton and Robert M. Hope, at a price of $100,000. The sale is subject to FCC approval.

Gerald Mayer, president and general manager of Cortland Broadcasting Co., reportedly sold the station to devote full time to his law firm, Mayer, Rigby & Ryan, which has offices in Cortland and in Washington, D. C. Mr. Mayer was principal stockholder in the station.

Leighton Hope is a former officer of the National City Bank of San Juan. His brother, Robert, is former general manager of WWWB Jasper, Ala., and has served with WCOS Columbia, S. C., WSFA Montgomery, Ala., and WOR New York. The sale of the station, 1 kw day 500 w night on 920 kc, was handled by Blackburn Hamilton.

WOC

FIRST in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. 1420 Kc. • WOC-FM 47 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5
22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 10,000 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

Basic NBC Affiliate
Col. B. J. Palmer, President
Ernest Sanders, General Manager



DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives

Retail Sales

(Continued from page 19)

Metropolitan Area	Stores 1939	Stores 1948	Sales (000) 1939	Sales (000) 1948	Percent Change 1939 to 1948 Stores	Percent Change 1939 to 1948 Sales
Pittsburgh Metropolitan Area	22,971	23,252	697,016	1,967,604	+1.2	+182
Pittsburgh	7,875	7,515	337,312	871,194	—4.6	+158
Balance of Area	15,096	15,737	359,704	1,096,410	+4.2	+205
St. Louis Metropolitan Area	21,059	19,750	515,733	1,556,067	—6.2	+202
St. Louis	13,161	11,650	353,860	978,298	—11.5	+176
Balance of Area	7,898	8,100	161,873	577,769	+2.6	+257
Cleveland Metropolitan Area	17,418	15,555	524,073	1,520,224	—10.7	+190
Cleveland	13,814	11,759	420,426	1,175,139	—14.9	+180
Balance of Area	3,604	3,796	103,647	345,085	+5.3	+233
Washington, D. C., Metropolitan Area	9,136	10,135	482,503	1,480,835	+10.9	+207
Washington, D. C.	6,893	7,074	402,768	1,107,732	+2.6	+175
Balance of Area	2,243	3,061	79,735	373,103	+36.5	+368
Baltimore Metropolitan Area	16,360	15,336	422,500	1,225,746	—6.3	+190
Baltimore	14,116	12,579	380,103	1,051,564	—10.9	+177
Balance of Area	2,244	2,757	42,397	174,182	+22.9	+311
Buffalo Metropolitan Area	13,868	14,222	365,316	1,025,946	+2.6	+181
Buffalo	8,459	8,313	250,311	662,987	—1.7	+165
Balance of Area	5,409	5,909	115,005	362,959	+9.2	+216
Milwaukee Metropolitan Area	11,196	9,757	324,906	921,287	—12.9	+184
Milwaukee	9,375	7,764	288,244	789,597	—17.2	+174
Balance of Area	1,821	1,993	36,662	131,690	+9.4	+259
Metropolitan Areas with Center Cities of 250,000 to 500,000 inhabitants, total	123,395	120,419	3,898,031	12,087,316	—2.4	+210
Central Cities	93,175	86,994	3,341,675	9,970,552	—6.6	+198
Balance of Areas	30,220	33,425	556,356	2,116,764	+10.6	+280
Minneapolis-St. Paul Metropolitan Area	12,577	10,161	474,745	1,257,233	—19.2	+165
Minneapolis-St. Paul	10,613	8,261	437,082	1,127,313	—22.2	+158
Balance of Area	1,964	1,900	37,663	129,920	—3.3	+245
Kansas City Metropolitan Area	9,690	8,944	296,556	974,377	—7.7	+229
Kansas City, Missouri and Kansas	7,222	6,741	260,097	844,860	—6.7	+225
Balance of Area	2,468	2,203	36,459	129,517	—10.7	+255
Cincinnati Metropolitan Area	11,151	10,090	319,486	875,903	—9.5	+174
Cincinnati	7,006	6,357	230,446	615,558	—9.3	+167
Balance of Area	4,145	3,733	89,040	260,345	—9.9	+192
Houston Metropolitan Area	6,413	7,919	213,998	811,198	+23.5	+279
Houston	5,148	5,799	193,965	691,193	+12.6	+256
Balance of Area	1,265	2,120	20,033	120,005	+67.6	+499
Portland, Oregon Metropolitan Area	7,234	7,348	227,033	768,318	+1.6	+238
Portland	4,800	4,618	183,551	572,128	—3.8	+212
Balance of Area	2,434	2,730	43,482	196,190	+12.2	+351
Seattle Metropolitan Area	8,389	7,834	238,317	749,464	—6.6	+214
Seattle	6,563	5,732	208,537	609,739	—12.7	+192
Balance of Area	1,826	2,102	29,780	139,725	+15.1	+369
Dallas Metropolitan Area	5,217	5,928	188,536	708,545	+13.6	+276
Dallas	4,294	4,660	172,904	625,397	+8.5	+262
Balance of Area	923	1,268	15,632	83,148	+37.4	+432
Atlanta Metropolitan Area	5,954	5,748	203,543	661,026	—3.5	+225
Atlanta	4,137	3,516	172,279	515,188	—15.0	+199
Balance of Area	1,817	2,232	31,264	145,838	+22.8	+366
Providence Metropolitan Area	9,307	8,940	250,751	647,814	—4.0	+158
Providence	4,010	3,823	131,847	325,027	—4.7	+146
Balance of Area	5,297	5,117	118,904	322,787	—3.4	+172
Indianapolis Metropolitan Area	5,790	5,233	197,234	624,219	—9.6	+216
Indianapolis	5,208	4,595	188,553	583,072	—11.8	+209
Balance of Area	582	638	8,681	41,147	+9.6	+374
Denver Metropolitan Area	5,725	5,402	195,932	592,281	—5.6	+202
Denver	4,706	4,206	177,963	508,039	—10.6	+186
Balance of Area	1,019	1,196	17,969	84,242	+17.4	+369
New Orleans Metropolitan Area	7,468	7,646	167,027	546,504	+2.4	+227
New Orleans	6,673	6,608	157,062	502,030	—1.0	+220
Balance of Area	795	1,038	9,965	44,474	+30.6	+346
Louisville Metropolitan Area	5,639	5,676	152,668	515,949	+0.6	+238
Louisville	4,143	4,036	131,004	410,199	—2.6	+213
Balance of Area	795	1,038	9,965	44,474	+30.6	+346
Columbus, Ohio, Metropolitan Area	4,933	4,654	172,974	505,002	—5.7	+192
Columbus	4,233	3,932	159,167	458,960	—7.1	+188
Balance of Area	700	722	13,807	46,042	+3.1	+234
Rochester Metropolitan Area	5,900	5,449	190,675	489,295	—7.6	+157
Rochester	4,856	4,265	169,967	408,441	—12.2	+140
Balance of Area	1,044	1,184	20,708	80,854	+13.4	+290
Memphis Metropolitan Area	3,897	4,117	140,595	475,752	+5.6	+238
Memphis	3,363	3,528	135,486	452,457	+4.9	+234
Balance of Area	534	589	5,109	23,295	+10.3	+356
Toledo Metropolitan Area	4,212	4,178	144,008	445,273	—0.8	+209
Toledo	3,549	3,400	131,629	395,870	—4.2	+201
Balance of Area	663	778	12,379	49,403	+17.3	+299
Birmingham Metropolitan Area	3,899	5,152	123,953	439,163	+32.1	+254
Birmingham	2,651	3,078	100,136	340,053	+16.1	+240
Balance of Area	1,248	2,074	23,817	99,110	+66.2	+316

These areas consist of a county or group of counties representing an integrated economic unit. Except in New England where towns commonly represent the basic geographic unit, only complete counties and independent cities are used. An example is provided by the Washington, D. C., metropolitan area which consists of the District of Columbia, Montgomery and Prince Georges Counties, Md., Fairfax and Arlington Counties, Va., and the independent cities of Alexandria and Falls Church, Va.

The San Antonio Metropolitan Area is excluded from this table because annexation of parts of Bexar County by the city of San Antonio since 1939 makes comparisons difficult.

The stars of today and tomorrow are

Yours for more Sales

... with the *new era* in

Thesaurus



ARTIE SHAW AND HIS ORCHESTRA

"Spotlight on Shaw"

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal... top name artists! You get *comprehensive* programming, promotion, publicity, tie-ins, cross-plugs, sound effects . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

PUBLIC ISSUES

Yale Journal Urges New Plan

A REQUIREMENT that broadcasters report—and prove—that they have allotted a "reasonable" amount of time to controversial issues and have handled such presentations fairly is suggested in a recent issue of the *Yale Law Journal*.

Writing on "The Mayflower Decision Scuttled," John G. Burnett of New Haven suggests that "a more effective plan" of enforcing the Mayflower Decision's "fairness" rule might be evolved along these lines:

First, the FCC could require all applicants for license renewal to make and substantiate an affirmative claim that they have allotted a reasonable amount of time to discussion of controversial issues, and that such discussion has, in the overall, been presented in a fair and representative manner.

Second, in line with this suggestion, the Commission could specifically require all such applicants to enumerate and summarize all partisan expressions emanating from their stations, wether formally tagged "opinion" or not.

Finally, if more direct measures prove necessary the Commission might establish a permanent impartial body to analyze the contents of broadcast programs on a random sampling basis. The purpose would not be to evaluate the ideas expressed, but rather to earmark partisan expressions and make an initial determination as to whether the requirements of representative presentation are being met.

Mr. Burnett is author of an article, published in the June 1949 issue of the *Yale Law Journal*, upholding FCC's right to issue its anti-giveaway rules, which are now in state of suspension pending outcome of current litigation.

ONE broadcast by Henry J. Taylor, commentator on ABC, drew 11,300 requests from listeners for copies of script, network reports. Of these, 10,900 asked to have their names placed on permanent mailing list.

KTOP AUCTION

For Underprivileged Children

UNDERPRIVILEGED children in Topeka, Kan., received a big helping hand from Mutual affiliate KTOP when the outlet's *Auction on the Air* enabled the Topeka Kiwanis Club to raise $1,300 for the charitable cause.

Donating their time, two veteran auctioneers, Charles and Ken



During Auction on the Air, *Auctioneer Crews (l) describes the next piece of merchandise, held by Mr. Axton.*

* * *

Crews, auctioned off on the air hundreds of new merchandise items to high bidders who called in their bids via telephone. Six phones, installed in the office, were manned by members of the Kiwanis auxiliary, "The Kiwanitas."

KTOP reported that many of the merchant-donated items were sold at prices well above the retail price during the eight-hour series. When KTOP offered five 15-minute segments of time on the last broadcast, a local cleaner was top bidder with $80. In excess of 1,000 telephone calls poured in during the broadcasts, Bailey Axton, KTOP general manager, reported.

NEW automobile radio aerial, patterned after TV antenna, contributes greater distance and clearer station reception and increased volume to car radios, Trio Products, Franklin, Mich., manufacturer, claims.

P & G Tops

(Continued from page 19)

was down slightly, grossing $16,785,941 in the first three months of 1950, compared with $17,003,602 in the like period of 1949.

ABC and MBS both showed losses for March and the first quarter of 1950 in comparison with a year ago. ABC grossed $3,447,451 this March; $4,238,845 in March 1949. For the quarter, ABC grossed $10,184,501 in 1950; $12,152,424 in 1949. MBS gross for March 1950 was $1,410,683; for March 1949 it was $1,775,790. For the first quarter of 1950, MBS gross was $4,490,974; for that period of 1949 the MBS gross was $5,329,172.

TRAFFICKING

Argument Set June 19

ORAL ARGUMENT on FCC's proposed new rules against "trafficking in frequencies" was scheduled by the Commission for June 19.

The proposed regulations, announced early this year, would require automatic forfeiture of the construction permit for any station which is sold before program tests commence [BROADCASTING, Jan. 16].

Only exceptions to the forfeiture requirement would be (1) so-called "pro forma" transfers and assignments which do not affect control, and (2) transfer of an AM (or FM) grant along with an FM (or AM) license by the same owner.

WTUX Petition

WTUX Wilmington, Del., petitioned FCC last week to reopen the record in the investigation of its horse race programming to show that the station has discontinued broadcasting of all racing information. Case is pending final decision after an FCC examiner recommended renewal of license despite finding that while programs questioned were not designed to aid illegal gambling they were "subverted to that end" [BROADCASTING, Dec. 26, 1949; Jan. 2].

TABLE III

TOP NETWORK ADVERTISERS FOR EACH PRODUCT GROUP IN MARCH 1950

Agriculture & Farming	
Apparel, Footwear & Access.	
Automotive, Automotive Equip. & Access.	Allis-Chalmers Mfg. Corp. 33,198
Aviation, Aviation Equip. & Access.	Frank H. Lee Co. 43,680
Beer, Wine & Liquor	Electric Auto-Lite Co. 95,265
Bldg. Mat., Equip. & Fixtures	....
Confectionery & Soft Drinks	Pabst Brewing Co. 78,285
Consumer Services	Johns-Manville Corp. 109,957
Drugs & Remedies	Coca-Cola Co. 175,307
Entertainment & Amusements	Electric Co.s Adv. Program 67,632
Food & Food Products	Miles Labs 754,801
Gasoline, Lubricants & Other Fuels	....
Horticulture	General Foods Corp. 657,309
Household Equip. & Supplies	Sun Oil Co. 92,896
Household Furnishings	Ferry Morse Seed Co. 23,488
Industrial Materials	Seeman Bros. Inc. 51,896
Insurance	Armstrong Cork Co. 35,024
Jewelry, Optical Goods & Cameras	U. S. Steel Corp. 108,210
Office Equip., Writing Supplies, Stationery & Access.	Prudential Insurance Co. of Amer. 122,245
Political	Bruner-Ritter Co. 63,168
Publishing & Media	
Radios, TV Sets, Phonographs, Musical Instruments & Access.	Hall Brothers Inc. 84,165
Retail Stores & Direct Mail	Roosevelt for Governor Hdqrs. 588
Smoking Materials	Doubleday & Co. Inc. 48,590
Soaps, Polishes & Cleansers	
Sporting Goods & Toys	Radio Corp. of America 82,995
Toiletries & Toilet Goods	Dr. Hiss Shoes Inc. 1,728
Transportation, Travel & Resorts	Liggett & Myers Tob. Co. 508,231
Miscellaneous	Procter & Gamble 729,814
	....
	Procter & Gamble 440,555
	Assn. of American Railroads 66,228
	American Fed. of Labor 116,880

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Back in Contact

EDITOR, BROADCASTING:

. . . Since the article [On All Accounts, May 1] appeared in your magazine, I've heard from old friends in radio business with whom I have been out of contact for many years. . . .

Bromley House
Vice President
Gregory & House Inc.
Cleveland, Ohio

* * *

Cites IER Awards

EDITOR, BROADCASTING:

Thanks very much for including us in your list of Institute for Education by Radio awards for *Take It From Here: The New England Story*, broadcast over station WHDH. I wonder if you knew that we also produced *We Human Beings*, a first award winner for programs dealing with personal and social problems, broadcast over station WCOP. . . .

Parker Wheatley, Director
Lowell Institute Cooperative Bcstg. Council
Boston

* * *

Bartlett and BBC

EDITOR, BROADCASTING:

I should like to call your attention to some misstatements in your editorial titled "John's Other Bull" [BROADCASTING, May 8].

The "Study of International Broadcasting" offered by Syracuse U. as a part of its travel study section in University College is not under BBC auspices.

I developed the idea and invited Mr. Slate to help with the tour. I asked for his help. I asked the BBC for permission to visit their studios and talk with their personnel. In my judgment, it is unfortunate for your editorial writer to assume that BBC was doing anything more. . . .

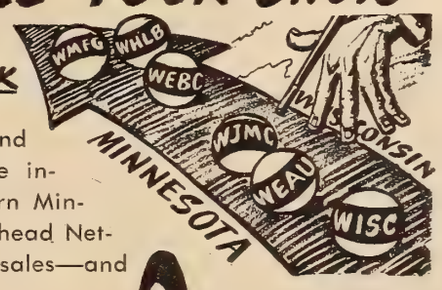
As one who has spent about 20 years objectively observing American radio and who believes in the American system, I am somewhat surprised that one of the leading trade journals would, without inquiry or investigation, make charges that are utterly unfounded. This is not a time to add even one small log to the international fire.

Kenneth G. Bartlett
Director, Radio-TV Center
Syracuse U.

[EDITOR'S NOTE: Pleased to know BBC didn't inspire proposed junket, which we understand now has been "postponed" because of inadequate response. We have always admired Dr. Bartlett and his early recognition of the radio media. We feel, however, that he fell for one on this occasion and that his own correspondence indicated that BBC, even if it hadn't inspired project, certainly was not averse to it. We agree this is no time to add "even one small log to the international fire" but we feel as strongly as ever that Britain should keep it's government radio philosophy within its own domains.]

YOU CAN CALL YOUR SHOTS ON THE ARROWHEAD NETWORK

To cover the rich dairyland markets of Wisconsin; the industrial centers of Northern Minnesota . . . use the Arrowhead Network. You're interested in sales—and that's what we deliver!



ARROWHEAD NETWORK

WMFG HIBBING | WHLB VIRGINIA | WEBC DULUTH | WJMC RICE LAKE | WEAU EAU CLAIRE | WISC MADISON

Represented nationally by RA-TEL Reps., Inc. and regionally by BULMER-JOHNSON, Inc. Mpls.



for 200,000 Baseball Fans

Never before have baseball fans of Spartanburg and the Piedmont been treated to such a baseball line-up. WORD-WDXY present a double header every day to Carolina listeners whose chief relaxation is baseball.

'Peaches' Games

As in past seasons (it's a dialing habit) WORD-WDXY broadcast every game played by the Spartanburg Peaches (Tri-State League). It's live play-by-play at home and away, every night.

Major League Ball

Big League baseball comes to Spartanburg every afternoon through the Liberty Broadcasting System and WORD-WDXY, featuring the old Scotchman, Gordon McLendon.

"The Sports Stations of the Piedmont"

ABC

WDXY-FM • DUPLICATION

WORD

SERVING THE HEART OF THE PIEDMONT

SPARTANBURG

• See HOLLINGBERY

Management

WALT GAINES, formerly of WCPM Middlesboro, Ky., named station manager of WVMI Biloxi, Miss.

AMON CARTER, president of WBAP Fort Worth, Tex., and **HAROLD HOUGH,** station's director, served as honorary chairman and publicity committee chairman, respectively, of Colonial National Invitation Golf Tournament in Ft. Worth May 24-28.

JACK PARKER, formerly of KCRG Cedar Rapids, Iowa, appointed director of station operations of Saginaw Broadcasting Corp., operator of WSAM-AM-FM Saginaw, Mich., and WLEW Bad Axe, Mich. Mr. Parker was incorrectly identified as director of station operations for KCRG Cedar Rapids, Iowa, in MANAGEMENT, May 29.

WILLIAM R. McANDREW, general manager of WRC-AM-FM and WNBW (TV) Washington, has received award for stations' "outstanding service in the entertainment of hospitalized veterans," from Veterans of Foreign Wars.

HARRY K. RENFRO, executive assistant to general manager of KXOK St. Louis, named member of Missouri Peace Officers Assn.

WDRC Hartford, Conn., has received letter from Paul G. Carney, supervisor of New England census, commending station for its "excellent cooperation" during census.

send me



ONE YEAR—$7

☐ I enclose $7.00 ☐ Please bill me

NAME

COMPANY

ADDRESS

CITY ZONE STATE

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

Nat'l. Press Bldg., Washington 4, D.C.

AAW JUNE MEET

Highlights Radio Feature

RADIO viewpoint will be a highlight of the Advertising Assn. of the West annual convention to be held June 25-29 at the Ambassador Hotel in Los Angeles. The convention is expected to be the largest in AAW's history.

Sharing a two-session "Court of Advertising at Work" with other media spokesmen, radio members will take part in a review of case histories of current advertising successes. A total of eight successes will be outlined, four at each session, with each medium represented. Speakers have not yet been selected for presentations. Harold J. Meriless, senior vice president of AAW, will moderate.

Featured speakers at the convention already selected include Don Belding, chairman of the executive committee, Foote, Cone & Belding; Paul G. Hoffman, ECA administrator; Frederic R. Gamble, president, American Assn. of Advertising Agencies; Samuel C. Gale, chairman, Advertising Council, and vice president and advertising manager, General Mills Corp.; Herbert H. Kirschner, AAW president.

Taking part in a television panel, entitled "What, Where, When and How," are these Los Angeles TV station executives: Charles Glett, vice president in charge of Don Lee TV (KTSL); Thomas B. McFadden, manager, KNBH; Klaus Landsberg, vice president, Paramount Television Productions, and manager, KTLA; Richard A. Moore, assistant general manager and director of television operations for ABC Western Division; Haan J. Tyler, manager, KFI-TV; Harrison Dunham, general manager, KTTV; Don Fedderson, general manager, KLAC-AM-FM-TV. Martha Gaston Bigelow, account executive, KFOX Long Beach, Calif., will be moderator.

Another feature of the five day session will be the presentation of the Radio Advertising Award for Vancouver Trophy for the best commercial programs and spot announcements.

Hauser's Luck

IF the luck of Carroll R. Hauser, owner-manager of KHUM Eureka (Calif.), ABC affiliate, holds out, he won't have to worry about where his next vacation is coming from. Recently Mr. Hauser won a week's vacation for two at Los Vegas as second prize in an ABC-*Richfield Reporter* promotion contest. And last year he and his family enjoyed a Caribbean cruise as first prize in an ABC-General Mills contest. He's now looking forward to next year's vacation.



COOK'S TOUR of the Esskay (meat products) plant in Baltimore gives Kitty Dierken (2d l) of WAAM (TV) that city, and Susan Kent (3d l), WFBR same city, TV and radio "cooks" respectively, an inside view of William Schulderberg-T. J. Kurdle Co.'s operations. Miss Dierken conducts WAAM's *Kitty Dierken Shops for You* for which firm has contracted four participations weekly. Miss Kent succeeds Martha Ross Temple as chief cook on Esskay's WFBR program, *It's Fun to Cook*. With them at the plant are Bob Walsh (l), radio and television director, and Henry Erck, vice president, Van Sant, Dugdale & Co., Baltimore (Esskay's agency).

MRS. AMERICA

Most Contracts Complete

RADIO and TV stations will conduct most of the elimination events in the 1950 Mrs. America contest slated for Sept. 10 at Asbury Park, N. J., according to Mrs. America Inc., sponsor of the event.

Radio franchises purchased direct from Mrs. America Inc. include: KSJO San Jose, Calif.; KVOC Casper, Wyo.; KTRM Beaumont, Tex.; KCLO Leavenworth, Kan.; KLVC Little Rock; KXAR Hope, Ark.; WLAQ Rome, Ga.; WEAR Pensacola, Fla.; and WLIZ Bridgeport, Conn. Judging is based one half on contestant's beauty and the other half on homemaking talent.

Elimination TV franchises are being handled by World Video Inc. which reports the signing of WCAU-TV Philadelphia, WEWS (TV) Cleveland and KSL-TV Salt Lake City. TV stations in New York City reportedly are bidding for Greater New York and New Jersey State eliminations franchises, and other video outlets also are being lined up by World. Last year, WJZ-TV New York sponsored the Greater New York contests and ABC-TV telecast the grand finals from Asbury Park.

Re-elect Alice Mooney

ALICE L. MOONEY of Lawrence Everling Inc. was re-elected president of the Philadelphia Club of Advertising Women at its annual business meeting on May 25 at the Poor Richard Club. Other officers elected were: Jerrie C. Rosenberg, Lavensor Bureau, first vice president; Anne LaMott, Ford Bros., second vice president; Gladys Mornan, S. E. Roberts Inc., treasurer; Marie Kerrigan, A. Pomerantz & Co., recording secretary, and Mary Beitler Whitemore, Accurate Addressing Co., corresponding secretary.

FARM radio scholarship of $1,000 offered by WMT Cedar Rapids to outstanding student at Iowa State College, Ames, awarded to M. Leon Kline.

FARMERS

Prefer WIBW because we've served their interests for 24 years. WIBW is the farm station for Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Workers' Earnings Up

AVERAGE weekly earnings of America's 11.6 million production workers reached a record high of $56.89 in mid-April, according to preliminary estimates released May 25 by the Dept. of Labor's Bureau of Labor Statistics. Average weekly hours in durable goods industries rose to 40.8 and weekly earnings increased to a record high of $61.04. The length of the workweek rose generally in the machinery manufacturing industries during April although some reductions were reported in the radio and television industries. Weekly earnings in nondurable goods industries dropped to $52.24 while weekly hours declined to 38.5 in April, according to the report.

FISHER RESIGNS

To Leave NBC Post in July

STERLING W. FISHER, manager of public affairs and education for NBC, will resign from the network sometime in July to take charge of the Japanese edition of the *Reader's Digest*.



Mr. Fisher

Mr. Fisher, long active in education and journalism, was Far Eastern editor of the *New York Times* and taught English at Kwansei U. in Japan for eight years. He joined CBS as director of education and radio talks in 1937 and in 1942 went with NBC as assistant to the network's public service counselor.

Mrs. Fisher and their son will accompany Mr. Fisher to Japan.

Canadian Probe

A COMMISSION has been appointed by the Canadian Dept. of Labor, Ottawa, to investigate and report on a number of offenses alleged to have been committed by Press News Ltd., Toronto, and its general manager, Charles B. Edwards. Appointment of the commission was made following application of the American Newspaper Guild, recently appointed bargaining agent for the editorial employes of PN, which supplies news to Canadian radio stations.

Because
WE SELL—
We're
65% SOLD!
WGRD
GRAND RAPIDS, MICH.

FORT INDUSTRY

Executives Hold Meeting

STATION operations, in both AM and TV, were discussed at the regular semi-annual meeting of executives of The Fort Industry Co., held at Key Largo Anglers' Club, Key Largo, Fla., a fortnight ago. Group convened May 14 at the Indian Creek, Fla., home of George B. Storer, company president, and proceeded to Key Largo.

Business sessions were held each morning of the three day meeting. In addition to operational factors, stations' heads reviewed advertising, sales, promotion and programming problems. Meetings were presided over by Lee B. Wailes, vice president in charge of operations. An annual stockholders meeting re-elected Messrs. Storer, Wailes, J. Harold Ryan, senior vice president and treasurer, and John B. Poole, company counsel, as directors. James E. Bailey, vice president, WAGA-AM-TV Atlanta; Richard E. Jones, vice president, WJBK-AM-TV Detroit, and Allen L. Haid, vice president, WMMN Fairmont, W. Va., were added to the board of directors for the coming year. They replaced E. Y. Flanigan, vice president, WSPD-AM-TV Toledo, Ohio; William E. Rine, vice president, WWVA Wheeling, W. Va., and Stanton P. Kettler, vice president, WGBS Miami, Fla.

Also attending sessions were Glenn G. Boundy, chief engineer, Birmingham, Mich.; G. W. Harker, vice president and national sales director, New York; H. A. Steensen, assistant treasurer and comptroller, Toledo; J. Robert Kerns, vice president, WLOK Lima, Ohio; George B. Storer Jr., managing director, WAGA-TV Atlanta; L. C. McAskill, general manager, Miami Beach *Florida Sun*, and C. M. Dailey, general manager, Coral Gables *Riviera Times*.

SCHOOL PROGRAMS

NBC Offers Recorded Series

NBC, in conjunction with the State of Minnesota's Dept. of Education, will make available to schools throughout the country tape-recordings of public service programs at no charge.

The network's public service program, which will be tape recorded by the Minnesota department are: *University of Chicago Round Table, American Forum of the Air, Living—1950*, and the UN documentary, *America United*. In order to receive these programs, school officials will have to mail a blank reel of magnetic sound tape to the Minnesota Dept. of Education. Catalogues of all available programs will be sent to audio-visual supervisors and school administrators.

FIRST of 10 $100 scholarships to Carnegie Institute of Technology established by Pittsburgh Ad Club presented to Charles N. Guttendorf. Scholarship are part of club's education program.

Commercial



WARREN CLARK appointed commercial manager of KGHI Little Rock, Ark., replacing **DON CORBET**, resigned to enter insurance business. **KERMIT RICHARDSON** replaces Mr. Clark as salesman for station.

STUART MacHARRIE joins WDOK Cleveland as sales manager. He has been in New York sales office of WLW Cincinnati for past five years. For two years prior to that he was with WJZ New York and ABC Spot Sales, same city. In his new capacity he will be responsible for both local and national sales.



Mr. MacHarrie

INDEPENDENT METROPOLITAN SALES appointed exclusive national representative of Metropolitan Network consisting of: WARL Arlington, Va.; WBCC Bethesda-Chevy Chase, Md.; WFAX Falls Church, Va.; WGAY Silver Spring, Md., and WPIK Alexandria, Va.

JACK CAHILL, formerly president of W. F. Coleman Co., publishers' representative, opens **Jno. J. Cahill & Assoc.**, San Francisco, to specialize in TV station representation. Headquarters are in Russ Bldg. Telephone: Sutter 1-6072.

RUSS McELWEE, formerly on staff of WCRS Greenwood, joins sales staff of WIS Columbia, S. C. **BILL BOCHMAN**, formerly manager of WCOS and WKIX Columbia, also joins WIS sales staff.

R. L. McQUAGE appointed commercial manager of WOBS Jacksonville, Fla.

WXGI Richmond, Va., appoints **Independent Metropolitan Sales** as its national representative.

HAL WALLACE, formerly with KSFA Nacogdoches, Tex., and KEBE Jacksonville, Tex., joins sales staff of KNUZ Houston, Tex.

Herbert B. Hauser

HERBERT B. HAUSER, 58, research statistician for Lennen & Mitchell, New York, for the past 13 years, died May 28 of a heart ailment at his home in Jamaica, N. Y. Surviving are his widow, Mary Flynn Hauser, director of co-op sales for MBS; three daughters and two sons.

NRP

Picture Albums-Programs

PRINTED PROMOTION

SPECIAL FEATURES

We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio Stations from Coast to Coast than any similar organization in America.

If your AM-TV-FM station needs promotional ideas sold to produce cash revenue of from $200-$1,000 per week.

Wire, call or write

Edgar L. Bill — Merle V. Watson

Julian Mantell, Sales Manager

National Radio Personalities

100 WALNUT STREET

PEORIA, ILLINOIS

Telephone 6-4607

NEWS EDITORS

Kent U. Meet Set

SECOND annual Conference for Radio News Editors will be held June 17 at Kent U., Kent, Ohio, under auspices of the university. Agenda for the conference was announced last week by Carleton J. Smyth, of the Kent School of Journalism.

Opening the program will be Arthur C. Stringer, NAB special services director, who will discuss progress of legislation giving radio newsmen right to protect news sources. Robert Rogers, of Akron, will discuss basic newsroom needs and Gene Ragle, program director of WCLT Newark, Ohio, will speak on smaller city coverage. Winding up the morning session will be a talk on larger city coverage by Don Brice, program director of WKBN Youngstown, Ohio.

Luncheon Talk

At the noon luncheon Bill Crooks, WFMJ Youngstown, president of the Ohio Assn. of Radio News Editors, will preside. Speaker will be Don De Groot, WWJ Detroit public affairs director, with the topic, "Public Affairs Programming."

Charles Starrett, radio head of the Red Cross, will speak in the afternoon on disaster coverage. Richard Oberlin, WHAS Louisville, and Floyd Weidman, WEWS (TV) Cleveland, will discuss TV news. A panel, "What News Should Do for Sponsor, Station and Listener," will feature Verne Nolte, WHIZ Zanesville, Ohio, and Robert Dailey, McCann-Erickson, along with a "critical listener." Evening banquet will be held at the Mayflower Hotel, Akron, with Robert T. Mason, WMRN Marion, Ohio, as toastmaster. Speaker will be Elmer Davis, ABC commentator.

Kent is located 10 miles east of Akron. All sessions except luncheon and dinner will be held on the campus in McGilvrey Hall. Conference director is Charles Day, WGAR Cleveland.

Record Law

LEGISLATION prohibiting importation or transportation of "obscene or lewd" records in interstate commerce, under penalty of violation of the U. S. Code, has been signed into law by President Truman. The bill (S 2811), which Congress approved last month, was strongly endorsed by the Justice Dept. and other law-enforcement agencies, and subjects phonograph records to same restrictions now governing motion picture film, pictures and pamphlets. President Truman signed the measure May 27.

"We have a 17.1 Rating and the Sponsor is very Happy" says Si Goldman station **WJTN** *Jamestown, N. Y.*

YOU *can do as well with* **"THE FIGHT** *of the* **WEEK"** *every Monday night at* **10 P.M.** available on local sponsorship plan at a very low cost to station *phone-wire-or write* Jack Rensel, *General Manager* **sports broadcast network** 2212 Walnut Street, Phila. 3, Penna. **LOcust 4-4383**

News

ROBERT (Red) SCHMIDT joins staff of WRFD Worthington, Ohio, as associate farm service director.

WILLIAM G. PORTER, previously newsman at WPTR Albany, N. Y., joins WTAG-AM-FM Worcester, Mass., as member of news staff. He is graduate of NBC-Northwestern Summer Radio Institute, and formerly was associated with WSNY and WGY Schenectady.

DICK KEPLINGER, Seattle freelancer, starts 6 p.m. *Dinner Time Edition of the News* on KJR Seattle. He continues shows on KXA and KOMO, also Seattle.

STEPHEN FENTRISS, writer for WGN-TV Chicago *Newsreel* and graduate student at Northwestern U., has received annual Harrington Memorial award at Medill School of Journalism for outstanding work in radio and television.

ERNST W. GREUP, director of news and program director of WDUK Durham, N. C., resigns to attend Stanford-NBC Summer Institute. He formerly was associated with WKRT-AM-FM Cortland, N. Y., as assistant manager and news director.

ELMER DAVIS, ABC commentator (Mon. through Fri., 7:15 p.m. EDT), presented Bill of Rights Award of American Veterans Committee for press-radio wing because "during 1949 he saw with clarity and reported with vigor the ever-increasing threats to our fundamental freedoms. . . ."

BOB TRUERE, news director for WCSC Charleston, S. C., and Barbara Lerner have announced their marriage.

HARRY CAMPBELL, farm director at WBBM Chicago, is the father of a girl, born May 24.

Taped Evidence

TAPE recording of an actual arrest was played back in a Yreka, Calif., court recently as the defendant sat by and heard himself condemned by his own behavior. Violator was cited by highway patrol for faulty driving and drinking. A KSYC Yreka tape machine, set up to obtain material for a traffic safety broadcast, recorded the incident. Judge W. B. Seymour ordered the transcription played to acquaint the court with events of the case and show the defendant the error of his ways. The recording offered its own confirmation when compared with previous testimony, the judge noted.

NARND SESSION

'Sell' Newsroom—Shelley

RADIO NEWSMEN should tell "much more often and effectively" what product a professional newsroom can offer to "build and hold audiences, win good will, and increase prestige for stations," Jack Shelley, president of the National Assn. of Radio News Directors and WHO Des Moines news manager, told the Nebraska Assn. of Radio News Directors May 27.

He said it is imperative that radio newsmen "sell 'em as well as tell 'em" to meet the challenge of a critical period for the broadcast news profession. Mr. Shelley noted increased media competition heightened by television's growth and felt newsmen can make a "mighty realtistic argument that radio news presented and prepared in professional fashion . . . pays off"—a theme he said will be explored at NARND's annual convention in Chicago Nov. 16-18. Mr. Shelley also urged establishment of an NARND research bureau to document effectiveness of radio news compared to other media.

CBS-MGM Settlement

DIFFERENCES over motion picture credit on network programs settled by CBS and MGM, allowing studio's talent to resume on network shows. Discord arose nine weeks ago when CBS offered such credit at conclusion of *Suspense* rather than during program. As a result, Actors Cary Grant and Betsy Drake subsequently were yanked from CBS *Lux Theatre*. The ban was lifted after conferences among Harry Ackerman, CBS vice president; Louis K. Sidney, MGM vice president, and Les Peterson, film studio director of radio.

SAN FRANCISCO Music Assn. presented certificate of merit to NBC and KNBC that city for "their contribution to culture in bringing Arturo Toscanini and NBC Symphony to American listeners since 1937."

WNBH TO BUILD

AM-FM Operations Center

CONSTRUCTION will start soon on a new radio center to house present AM and FM facilities of WNBH and WFMR (FM) New Bedford, Mass., which will allow for future TV expansion, according to Basil Brewer, vice president and treasurer, E. Anthony & Sons Inc., stations owner.

The one-story building, which is located in the center of the city's business section, will be modified and a second story added. Offices and studios will occupy the entire second floor—an area more than double the present space. Facilities will be available for three studios, recording studio, newsroom, music library, lobby and viewing space for visitors. Space adjacent to the building has been purchased for eventual TV facilities.

Exterior of the building, Mr. Brewer said, will be made of white cement stucco, black granite, heavy extruded aluminum and plate glass, and an aluminum canopy overhanging the sidewalk. WNBH took the air in May 1921 and WFMR, its FM affiliate, began operations December 1946. Both stations are managed by James M. Patt.

RIVER BOAT TRIP

KWEI Covers Adventure

COVERAGE of what it claims to be the first boat trip down the wild and tortuous Snake River's Hell's Canyon bordering Idaho and Oregon has been arranged by KWEI Weiser, Idaho, according to Don Jones, program director.

Using a specially designed 31-foot boat, Blaine Stubblefield, former Washington correspondent, along with several Weiser businessmen, reporters and newsreel men, will make the trip. Since radio reception and transmission is impossible in the remote wilderness of the more-than-mile-deep gorge, KWEI is sending a tape recorder to capture the adventure in sound, Mr. Jones said.

As a greeting to the people of Lewiston, terminus of the better than 200-mile trip, Mr. Jones prepared a tape recording to be sent by way of Hell's Canyon.

ROY THOMPSON

WRTA 25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by ROBERT MEEKER ASSOCIATES

APPEALS COURT *Hears Allentown Case Involving FCC*

THE U. S. Court of Appeals for the District of Columbia last week heard attorneys for two rival applicants charge—and FCC counsel deny—that the Commission failed to comply with the court's decision in the case.

Attorneys for both Allentown Broadcasting Co. and Easton Publishing Co., competing for 1230 kc with 250 w for almost five years, contended a court decision issued a year ago meant for FCC to decide their case without holding the further hearing which FCC has since scheduled.

But Max Goldman, FCC assistant general counsel, contended the Commission cannot comply with the court's decision—which sent the case back for further findings on relative needs of Allentown and Easton — without further hearing.

FCC's original decision granted the application of Allentown Broadcasting, which is now operating WHOL under that decision pending outcome of the case. On appeal by Easton, the court held that it could not tell, from FCC's findings, why the Commission had concluded that Allentown's need for an additional radio station was greater than Easton's.

Ownership Changes

Attorney Eliot C. Lovett, representing Easton, said FCC had ordered a further hearing "on the excuse" that there had been changes in the ownerships of the corporate applicants. He said the applicants had attempted to bring the record up to date by submitting a stipulation as to changes which occurred after the original 1946 hearing and were willing to stand on the present record, but that FCC insisted upon an entirely new hearing.

Such a procedure, Mr. Lovett claimed, would make it impossible for FCC ever to issue a final decision in any proceeding, because of changes which inevitably occur.

Chief Judge Harold M. Stephens wondered whether this wasn't "a question of administrative convenience" for FCC and Congress to decide.

Mr. Lovett argued that if FCC can use its procedures to get a reaffirmance of its original decisions, there would be little point in going to court except to have Commission decisions uphold. Judge Stephens interjected that the court is not a "rubber stamp" and that such an insinuation is not warranted.

Donald C. Beelar, counsel for Allentown Broadcasting, urged the court to direct FCC to make supplemental findings on the relative needs of Allentown and Easton on the basis of the record as it stands, and to submit a full statement to the court.

He pointed out that in its order for a further hearing the Commission listed all six issues of the 1946 hearing plus two others designed to cover the questions raised by the court's decision.

Mr. Goldman claimed the present hearing record would be relied upon by the Commission insofar as it is not affected by changes in circumstances since the first hearing was held.

When he stressed the importance of a further hearing in light of ownership changes, Judge James M. Proctor observed that he didn't see how a change in corporate structure would necessarily mean a change in program policies. He also said that at the time of the original hearing FCC had argued it had sufficient evidence, but now takes the opposite position.

Mr. Goldman replied that the court has held that the findings themselves are "inadequate."

The case was heard by Judges Stephens, Proctor, and Wilbur K. Miller.

Meanwhile FCC, acting in the same case, ruled that "generally" it will not permit "substantial changes" in the corporate organizations of applicants involved in pending cases where a court has overturned FCC's decision and remanded it for further proceedings.

The ruling was handed down May 24 in an opinion which permitted Allentown Broadcasting Co. to amend its application to show minority stock changes which already have taken place but denied a proposed transfer of control.

To grant a transfer of control, FCC said, would be equivalent to permitting substitution of an entirely new applicant.

FCC's opinion drew a dissent from Comr. Robert F. Jones, who felt the action should not be taken because FCC's decision, to which he dissented, is currently before the court.

OPERATION FLOOD
KSJB Documents Disaster

A COMPLETE documentary program on the Jamestown, N. D., flood has been presented by KSJB that city. Called *Operation Flood of 1950* and produced and narrated by Hal Kennedy, the program contains highlights of reports made by the news staff at the height of the flood.

During the overflow, the staff reported hour by hour progress of the water and aired special announcements, requests for help, warnings to residents and Red Cross messages. When the waters receded, the news and special events department edited and spliced reels of recording tape in a week's time. Actual voices of Red Cross officials, disaster workers and interviews taped earlier as well as descriptions of the water's rise were integrated. Only a week after the program was produced, KSJB reports, a second flood hit the city sending the news staff into emergency operation again.

To bring the picture of Jamestown's floods to the fore, KSJB presented a documentary color film of the rampaging waters to President Truman during the Chief Executive's North Dakota visit on his cross-country tour. Film was made by Chief Engineer Robert Ridgeway and processed in Hollywood.

Technical



PAUL SHAFFER, chief engineer and assistant manager of WNOR Norfolk, Va., resigns. **HOWARD SHEETS**, formerly with WFTL and WGOR (FM) Ft. Lauderdale, Fla., succeeds Mr. Shaffer as chief engineer.

BOB JONES, formerly NBC Hollywood page, named television studio engineer. Until Oct. 15 he will act as vacation relief engineer.

HOWARD ELLIOTT, ROBERT JANNEY, WARREN PHELPS and **RUSSELL RENNAKER** are new broadcast technicians at WGN-TV Chicago.

OSCAR D. SHELLEY, new to radio, joins ABC Hollywood as studio and field engineer.

JOHN CAMPION, transmitter engineer at WDRC Hartford, Conn., and **JEAN CHESLEY**, former secretary for station, have announced their marriage.

FRED CHASSEY, member of engineering staff of WFLN (FM) Philadelphia, is the father of a boy, Fred Jr.

FAIRCHILD RECORDING EQUIPMENT Corp., Whitestone, N. Y., announces control track generator which superimposes high frequency signal on non-synchronous ¼-inch magnetic tape simultaneously with sound track. When played back, track compensates for tape stretch and shrink, maintaining lip-sync between track and film.

HALLICRAFTERS Co. announces that technique of "printing" electronic circuit instead of using wire is now being applied to television receivers for first time through firm's new "dynamic tuner" which uses photographically "printed" circuit.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

BEFORE YOU BUY IN HARTFORD . . .

See WDRC's new Market Study . . . for Hooper ratings, coverage, market figures. WDRC is your best buy! Write Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.

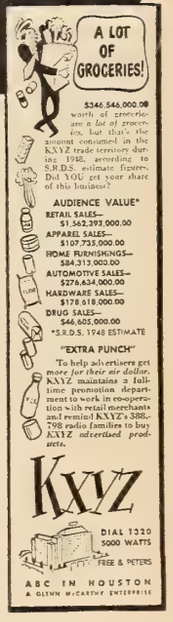
CBS

additional information for buyers of time

Says one agency Vice-President: "When I'm considering any (spot) advertising, I always read the listings and advertising in **Standard Rate & Data** for the markets I'm interested in.

"When I go to client conferences, I take **Standard Rate** with me. It's not unusual for a client to bring up a question about this or that station. I can always turn to **Standard Rate** and, if there's a good ad that gives me a clear picture of the facility, I can give the client good answers."

Many other buyers of spot time tell us they find the station Service-Ads in SRDS making their job of deciding **which stations** easier—Service-Ads like KXYZ's illustrated here.



Every month an average of 150 Service-Ads run in SRDS Radio Section

Note to Station Managers: Are you giving buyers of spot time the sort of facts that help them buy? The "**Spot Radio Promotion Handbook**" covers this subject in detail. Copies available from us at $1.



STANDARD RATE & DATA SERVICE, Inc.
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ASCAP HIT

Davis Plans Court Action

PETITION to intervene in the ASCAP consent decree will be filed soon by Kenneth Davis, attorney who has filed monopoly charges against BMI, Mr. Davis told BROADCASTING Thursday.

He said he will file on behalf of an ASCAP independent publisher as well as writers, bring the suit in the U. S. District Court, Southern District of New York. He said he will ask the court to take "movie-owned publishers out of ASCAP" on the ground that "60 to 70% of the take goes to 14 of 300 publishers."

Mr. Davis has asked the Federal Trade Commission to investigate BMI on monopoly charges [BROADCASTING, May 29].

BMI SILENT

Weighs Davis' Charges

EXECUTIVES of Broadcast Music Inc. last week reserved comment on the filing of FCC petition and FTC petitions and threatened suits seeking extinction of BMI [BROADCASTING, May 29].

Although BMI officials were known to be studying the charges of Kenneth Davis, attorney, and considering defensive action, none would comment on developments.

Mr. Davis a fortnight ago petitioned the FCC to issue temporary licenses to stations holding BMI stock and urged the FTC to investigate BMI as a monopoly.

HIFAM RENEWAL

Denied By FCC

EXPERIMENTAL high frequency AM station ("HIFAM") KS2XAP Bloomington, Ind., operated by Sarkes Tarzian, was denied renewal of license by FCC last week.

Given a conditional renewal in mid-April, the outlet was operating on 87.75 mc [TELECASTING, April 24]. FCC then ruled the license would expire June 1 and that the station could not operate when WFBM-TV Indianapolis was telecasting on Channel 6 (82-88 mc).

Mr. Tarzian also operates WTTS and WTTV (TV) Bloomington.

1930—1950

20th Anniversary Year

46.0

"HOOPER"*

*(average 5 periods winter, 1950)

proves the best buy

in

DANVILLE, VA.

is

WBTM

Rep: HOLLINGBERY

5kw (d) ABC 1kw (n)



AT OHIO Assn. of Broadcasters convention in Columbus, Charles W. Shugert (3d l) of Shell Oil Co., New York, gives additional details on his "prosperity program for radio"—theme of his convention address [BROADCASTING, May 29]. L to r: E. Y. Flanigan, WSPD Toledo; Bob Kerns, WLOK Lima; Mr. Shugert; Ralph Baruch, SESAC Inc.; K. K. Hackathorn, WHK Cleveland, and Gerald Boyd, WPAY Portsmouth.

* * *



FEATURED speaker, FCC Comr. Robert F. Jones (3d r), chats with members of the OAB at the Columbus meeting. L to r: Sam Sague, WSRS Cleveland; Carl George, WGAR Cleveland; Vernon A. Nolte, WHIZ Zanesville; Comr. Jones; J. Harold Ryan, v.p. and treasurer, Fort Industry Co., Toledo, and R. W. Ferguson, WTRF Bellaire.

Telecasting Insert

Pull Out for Filing

'LOBBYING'

House Group Seeks Data

RCA and 165 other American business corporations have been asked to furnish the House Select Committee on Lobbying Activities with itemized accounts of expenditures (since Jan. 1, 1947) designed to "influence policy or public opinion on national issues."

Rep. Frank Buchanan (D-Pa.), chairman of the House group, announced last Thursday he had sent questionnaires to the firms in quest of "reliable information as a guide to use in determining whether the Lobbying Act needs improvement."

The questionnaires, mailed to the president of each company, called for detailed breakdowns on such items as cost of maintaining Washington offices, travel expenses, printed material and advertising "dealing with public issues which might be the subject of federal legislative action," as well as contributions to organizations for attempts to "influence, directly or indirectly," passage or defeat of legislation by Congress.

Others on the Buchanan mailing list [illegible] Coca-Cola Co., Eastman Kodak Co., General Electric Co., International Telephone & Telegraph, Procter & Gamble, Standard Oil Co. (N. J., Calif., Ind.), Swift & Co., Liggett & Myers Tobacco Co., R. J. Reynolds Tobacco Co., Western Electric Co., and Westinghouse Electric Co.

TALENT WAR

First Round Places Marx on NBC

HAVING out-bid CBS for Groucho Marx, NBC is continuing its counter raid for talent. Pressure is being placed on Red Skelton, Edgar Bergen and Dinah Shore for radio and television, plus RCA Victor [BROADCASTING, May 22]. Jimmy Durante, several lesser known names and packages also are on the raiding list.

With $3 million involved, and under an eight-year exclusive capital gains radio-TV contract, the Groucho Marx-John Guedel package *You Bet Your Life* shifts from CBS to NBC in the fall, starting date and time slot to be arranged with the DeSoto Div. of Chrysler Corp., program's sponsor.

Under a contract negotiated by Joseph H. McConnell, NBC president, packagers are to receive $2 million for the first five years. Next three years are on an option basis, bringing the total contract cost to $3 million. Some of the payments are to be spread over a 10-year period as a tax convenience, it was said.

In addition to Mr. Marx as comedian-actor, the contract also calls for services of Mr. Guedel as producer-consultant at stipulated salaries. Between them, they will derive around $7,000 weekly under the arrangement. No definite date has been set for Mr. Marx's television start.

Mr. McConnell's formal announcement of the deal termed it "one of a series of planned acquisitions of top talent and programs to augment NBC's outstanding line-up on radio and television."

The contract was consummated after months of negotiations when bids were opened at a meeting in Beverly Hills Hotel on May 27. Top executives from both NBC and CBS personally entered the negotiations.

Aside from William S. Paley, CBS board chairman, representing that network were Frank Stanton, president; James Steward, vice president in charge of program packages, and Harry Ackerman, vice president in charge of Hollywood originating network and TV programs.

With Mr. McConnell were Sidney N. Strotz, Western Division vice president, and Manie Sacks, RCA Victor-NBC talent executive. Gummo Marx, business manager, and George Gruskin, radio and television executives of William Morris Agency and law firm of Beilensen & Rosenthal, handled negotiations for Messrs. Marx and Guedel.

Currently sponsored on CBS by DeSoto-Plymouth Div. of Chrysler Motors Corp., *You Bet Your Life* was recently renewed for 39 weeks on that network starting in the fall. With the shift in networks following summer hiatus, the sponsor will continue when the show resumes on NBC.

Status of Bob Hope remains unchanged. Although he is reported as "in the bag" by NBC no contract actually has been signed, it is understood. He must first get a release from his current radio commitment, which has three years more to go, from Lever Bros. Meanwhile, the CBS offer still is open.

Roberts Joins SSC&B

W. DONALD ROBERTS, former western sales manager of CBS, will join Sullivan, Stauffer, Colwell & Bayles, New York, as vice president on July 1. Mr. Roberts will be in charge of new business.

JUNE 5, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

IN THIS ISSUE:

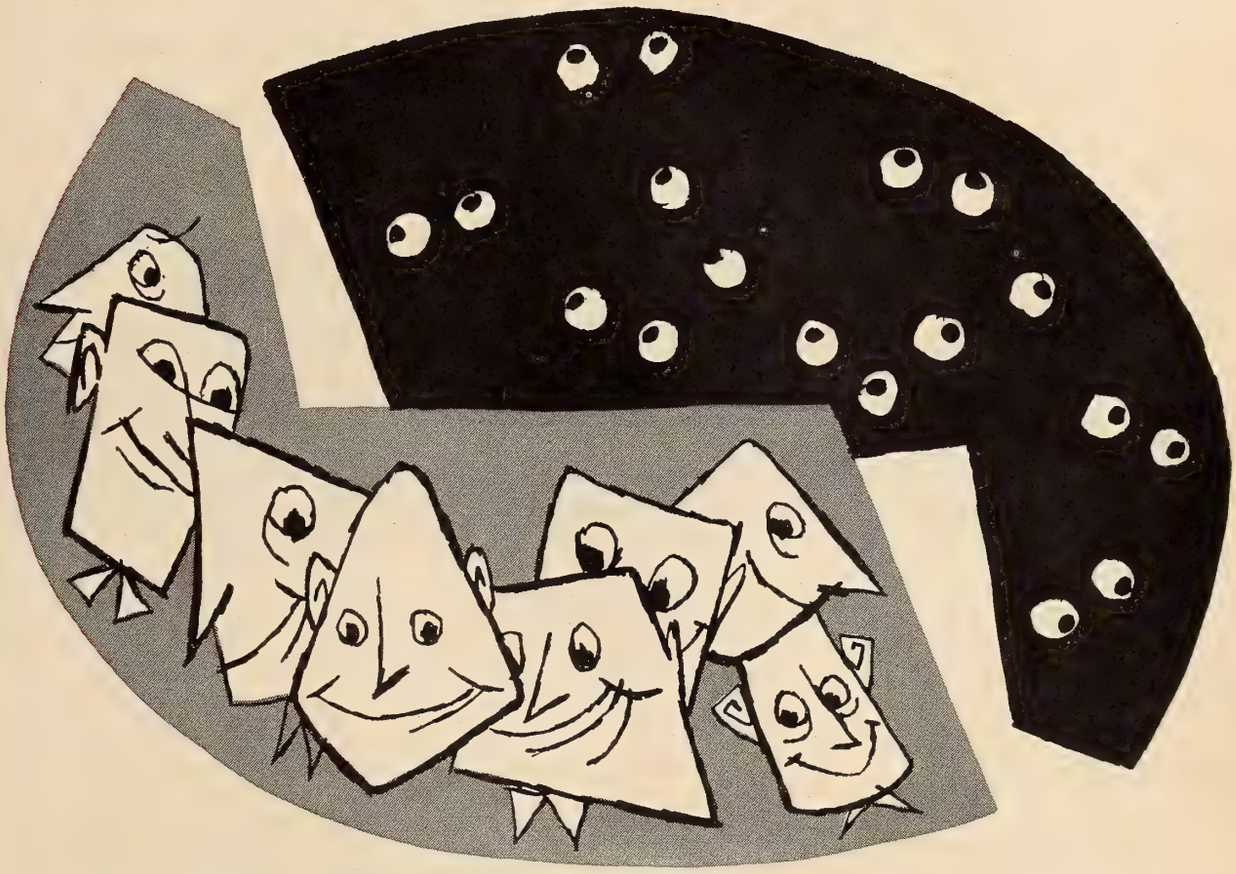
Set Radiation Problem Arises
Page 3

Networks' March Business
Page 3

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Set Count By Markets
Page 14

In the Dark About Low Budget Television?



See Daylight
with Du Mont Daytime Television

Daytime TV is a bright idea. Naturally Du Mont thought of it first. That's why—network or local—Du Mont Daytime Television costs less for time and talent—does more for *you*. Let us show you actual cases of programs that far, far more than pay their way in direct sales.

TELEVISION DUMONT NETWORK

America's Window on the World

515 Madison Avenue, New York 22, N. Y. • Phone: MUrray Hill 8-2600

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WOI-TV

Des Moines' only television station

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Washington 4, D. C.

JUNE 5, 1950

BROADCASTING, Telecasting
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TELECASTING

SET RADIATION

CAA Cites FM Interference; TV Potential

By LARRY CHRISTOPHER

EXCESSIVE oscillator radiation in FM and TV sets is snowballing into an orgy of nightmares for both the radio industry and government because of serious interference problems—particularly conflict with vital non-broadcast services such as air navigation aids.

After considerable study, TELECASTING last week learned:

● That Civil Aeronautics Administrator D. W. Rentzel has asked FCC Chairman Wayne Coy for immediate action to curb FM receiver radiation affecting CAA's new multi-million dollar VHF omni-directional radio range system (VOR), being installed to blanket the U.S.

● FCC and CAA engineers, now in daily contact on the problem, agree that while no case of interference by TV receiver radiation to air navigation aids is known to have occurred to date, conflict does exist potentially for several TV channels under certain conditions.

● "Scare talk" rumors currently circulating that TV sets now are hurting airport operations in several major cities were disclaimed by CAA experts on basis of above facts.

● Prompt voluntary action by manufacturers to solve the overall set radiation problem is expected to be solicited by FCC Chairman Coy when he speaks this Tuesday night to the Radio Mfrs. Assn. (see story page 34), according to informed sources last weekend. Mounting radiation interference between TV sets, termed "insidious" a fortnight ago by FCC Chief Engineer Curtis B. Plummer before Canadian Mfrs. Assn. [TELECASTING, May 29], is expected to be stressed also.

● A ruling that offending FM and TV sets violate FCC rules prohibiting excessive un-licensed radiation of radio energy might be invoked as an absolute last measure, one Commission source indicated, but FCC is counting on voluntary action at the manufacturing or local level [TELECASTING, May 22]. Such a ruling would put every TV receiver in the country "off the air," it was explained.

CAA Administrator Rentzel's letter to Chairman Coy was based in part on what FCC calls the "guinea pig" interference case, that of interference to CAA's Lafayette, Ind., VOR station on 113.5 mc caused by radiation from FM sets tuned to WFMU (FM) Crawfordville, Ind. WFMU operates on Class B Channel 275 (102.9 mc) with effective radiated power of 13 kw.

FCC's engineering department has notified all FM set makers that may have receivers distributed in the area to study the problem, report their findings and indicate what actions will be taken to remedy cases of interference if found. FCC last week said RCA, Zenith and Motorola already have completed checks in Indiana but details were not available on the results.

Flight Check Report

CAA's report said a flight check of the Lafayette VOR station had disclosed "very heavy interference" over an area centering on Crawfordville and having a radius of about six miles. Checks showed, according to CAA, the interference was being caused by "the local oscillators of FM entertainment broadcast receivers whose intermediate frequency is 10.7 mc and whose local oscillator frequency is therefore on or near 113.6 mc."

"Over Crawfordville," the CAA report said, "the desired signal from the Lafayette VOR was measured at approximately 50 uv. With the VOR shut down, interference signal levels up to 80 uv were measured in the band of 113.2 to 113.9 mc."

The report named three types of household FM sets which CAA investigators had checked and claimed were "capable of causing harmful interference to the radio-navigation safety service." These were Montgomery Ward Model 94-HA-1529, RCA Model 8R71 and Bendix Model 95M9U. CAA said this was not a complete list, but merely a list of those examined. The report said more than 500 of the Montgomery Ward sets have been sold in that area.

The investigators' field report, on which CAA's report to FCC was based, stated the WFMU transmitter was checked and no signals in the 112.6 to 114.5 mc band were present in the output. It said 50 uv/m signals were found on 113.5 mc, however, just outside the transmitter building of the FM station and the source was traced to be one of the above-named Montgomery Ward receivers about a mile away. The field report gave further details of set measurements made in the area.

Possible Interference Areas

CAA's report to the Commission said that from lists of all FM broadcast and VOR stations in the U.S. it had prepared a list of possible localities where interference may be expected to exist. The list identified 42 VOR stations, representing about 10% of the total number of omni-range stations throughout the country. Although spot checks must be made, the report indicated possible interference areas within 50 miles of the VOR station were found in one-quarter of the cases and possible interfer-

(Continued on Telecasting p. 13)

NETWORK BUSINESS

PIB Reports for March

SMOKING MATERIALS—cigarettes, tobaccos and lighters—comprised the most heavily advertised TV network class of product in March, according to figures released last week to TELECASTING by Publishers Information Bureau. Figures cover time purchases of advertisers using the TV networks of ABC, CBS and NBC. DuMont TV Network figures are no longer released to PIB.

Automotive products—Cars, tires and accessories—made up the second largest class of TV users of time on the three video networks reporting in March. Food and Food Product advertising ranked third; advertising of Radio, TV sets & Musical Instruments was fourth and Toilet Goods advertising fifth among the video network client classes.

The same five product groups, in the same order, led the list for the first quarter of 1950 as well as for the month of March (see Table I for complete list).

Analysis of the March time purchases of individual advertisers on the three TV networks reporting shows Ford Motor Co. as the leading video network client for the month. R. J. Reynolds Tobacco Co. ranked second, National Dairy Products Co. third, Liggett & Myers Tobacco Co. fourth and RCA fifth. (Top 10 advertisers are listed in Table II.)

Of the three networks, NBC-TV had the largest gross time sales both for the month of March—$1,177,166—and for the quarter—$3,197,562. CBS-TV ranked second with gross time sales of $661,986 in March and $1,827,941 for the first three months of 1950. ABC-TV was third with $347,361 in March and $784,311 for the quarter [BROADCASTING, April 24].

* * *

TABLE I

GROSS TV NETWORK BILLINGS BY PRODUCT GROUPS FOR MARCH AND FIRST QUARTER 1950

	March 1950	Jan.-March 1950
Apparel, Footwear & Access.	68,804	109,064
Automotive, Automotive Supplies & Equip.	340,970	920,699
Beer, Wine & Liquor	131,836	358,089
Confectionery & Soft Drinks	49,329	107,100
Consumer Services	17,175	44,175
Drugs & Remedies	21,150	54,990
Food & Food Products	300,013	773,103
Gasoline, Oil & Other Fuels	81,125	244,895
Household Equip.	128,940	393,265
Household Furnishings	167,485	406,572
Jewelry, Optical Goods & Cameras	.....	2,696
Publishing & Media	25,780	60,205
Radios, TV Sets, Phonographs, Musical Instruments & Access.	220,734	641,958
Retail Stores & Direct Mail	.....	1,631
Smoking Materials	375,156	1,061,570
Soaps, Cleansers & Polishes	26,760	73,665
Toiletries & Toilet Goods	217,105	510,416
Miscellaneous	14,151	45,721
Total	2,186,513	5,809,814

* * *

TABLE II

TEN LEADING TV NETWORK ADVERTISERS IN MARCH

	Gross Time Charges
Ford Motor Co.	$153,968
R. J. Reynolds	119,230
National Dairy Products	100,865
Liggett & Myers	99,005
RCA	88,958
General Motors	77,983
Lever Bros.	75,455
P. Lorillard	67,746
Pabst Brewing	66,971
Mohawk Carpet Mills	66,260

Telefile:

WFBM-TV

Indianapolis' Only TV Outlet Marks a Year of Progress



WFBM-TV crew prepare for the 1949 telecasts of the 500 Mile Race at Indianapolis Motor Speedway. (L to r) Paul Roberts; Dick Pittenger, sportscaster; Kelly Robbins, cameraman; Earl Townsend, sportscaster. Camera is atop the paddock across from the pits.

* * *

STARTING GUN for the greatest sporting event in the automotive world, the Indianapolis Motor Speedway 500 Mile Race, was the signal for the initial telecast of WFBM-TV Indianapolis. At 11 a.m. May 30, 1949, 33 cars were lined up at the speedway, where WFBM-TV had placed three of its new TV cameras in readiness for the first telecast in the history of the classic.

WFBM-TV, which telecast the Memorial Day race again this year, is the only television station in Indianapolis, heart of that thriving midwest market. It is under the able direction of a group of veterans in the broadcasting business, Harry Bitner Jr., general manager; William Kiley, commercial manager; Frank Sharp, program director, and Harold Holland, chief engineer. An active promotion department gives TV sponsors an assist in newspaper advertising, publicity releases and on-the-air promotion.

A great deal of planning and preparation preceded the station's first show. With foresight WFBM Inc., in 1944, instigated a training and construction program to make sure that station personnel would have the know-how to handle TV when it came to Indianapolis. After TV equipment was installed, demonstrations were presented at the Indiana State Fair, the Indianapolis Home Show and for many television distributor and dealer organizations. When the time arrived for commercial telecasting, this pre-training paid dividends.

WFBM-TV's present studio is 22 feet by 30 feet and during the first year of operation many studio shows have been produced. Three image orthicon cameras are used by the station, each constructed so that it can be utilized as a portable unit for remote pickups. Projection room equipment includes a shadow box and image orthicon pickup, a Projectal and two 16mm projection units with iconoscope film camera.

Assigned channel 6 (82-88 mc), the station operates with 28.2 kw visual power and 18.1 kw aural. The antenna, 468 feet above street level, is actually the highest point in Indiana. A wide "horizon limit" of TV service is thus provided this rich area.

* * *

IN one year of operation the station has jumped from 18 to over 30 hours of telecasting per week, although it is usually dark on Mondays, except when there is a home game of the "Indians" baseball team. The station is a basic affiliate of CBS-TV, with a secondary affiliation with NBC-TV, ABC-TV and the DuMont network. There were nearly 50,000 television sets in the WFBM-TV coverage area on Memorial Day 1950, a notable increase from the estimated 2,500 sets a year ago.

Basic rates for film programs in Class A time (6-11 p.m. Monday through Saturday, 12 noon-11 p.m., Sunday) start at $220 an hour on a one-time basis. Class A film announcements for one minute or less are $40 for one time. Studio rates, which apply to all live-talent studio productions, start at $320 for a one-time, Class A, hour. For one minute or less the Class A, studio rate is $56.

* * *



WFBM-TV, with its sister AM operation, will occupy this new building upon its completion by the end of this year.

First studio show presentation was *Test the Press*, a weekly quiz program featuring a panel of three members of the press, selected by the viewers. Gilbert Forbes, station's news editor, is moderator of the show. A chance for the home audience to win a prize is provided by correctly identifying a person shown on a film clip. The prize, a pound of bacon given by Stark & Wetzel Meat Packers, Indianapolis, sponsor of the program, goes to those who mail the first 50 correct answers to the station. One show in November pulled 1,194 cards and letters, the largest mail count to date for a single program on the station.



Mr. BITNER

The Indiana Fur Co., sponsor of the film presentation *Paradise Island*, uses live models to show furs, coats, suits, etc. An effective means of giving the impression of a single unit show was devised by use of a backdrop which matches a predominant background in the film. A switch to the studio is made for the commercial and the models appear to be a part of the film show.

Try It, a program packed with ideas on how to make things, play projects, and hiking and camping suggestions, offers the small fry audience entertainment as well as instruction. It is presented by Herb Sweet, whose syndicated column of the same name appears in 60 newspapers throughout the country.

Outstanding sports event for the Hoosier is the Indiana High School Basketball Tournament. This year 766 teams competed for the title of state champion. Early games and finals are held in the Butler U fieldhouse, which seats 14,700. Requests for tickets always exceed 250,000. Thanks to WFBM-TV this year for the first time thousands of Hoosiers were able to see the event. Indicative of the great interest in the games was the sale of 15,000 TV sets in the two months prior to the tourney telecasts. Games were sponsored by RCA Victor distributors and dealers.

* * *

FOLLOWING the 1949 Speedway race, WFBM-TV began telecasting the Indianapolis Indians games sponsored by RCA Victor and Stark & Wetzel Meat Packers. During the first baseball season the cameras were atop the grandstand, but this year they have been moved down to eye level. One of the two cameras used is equipped with a Zoomar lens.

Improvements for telecasting the 500-mile race this year included the use of a new 40-inch lens, the Reflectar. The lens is the invention of Dr. G. F. Back, inventor of the Zoomar lens, and is said to be so powerful that when turned on the pit area, across the track from the camera position, only about one-third of a car can be seen, but in

great detail. A crew of 20 men from WFBM-TV, plus an additional group from the Indiana Bell Telephone Co. to handle the micro-wave relay signal to the transmitter, was required for the telecast.

By January 1, 1951, WFBM Inc. will move to new and larger quarters now under construction. The new buildings will house both the AM and TV units. Two TV studios are included, one to be 30 by 40 feet and the other 40 by 60 feet. On October 1 WFBM-TV will be interconnected by a microwave relay system to bring in the network programs by way of Dayton, Ohio.

TV OVERSOLD

Brooks Tells S. F. Admen

TOM A. BROOKS, vice president and general manager of Hearst Radio Inc., last week told a group of San Francisco advertising executives that television was being oversold.

"Television is a superior vehicle," Mr. Brooks said, "but it is not a miracle medium."

He foresaw a "definite danger" to both radio and television because of the overemphasis on sales success stories in television. Radio still in many instances "will come up with sales effectiveness that equals television," Mr. Brooks said.

Skillfully operated stations, whether of high or low power, will continue to survive as effective media, he said.

Best Use

It appeared to Mr. Brooks that those advertisers who seemed to have been "getting the most out of television" were those who also used other media. There has been no proof yet, he said, that an advertiser can rely on television alone.

Hearst Radio Inc. is the licensee of both radio and television stations, including WBAL-AM-TV Baltimore, WISN-AM-FM Milwaukee, and is associated with WCAE-AM-FM Pittsburgh.

TV-ELECTRONICS SHOW

Next Fall in N. Y.

PLANS for a National Television and Electronics Exposition to be held Sept. 23-30 in New York's 69th Regiment Armory have been announced by Irving Fromer, director of the exposition. Motorola-N. Y. Inc., distributor for Motorola radio and TV sets, has signed up for large space at the event, Mr. Fromer said.

Basically, the exposition will be a consumers' "TV fair," Mr. Fromer said, where the new TV receivers and associated equipment and accessories will be displayed. In addition to the merchandise exhibits, the exposition will also include a video studio in which daily telecasts will originate and army and navy communications engineers will stage special demonstrations of video devices developed for wartime use.

HITS TV SPORTS BAN

'Star-Telegram' Says SAC Flouts Public

STATUS of gate receipts is not a factor in the question of whether television should be barred from sporting events, according to an editorial blast May 23 by the Fort Worth, Tex., *Star-Telegram*. In reality, the paper claimed, anti-TV action by tax-supported and tax-exempt schools defies the public interest.

The two column barrage by the paper, owner of WBAP-AM-FM-TV Fort Worth, was directed against the Southwest Athletic Conference which announced an anti-telecast policy on May 13. The schools agreed to bar telecasts of Conference football games, unless they were sell-outs or apparent sell-outs, until about 24 hours later. Under the plan, films of games would not be shown until late Sunday night.

Sees No Injury

"We do not believe television would injure gate receipts, but whether it would or not is beside the point," the editorial emphasized. "The point is that the public is entitled to television of football games and what the public is entitled to and wants, it usually gets, in time."

Labeling the Conference action as "short-sighted," the *Star-Telegram* said "actually the real effect of television upon game attendance —not football alone but all principal sports events—already has been investigated rather thoroughly." The results of the Jordan survey, the paper said, "indicate forcefully that television does not threaten the future of any spectator sport."

Rather than "stand in the way of progress," and putting "amateur athletics on a strictly cold-blooded, commercial basis . . . in utter disregard of the public, whose support has built the colleges and raised their football to its present level," the newspaper called upon the schools to cooperate with TV and devise methods "of getting the greatest possible benefit from it."

BIG TEN

To Set Policy June 20

BIG TEN conference television committee will set TV policies and rules for collegiate basketball, track and football events at a meeting tentatively scheduled for June 20 in Madison, Wis. The three-man committee at that time will also accept or reject an offer of the Ford Dealer Assn., Detroit, for network telecasting of post-game highlights of Big 10 football [BROADCASTING, May 22]. J. Walter Thompson, Chicago, in behalf of the dealers, has sent the offer to Big Ten headquarters in Chicago.

The TV committee includes Douglas R. Mills, athletic director of the U. of Illinois, Ted B. Payseur of Northwestern U. and H. O. Crisler of the U. of Michigan. TV rights and costs for conference were taken up May 25 and 26 in Evanston, Ill., at a Big Ten meeting.



GROUND is broken in Memorial Day ceremonies at the site where WTVR (TV) Richmond will build new TV facilities. Wielding the shovel is Wilbur M. Havens (l), owner of the station, as Harry Jordan, contractor, and James W. Kyle (r), WTVR chief engineer, stand by. WTVR, in its third year of operation, expects to have its modern studios ready for programming in the fall.

SDG Elects Breckner

ROBERT BRECKNER of KTTV (TV) Los Angeles was elected president of the television council of Screen Directors Guild at the annual SDG meeting May 28 in Beverly Hills. Elected to other offices were Seymour Berns of KECA-TV Los Angeles as first vice president; Phillipe De Lacy, KTTV, second vice president; Stuart Phelps, KECA-TV secretary; Malcolm Madden, KTLA-TV Los Angeles, treasurer.

TBA TO EXPAND

Starts Membership Drive

TELEVISION Broadcasters Assn. is launching a nationwide membership drive this week, designed to unite the entire roster of TV broadcasters behind the 10-point program which the TBA board of directors has adopted as TBA's pledge to the industry for 1950.

Announcing the membership campaign today (June 5), TBA President J. R. Poppele pointed out that to accomplish its objectives, which begin with an all-out campaign to end the freeze and include most of the industry's pressing problems, will take the full-hearted support of all TV broadcasters, not just the third of the national total which are now TBA members.

Mr. Poppele noted that many of the present TBA members "were among the first to begin TV operations and are the real pioneers of this truly amazing industry. Whatever TBA has achieved in the past," he declared, "has been for the benefit of all television broadcasters, not just members of the association. The 10-point platform—backed by a pledge of our board of directors—which we have just adopted, is proof enough to all television broadcasters that we are pointing to 1950 as one of the most important years in our history. This is a job that needs the financial support of every television station in the country; we hope to get that support in our current membership drive."

George B. Storer, president, Fort Industry Co., and Frank M. Russell, NBC vice president, are heading the TBA membership drive, which will include personal calls on all non-member TV stations, Mr. Poppele said. He also revealed that work is under way on a new dues schedule for the organization which will shortly be presented to members as a more equitable way of paying TBA dues.

Sees Need for Action

In its resolution, the TBA board pointed out that the association "concentrating as it does on the interests of television broadcasters" is "cognizant of the pressing need for constructive action to aid the growth and development of television broadcasting." In its awareness "of its responsibilities to the industry" TBA has accordingly pledged itself to the accomplishment of the following objectives:

1. An end to the "freeze" on the licensing of new television stations as soon as possible to insure the resumption of the licensing process before the end of 1950.

2. The speedy resumption of the FCC hearings with respect to the tariffs covering the interconnection of television stations and the various coaxial cables and radio relays, looking toward a reduction of rates and increased flexibility of interconnection.

3. The effective aid and assistance by the association to the industry in the negotiation of fair rates for the use of ASCAP music on television programs and in the establishment of scales and working conditions for musicians employed in making film for use in television.

4. Close attention to the responsibilities of the television broadcaster with respect to programming.

5. Strong, intelligent opposition to unwarranted, restrictive regulations, discriminating taxes and ill-considered controls.

6. Completion of the work already started on a recommended form of facilities contract for television broadcasters in cooperation with rep-

(Continued on Telecasting p. 16)

SET SHIPMENTS

RMA Issues New Tabulation

NEW tabulation of television shipments by counties, covering the entire manufacturing industry, was started last week by Radio Mfrs. Assn. The first report provides estimates of TV receiver set sales to dealers for the first quarter of 1950.

The tabulation was worked out by the Industry Statistics Committee of Radio Mfrs. Assn. under Chairman Frank W. Mansfield, Sylvania Electric Products Corp.

Figures are estimates of actual shipments by all manufactures to dealers in all present TV areas. RMA's own figures are projected on the basis of its members' proportion of entire industry production.

First quarter shipments of 1,556,000, as estimated by RMA, run about 100,000 below the estimated production of more than 1,600,000 TV sets. This is the normal amount by which shipments trail actual factory production.

For the Quarter Ended March 31, 1950

State and County	Sets Shipped
ALABAMA	
Jefferson	2,091
ARIZONA	
Maricopa	1,217
CALIFORNIA	
Alameda	5,797
Contra Costa	1,915
Los Angeles	56,341
Orange	6,058
Sacramento	218
San Bernardino	3,538
San Diego	5,451
San Francisco	6,675
San Joaquin	299
San Mateo	1,521
Santa Clara	2,266
Solano	752
CONNECTICUT	
Fairfield	8,218
Hartford	5,325
New Haven	9,995
New London	591
DELAWARE	
New Castle	5,047
DISTRICT OF COLUMBIA	26,257
FLORIDA	
Dade	3,721
Duval	1,196
Hillsborough	330
Pinnallas	—
GEORGIA	
DeKalb	1,671
Fulton	9,390
ILLINOIS	
Cook	109,756
Fulton	195
Knox	114
Madison	1,901
McLean	225
Peoria	956
Rock Island	873
St. Clair	1,951
Tazewell	90
INDIANA	
Delaware	681
Lake	4,679
Madison	1,175
Marion	5,387
IOWA	
Clinton	78
Polk	2,022
Pottawattamie	631
Scott	337
KANSAS	
Wyandotte	890
KENTUCKY	
Campbell	2,081
Jefferson	5,294
Kenton	3,078
LOUISIANA	
Orleans	8,279
MARYLAND	
Baltimore City	36,076
Baltimore County	16,421
Montgomery	2,537
Prince Georges	885
MASSACHUSETTS	
Berkshire	1,103
Bristol	6,179
Essex	13,120
Hampden	660
Middlesex	19,022
Norfolk	7,045
Plymouth	2,764
Suffolk	33,954
Worcester	5,818
MICHIGAN	
Calhoun	940
Genesee	1,163
Ingham	2,477
Jackson	1,236
Kalamazoo	2,178
Kent	2,874
Macomb	1,675
Muskegon	467
Oakland	4,668
Saginaw	244
Washtenaw	1,647
Wayne	41,349
MINNESOTA	
Hennepin	12,069
Ramsey	5,975
MISSOURI	
Buchanan	282
Jackson	14,582
Madison	508
St. Louis	25,260
NEBRASKA	
Douglas	3,351
Lancaster	211
NEW JERSEY	
Atlantic	2,072
Bergen	10,280
Camden	6,101
Essex	27,868
Hudson	17,394
Mercer	5,334
Middlesex	5,935
Monmouth	4,008
Morris	2,432
Passaic	8,566
Union	9,881
NEW MEXICO	
Bernalillo	496
NEW YORK	
Albany	5,403
Bronx	10,887
Broome	2,012
Chautauqua	1,440
Erie	23,169
Kings	66,243
Monroe	15,464
Nassau	11,293
New York	64,772
Niagara	3,521
Onondaga	8,180
Oneida	4,162
Orange	2,238
Queens	24,978
Rensselaer	5,149
Richmond	4,309
Schenectady	2,933
Westchester	10,823
NORTH CAROLINA	
Alamance	301
Cabarrus	313
Durham	24
Forsyth	354
Gaston	413
Guilford	629
Mecklenburg	738
Rowan	197
OHIO	
Butler	4,300
Clark	2,397
Cuyahoga	38,945
Franklin	15,194
Hamilton	20,199
Lucas	9,411
Montgomery	11,525
Scioto	240
Summit	8,509
OKLAHOMA	
Muskogee	114
Oklahoma	2,511
Tulsa	1,784
OREGON	
Marion	—
Multnomah	—
PENNSYLVANIA	
Allegheny	34,598
Berks	4,682
Beaver	2,755
Blair	425
Cambria	2,024
Dauphin	1,080
Delaware	6,314
Erie	5,529
Fayette	1,763
Lackawanna	237
Lancaster	3,106
Lebanon	1,232
Lehigh	2,954
Montgomery	6,369
Northampton	1,924
Philadelphia	63,218
Washington	2,250
Westmoreland	3,101
York	2,202
RHODE ISLAND	
Providence	13,756
SOUTH CAROLINA	
York	176
TENNESSEE	
Davidson	55
Shelby	6,995
TEXAS	
Bexar	3,998
Dallas	8,203
Galveston	441
Harris	4,157
Tarrant	5,887
UTAH	
Salt Lake	2,273
Weber	185
VIRGINIA	
Arlington	2,594
Henrico	4,893
Norfolk	3,899
Pittsylvania	12
Warwick	671
WASHINGTON	
Clarke	368
King	2,266
Pierce	1,210
WEST VIRGINIA	
Cabell	928
Kanawha	233
WISCONSIN	
Milwaukee	18,900
Sub-Total	1,298,602
AREAS UNLISTED	257,398
GRAND TOTAL	1,556,000

TV SALES POWER

McFadden Reviews NBC Study

SALES effectiveness of television, as shown by a study conducted by Hofstra College and NBC, was reviewed at a Washington luncheon last Wednesday by Robert McFadden, NBC TV research director. Hosts at the luncheon, attended by FCC Chairman Wayne Coy and other Commissioners as well as advertiser and agency officials, were Frank M. Russell, NBC Washington vice president; Edward Madden, assistant to NBC President Joseph H. McConnell, and William R. McAndrew, manager of WRC-AM-FM and WNBW (TV) Washington.

Mr. McFadden used a series of slides to depict results of the Hofstra study, which showed that TV homes buy more TV-advertised brands than non-TV brands [TELECASTING, May 8].

UHF COMMON CARRIERS

Hearings Open

ITS COLOR television hearings finally completed after eight months of sessions, FCC today (Monday) enters a less spectacular phase of its overall TV proceedings—hearings on a proposal to allocate the 470-500 mc section of the UHF television band to common carriers.

The hearings appeared late last week to be destined to proceed on schedule despite television broadcasters' tentative suggestions that they should be postponed. FCC expected them to consume at least the better part of two weeks, as evidenced by its scheduling no further "regular" meetings for other business until June 21-22.

The Commission meanwhile:

● Denied the Chicago City Council's petition for a lifting of the TV freeze [TELECASTING, May 22], declaring that until the issues which precipitated the freeze are resolved its continuance "is the best guarantee against any deterioration in the existing and future television service."

● Refused to extend its color hearing to permit Paramount Television Productions and Chromatic Television Labs to appear in behalf of the new direct-view tri-color tube which they are jointly developing [TELECASTING, May 29], but left the way open for them to demonstrate it when ready and to file proposed findings in the color case.

The hearing which commences today deals with a proposal of Bell Telephone Labs that the 470-500 mc band—the lower end of the UHF television spectrum—be allocated to multi-channel broadband common carrier radio operation instead of television.

Appearance Order Set

Bell Telephone Labs. spokesmen are slated as the first witnesses. Representatives of other firms will be heard in the following order, according to FCC: U. S. Independent Telephone Assn.; National Mobile Radio System; Mutual Telephone Co.; Philco Corp. and Philco Television Broadcasting Corp.; Television Broadcasters Assn., and Allen B. DuMont Labs.

TBA had entertained ideas of asking for a postponement, on grounds that the common carriers' needs for this space could not be adequately measured against the needs of telecasters until the UHF allocations proceedings are completed. The association dropped its plan to seek postponement, however, but was still expected to present its point during the hearings.

In rejecting Chicago's bid for a lifting of the VHF freeze, the Commission reiterated that "any crystallization of channel allocation resulting from the authorization and construction of new television stations in Chicago prior to the [allocations] hearing would remove the element of flexibility [in allocations] which is most essential if the Commission is to remain free to adopt an allocation table based on the soundest engineering principles."

FCC rejected the Chicago Council's claims that Chicago is the victim of discrimination since New York and Los Angeles both have seven stations authorized while Chicago has only four. The New York and Los Angeles grants, it was pointed out, were issued 16 to 21 months before the freeze was imposed, whereas some of the Chicago applicants were involved in hearings which could not be completed before the freeze order.

WKZO-TV

Serving Western Michigan and Northern Indiana

IS NOW ON THE AIR!

WKZO-TV, OWNED and operated by Fetzer Broadcasting Company, Kalamazoo, has just made its initial bow to Western Michigan and Northern Indiana . . . playing to some 55,000 existing TV sets, to most of which WKZO-TV presents the clearest picture on the screen.

(A careful check of dealers and distributors showed 61,851 TV sets within 50 miles, 50,909 within 40 miles, as of May 1.)

WKZO-TV is on Channel 3. We pledge ourselves to the same high standards of programming and service that have always been maintained on our two outstanding AM stations, WKZO, Kalamazoo, and WJEF, Grand Rapids. We would welcome an opportunity to send you complete facts.

WJEF
top4 IN GRAND RAPIDS AND KENT COUNTY
(CBS)

WKZO-TV
top4 IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO
top4 IN KALAMAZOO AND GREATER WESTERN MICHIGAN
(CBS)

ALL THREE OWNED AND OPERATED BY
FETZER BROADCASTING COMPANY
AVERY-KNODEL, INC., REPRESENTATIVES



AT WOIC (TV) Washington, this group celebrates, with ice cream, Lily Tulip Cup Corp.'s TV debut. L. to r: Jake Freedman, S. Freedman & Sons, Washington paper firm; Tom Schilling, Lily-Tulip; Al Weile, Weile's Restaurant; Lucky North, WOIC m.c.; Eugene S. Thomas, WOIC gen. mgr.; John Martin, Southern Dairies.

FIRST local TV contract in Norfolk, Va., is arranged by Meekins-Roughton Motor Co., Norfolk Pontiac dealer, and WTAR-TV there. Setting the deal are (l to r) W. Travis Barnes, WTAR account executive; R. J. Roughton, vice president and general manager, Meekins - Roughton; John New, WTAR-AM-TV sales.



WILLIAM B. JAMES (seated r), owner of James Motors, San Francisco Nash dealer, sets sponsorship of *Now Hear This*, show on KRON-TV San Francisco starring Columnist Bob deRoos (seated, l). Standing are Rayford Ely (l), James Motors sales mgr.; Philip S. Boone, Elliott, Goetz & Boone Agency.



CECIL ROARKE (c), Northern California distributor for Travelers' Television, signs to sponsor *The Ruby Hunter Show*, half-hour three-times-weekly variety-musical on KPIX (TV) San Francisco. With him are Miss Hunter, star of show, and Lou Simon, KPIX commercial manager.



INKING contract for sponsorship of *Johns Hopkins Science Review* on WAAM (TV) Baltimore, R. L. Hockley (seated), v. p., Davidson Chemical Corp., is watched by Stanley J. Keyes Jr (l), executive v. p., St. Georges & Keyes Inc., and Samuel L. Gardiner, WAAM executive v. p.

LONG-TERM contract for new Sunday feature titled *Yesterday's News* on WSAZ-TV Huntington, W. Va., is set by (l to r) Paul Pancake, pres., Pancake Realty Co., sponsor; Lawrence H. Rogers II, WSAZ-TV station mgr.; Charles Hoover, Pancake sales mgr.; Jack Beck of Ziv TV.



PHONEVISION

FCC Withholds Action On Chicago Test

ON GROUNDS that Zenith Radio Corp. may have over-promoted its pay-as-you-see development, FCC last week held up action on Zenith's request for an extension of the date on which it was to have started Chicago tests of Phonevision.

The Commission instructed Zenith to file a verified statement on its Phonevision promotion, which FCC feared might "easily" mislead the public into thinking "that Phonevision has been or soon will be adopted by the Commission on a regular basis."

FCC's letter to Zenith asserted that Commdr. Eugene F. McDonald Jr., Zenith president, has solicited manufacturers to start building Phonevision decoder outlets into their TV receivers and that advertisements have been run asserting that "Phonevision will soon be here."

This was done, FCC said, despite the Commisison's express provision that in connection with the projected Phonevision tests Zenith "shall avoid any action that might create the impression in the mind of any person or persons that Phonevision has been or will be authorized on a regular basis or that the said authorization [for tests] constitutes approval by the Commission of the principle of Phonevision or subscription television."

Claims Letter Not Received

Commdr. McDonald meanwhile said that he had not received FCC's letter—which was released by the Commission in Washington on Wednesday—and that he knew nothing about it "except what I have read in the papers."

FCC's letter was in response to Zenith's request that the beginning of the FCC-approved 90-day period for Phonevision tests—which already has expired—be extended from Feb. 8 to Oct. 1. The request was filed April 13.

Meanwhile, Zenith said more than 50,000 requests had been received from Chicago residents seeking to have Phonevision installed in their homes for the test period. A charge of $1 per program is contemplated during the tests [TELECASTING, Feb. 13].

FCC's letter said it felt that "a serious question is raised as to whether your actions have been consistent with the conditions imposed on your special temporary authorization." It asserted:

. . . By a letter dated Feb. 10, 1950, Commdr. E. F. McDonald, president of your organization, wrote to all RMA manufacturers and to Admiral Corp. and Teletone, the major manufacturers who are not RMA members, encouraging these manufacturers to install Phonevision decoder outlets in receivers manufactured by them by offering them a "contingent credit against future royalties."

The letter stated that when Zenith issues licenses in the future for Phonevision decoder units, it plans to charge royalties of 50¢ for each decoder unit. However, for every set built and sold in 1950, 1951, and 1952 containing decoder outlets, a contingent credit of 25¢ would be set up to be applied against such future royalty charges. . . .

In order for the manufacturers to take advantage of this offer, however, the "design and connections" of the outlets incorporated into their sets "must conform to necessary standards" imposed by Zenith.

But, FCC said, the order granting permission for the tests made clear that "before a system of Phonevision or subscription television could be authorized on a regular basis, various issues of a serious nature must be determined in a public hearing."

"At such a hearing," FCC said, "the Commission should have the widest possible flexibility in determining the issues in such a proceeding and in promulgating standards for such a system. Your actions, on the contrary, tend to destroy that flexibility by encouraging the mass production of receivers containing Phonevision decoder outlets built in accordance with your present standards."

The letter continued:

Thus, if in the future such a hearing were held on this matter, a great number of sets might already be in the hands of the public and on the market, all containing decoder outlets built to your standards. Furthermore, in the short time since your organization was granted special temporary authorization to conduct the Phonevision tests, various advertisements concerning Zenith television receivers have appeared containing such statements as "Phonevision will soon be here" and "Phonevision exclusive with Zenith."

The Commission is of the opinion that the public might be confused as to the true significance of the Phonevision decoder outlets and might easily be misled into believing that Phonevision has been or will soon be adopted by the Commission on a regular basis. . . .

THAT $ LOOK

WHAM-TV Eyes Anniversary

WHAM-TV Rochester, N. Y. is eyeing its first anniversary next Sunday (June 11) with the pleasant "headache" of being unable to open up program and spot availabilities for clients still waiting to buy WHAM-TV time—and the prospect of a general rate increase slated to take effect July 1.

Rochester's first and only TV outlet, which began operation June 11, 1949, with 11 clients and about 1,200 sets in the area, will boost its Class A hourly rates from $200 to $300. At present the station reports it is 90% "sold out" and serves 73 clients in an area boasting over 44,000 set installations. WHAM-TV is a sister outlet of WHAM-AM and WHFM (FM), owned and operated by Stromberg-Carlson Co., with William Fay as manager.



SUSPENSE
sponsored by
Electric Auto-Lite, a
CBS Package Program
consistently ranked
among television's
top-rated programs.

For another top CBS Package Program now available for sponsorship, turn to back cover of this issue.

JUNE 1950

TELECASTING

NETWORK SHOWSHEET

		5:00	15	30	45	6:00	15	30	45	7:00	15	30	45	8:00	15	30
SUNDAY	ABC	Canada Dry Co. Super Circus L (E-M)		Peters Shoe M & M Ltd. Super Circus** L (E-M)		Kellogg Co. Singing Lady L (E-M)		*Cartoon Telelales* L (E-M)		Goodyear Paul Whiteman Goodyear Review L (E-M)		*Carolyn Gilbert Show* L (M)	*Dr. Fixum* L (M)	*Think Fast* L (E-M)		
	CBS	*Overseas Press Club*						*Mr. I. Magination*		Wm. Wrigley Gene Autry Show		American Tobacco This Is Show Business		Lincoln-Merc Toast of the T		
	DuMont									Co-op Starlit Time L (E-M) (NI)				*Chicagoland Players* L (E-M)		
	NBC	*Meet the Press* L								Local Sponsors (Co-op) Leave It To The Girls L		General Foods Aldrich Family L		Chesterfield Perry Como L		
MONDAY	ABC															
	CBS						*Snarky*	*Lucky Pup*		*Kirby Stone Quintet*		Oldsmobile CBS-TV News	Joe Lowe Popsicle Parade of Stars	International Silver Silver Theatre		T
	DuMont					Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)		*Captain Video* L/F (E-M)		Co-op Vincent Lopez L (E)	Co-op Manhattan Spotlight L (E-M)	*Newsweek Views the News* L (E-M)		Th
	NBC		*Judy Splinters* L	Kellogg Co. H' Doody L (E-M)	Mars Inc. Howdy Doody L (E-M)					RCA Victor Kukla, Fran & Ollie L (E-M)		Mohawk Roberta Quinlan L (E)	Reynolds News F (E-M)	Chevrolet Tele-Theatre L		Fir V
TUESDAY	ABC															
	CBS						*Snarky*	*Lucky Pup* L (E-M)		*Kirby Stone Quintet*		CBS-TV News	HI-V Corp. Godfrey & His Uke			
	DuMont					Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)		W. H. Johnson Candy Captain Video L/F (E-M)			Co-op Manhattan Spotlight L(E-M)(NI)	*Court of Current* (L) (E-M)		
	NBC		*Judy Splinters* L	*Howdy Doody* L (E-M)	C-P-P Howdy Doody L (E-M)					National Dairy Kukla, Fran & Ollie L (E-M)		*Wendy Barrie* L	Reynolds News F (E-M)	Texas Co. Milton Berle S L		
WEDNESDAY	ABC	*Mr. Magic* L (E-M)									*Arl Ford on Broadway* L (E-M)			*On Trial* L (E-M)		*A*
	CBS						*Snarky*	Quaker Chocolate & Conf. Lucky Pup		*Kirby Stone Quintet*		Oldsmobile CBS-TV News	TBA	Liggett & Myers To Godfrey and His L (E-M)		K
	DuMont					Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage* L (E-M)		Skippy Peanut Butter Captain Video L/F (E-M)			Phillips Packing Co. Easy Aces F(E-M)(NI)			
	NBC		*Judy Splinters* L	Mars Inc. H' Doody L (E-M)	Instl. Shoe Howdy Doody L (E-M)					Ford Motor Co. Kukla, Fran & Ollie L (E-M)		Mohawk Roberta Quinlan	Reynolds News F (E-M)	Snow Crop. F. Emerson L	*Nature of Things* L	
THURSDAY	ABC	*Mr. Magic* L (E)									*Arl Ford on Broadway* L (E-M)		General Mills Lone Ranger* F (E-M)	Stop the Mu Admiral & P. Lo L (E-M)		
	CBS						*Snarky*	Bristol-Myers Ipana Lucky Pup		*Kirby Stone Quintet*		CBS-TV News	*Three Is Company*	*The Show Goes On*		T
	DuMont					Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)		W. H. Johnson Candy Captain Video L/F (E-M)		*Vincent Lopez* L (E)	Co-op Manhattan Spotlight L (E-M)			
	NBC		*Judy Splinters* L	Kellog Co. H' Doody L (E-M)	C-P-P Howdy Doody L (E-M)					National Dairy Kukla, Fran & Ollie L (E-M)		*Wendy Barrie* L	Reynolds News F (E-M)	Ballantine Ale & Beer Believe It or Not L		
FRIDAY	ABC	*Mr. Magic* L (E)									*Arl Ford on Broadway* L (E-M)			Ronson Twenty Questions L (E-M)		
	CBS						*Snarky*	Sundial Shoes Lucky Pup		*Kirby Stone Quintet*		Oldsmobile CBS-TV News	HI-V Corp. Godfrey & His Uke	*We Take Your Word*		M
	DuMont					Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)		*Captain Video* L/F (E-M)		*Vincent Lopez* L (E-M)	*Manhattan Spotlight* L (E-M)	Co-op Hands of Destiny L (E-M) (NI)		
	NBC		*Judy Splinters* L	Mars Inc. Howdy Doody L (E-M	Wander Co. Howdy Doody L (E-M)					RCA Victor Kukla, Fran & Ollie L (E-M)		Mohawk Roberta Quinlan	Reynolds News F (E-M)	Miles Quiz Kids L		
SATURDAY	ABC	*Mr. Magic* L (E)						*Marshal of Gunsight Pass* F (E-M)		Peter Paul Buck Rogers L (E-M)		*Hollywood Screen Test* L (E-M)		Paul Whiteman TV Teen Club L (E-M)		
	CBS				*Film Shorts*			Mason Candy Kuda Bux	*Lucky Pup*			*Floor Show*		Anheuser-Bu Ken Murray S (alternate we Beat the Clo		
	DuMont											*Captain Video* L/F (E)		*Dinner Date* L (E-M)		
	NBC									*American Forum of the Air* L		*Life Begins At 80* L		*Jack Carter Show* L		

Programs in italics are sustaining.
Time is EST
L is live; F, Film; K, Kinescopic Recording; E, Eastern Network; M, Midwestern Network; NI, Nonintercon-nected stations.

CBS Daytime
Monday-through-Friday, 4-4:30 p.m., *Homemakers Exchange*, L (E-M); 4:30-5 p.m., *Vanity Fair*, L (E).

ABC
* Lone Ranger Thurs. 7:30-8 p.m. sponsored on 5 stations in Southeast by American Bakeries Co. General Mills on remainder of network.

** Super Circus, 5:30 to 6 p.m., EST portion sponsored on alternate Sundays by Peters Shoe Co. and M & M Ltd.

DuMont
* Peter Paul sponsors Wed. segment of Magic Cottage.

DuMont Daytime Sch
12:00 Headline Clues—
F Putnau
12:30 p.m. Johnny Olsen's Room

	9:00	:15	:30	:45	10:00	:15	:30	:45	11:00	PM :15
	y Rules -M)	*Mysteries of Chinatown* L (E-M)	*Mamma Rosa* F (M)		*The Ruggles'* F (E-M)		Young People's Church of the Air Youth on the March L (E-M)			
		General Electric Fred Waring Show			B. F. Goodrich Celebrity Time		Arnold Bakeries F Emerson	*Week in Review*		
		Co-op Jamboree L (E-M)								
	Theatre -M)	Philco Television Playhouse L (E-M)			Congoleum-Nairn Garroway at Large L (E-M)		*Answer Yes or No* L			
	Lipton's up Mixes Scouts	Philip Morris Candid Camera	General Foods The Goldbergs		Westinghouse Studio One				Doubleday Warren Hull	
	-op rgan Show -M)	Co-op Wrestling (From Sunnyside Arena) L (E-M) (NI)								
	Rubber Co. Firestone L	Admiral Lights Out L	American Tobacco Co. Lucky Strike Theatre L (E-M) (alternate weeks)				Local Sponsors (Co-op) Who Said That L (E-M)		Anchor Hocking Open' House L (E-M)	
					Tomorrow's Champions (to midnite)					
		R. J. Reynolds Ed Wynn Show L (E)	Electric Auto-Lite Suspense		Co-op Wrestling					
		Drug Store TV Prod. Cavalcade of Bands L (E-M) (NI)								
		Procter & Gamble Fireside Theater F	Armstrong Cork Co. Circle Theatre L (E-M) (Starts June 6)		P. Lorillard Original Amateur Hour L				Doubleday Ben Grauer Show L (E-NI)	
	eels Critics -M)	*A Couple of Joes* L (E-M)	Co-op Wrestling L (E-M)							
	lo.	Toni-Twin Time (Alternate Weeks) Stoppette What's My Line	*Stage* 13		TBA					
		Co-op Famous Jury Trials L (E) (NI)	Consolidated Cigar Corp. Plainclothesman L (E-M) (NI)		Tidewater Assoc. Oil Broadway to Hollywood L (E)					
	Man's nily L	Kraft Foods Co. TV Theatre L (E-M)			Bristol-Myers Break the Bank L		*Trotting Races from Roosevelt Raceway* L		Anchor Hocking Open House L (E-M)	
		Esquire Boot Polish Blind Date L (E-M)	Packard Motors, Inc. Holiday Hotel L (E-M)		*Roller Derby*		Blatz Brewing Co Roller Derby		*Roller Derby*	
	a Records w Goes On	Esso Alan Young Show	H. H. Ayer Ilka Chase	*Winner Take All*						
		Morey Amsterdam Show (Dumont Telesets) L (E-M) (NI)	Co-op Boxing (From Sunnyside Arena) L (E) (NI)							
	Place L	Ford Dealers of America Kay Kyser L			U. S. Tobacco Martin Kane Private Eye L		*Trotting Races* L		Anchor Hocking Open House L (E-M)	
	ue Story E-)M	Libby, McNeill & Libby Auction-Aire L (E-M)	*Tin Pan Alley* L (E-M)		General Mills Lone Ranger (repeat)					
	eynolds inst Crime	Ford Motors— Ford Theatre (alternate weeks)			Household Finance People's Platform		*Capitol Cloak Room*			
					Co-op Amateur Boxing L (E-M)					
	ulf e People L	Bonny Maid Versatile Varieties Bonafide Mills I. (L-M-NI)	American Cig. & Cig. Big Story (alternates with Emerson Radio The Clock) L		Gillette Fights L			Chesebrough Greatest Fights (F)	Anchor Hocking Open House L (E-M)	
	hoe Polish hiteman en Club E-M)	*Roller Derby* L (E-M) (To conclusion)								
		The Trap								
	-op Karns Detective -M) (NI)	Drug Store TV Prod. Cavalcade of Stars L (E-M) (NI)			Co-op Wrestling L (E-M)					
		(TBA)					*Trotting Races* L			

1:00 Dennis James' Okay Mother
1:30 Man on the Street—with Dan Peterson
1:45 Susan Raye Sings

NBC

* 11:15-12 midnight, Tues., Anchor Hocking sponsors Broadway Open House L (E-M).

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

June 5, 1950
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AUDIENCE COMPOSITION

THE Pulse, Inc. announces the extension of its Radio and Tele-Pulse services to include audience composition data (age and sex of listeners).

◈

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◈

DATA on socio-economic status, type of dwelling unit and telephone ownership of audiences have always been available on special request.

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that can rivet
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in which the
central figure is
trapped by
circumstance, with
the outcome a
decision of fate.



Set Radiation

(Continued from Telecasting p. 3)

ence areas within 100 miles of the VOR station in one-half of the cases.

Spokesmen for CAA last week said that some 300 of the new VOR stations are in operation in the 112-118 mc band. More than 400 are eventually to form a grid pattern across the nation and by 1954 are to have completely replaced the LF four-directional range which has been operating in the 200-400 kc band for about "a generation" and subject to static and other limitations. Unlike the LF range which pilots can fly by "ear" in only four directions, the new VOR range gives dial readings so pilots can fly accurately by "eye" in any direction they choose.

The VOR stations will each contain a distance measuring unit (DME), operating in the 1000-mc area on radar principles, by which pilots can obtain a precise "fix" on their location also. Aural transmissions will be conducted on the VOR sideband so pilots will have frequent weather reports and other data.

CAA related a few scheduled airlines are using VOR stations officially on portions of several routes. Many private flyers and some non-scheduled lines are using the new range extensively and CAA has had numerous queries on the interference problem from this group. CAA said many believe the VOR stations or their own equipment causes the trouble.

Interference Now Localized

Mr. Rentzel, in his initial correspondence with Chairman Coy in early April, stated the "serious radio interference problem" which the CAA and FCC staffs have been discussing "involves a large percentage of the many FM entertainment broadcast receivers already in the hands of the general public." He said that although the problem presently is geographically confined to certain areas, "the service effect is international in scope since the navigational aids involved are the agreed world standard."

In reply, Chairman Coy assured the CAA Administrator FCC "will give its full and active cooperation in this matter to the end that a satisfactory conclusion may be reached."

He said for interim relief "the best solution lies in continuing the coordinated work of the staff whereby the data concerning the stations and the ranges now in operation, new installations which are scheduled, and other factors bearing upon the known details of the problem may be available for use in order to determine what immediate action may be necessary" prior to completion of the extensive overall FCC-industry proceeding on the problems of interference arising from operation of incidental radiation devices.

The long term solution to the VOR interference problem hinges on outcome of this overall proceeding, Chairman Coy indicated. He noted preliminary reports already had been completed by two industry groups, Committee C-63.1 of the American Standards Assn. and Committee R-15 of RMA. The steering committee is headed by E. W. Allen, chief of FCC's Technical Information Division. Further meeting of this group is set June 6.

"Nearly all manufacturers of radio receivers have expressed a willingness to cooperate with these committees and the Commission in solving these troublesome interference problems," Chairman Coy wrote.

In a subsequent letter, however, Mr. Rentzel indicated he hoped "positive action can be taken" in the VOR interference problem "in the immediate future. . . . The urgency . . . is so great that I do not believe it should await the long range overall study of incidental radiation devices in which CAA has been actively participating for over a year."

Television receiver radiation "theoretically" could cause interference to one portion of the CAA's instrument landing system (ILS) used by all scheduled airlines and some non-scheduled lines at 90 of the country's major airports, CAA experts explained. ILS equipment consists of two transmitters. One is the glide-path transmitter which sends a horizontal signal in the 330-mc band fanning out from the end of the runway at about a three-degree angle for some 10 miles. The other, called the "localizer," emits a vertical signal in the 108-112 mc band which intersects the glide-path beam to give the pilot the exact course for hitting the runway.

ILS Problems Cited

The ILS localizer could be interfered with by radiation from a TV set tuned to Channel 6 (82-88 mc), it was explained, if the set's intermediate frequency were in the generally used 21-27 mc area and it was close enough to the airport. CAA experts believe there is not too great an opportunity for such interference to occur since the ILS operation is close range and high intensity. Normal pickup point is about six miles from the runway.

It was pointed out, however, that the ILS localizer is a very primary part of the landing operation and the vertical signal is highly critical. In view of this some observers have indicated that even one isolated case of interference might lead to disastrous consequences should a plane happen to be riding the ILS at the time.

FCC engineers further explained last week that should TV set makers begin using the newly proposed intermediate frequencies in the 41 to 45 mc area, additional possibility of ILS localizer interference would occur from sets tuned to Channels 2 (54-60 mc) and 3 (60-66 mc).

Some cases of interference to ILS operation in the past have been recorded involving second harmonic radiation by TV broadcast transmitters, but in each case this problem was adjusted promptly by the broadcaster as soon as it was discovered, both CAA and FCC officials stated last week.

CAA admitted part of the trouble also was caused by the use of poorly-shielded war surplus equipment on some planes, which also has been replaced generally.

CAA officials said no interference from broadcast sources has even been known to occur to the 75-mc fan marker navigational aids, sandwiched between TV Channels 4 (66-72 mc) and 5 (78-82 mc).

Te-Ve



Drawn for TELECASTING by John Zeigler

"By the way, Dear, when is your mother going home."

FILM SYNDICATE

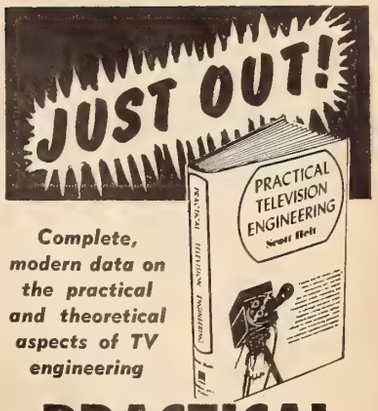
Newspaper TV Outlets Plan

MANAGERS and other top executives from 38 newspaper owned and operated television stations are scheduled to meet in Hollywood June 12-13 to lay final working plans for a proposed television film program syndication setup.

Called by Norman Chandler, president of KTTV Inc., the meeting will be held at KTTV (TV) Los Angeles headquarters.

Invited to the Hollywood meeting are: Charles Thieriot, KRON-TV San Francisci; K. H. Berkeley, WMAL-TV Washington; J. Gorman Walsh, WDAL-TV Wilmington, Del.; George B. Storer Jr., WAGA-TV Atlanta; Frank P. Schreiber, WGN-TV Chicago; Victor J. Sholis, WHAS-TV Louisville, Ky.; Robert D. Swezey, WDSU-TV New Orleans; E. K. Jett, WMAR-TV Baltimore; Richard E. Jones, WJBK-TV and Harry Bannister, WWJ-TV, both Detroit; F. Van Konynenburg, WTCN-TV Minneapolis; Dean Fitzer, WDAF-TV Kansas City, Mo.; George M. Burbach, KSD-TV St. Louis; George S. Johnson, KOB-TV Albuquerque, N. Mex.; C. Robert Thompson, WBEN-TV Buffalo; J. Bennett Larson, WPIX (TV) New York; Harry C. Wilder, WSYR-TV and Paul Adanti, WHEN-TV, both Syracuse.

Gaines Kelley, WFMY-TV Greensboro, N. C.; M. C. Watters, WCPO-TV Cincinnati; Edward H. Bronson, WBNS-TV and John Rossiter, WTVN (TV), both Columbus, Ohio; James C. Hanrahan, WEWS (TV) Cleveland; Robert H. Moody, WHIO-TV Dayton; J. Leonard Reinsch, WSB-TV Atlanta; E. Y. Flanigan, WSPD-TV Toledo; P. A. Sugg, WKY-TV Oklahoma City; Herbert S. Stewart WIC(TV) Erie, Pa.; Alvin A. Shrott, WJAC-TV Johnstown, Pa.; Harold E. Miller, WGAL-TV Lancaster, Pa.; Donald Thornburgh, president, and Charles Vanda, director of television, WCAU-TV Philadelphia; H. W. Slavick, WMCT (TV) Memphis; C. W. Lembert, KRLD-TV Dallas; George Cranston, WBAP-TV Fort Worth; Campbell Arnoux, WTAR-TV Norfolk, Va.; Marshall L. Rosene, WSAZ-TV Huntington, W. Va.; Walter J. Damm, WTMJ-TV Milwaukee; Theodore C. Streibert, WOR-TV New York, and Harrison Dunham, general manager KTTV.



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Video Newscasts Reviewed

(Report 114)

ALTHOUGH television is credited with being superior to either radio or newspapers for presenting news, a majority of TV stations do not have a single staff member devoted exclusively to video news production and the majority of news programs are unsponsored.

These facts are brought out in a report just released covering "News on Television" by Ralph A. Renick, news editor of WTVJ (TV) Miami. The report was supervised by Sydney W. Head, chairman, Radio and Television Dept., U. of Miami, and was carried out under terms of a fellowship of the Kaltenborn Foundation.

Information is based on replies from 71 of the 98 television stations operating on Jan. 9, 1950.

At 75% of the stations replying to the survey, not one staff member was devoted exclusively to television news production. In most cases this job was done by AM news personnel or TV announcers.

The high cost of production was reported by Mr. Renick as "the one problem the newsmen believe must be lowered before TV news can seriously compete with radio news or newspapers."

The slowness with which motion pictures of news events are delivered to non-interconnected stations and to stations doing their own newsreel makeup was cited as the second most important condition the stations believe must be corrected before TV news can come into its own.

Other aspects that need immediate improvement, according to station operators, are more complete coverage of events by film, more visual material for use in studio shows and capable newscasters who can effectively present news and sustain viewer interest.

"There is no solution to these problems which has the newsmen's unanimous approval," Mr. Renick's report points out, since problems differ at each station. "Network interconnected outlets can depend to an extent upon the network news shows to present national and international news and can concentrate their own efforts in airing local news. Non-interconnected stations have the double duty of providing not only local material but national and international news as well. The local coverage problem is emphasized by this survey. Seventy-four percent of the stations reported that local coverage was the type most lacking in their news programs. Only the largest interconnected stations reported national or international news as being the type most lacking."

Program Types Analyzed

No single format for news presentation received unanimous approval of the stations covered. Following brief outlines of several types of news shows now being presented on various stations, Mr. Renick reported: "The experiences cited by the majority of the stations indicate that if an outlet has a top-notch personality adjusted to the visual medium who can give news in a pleasant ad lib style, the program will be acceptable to the viewers. The news report can be supplemented with maps, still photos and other visual devices. It is frequently emphasized that one personality must be associated with a news show rather than a series of staff announcers who read the news before the camera as one of their many duties."

Motion Pictures Used

Motion pictures were reported as the chief source of pictorialization used by stations. In the main these were supplied by syndicated picture services although some stations reported using their own cameramen and the work of freelance operators.

The chief source of still photos was reported to be affiliated newspapers and station cameramen.

The high cost of motion picture developing equipment has kept 95% of the stations covered from doing their own work. Facilities for processing still pictures were reported by 20% of the stations.

Since wire services can not provide adequate local news coverage, 47% of the stations covered have their own local reporters and 40% used reporters from affiliated newspapers to gather local news.

For a television news show to be profitable to a station, Mr. Renick reports that the high cost of production must be absorbed by the sponsor along with the cost of station time. "Forty-eight percent of the stations reported that they were not showing a profit on their news productions. Sixteen percent were breaking even and only 36% were showing a profit."

Automobile dealers were found to be the leading sponsors of TV news programs throughout the country, based on an analysis of 81 shows. Next in order were appliance dealers, banks and beer companies.

"The majority of news programs, however, were unsponsored," according to the report, "and the majority of stations felt news programs were not as salable as other types of locally produced programs."

Despite the feeling that a news narrator before the camera was too much like AM radio in character for use on TV, 89% of the stations covered reported they use that format. "Over half of the stations reported use of motion pictures, interviews, still photos and a multiscope or similar device to present the news. Fifty percent of the narrators read the news from copy in hand. Next in popularity were reliance on memory and occasionally glancing at copy (44%); and the mounting of copy near the camera (24%). Only 18% reported having newsmen who ad lib the entire show. . . ."

Basic Formats Covered

Information on six basic types of television news programs was presented, including a brief format and information on its effectiveness, cost and commercial value.

In summing up the report, Mr. Renick said: "Television is able to present news stories in a fashion superior to either radio or newspaper. . . . Undoubtedly production costs will be brought down, film coverage of events will be transmitted almost instantaneously to all sections of the country and successful new formats will be devised. Those developments are for the future. Today TV stations need to take stock of their own news operations. The viewer wants to know what is going on in the world, the nation and the community. The station must provide that information."

* * *

TV Improves Family Life, Baltimore Survey Shows

ALTHOUGH children may be going to bed a little later, television tends to strengthen the family circle, according to a survey released last week by Joseph T. Barlow, principal of the Essex elementary school, Baltimore. Of 302

(Continued on Telecasting p. 16)

Weekly Television Summary— June 5, 1950 TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	3,100
Ames	WOI-TV	10,366
Atlanta	WAGA-TV, WSB-TV	37,500
Baltimore	WAAM, WBAL-TV, WMAR-TV	165,843
Binghamton	WNBF-TV	13,000
Birmingham	WAFM-TV, WBRC-TV	14,700
Bloomington	WTTV	6,000
Boston	WBZ-TV, WNAC-TV	367,631
Buffalo	WBEN-TV	93,288
Charlotte	WBTV	14,568
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	493,938
Cincinnati	WCPO-TV, WKRC-TV, WLWT	120,000
Cleveland	WEWS, WNBK, WXEL	223,236
Columbus	WBNS-TV, WLWC, WTVN	66,400
Dallas, Ft. Worth	KRLD-TV, WBAP-TV, WFAA-TV	52,500
Davenport Quad Cities	WOC-TV Includes Davenport, Moline, Rock Island, East Moline	10,428
Dayton	WHIO-TV, WLWD	62,100
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	247,000
Erie	WICU	35,150
Ft. Worth-Dallas	WBAP-TV, WFAA-TV, KRLD-TV	52,500
Grand Rapids	WLAV-TV	30,000
Greensboro	WFMY-TV	11,475
Houston	KLEE-TV	21,900
Huntington-Charleston	WSAZ-TV	12,296
Indianapolis	WFBM-TV	47,500
Jacksonville	WMBR-TV	10,000
Johnstown	WJAC-TV	21,300
Kalamazoo-Battle Creek	WKZO-TV**	23,876
Kansas City	WDAF-TV	34,267
Lancaster*	WGAL-TV	44,804
Lansing	WJIM-TV	12,000
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	530,645
Louisville	WAVE-TV, WHAS-TV	32,115
Memphis	WMCT	38,528
Miami	WTVJ	27,400
Milwaukee	WTMJ-TV	109,547
Minn.-St. Paul	KSTP-TV, WTCN-TV	87,700
Nashville	.....	200
New Haven	WNHC-TV	77,500
New Orleans	WDSU-TV	26,276
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,310,000
Newark	WATV	Incl. in N. Y. estimate
Norfolk	WTAR-TV	15,374
Oklahoma City	WKY-TV	27,457
Omaha	WOW-TV, KMTV	23,768
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	491,000
Phoenix	KPHO-TV	7,000
Pittsburgh	WDTV	105,000
Portland, Ore.	.....	887
Providence	WJAR-TV	56,511
Richmond	WTVR	29,073
Rochester	WHAM-TV	39,357
Salt Lake City	KDYL-TV, KSL-TV	15,700
San Antonio	KEYL, WOAI-TV	17,255
San Diego	KFMB-TV	39,300
San Francisco	KGO-TV, KPIX, KRON-TV	55,000
Schenectady-Albany-Troy	WRGB	78,000
Seattle	KING-TV	29,000
St. Louis	KSD-TV	128,000
Syracuse	WHEN, WSYR-TV	44,878
Toledo	WSPD-TV	40,000
Tulsa	KOTV	25,700
Utica-Rome	WKTV	15,000
Washington	WMAL-TV, WNBW, WOIC, WTTG	128,100
Wilmington	WDEL-TV	34,742

* Lancaster and contiguous areas.
** New station in this report.

Total Markets on Air 62 Stations on Air 105 Sets in Use 5,992,179

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

the Welcome Mat is out for you



in the Miami Valley's No. 1 Market when you use WHIO-TV "Dayton's *FIRST* Television Station"

• Come in, Mr. National Advertiser, the selling's fine in Dayton and the Miami Valley when you use WHIO-TV.

Here's all the proof you need!

69 Local advertisers use WHIO-TV each week. We're televising 166 spot announcements and 32 programs for them each week.

WHIO-TV's local production staff is producing those 32 local programs . . . shows that are making sales and bringing in new customers for their sponsors.

These local programs run the gamut from musical and variety shows to sports, quiz, news, women's programs and kiddies' shows.

WHIO-TV delivers the biggest TV audience in this area to you. All ratings show this. And with over 65,000 sets in the area, it's a big market for you. Viewers prefer WHIO-TV's local shows and top CBS, ABC and DuMont programs. Consistent merchandising promotion on the local level is a plus factor in your favor.

News, Sports,
CBS, ABC, DuMont
Best Shows

channel 13
whio-tv -AM -FM
DAYTON, OHIO

Represented nationally by The Katz Agency, Inc.

AFFILIATED WITH THE DAYTON DAILY NEWS AND JOURNAL-HERALD



Telestatus

(Continued from Telecasting p. 14)

families who answered a query on the effect of television on children's eyes, 291 said they felt TV had no effect.

Mr. Barlow also reported that children in television homes are better behaved—because they might miss their favorite shows if bad—there is a sharp drop in movie going and also a reduction in the demand for baby sitters; housework is finished earlier to free the evening for TV viewing, and the TV set saved money that would be spent for outside entertainment. The possibility of television being used to supplement school work was foreseen by an "overwhelming majority" of the families which expressed an opinion on the subject, the report pointed out.

* * *

New Rate Card For WBTV (TV) Charlotte

RATE CARD No. 3, effective July 1, was announced last week by WBTV (TV) Charlotte, N. C.

The new one-time rate for a Class A hour (Mon.-Fri., 6-11 p.m., Sat. and Sun., 12 noon-11 p.m.) becomes $225. Five minutes of Class A time on a one-time basis will be $67.50. Announcements (slide or film only) of one minute or less in Class A time start at $45.

Class B time (all other periods) is set at $135 for an hour on a one-time basis. For five minutes the charge will be $40.50. One-time announcements in Class B time become $27.

The station is owned by Jefferson Standard Broadcasting Co. and is represented nationally by Radio Sales, Radio & TV Representative, CBS.

* * *

'Star Theatre' Tops April Nielsen Ratings

TOP television program in April was *Texaco Star Theatre*, according to the latest National Nielsen Ratings covering the weeks of April 1-7 and 15-21. The top 10 programs in size of audience delivered and program popularity as reported by Nielsen follow:

AUDIENCE DELIVERED

Number TV Homes Reached In Total U. S.

Rank	Program	Homes (000)
1	Texaco Star Theatre	3,521
2	Godfrey & Friends	2,683
3	Toast of the Town	2,266
4	Godfrey's Talent Scouts	2,177
5	Philco TV Playhouse	2,092
6	Stop the Music (Admiral)	1,912
7	Lone Ranger	1,836
8	M. Kane-Private Eye	1,810
9	Stop the Music (Lorillard)	1,801
10	The Goldbergs	1,714

PROGRAM POPULARITY

% TV Homes Reached In Program Cities

Rank	Program	Homes (%)
1	Texaco Star Theatre	77.7
2	Godfrey's Talent Scouts	70.6
3	Star Spangled Revue	57.6
4	Godfrey & Friends	57.4
5	Toast of the Town	55.1
6	Stop the Music (Admiral)	51.6
7	Stop the Music (Lorillard)	48.6
8	Gillette Cavalcade	45.1
9	Lone Ranger	44.8
10	Philco TV Playhouse	44.5

* Average Audience Basis.

Videodex TV Ratings Released for May

VIDEODEX network television ratings released last week showed *Texaco Star Theatre* to be the leading program for May in the 17 cities covered.

Program	Rating	No. TV Homes Reached (000's)	No. Cities
1. Texaco Star Theatre	65.3	2,769.9	17
2. Talent Scouts	53.5	1,822.9	11
3. Godfrey & Friends	47.8	2,030.7	17
4. Toast of the Town	44.6	1,846.6	16
5. Stop the Music	39.5	1,495.4	16
6. Fireside Theatre	38.9	1,404.1	14
7. Kraft TV Theatre	38.8	1,611.0	16
8. Studio One	37.8	1,605.8	17
9. Philco TV Playhouse	36.5	1,549.1	17
10. Martin Kane	36.0	1,526.1	17
11. Lights Out	36.0	1,279.6	13

MUSIC PACTS

Made Pending Agreement

PENDING completion of an industry-wide arrangement for the employment of union musicians in the production of filmed programs for TV use, a few picture producers have made individual deals with the American Federation of Musicians. Gene Autry, cowboy star of radio and the movies, is reported to have made one of the musical picture deals, presumably for use on CBS, which carries all of Mr. Autry's radio shows. Another contract for TV films was made by Snader Telescriptions Corp., West Coast producer.

AFM spokemen have declined to discuss these contracts but they are understood to call for scale of $39.90 for a three-hour session per musician, leader getting the customary double fee. This rate of pay is comparable to the scale paid to musicians for work on phonograph records.

The TV film arrangement also calls for the payment of royalties into the union's unemployment fund. For 15-minute and half-hour video film programs the royalty is set at 5% of the evening time charges of each station telecasting the films. For a series of 3½ minute musical shorts, the royalty rate is 5% of the gross income of the film.

The terms set by the union for allowing its members to make films for use of television also are said to include the stipulation that there shall be no dubbing of music from other films or records, all music used in these films being recorded by live musicians employed in the making of these pictures.

The general terms of these agreements are understood not to be acceptable to the industry committee headed by Ernest de la Ossa, NBC personnel director, which includes both TV broadcasters and film producers as members. This group has drafted its own set of conditions covering the employment of AFM members on films for TV use and will attempt to get together with an AFM committee as soon as possible.

TBA to Expand

(Continued from Telecasting p. 5)

resentatives of advertising agency and advertiser organizations.

7. Curbing the practice of commercializing television awards.

8. A pledge of assistance by the association to various groups in their efforts to standardize advertising practices with respect to the repair and maintenance of television receivers.

9. Assistance by the association to the Radio Mfrs. Assn., Institute of Radio Engineers, Society of Motion Picture & Television Engineers, American Standards Assn., and representatives of other industry organizations toward standardization of equipment to provide maximum flexibility for the broadcaster in his choice of equipment, reduced operating costs and increased efficiency.

10. Continuation and progressive enlargement of the services rendered by TBA to its membership, advertising agencies, advertisers and governmental bodies through the dissemination of accurate information and statistical data on the growth and expansion of Television broadcasting.

TBA directors who unanimously adopted the 10-point platform and pledged their efforts to its accomplishment include, in addition to Mssrs. Storer, Russell and Poppele: Allen B. DuMont, head of the DuMont TV Network; Lawrence W. Lowman, CBS vice president; Richard A. Borel, head of WBNS-TV Columbus, Ohio; Joseph A. MacDonald, ABC vice president and general attorney; Ernest B. Loveman, vice president, Philco Broadcasting Corp.; Paul Raibourn, president, Paramount Television Productions.

TBA also announced that an eight-page brochure, pointing up the achievements of the organization during its six-year history, will be mailed this week to all TV stations. One section of the booklet will list chronologically a year-by-year, month-by-month account of TBA's efforts to promote the growth of television during this period, which encompasses the transition of television from a laboratory curiosity to a full-fledged national industry.

NAVY Certificate of Award for "outstanding service rendered to the Navy" has been given to WAAM (TV) Baltimore.

SRT • SRT • SRT • SRT • SRT

RADIO and TV STATIONS
Profits Depend on
Efficient Personnel

Our Graduates are
Checked for . . .
Ability and Enthusiasm
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Integrity and Showmanship
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Network Professionals
Trained to . . .
Do more than one job well
Understand your operational problems
Trained with . . .
Complete TV and Radio Commercial Equipment
Trained under . . .
Actual Broadcast Conditions

For Prompt Free Service Call, Write, or Wire
Personnel Division
SCHOOL of RADIO TECHNIQUE
316 West 57 St., N. Y. • PLaza 7-3212

SRT • SRT • SRT • SRT • SRT

THANK YOU PROFESSOR!!



THE NOW FAMOUS WOODBURY COLLEGE IMPARTIAL SURVEY SHOWS THAT WHEN ASKED...

"WHICH STATION DO YOU USE MOST?"

KLAC-TV

WAS ***MORE POPULAR*** THAN FIVE OTHER STATIONS IN THE LOS ANGELES AREA

BASED ON A SURVEY OF 3000 TV SET OWNERS IN THE 16 ECONOMIC DISTRICTS OF LOS ANGELES

** ASK YOUR KATZ AGENCY REPRESENTATIVE FOR COPIES OF THIS SURVEY*

THANK YOU MR. SPONSOR!!



IN THE MONTH OF APRIL

KLAC-TV

HAD IN EXCESS OF **1850** ADVERTISING UNITS... (A UNIT OF ADVERTISING IS A SPOT— A PARTICIPATION OR A SPONSORED PROGRAM)

LOOK FOR THE SPONSORS... THAT'S WHERE THE LISTENERS ARE

KLAC-TV

Hollywood, California

LUCKY CHANNEL 13

** REPRESENTED NATIONALLY BY KATZ AGENCY, INC., NEW YORK*

AM OR TV
BLOOMINGTON'S
YOUR BEST BUY

WTTS

now 5000 WaTTS, and easily the leading station in the central and southern Indiana area. A regional station, WTTS is located in the heart of the world-famous limestone industry. For complete information, call or write: Bob Lemon, Sales Manager, WTTS-WTTV, Bloomington, Indiana.

WTTV

is a "home-built" station, but don't—for heaven's sake—get the idea it's amateurish! It's far from it. People in the industry just can't understand how a town the size of Bloomington supports TV. We'd like to tell you more about it. Write, wire or call our National Reps., Barnard and Thompson, New York.

WTTS | WTTV

THE SARKES TARZIAN STATIONS
Bloomington, Indiana

2ND in the Midwest

6TH in the Nation

...the WLW-TV market deserves

1ST place in your plans

With 248,500 sets (as of May 1, 1950) the three station coverage area of WLW-Television looms large in any appraisal of markets. And the economy of reaching this market via the WLW-Television network is another factor favoring its high priority in your selling plans.

WLW-T CHANNEL 4 CINCINNATI
WLW-D CHANNEL 5 DAYTON
WLW-C CHANNEL 3 COLUMBUS

Crosley Broadcasting Corporation

TV ONLY JOB HOPE

Petrillo Tells AFM

TELEVISION offers the "only hope" for finding jobs for union musicians to make up for the loss in their employment at radio stations since the passage of the Taft-Hartley and Lea acts, James C. Petrillo, president of the American Federation of Musicians, states in his annual report to the AFM membership. Report will be presented officially today (Monday) to the delegates attending the AFM's 53rd annual convention, June 5-9, in Houston.

"However," the AFM president continues, "There's a big question as to what television is going to mean to the musicians. I again am speaking to you frankly and can give you no encouragement for any employment of musicians in television in the very near future. I cannot give you that assurance because I would only be guessing and this is too serious a matter in which to be guessing.

"I have dealt with many complex matters since I have been a labor leader but the television situation is the most complex that I have yet had to deal with. No one knows what it is going to do to the musicians, or for the musicians. For a period of two years I have been talking to the different employers on the question of making film for television. I am satisfied that eventually all television programs will be made on film just as moving pictures are made today.

Wide Disagreement Cited

"The disagreement among the employers themselves as to what television is going to do is unbelievable. They have so many different ideas and predictions that most of them contradict each other, and after listening to them for a couple of years, I find myself a little confused as to who has the right ideas and predictions. I do not believe they were all telling me the truth. But when you really pin them all down, the answer is the same—they just don't know.

"However, we do know one thing, and that is that television is here to stay."

Radio is not the "only field in which musicians have suffered employment losses," Mr. Petrillo points out. Noting that the drop off in business at cafes, taverns, ballrooms, theatres and other places of amusement has forced many bands to disband and that "conditions in the motion picture industry in Hollywood are so bad that most of the independent producers have gone out of business," he declares: "There is no question that the entertainment business has not been as bad in the United States and Canada since the depression of 1929."

"I am satisfied that more people are staying home today because of television," Mr. Petrillo states. He adds that the 20% amusement tax also has "damaged our business to a great extent."

Mr. Petrillo's report includes a summary of a survey of the employment of musicians by broadcasting stations in the U. S. and Canada during 1948 which showed:

Grand total of all radio broadcasting employment in the U. S. and Canada.

Staff employment in the U. S.: $13,416,274.26.

Staff employment in Canada: $803,-661.75.

Network commercial employment in the U. S.: $7,177,246.19.

Local commercial employment in the U. S.: $98,079.72.

Local commercial employment in Canada: $492,478.09.

Local commercial employment in Hawaii: $1,305.00.

Total: $22,889,045.01.

"A more exact picture of commercial broadcasting employment can be had," the report explains, "if it is understood that the 4,803 musicians (employed on commercial programs on the four national U. S. networks during 1948) conducted by at least 192 leaders, sponsored by 323 agencies or companies, played for 16,982 broadcasts."

Employment of AFM members in the production of transcriptions is summarized as follows:

Electrical Transcriptions

Number of units employed	**7,588**
Total No. of man appearances (sidemen)	**27,820**
Total No. of man appearances (leaders)	**4,967**
Total No. of hours employment	**9,581**
Total earned by leaders and men	**$2,199,949.47**
Royalties paid to Federation	**$ 61,752.19**

NOTE: These earnings are based on flat union scale and do not include royalty payments paid directly to leaders.

The report of the union's auditors shows that for the fiscal year ended April 30, 1950, the recording and transcription fund received $4,620.49 from recording and transcription companies.

Film Report

WEEKLY sports newsreel, *Top Views in Sports*, produced by **All-American News Inc.** for **United Artists-TV** release, purchased by **Van Dyck Cigar Co.** Company will sponsor program over WENR-TV Chicago. Agency: **Federal Advertising**, New York, *Top Views* is sold commercially in 44 TV markets. Reel is filmed each week in 18 key cities. Narrated by All-American **Jimmy Evans**, it is roundup of top sports events and personalities in news of the week world over.

Benjamin R. Parker, motion picture and television producer, has joined staff of **Television Features Inc.**, New York, as producer-director. He has produced TV commercials for Dodge, Philip Morris and others. . . . **Nu-Art Films Inc.**, New York, announces its new location at 112-14 W. 48 St. Telephone, JUdson 6-5480-1-2.

Telepix Corp., Hollywood, producing three one-minute TV film commercials for **Towne Pride Toppings**, Los Angeles (sundae flavorings). Agency: **Mogge-Privett Inc.**, same city. Firm also doing three film spots for **Lawry's**, Los Angeles (restaurant), for its french dressing and seasoned salt. Included are two 20-second and one one-minute films. Agency: **California Adv.**, Los Angeles. Telepix recently completed one one-minute and one 20-second film commercial for **Major Punch** (concentrated fruit drink) through **Glasser-Gailey Inc.**, Los Angeles.

Howard F. Olds, formerly in charge of motion picture production at BBDO, New York, has joined **Loucks & Norling Studios Inc.**, same city, as production supervisor of television commercials for film company.

MOVIE-TV FIRM

Trio Productions Formed

RADIO and motion picture experience is being combined by the newly formed Trio Motion Picture Productions Inc., with temporary quarters at the Hal Roach Studios in Hollywood, it was announced last week. Firm plans to produce dramatic TV shows on motion picture film using movie technique.

The new company has been formed by Carl Wester, of Carl Wester & Co., radio advertising firm, Canoga Park, Calif., along with Jack Hively, movie director-producer, and Axel Gruenberg, radio and motion picture director-writer. Mr. Wester has been in the advertising business for the past four years as head of Carl Wester & Co. and during the last four months was vice president and director of KPHO-TV Phoenix. He sold his interest in the latter project when a merger of AM and TV facilities took place.

Chamber TV Report

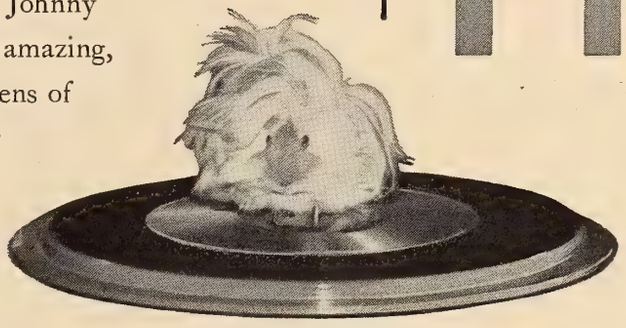
REPORT of the inter-relationship between sports and television, compiled by a subcommittee of the Los Angeles Chamber of Commerce Television Committee, will be presented at the TV Committee's regular meeting today (June 5) in the Chamber of Commerce Bldg., Los Angeles.

ONE MINUTE TV FILM $150.00
TV ADVERTISING FILM FOR LOW BUDGET ACCOUNTS
1331 S. Wabash, Chicago
FILMACK



"Pat n' Johnny"

PROVE A POINT



When it comes to commercial results, WXYZ-TV's "Pat 'n' Johnny" show has proved little short of amazing, ringing up new records for dozens of alert television advertisers. For example, one sold $21,000 worth of merchandise after just eight announcements. Another increased his sales from 30,000 units weekly to 165,000 after two weeks on the show.

Yes, sir—"Pat 'n' Johnny" have not only opened the eyes of the Detroit TV audience but their purses as well. In the nation's fourth market, they've *proved* that daytime TV can be profitable—and they can make it profitable for YOU.

Daytime television in Detroit can be profitable for you



Your best bet both ends of the alphabet

TV ABC WXYZ

For participation rate and details, consult ABC SPOT SALES

Channel 7

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MOntclair 3-3000
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26 Years' Experience in Radio Engineering
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JOHN J. KEEL
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National 6513

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1422 F St., N. W. Kellogg Bldg.
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- Bridgeport 3, Conn.
- Bridgeport 5-4144

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Radio Engineering Consultant
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
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Riverside, Ill.
(A Chicago suburb)

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TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
18 Grand St., New Rochelle, N. Y.
New Rochelle 6-162[illegible]

KENNEDY & TURNER
Wes Turner
Frank M. Kennedy
"Registered Professional Engineers"
Specializing in Television
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THE ASSOCIATION OF FEDERAL COMMUNICATIONS CONSULTING ENGINEERS
*Member AFCCE**

Telecasting
Insert
Pull Out for Filing

ACTIONS OF THE FCC

MAY 26 to JUNE 1

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

OWNERSHIP CASES
FCC Sets Hearings for 3

ISSUES in license renewal hearing of WJVA South Bend, Ind., were reported by FCC last week as involving the question whether station ownership has been transferred without Commission approval. Hearing on renewal bid was designated fortnight ago.

Extending the WJVA license on a temporary basis until Sept. 1, the Commission stated it wished to determine who present stockholders are in St. Joseph Valley Broadcasting Co., station licensee, and when and from whom they obtained their holdings. FCC also indicated it wished to investigate whether all details have been properly reported to the Commission. WJVA is assigned 250 w daytime only on 1580 kc.

Meanwhile, FCC also reported it had designated for hearing the applications of two stations seeking changes in facilities in order to investigate their respective ownership situations. These are WMMB Melbourne, Fla., and WRIO Rio Piedras, P. R.

WMMB, licensed to Melbourne Broadcasting Corp., requests change from 250 w daytime on 1050 kc to 250 w day, 100 w night on 1270 kc. FCC set the application for hearing beginning Sept. 6 and indicated it wished to determine if certain alleged stock transfers were properly reported.

WRIO, licensed to The Master Broadcasting Corp., seeks switch from 1 kw day, 500 w night on 1140 kc to 1 kw fulltime on 1320 kc. The bid is set for hearing Oct. 26, FCC said, to obtain full information "as to a certain contract or agreement" between WRIO and Rafael Quinones Vidal dated in February and any other agreements which might exist. FCC indicated it wished to determine if control has been transferred with approval.

May 29 Decisions . . .

ACTION ON MOTIONS

By Commissioner Walker

The Houston Post Co., Houston, Tex.—Granted dismissal without prejudice of application for TV construction permit.

FCC General Counsel—Granted extension to June 22 to file exceptions to initial decision issued in proceeding upon application for assignment of CP WACA Camden, S. C. and for license.

WSB Atlanta, Ga.—Dismissed as moot petition for reconsideration of Commission's action granting application. WNCA Aiken, S. C.

WDZ Bcstg. Co., Decatur, Ill.—Dismissed as moot petition filed on Sept. 14, 1949, for waiver of Section 3.25(d) of Commission's Rules and Regulations to permit acceptance and filing of application for unl. 1050 kc.

North Alabama Bcstg. Co., Guntersville, Ala. and Attalla Bcstg. Co., Attalla, Ala.—Granted petition filed by D. T. Kinney for dismissal without prejudice of application. On Commission's own motion, application of Attalla Bcstg. Co. is removed from hearing Docket.

WJIG Tullahoma, Tenn.—Granted dismissal of application.

David W. Jeffries, Ironton, Ohio—Granted dismissal without prejudice of application.

Floral City Bcstg. Co., Monroe, Mich.—Scheduled hearing for Aug. 7, in proceeding re application of Floral Bcstg. Co. in Washington, D. C.

By Examiner Fanney N. Litvin

KMA Shenandoah, Ia.—Granted continuance of hearing from June 2 to July 19 in Washington, D. C. in proceeding re application of KNEB Scottsbluff, Neb.

WCTT Corbin, Ky.—Granted leave to reopen record in Docket 9318 for sole purpose of incorporating therein certain exhibits, and record is thereupon closed.

By Examiner J. D. Cunningham

FCC General Counsel—Granted request that period for filing proposed findings and brief in matter of A. D. Ring & Co., Washington, D. C.—applicant for license for new special industrial base and mobile station using equipment formerly licensed to applicant's experimental special industrial mobile station W10XED be extended from June 1, to June 15.

By Examiner Basil P. Cooper

Door County Radio Co., Sturgeon Bay, Wis.—Denied continuance of hearing in proceeding re application and that of Alvin E. O'Konski, Menominee, Mich. set for June 12 and schedule hearing at Sturgeon Bay, Wis.

May 29 Applications . . .

ACCEPTED FOR FILING

AM—1430 kc

KCNI Broken Bow, Neb.—CP AM station to change from 1490 kc 1 kw unl. to 1430 kc 1 kw D.

AM—1230 kc

Allentown Bcstg. Corp., Allentown, Pa.—CP new AM station 1230 kc 250 w unl. AMENDED to make changes in corporate structure.

License for CP

KVCI Chico, Calif.—License for CP to cover changes in existing FM station.

WPTF-FM Raleigh, N. C.—License to cover CP new FM station.

Modification of CP

WGST-FM Atlanta, Ga.—Mod. CP new FM station for extension of completion date.

TENDERED FOR FILING

AM—1450 kc

WCLI Corning, N. Y.—Mod. CP AM station to change from 1540 kc 250 w D. to 1450 kc 250 w unl.

AM APPLICATION DISMISSED

Butler, Ala.—J. G. Stelzenmuller Jr. DISMISSED May 24 application for new station on 740 kc 1 kw D.

TV APPLICATIONS RETURNED

WCPO-TV Cincinnati, Ohio — RETURNED application for mod. CP for extension of completion date. Unnecessary.

Lancaster, Pa.—Peoples Bcstg. Co. RETURNED application for new TV station. Non-compliant with Rules.

(Continued on page 75)

RMA COMMITTEE
Handles Wage Problem

RADIO MFRS. ASSN. named an overall committee last Monday to handle minimum wage negotiations with the Dept. of Labor. First meeting will be held June 7.

Committee members are Robert C. Sprague Jr., Sprague Electric Co., chairman; Harold W. Butler, Philco Corp.; Harry Housten, Allen B. DuMont Labs.; Robert D. Langdon or Frank E. Highton, General Electric Co.; F. L. McClure, RCA Victor Division; Hyman L. Mohel, Aerovox Corp.; William J. Nolan, Sprague Electric Co.; James G. Parks, Erie Resistor Corp.; Ray L. Triplett, Triplett Electrical Instrument Co.; L. E. Woods, Raytheon Mfg. Co.

IRONTON CASE
FCC Questions Trafficking

COMPARATIVE hearing designated on the new station applications of Coston-Tompkins Broadcasting Co., David W. Jeffries, and Glacus G. Merrill, all Ironton, Ohio, heretofore confined to engineering issues, was modified by FCC last week to include a new issue relating to a question of potential trafficking in frequencies.

The Commission, setting the proceeding for hearing begining Oct. 11, stated it wished to "determine the purposes of the individual partners of Coston-Tompkins Broadcasting Co. in the prosecution of its . . . application and to obtain full information concerning the efforts of one or both of the said partners to dispose of his or their interest in the said application." Partners in the applicant are James Goodrich Coston and Julian Lanier Tompkins.

Earlier in the year it had been reported postcards were circulated, bearing Mr. Coston's name, which stated it was expected the permit for Ironton would soon be issued and it was offered on a first-come first-serve basis for $1,750 [BROADCASTING, March 20]. Coston-Tompkins seeks 100 w fulltime on 1230 kc. Mr. Jeffries seeks the same assignment while Mr. Merrill seeks 250 w fulltime on 1230 kc.

ABA Headquarters

STATE headquarters office for the Alabama Broadcasters Assn. was established at the U. of Alabama Thursday, with the university's extension division furnishing office space, equipment and other facilities and services to the broadcasting group. ABA will have the services of LeRoy Bannerman, scriptwriter for the university's radio broadcasting services, one day a week. Bert Bank, ABA president and general manager of WTBC Tuscaloosa, described the arrangement as "the greatest step radio in Alabama has taken in many years," and said the office will work toward development "of the most outstanding system of broadcasting of any state."

WEBR
Buffalo, N. Y.
USES
Magnecorder
Used By More Radio Stations Than All Other Professional Tape Recorders



NEW PT63-A
Unit Construction permits portable or rack mount operation. 3 separate heads to monitor from the tape! Prevents recording errors! New 3 head unit also available to convert present PT6 Magnecorder.
WRITE Magnecord INC.
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COMMERCIAL RADIO Monitoring Company
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
PHONE JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

CLARENCE R. JACOBS
Studio Consultants
Planning - Design - Acoustics
Box 69 - Princeton, Illinois - Tel. No. 4200

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

Programs



FAVORABLE reactions reportedly received by KVRH Salida, Col., following broadcast from narrow gauge train excursion to Monarch and Villa Grove in Rocky Mountain area. When members of Rocky Mountain Railroad Club conducted tour, Frank Allen, KVRH program director, manned mobile unit to give on-the-spot coverage and interviews with participants, including travelers from throughout U. S. and England. According to Mr. Allen and railroad officials, it was first time radio broadcast had ever emanated from narrow gauge train.

'Chimpantics'

SHOW with no rehearsal or script problems given try on WENR-TV Chicago by Gail Compton of Louis G. Cowan Inc., Chicago. Program, seen June 3 at 4 p.m. was made up entirely of "monkey business," with two chimpanzees set loose in room containing mirrors, bananas, jack-in-the-boxes and one lone cameraman. Show may become feature on WENR-TV, with different situations set up in room each week.

Parade Coverage

SPOKANE's lilac festival parade, which drew over 150,000 people, was occasion for live mobile coverage of double-barreled nature by KHQ Spokane, which set up a FM transmitter-and-wagon unit for under $100 by using surplus war materials. Station originally had planned to enter float in parade as promotion gimmick but decided on mobile unit as double-barreled venture that paid off in both program and promotion value. Announcers Bob Swartz and Birney Blair gave human interest touches and variety to broadcast by using roving microphone to pick up sounds of bands, comments of bandleaders, marchers, etc. For stunts announcers dropped mike down tuba, interviewed hidden man who drove float and interviewed Indian chief. KHQ had arranged with police department to roam through parade, while marchers were briefed to split and circle unit when approaching. Sixty-five bands representing schools and civic groups were in parade. Plans were arranged by KHQ President Dick Dunning.

WNLK Public Message

EMPHASIZING plight of alcoholics and effort to cure unfortunates, WNLK Norwalk, Conn., instituted on June 1 series of weekly broadcasts in which members of Alcoholics Anonymous will tell their stories to public. Broadcasts are under direction of Rev. Carrie Wilbur Wood and are aired Thursday, 9-9:30 p.m.

Side Show Series

WEEKLY variety show consisting of clowns, jugglers, ballet, light opera and slapstick comedy, and built around sideshow theme, is being offered by WOIC (TV) Washington as new series, Wednesday, 7-7:30 p.m. Titled *The Little Top*, program stars Brooke Johns as barker and Tommy Johnson as pianist. Mr. Johns is oldtime performer of vaudeville entertainment world and appeared during '20's with famous Ziegfeld Follies. Show is produced by James McMurry.

Shut-In's Day

NETWORKS and stations cooperating with Shut-In's Day Assn., Philadelphia, to annually publicize first Sunday of June as National and International Shut-in's Day. Yesterday (June 4) was set aside for occasion to which stations contributed time. Endorsement of program received from such broadcasters as KMYR KPOF Denver, KFKA KYOU Greeley, NBC and others who were slated to air announcements and news commemorating the day.

WWJ-TV 'First'

FOR reportedly first time on public television, general audience was enabled to watch an operation when WWJ-TV Detroit presented *Operation Hospital* direct from Detroit's Harper Hospital. Producer was Walter Koste and writer-narrator Douglas Wright. Script was checked by officials and gave authentic view of operation from its start until patient was wheeled out of operating room. Documentary show was WWJ-TV's contribution to Greater Detroit Hospital Fund drive.

On U. S. Policy

TACKLING question to which everybody would like answer—"Is War Inevitable?"—WMAL Washington starts series of thrice-weekly programs headlining outstanding government and political leaders. Program is heard Monday, Tuesday and Wednesday at 9:45 p.m. Opinion on present U. S. policies will be asked of notables by Bryson Rash, White House correspondent of ABC and special events director, WMAL. Sens. Estes Kefauver (D-Tenn.), member of Senate Armed Services Committee; Margaret Chase Smith (R-Me.), American delegate to UNESCO, and Leverett Saltonstall (R-Mass.), another Armed Services Committee member, were first week's speakers.

Opera in Oklahoma

FIRST glance for many Oklahoma TV viewers behind curtain of opera company was given by WKY-TV Oklahoma City. Station's cameras went "behind-the-scenes" at production of "Carmen" given by Metropolitan Opera Co. in Oklahoma City. Dan Williams, announcer for station, interviewed stage hands and others who had part in production.

Package Shows

NEW-TYPE five-minute package programs being produced for stations by Decker Advertising, Canton, Ohio. *Men of Merit*, designed as public and employe relations show for industry, features story of honor employe of sponsor's company, stressing worker's loyalty and dependability and gains company has made through free enterprise. Background made up of outstanding news and sports events. Other show, *Mercury Magic*, is contest series based on participants' guess of 9 a.m. temperature, plus their pet "gripe." Contestants obtain entry blanks from sponsor's store week prior to broadcasts. Winner receives prize of sponsor's product with grand prize for best average for a month. Programs could be adapted for longer broadcast.

Adelphi College Workshop

STUDENTS at Adelphi College's summer radio and television workshop in New York to produce plays selected from England, France, Germany and Canada, as part of workshop's "International Radio Festival." Workshop, called Center of Creative Arts, will be held from July 5 to Aug. 15. Plays, directed by Flora Rheta Schreiber, radio, TV and theatre arts writer, will be broadcast over national stations. Also offered by Center is Television Idea Development Seminar in which best ideas for TV shows will be marketed by Charles Harrell, TV executive producer.

Family Life Series

SERIES of transcribed radio shows dealing with family life started by WSVS-AM-FM Crewe, Va., in cooperation with Commonwealth of Virginia Dept. of Mental Hygiene and Hospitals and local Jr. Chamber of Commerce. Ten week series, prepared by National Mental Health Foundation and narrated by Actor Eddie Albert, treats problems in everyday family life. Program heard Friday 6:45 p.m.

Merchandise Demonstration

MODERN methods of slashing materials handling costs were shown public recently by Chuck Tranum on *Manhattan Spotlight* show over DuMont TV Network. Invited audience of several hundred industrial and financial leaders formed live audience before which fleet of trucks demonstrated lifting, carrying and stacking of materials in warehouses by pushing buttons. Specific device pointed up on show was Automatic Transportation Co.'s transporter '101' electric truck secret before show went on air. Program was staged in Sunnyside Garden New York.

Visit With the Bishop

NEW series, entitled *A Visit With Bishop Wright*, inaugurated over WAAB Worcester, Mass. Show is aired Saturday, 7-7:15 p.m., and features John J. Wright, Bishop of Worcester, in informal conversation from study of his home. Series was originated by Jack Morrissey, program director, and station claims it is first regularly scheduled radio series by any Catholic bishop in country.

Traffic Information

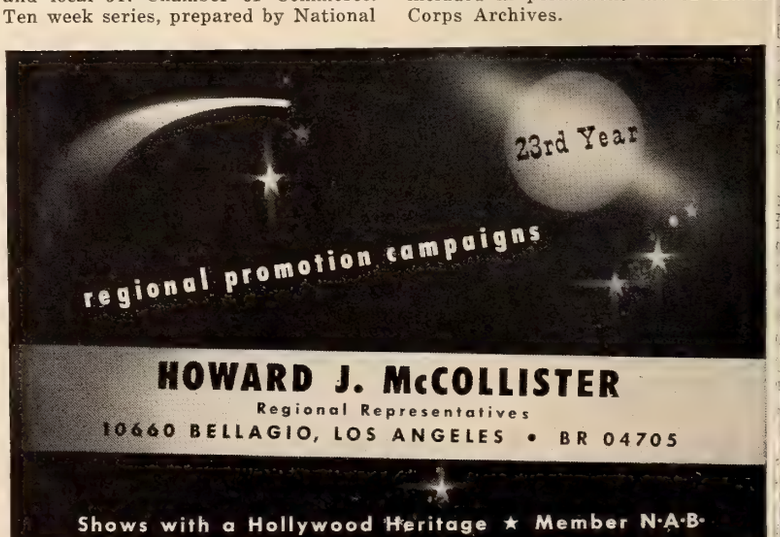
COOPERATION of police departments of District of Columbia, Maryland and Virginia enables WWDC Washington to air essential traffic information about conditions of highways leading into District and surrounding areas. Weekend reports are given at 6:45 p.m. on Friday and Sunday for summer months. Time also has been cleared for airing of important bulletins which may come up between regularly scheduled shows. Programs are supervised by Denis Sartain, news editor, whose staff maintains continuous communication with traffic bureau of Washington and police departments.

Loyalty Discussed

STUDY of loyalty investigations and their implications in this country is subject of *Clear and Present Danger* special documentary broadcast by ABC tonight (Monday) for one hour on 277 stations. Produced by public affairs department in New York, program was written by Joel Sayre. ABC last week mailed deckle-edged mat paper invitations to industry to hear show. One-fold leaflet featured line drawing of Statue of Liberty.

REPORT on his coverage of Battle of Iwo Jima on ABC's *Gentlemen of the Press* show by Gene Rider, chief engineer of WQAM Miami, has been included in permanent file of Marine Corps Archives.





'VOICE' RECORDINGS

Import Duty Relief Seen

LEGISLATION that would exempt State Dept. Voice of America recordings from duties imposed under the 1930 Tariff Act has been approved by the Senate Finance Committee for consideration by the Senate. A companion bill is pending before the House Ways & Means Committee [BROADCASTING, May 15].

The Senate version (S 3545), sponsored by Sen. Walter F. George (D-Ga.), would effect such an exemption on the grounds that foreign-transcribed recordings are "becoming increasingly valuable" as regular shortwave broadcasts. Bill was introduced at the request of State Dept., while Treasury Dept., U. S. Tariff Commission and the Budget Bureau voiced no objections. The House bill (HR 8514), introduced by Robert L. Doughton (D-N. C.), chairman of the House Ways & Means Committee, is expected to be taken up once the current tax revision study is completed.

Feature of Week

(Continued from page 12)

War of Independence. Mr. Geyer had left Boston during the Revolution to return after the war and sell his property. When the Hovey building (department store purchased several years ago by Jordan Marsh) was erected, the initials were carved on a cap stone over one of the doors as a Gardner memorial.

As the years passed, the sentiment surrounding the incident also faded. It was for Messrs. Piper and Buffum to revive its meaning and to look for ways to preserve this bit of New Englandiana. In their search, they found a lineal descendant—G. Peabody Gardner, vice president and trustee of Gardner Museum on Boston's Fenway. The capstone was offered to the museum keeper but is was learned that the trusteeship prohibited either an addition or subtraction.

They were referred then to the keeper's cousins, Mr. and Mrs. Francis Lowell Gardner of Concord, Mass., who are in the same degree of relationship to SPG. The Concord family accepted custodianship of the stone, linking past with present. The ceremony of transfer was recorded at WEEI for broadcast May 21.

But the story was not over for the station. An early morning Buffum fan, Richard Edwards, vice president of Jordan Marsh and director of the store's advertising, had followed the search for the stone's home. He decided that the *New England Almanac* was the proper radio program for a 10-minute institutional type message every day at 6:35 a.m.

WEEI believes that with the signing of the "Jordan Marsh Observer," it has one of the earliest scheduled institutional programs in radio. And that's making modern history.

'LULU' AWARDS

Radio-TV Get Mentions

FOR the second consecutive year "Lulu" awards for highest achievements of women in advertising were omitted for radio or television categories. Awards were presented by Los Angeles Advertising Women Inc. in cooperation with Advertising Assn. of the West. As was the case last year, no entries in these categories succeeded in fulfilling all necessary requirements of the judges for the highest awards.

Three honorable mentions, however, were presented in these classifications: For radio program series, to Shirley Thomas, vice president of Commodore Productions, Hollywood; television commercials, Isabel Beasley of Wade Adv., Los Angeles; television program, Betty Mears, KTLA (TV) Hollywood producer.



THIS is the new studio of KBMN Bozeman, Mont., which was scheduled to go on the air May 22. Building design and engineering were done by G. Norman Pennell, manager, who said equipment was furnished by Graybar and is mostly Western Electric throughout. Owned and operated by Penn Engineering Co., KBMN operates with 250 w on 1230 kc.

WNCA PETITION

FCC Asked to Dismiss Permit

WNCA Aiken, S. C., which was denied authority for program tests by FCC a fortnight ago, has petitioned the Commission to dismiss its bid for a license and indicated it is surrendering its construction permit. Owner is Aiken-Augusta Broadcasting Co.

The CP, issued in March 1949 for 1 kw daytime on 1300 kc, was granted modification by the Commission last June to specify 740 kc. FCC gave no reason for denying the program tests. The Commission, however, has designated for hearing a protest by WSB Atlanta on interference grounds and WNCA has been made a party. The hearing has been continued to June 12.



1950 MARKET BOOK

radio's most authoritative fact book now in production

There is no single volume so completely designed for the radio buyer. The '50 Marketbook features the copyrighted "Spot Rate Finder," which in minutes figures the entire cost of spot campaigns. It includes every needed 1950 market-fact for fall placements. 16,500 circulation guaranteed.

• Please ☑ and mail now for best position!

☐ Double page spread
☐ Bleed page
☐ Single page
☐ One-half page
☐ One-quarter page
☐ One-eighth page
☐ One-sixteenth page

PLEASE RESERVE the space checked for the 1950 BROADCASTING MARKETBOOK. Deadline July 15, 1950. Regular rates prevail.

FIRM ADDRESS .....
ADDRESS .....
CITY ..... ZONE.....
STATE .....
PER .....
AGENCY, IF ANY .....

SPACE RATES

	Page	1/2	1/4	1/8	1/16
1	$350	200	120	70	45
7	325	185	110	65	42
13	290	170	100	60	40
26	260	150	90	55	35
52	230	130	75	45	30

Extra Color: $110 per page • Bleed: $40 per page

LOCAL ANNOUNCER

Authors Explain Function

TRAINING THE LOCAL ANNOUNCER. By S. B. Gould and S. A. Dimond. New York: Longmans, Green & Co. Inc. 201 pp. $2.50.

AUTHORED by two Boston U. school of public relations teachers, *Training the Local Announcer* was written with the thought that most persons entering the radio field begin in the small, local station. In 12 chapters, rounded out with excerpts from various radio scripts showing style and everyday problems of the local announcer, the book lays stress on how the announcer fits into the daily operation of the station.

With emphasis on the practical side of announcing, the authors not only discuss announcers' duties and techniques but also include reference to dramatic narration, special events, news, interviews, various feature-type programs and production. Appendices are made up of a radio terms list and announcer's audition material.

New Tangier Outlet

POWERFUL new Voice of America radio station at Tangier, North Africa, now under construction by the Navy Bureau of Yards and Docks, will be completed by Oct. 1, the Defense Dept. revealed in a statement prepared for release yesterday (Sunday). Its function will be to receive programs broadcast on high frequency originating in the U. S. and rebroadcast them on high frequency to various areas of Europe and the Near East.

Available!

The Happy Kitchen, one of the Midwest's oldest and best liked women's programs, is conducted by Nancy Goode.



Nancy Goode

This 9:15 a.m. week-day feature has been on the air for almost 15 years. The program is deftly handled by Nancy Goode, homemaker, mother and active clubwoman. Her recipes, food and household hints are of great interest to KMBC-KFRM listeners. Her April mail averaged more than 250 letters a week!

Fleischmann's Yeast and K. C. Power & Light are current sponsors, but additional participations are now available!

Contact us, or any Free & Peters "Colonel" for details!

KMBC of Kansas City

KFRM for Rural Kansas

Production



FRED HAHL, formerly program director of WLOG Logan, W. Va., and before that with WTOL Toledo, Ohio, appointed production manager of WCKY Cincinnati.

DICK COVEY appointed program director of KRNT Des Moines, Iowa, succeeding **CHARLES MILLER**, resigned. Mr. Covey was Mr. Miller's assistant and head of continuity department of station until January 1950 when he joined KJFJ Webster City, Iowa. He had been with KRNT for eight years. Mr. Miller's future plans have not been announced.



Mr. Covey

CHARLES SPEARS joins announcing staff of WMBG Richmond, Va. He was formerly with WSPA and WORD Spartenburg, S. C.

DEAN MILLER and **CLIFF BAKER** join announcing staff of WCPO-AM-TV Cincinnati. **CHARLES STROTHER** appointed to traffic department of WCPO-TV.

ALLEN BOTZER, CBS Hollywood announcer, named to replace **Evelyn Lifschultz** as production supervisor for network's Hollywood branch. Miss Lifschultz left that post June 3 to join Ward Wheelock, Los Angeles, as office manager and assistant to **Diana Bourbon**, head of agency radio department [BROADCASTING, May 22].

JERRY FRANKS rejoins KECA-TV Los Angeles as floor manager after 12 weeks' leave of absence as stage manager for Los Angeles Police Show and Union Oil show.

PAUL BERLIN, formerly with WHHM Memphis, joins KNUZ Houston, Tex., with his disc show.

LINDA ZUTIA, WNJR Newark continuity writer, named copy and continuity chief of station.

RICHARD GEORGE PEDICINI of CBS Hollywood editing department transfers to Columbia Pacific Network writing staff. He replaces **HARRISON NEGLEY**, resigned to travel in Europe.

CHARLES CALVIN PHILIPS named director at WGN-TV Chicago. **SHELDON COOPER** appointed floor manager.

BEN LUDLOW appointed to conduct orchestra on *Hit the Jackpot* show on CBS, sponsored by Lever Bros. as summer replacement for *Amos 'n' Andy*.

HANK SYLVERN chosen "outstanding musical director of radio and TV for 1949-50" by *Song Hits Magazine*.

BILL MURPHY, formerly sports director and announcer at KFYR Bismarck, N. D., and after that with ABC and WMIX Mt. Vernon, Ill., and WJPS Evansville, Ind., joins announcing staff of KXOK St. Louis. **BOB SHEA**, with BBC and Armed Forces Radio as intelligence officer with 15th Air Force, joins KXOK as announcer. He was also previously with WEW St. Louis, WNOE New Orleans and KWGD St. Louis.

WALTER TYRELL added to announcing staff of WASH (FM) Washington. He was formerly with WINX Washington, WTBO Cumberland, Md., WITH Baltimore and WEAM Washington.

THOMSON HOLTZ joins staff of KFAB Omaha. He was with WOW Omaha for seven years, and before that was with KTSW Emporia, Kan.; WREN then Lawrence, now Topeka; KMBC and WDAF Kansas City.

ARTHUR C. STRINGER Jr., radio student at Syracuse U., joins WCAV Norfolk, Va., July 1 as summer relief announcer. He returns to Syracuse U. Oct. 1 for his last semester.

HOWIE LUND and **WALT (Kousin) KAY**, both former staffers of WJW Cleveland, form radio and television combo with three-hour weekly show to be aired Friday on WDOK Cleveland.

BETTY FELLERS rejoins continuity staff at WIS Columbia, S. C. **KAY COLLINS**, formerly with WKIX Columbia and WALB Albany, Ga., joins WIS continuity staff.

GENE ARCHER, singer for WNBW (TV) Washington, presented award by Veterans of Foreign Wars for entertainment of hospitalized veterans.

PAUL CRAIN, program director of KNEW Spokane, elected president of Spokane Jr. Chamber of Commerce.

BOB BOYER, musician with WRFD Worthington, Ohio, Rural Rangers, and Helen Chalk have announced their marriage.

KENT GRANT, announcer at KNUZ Houston, Tex., is the father of a girl, Cecilia Lynn.

JIM STEELE, program manager of WIRK West Palm Beach, Fla., is the father of a girl, Malinda Ann, born May 24.

MILTON E. KRENTS, producer of *Eternal Light*, on NBC, is the father of a girl, Elisabeth Joan, born May 21 in New York.

CITATION presented to John F. Royal, NBC vice president, by Orville J. Borchers, dean of Southern Methodist U.'s music school, on occasion of NBC Symphony concert in Dallas. Presentation was made over WFAA Dallas.

AIMS SESSIONS

Set for Miami June 28-30

CONVENTION of the Assn. of Independent Metropolitan Stations will be held in Miami, Fla., June 28-30 with WMIE as host station, Steve Cisler, WKYW Louisville and AIMS secretary, has announced. Business sessions will consist of roundtables on operating problems, program ideas, sales methods and promotion plans, with each topic to be moderated by a different station manager.

Simultaneously, Mr. Cisler announced that the following stations have joined AIMS: KYA San Francisco; KSON San Diego; WJXN Jackson, Miss.; KCBC Des Moines, Iowa. AIMS' membership presently numbers 34 stations from Honolulu to Miami. Membership is by invitation and is limited to one leading independent in a metropolitan area of 100,000 or more population.

PLANE CRASH

WCBI Is Early on Scene

WHEN a Navy P-80 "Shooting Star" jet airplane crashed near Columbus, Miss., it took less than 10 minutes for WCBI to send its portable equipment to the scene, tape record a description of the crashed plane and interview eye witnesses and Army officials.

General Manager Bob McRaney said the station, also representing the Mid South Network, was on the scene, in a rural area, ahead of ambulances from Columbus. Minutes later the tape recorded broadcast was fed to the Mid South Network's stations and the following evening a portion of the tape was used on the *Mutual Newsreel* over the full facilities of MBS.

Mike duties were handled by Mr. McRaney who also supervised the pickup. Incorporated into the taped broadcast were interviews with Capt. James Ward, former Air Force jet pilot and head of the Columbus recruiting office; members of the Mississippi State Highway Patrol, and residents of the area. The pilot was killed instantly in the crash.



• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Salesmen

Experienced time salesman for 5000 net affiliate in top south market. Guarantee and commission. Box 122F, BROADCASTING.

Salesman — Aggressive, experienced salesman ABC Texas station. Draw against commission. Box 268F, BROADCASTING.

Salesman wanted. Send photo and details to KOCO, Salem, Oregon.

Salesman wanted: Send all details to WBHF, Cartersville, Georgia.

WKAT, Miami, Miami Beach has opening for man who can manage, direct sales and sales campaign. Must be of proven record and integrity; have best references. Experience handling alert, progressive sales staffs. Must sell himself and service house accounts; aid sales staff in selling and closing. This is not an easy, soft job, as we are an alert, driving outfit. Unwilling worker need not apply. Salary will be negotiated and incentive earnings will be agreed upon.

Announcers

Straight staff with 5000 watt net affiliate. Occasional special events and mc. Midsouth. Box 121F, BROADCASTING.

Announcer-engineer. Must have engineer's license. Quality announcing voice. Wisconsin station. Send disc, photo, background, references, salary expectations. Box 135F, BROADCASTING.

Personality man, versatile, original night shows. Football announcing helpful. Permanent ABC affiliate. Box 269F, BROADCASTING.

North California 250 watt independent wants announcer with 1st phone license, who can write copy, announce special events and sports play-by-play, act as program director. Give salary requirements. Write Box 277F, BROADCASTING.

Opening for summer replacement staff announcer about June 15. 1000 watt independent near Chicago. Personal interview required. Box 354F, BROADCASTING.

Florida local needs good announcer with license. Salary $60.00 to $70.00. Photo, disc and references required. Box 381F, BROADCASTING.

Major league baseball play-by-play sportscaster—$200 per week guaranteed for remainder of baseball season. Send audition disc giving sample of work, vital statistics, experience, etc. Box 388F, BROADCASTING.

Two announcer-engineers; heavy on announcing. Also two announcers. Dr. F. P. Cerniglia, KLIC, Phone 3733, Monroe, Louisiana.

Announcer-salesman wanted by northern Illinois kilowatt daytimer. $100 per month for 20 hours of announcing weekly. $100 guarantee against 15% direct commission for three months. Want good announcer with sales experience in small town market. Contact Dave Taylor, WFRL, Freeport for personal interview.

Announcer-engineer. Must have good voice. Prefer man with experience in southern states. WBHF, Cartersville, Ga.

Help Wanted (Cont'd)

Technical

Southern Muzak operation (wired music) needs experienced engineer, one with keen ear for sound and knowledge of amplifiers, equalization, etc. Work consists of installing, servicing music sound systems and studio control work. Give full information about experience and salary requirements. Address Box 387F, BROADCASTING.

Production-Programming, others

Capable program director. Initiative paramount. Ideas must be comparative with 250 watt fulltime independent operation in retail market of twenty million. Location middle Atlantic state. No floaters. No hotshots. Steady, responsible man only. Send disc, experience and references first letter. Personal interview necessary if these satisfactory. Box 234F, BROADCASTING.

Experienced female continuity and script writer. Writer of continuity and script needed by southern CBS, 50,000 watts station. Must be competent, experienced and stable. Send full details to Box 363F, BROADCASTING.

Situations Wanted

Managerial

Four years experience all phases small station operations through building by community service. Married, mature. Can sell, announce or manage. Want opportunity to prove myself to you. Box 275F, BROADCASTING.

A good result producing man, long experience in radio management and sales, net—independent, wants position as station and/or commercial manager. Knows radio from original application into successful operation. Prefer single station market with pleasant living and working conditions and permanence of job. Mature, pleasing personality, gets loyal smooth operation, sparks sales to their best. No high pressure, just down-to-earth dependable, intelligent handling. Available June 15th. Please give full details. Box 361F, BROADCASTING.

Experienced manager and commercial manager in major and small markets, both independent and network available at once. Proven sales record. Middle aged, reliable, top references from any past employer. Box 368F, BROADCASTING.

Salesmen

Salesman. Hard-hitting sales producer. Record of successful results. Serious family man. TV affiliated operation preferred. In position go any place U.S.A., but not interested in "Blue Sky" promises. Topnotch references. Box 334F, BROADCASTING.

Salesman-salesmanager for TV or TV-AM station. Presently employed as general manager 1 kw network affiliate. Strong sales record in highly competitive market. Box 358F, BROADCASTING.

15 years experience in selling, management, programming, announcing. Sober, good references, hard worker, producer. want decent overall salary. Good man for good station. Box 364F, BROADCASTING.

Salesman experienced, employed by 5 kw network station. Earning over $5000.00 per year salary desires position with successful station. Outstanding sales record, excellent personality. Ten years successful selling. Desire commission basis, only reason for contemplating change. Prefer west coast. Box 366F, BROADCASTING.

Salesman-announcer. Good background of independent operation coupled with youth determined to make good. Single, car. Box 372F, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

Announcer, graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college. Former staff 5,000 watt NBC affiliate. Consider all offers. Box 136F, BROADCASTING.

News—Mature, experienced man with voice, delivery and writing ability, presently employed in executive capacity desires fulltime news job with station which demands the best. Box 288F, BROADCASTING.

Triple threat radio and/or TV man; ten years as radio announcer, news editor, program director; produced, directed and created TV shows; looking for permanent position requiring initiative; now employed but available for immediate interview. Box 315F, BROADCASTING.

Announcer, three years. Top mail pull. Also news, continuity, program, traffic. Answer this and you'll get your money's worth. Prefer west. Box 330F, BROADCASTING.

Invest wisely and make money—man with pleasant voice, college grad. Complete extensive course in radio broadcasting, can operate console. If interested will send audition disc and resume. Box 335F, BROADCASTING.

Announcer. DJ now employed metropolitan area 500,000 seeks change to eastern and progressive station. 3 years experience. Disc available immediately. Box 349F, BROADCASTING.

Announcer, experienced in large metropolitan city, ambitious, specializing in news and sports. Disc and details upon request. Box 353F, BROADCASTING.

Newscaster—Eager, educated, experienced, able, active, available, picture, platter, personal data, on request. Minimum, $65.00. Box 357F, BROADCASTING.

Two years experience announcing in midwest. 23, single, reliable. Desire steady position. Box 359F, BROADCASTING.

Announcer: Young, single, ambitious, college radio education, prefer New England. Box 365F, BROADCASTING.

Staff announcer, 3 years staff, all phases of radio business, including board, sports, music. Specialist on news. Single, will travel. Disc, references, information, request. Box 370F, BROADCASTING.

Announcer, personable, reliable, familiar all phases control board operation. Free to travel. Willing establish residence in station community. Resume and disc available on request. Box 373F, BROADCASTING.

Announcer, young, single, four years experience. All-round staffer. Authoritative news, strong on DJ, write copy, work board. Will travel. Disc available. Box 376F, BROADCASTING.

Sports announcer—over two years experience . . . play-by-play baseball-straight sportscasting; have also done regular staff announcing; hold first class license. Disc available on request. Box 379F, BROADCASTING.

Experienced news announcer, editor, reporter and writer. Newspaper experience also. Box 385F, BROADCASTING.

Announcer, four years experience. Can do first-rate disc show, strong newscast, fast and pleasant audience participation show. Also handle board, write copy. Disc, information on request. Box 377F, BROADCASTING.

Hold it! Announcer 3 years experience, knowledge of all phases of broadcasting specialty discs and sports. Call, write, wire Jay Arthur, 2126 E. 24 St., Brooklyn. Nightingale 8-6608.

A slight southern accent with 50,000 watt experience. Specializing in news and sports. Available immediately. Phone or write Bill Borom, 703 S. Vernon, Dallas 8, Texas. W3-1014.

Good early morning men, announcers and writers. Practical announcers willing to work and learn. Pathfinder School of Radio, 1222-A Oak St., telephone HArrison 0473, K. C., Mo.

Experienced announcer-continuity writer. Young, married, college and professionally trained. Now with MBS affiliate. Disc jockey, sports, news, MC; good voice. Board work and remote. Prefer D. C. or Virginia location. Excellent references. Phone, write or wire . . . Allan D. Perkinson, 225 Academy Avenue, Blackstone, Virginia. Phone Blackstone 11-J.

Situations Wanted (Cont'd)

Announcer, experienced, reliable. Desire opportunity to learn selling. Married, age 22. For disc, photo, write Charles Vinzant, 225-13 95th Ave., Bellerose, New York.

Technical

Engineer thoroughly experienced, no announcing, excellent references. Go anywhere. Box 40F, BROADCASTING.

Chief engineer desires settle, prefer city under 100,000, progressive station, background 18 years. College teaching. FM research, ABC Hollywood, NBC Hollywood, 50 kw, EE Degree—now in television, reference. Age 34, steady, capable, married, financially independent, will consider stock. State all details first letter. Box 83F, BROADCASTING.

Engineer, 27 months broadcast, 3 years army radar experience. Graduate leading radio school. Will travel. Box 144F, BROADCASTING.

First phone license. Will accept job anywhere. Inexperienced, but full of ambition. Box 257F, BROADCASTING.

Engineer, experienced, versatile, wants more education. Nights or part time in university town. Salary secondary. Box 297F, BROADCASTING.

Chief engineer. Record will stand closest scrutiny, backed by well known references. Experienced with toughest directionals. Management minded. Excellent personnel relations. Box 302F, BROADCASTING.

First phone license. Young and single. Desires position. Will travel. Box 311F, BROADCASTING.

Recent graduate, 1st class phone (with TV training) experience audio console and turntables. Worked 500 w xmitter. Single, willing to travel. Box 319F, BROADCASTING.

RCA graduate, 1st phone. Desires position with progressive station with TV in future. Limited announcing if necessary. Disc, photo, full particulars available on request. Box 350F, BROADCASTING.

Engineer, first phone, desires radio or television position, eight months experience (kilowatt AM transmitter), graduate, SRT-TV, single, 28, car, will travel. Box 369F, BROADCASTING.

Chief engineer (available 1960) providing I can start working at first position and use my new 1st phone ticket. Box 371F, BROADCASTING.

Engineer, 1st phone, single, car. Two years experience AM-FM transmitter. Studios, remotes, construction, tape and disc recordings. Available immediately. Box 375F, BROADCASTING.

Engineer, first phone, desires radio or TV position, graduate SRT-TV, single, 23, will travel. Box 378F, BROADCASTING.

First phone license. Experienced transmitter operator. Have car. Looking for position with northeastern station. Box 384F, BROADCASTING.

Engineer-announcer two years experienced operation and construction of control room and transmitter, AM and FM. Available immediately, prefer New York state. Dick Pirong, c/o WNOR, Norfolk.

Engineer — first-transmitter-control-remotes-tape recorders. Married, available immediately. Earl Davis, R.R.#2, Tell City, Indiana.

Young man desires job in out of town station. Has first class ticket, also TV background. Louis J. Dennis, 6127 Fieldston Road, Bronx, N. Y.

Production-Programming, others

Good programming and production sense. Thorough knowledge of popular and classical music. Experience in programming, announcing, commercial and production continuity, special events. These, plus willingness and ambition, are my qualifications. I hope they meet with your approval. Box 294F, BROADCASTING.

Available for production, programming, or promotion position AM or TV with opportunity. Midwest. Married 26, industrious and steady. BA in radio. Announcing, production, writing background. Good references. Box 295F, BROADCASTING.

Professional radio newsman, commercial experience, university graduate. Deep, rich voice. Smooth, understandable air work. Strong on rewrite. Available immediately. Box 362F, BROADCASTING.

Situations Wanted (Cont'd)

For sale. Informative and entertaining children's show with eager, ambitious, competent 21 year old woman attached. College graduate, 2 years experience in all varieties of children's shows at an educational station. Box 380F, BROADCASTING.

Truly ambitious, good continuity writer desires position with a progressive station. One year experience, college graduate. Work anywhere. Cooperative and affable. Box 382F, BROADCASTING.

Attention station managers. Newsman-announcer-reporter who covered South Amboy, New Jersey explosion ABC News of Tomorrow. Ex-news director 1000 watt Virginia station seeking similar job station larger northern or metropolitan city. College graduate, married, three years experience, radio, newspaper, wire service, publicity. Leigh Smith, 763 Bloomfield, Montclair, New Jersey.

Television

Announcers

Desire opportunity in TV station. SRT-TV and Radio Announcing graduate. Dale Carnegie Course graduate. College graduate. Single, 26, car. Box 383F, BROADCASTING • *TELECASTING.*

Technical

Trained on actual TV equipment for studio remote and film operation at WPIX and at Television Workshop. Have first class amateur and AM broadcast experience. Box 374F, BROADCASTING • *TELECASTING.*

Production-Programming, others

Television sales promotion manager available. Started with pioneer TV station and still employed. Fully experienced and successful. Outstanding sales record. Expert on layouts, brochures, sales presentations as selling tools. Can produce live or film commercials. Desire TV station or agency that needs experienced, executive type, responsible and capable young man. Resume and presentation upon request. Box 386F. BROADCASTING • *TELECASTING.*

For Sale

Stations

Exclusive east south central small network affiliate. $20,000 down. Box 355F, BROADCASTING.

Minority interest and unrestricted management of long established network station available to man who can qualify. This is midwest, single station market. Station making nice profit now. Other interests only reason for this opportunity. Identify yourself in full first letter giving all details. Personal interview necessary. Write Box 352F, BROADCASTING.

Texas daytimer. Only station serving two growing communities. Profitable. $42,500. Box 356F, BROADCASTING.

FM station complete. In operation one year. Strong signal reaching into Minneapolis and St. Paul, Minnesota. Box 360F, BROADCASTING.

California 1000 watt fulltime regional in excellent market now reorganizing. Unusual opportunity available to parties interested acquiring controlling interest in well constructed station, with abundance of good will in community. Address Owner, Post Office Box 485, Inglewood, California.

Equipment, etc.

Two Scott dynamic noise suppressors, type 910-C. Condition like new. Gray finish. Original cost $590.00 each. Box 351F, BROADCASTING.

200 stations have saved $500,000 by using my shortwave remote pickup equipment. Complete, guaranteed, ready to install, as per my article in NAB Handbook. Low priced. Write Wm. C. Grove, KFBC, Cheyenne, Wyoming.

For sale—RCA BTF—3B, 3 kw FM transmitter, like new; two sets of tubes; 2 crystals, 93.7 megacycles. Spare parts, high voltage plate transformer. Also RCA BF—14AB aluminum, four-section, pylon antenna, complete with obstruction lights, vibration dampers and photo-electric light control equipment. All offers considered, F.O.B. Granite City, Illinois. Write, wire Chief Engineer, KXOK-FM, 12th and Delmar, St. Louis 1, Missouri.

For Sale (Cont'd)

For sale or trade: Panacoustic 2 studio consolette—$350.00. DuMont 274 oscilloscope—$75.00. Truscon 168 foot self-supporting tower—$500.00. RCA ET 4250 transmitter 250 watts—$750.00. Brush 401 tape recorder—$75.00. GR 732 distortion meter and GR 733 oscillator—$65.00. GR 731 A modulation monitor—$100.00. GE BC 1A console complete—$1000.00. Contact Chief Engineer, WFTL, Fort Lauderdale, Florida.

$11,000 FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Merger of WJLK and WCAP, Asbury Park, N. J. makes available immediate sale 1 GE 250 watt FM transmitter, 1 WE 25B console. Good condition. $1,250 each FOB. Will trade a/c 250 watt AM transmitter.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Stations

Manager and chief engineer of a southern station would like to buy station in south through earnings. Can give results and not clock watchers. Box 283F, BROADCASTING.

Experienced, successful manager interested in buying or leasing small station in south. No brokers. Full details to Box 348F, BROADCASTING.

Equipment, etc.

Turntable, preferably RCA, complete with pickup. State lowest prices and age. Box 37F, BROADCASTING.

Wanted to buy—1 kw AM transmitter. Prefer Raytheon RA-1000 or Gates BC-1E. Must be in good condition. Write full details and price to WVOP, Vidalia, Ga.

Equipment for 1 kw station. Send details and lowest price. Cal Young, Hillmont Drive, Nashville, Tennessee.

Television

Help Wanted

Technical

TELEVISION ENGINEERS
EXPERIENCED

Engineers and technicians with commercial radio or television experience for TV network studio operations in New York City area. Send full resume.

BOX 347F
BROADCASTING • *TELECASTING*

Help Wanted (Cont'd)

Production-Programming, others

PROGRAM DIRECTOR
WANTED

If you have been a successful program director for at least five years; have ideas, energy and the know-how to build high Hoopers; if you can build shows that will sell; if you know music, copy, production; if you have the type of excutive ability which gets results, without antagonizing others; if you are looking for financial advancement, future security and the opportunity to associate yourself with a leading, midwestern, network affiliated, 5000 watt station—send us complete details about yourself, including past positions, salaries, etc. and attach small photo. Personal interview will be arranged at a later date. All replies will be held in confidence.

BOX 367F, BROADCASTING

Situations Wanted

Managerial

PEACE

Successful but somewhat exhausted agency radio-TV director wants managership of radio station in small town. Fully experienced in sales, production and promotion. Not a dreamer, but a thoughtful hard-working man looking for a pleasant town in which to stay and raise a family. 28 years old, married. Minimum $7,500. Write or wire Box 345F, BROADCASTING.

Announcers

FOR SALE

Talents of highest rated morning man on 50,000 watt station in large eastern city. Does relaxed type of show with impressive sales record. Gladly send platter. Available after June 17.

BOX 389F, BROADCASTING

Situations Wanted (Cont'd)

Production-Programming, others

COMPETENT
DEPENDABLE
EXPERIENCED

That's the solid reputation earned by a creative young man presently a network producer-director, but able to handle wider, more challenging responsibilities and anxious to do so. He's now directing an award-winning radio drama, has an active finger in the television production pie. Background includes an excellent writing record and familiarity with the advertising business as a whole. A strong addition to any organization, he'd be a highly valuable assistant to an agency radio-television chief. Present and past employers will back up these claims. Now in Chicago, he prefers moving east, but will stay in Chicago for a sufficiently demanding spot. Personal interview can be arranged in New York or Chicago within two weeks. Box 346F, BROADCASTING.

For Sale

Equipment, etc.

179 foot self-supporting non-insulated Blaw-Knox tower, all new bolts, perfect condition, disassembled ready for immediate shipment, $1,250.00. Four (150 ft.), seven (200 ft.), three (300 ft.), three (360 ft.), two (500 ft.) base insulated triangular Phillips Towers, including all hardware. For price information wire or write J. J. Phillips & Son, 124 E. Lachappelle Street, San Antonio 4, Texas. Telephone Fannin 4616.

BACKS BOXING
WWCA's Tourney Succeeds

WWCA Gary, Ind., is convinced that a station can promote an amateur boxing tournament as effectively as the local paper. When the Gary newspaper and three local amateur clubs could not see eye to eye in sharing gate receipts of the scheduled 20th annual Golden Gloves Tournament in Gary this year, the station decided it was time to lend a public hand.

With the tournament only a few weeks off, WWCA offered radio time to both sides. The newspaper refused, but coaches and fighters jumped at the opportunity to enter the ring of public opinion. Several days before the tourney was to open, the clubs withdrew their fighters and the tournament was cancelled.

Two months later, WWCA formed a non-profit group with members made up of Dee O. Coe, WWCA general manager and Jim Fitzgerald, account executive; Tony Zale, former middleweight champion and a Catholic Youth Organization boxing instructor; Father Laurence Grothouse, of CYO; officials from the three clubs, and businessmen, to promote the Calument Boxing Championship Tournament. With the avenue of newspaper advertising closed to it, the association promoted by radio spot, placard, and ticket canvassing. Result, reports WWCA, which broadcast the entire two nights (May 9-10) of 38 bouts, was a take of $2,732 giving a net profit of $1,500. Each of the clubs received $250 with the remainder banked by the association which plans "a bigger and better tournament" next year. WWCA netted $500 from sponsorship of broadcasts, nothing from the actual tournament.

Eastern Major Market
Station-$125,000.00

A well established independent facility with a consistent record of sound development and fine profits. Here is a well operated property that has been meeting TV competition for years and its sales and profits are better than ever. Price of $125,000.00 is an unusually low ratio to earnings. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.
RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

SIMUL-PULSE

Network, Non-Network Listening Compared

IN NEW YORK during the daytime hours, women represent a larger proportion of the audience of network stations than they do of the independent stations—79.3% against 69.2%. Housewives (most but not all of the feminine daytime audience) make up 69% of the network audience but only 55% of the audience of the non-network stations. These facts were revealed May 23 by Robert Hoffman, research director of WOR New York.

Speaking at a radio-television luncheon meeting of American Marketing Assn. at New York's Hotel Shelton, Mr. Hoffman also reported that a greater proportion of the listeners to independent stations are in the lower income brackets than network station listeners—33.1% daytime and 29.3% evening for the non-network stations compared with 26.8% daytime and 24.8% evening for the network outlets.

Network station listeners are mostly over 35 years old, independent station listeners mostly under 35, the daytime percentages being 66.3% for the network stations, and 45.2% for the independents, with the nighttime pattern about the same, he said. In the early evening hours, 69.4% of the network station listeners are married persons, against 55.5% of married listeners to independent stations.

Source of those statistics, Mr. Hoffman said, were two surveys made in the 16-county Metropolitan New York area last November (covering 46,000 homes) and last February (covering 45,000 homes), using a new rating technique, the Simul-Pulse. This method uses house-to-house personal coincidental interviews, the respondents being questioned about the programs on the air at the time of the interviews, which were made between 9 a.m. and 8 p.m. on a Monday-Friday basis.

The interviews were made in homes without telephones as well as those with them and included information about age, sex, income and marital status of the residents as well as about whether a radio or TV set was in use, who was listening or viewing and to what program and whether more than one set was in use in the household at the time of the interview.

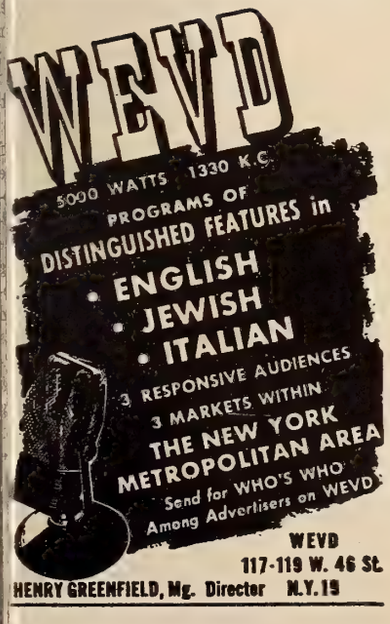
Explaining that the Simul-Pulse surveys were originated by WOR in cooperation with The Pulse Inc., because "we think this is the way to get the answers that time salesmen and timebuyers need and can use," Mr. Hoffman added: "We hope others will join us in making future surveys of this type."

These answers are especially important at this time of high interest in comparative radio-TV audiences, Mr. Hoffman pointed out, noting that "while ratings are basic, they can't be used alone. We've been so busy counting noses we've overlooked listeners as people," he added.

He reported that daytime differences between Simul-Pulse and other ratings are greater than those found at night; from 9 a.m. to 6 p.m. the Hooper was 14.1, Pulse 24.1 and Simul-Pulse 21.5 in November. For the 6-8 p.m. period, Hooper showed 30.1, Pulse 32.2 and Simul-Pulse 30.0. (Hooper data represent an average of Oct.-Nov. and Nov.-Dec. reports, he said.)

Hooper credited television with 34.6% of the audience, Mr. Hoffman said, compared with 16.9% given TV by Pulse and 17.5% by Simul-Pulse. "This type of material leads us to believe that Hooperatings sell radio short," he stated, adding:

"We have no desire to underestimate TV. We feel that in the future its share of audience will be more than 50% at night. But we don't know when. Neither do we want to undermine the rating services."



O'DANIEL PLANS

Not Eyeing Governorship

FORMER Sen. W. Lee O'Daniel, who used radio for his political rise in Texas, ended the guessing about his possible intentions in the coming gubernatorial race in the state [CLOSED CIRCUIT, April 24] by announcing in a May 28 broadcast that he was not running. Instead, he said, he was setting up an insurance company, to be called the W. Lee O'Daniel Life Insurance Co.

However, he announced plans for a regular radio program on which he would hold forth "to save our Constitutional form of government in Washington from Socialism and Communism." Details of the broadcasts planned were not given. He spoke from his Fort Worth home over WBAP-820 Fort Worth and a number of other stations from the Lone Star Chain.

Allied Arts



ROBERT T. CONNER appointed plant manager of Elizabethtown, Ky., plant of Muzak Corp. He formerly was associated with Decca records, and has been in the industry for 32 years.

ASSOCIATED PROGRAM SERVICE sending special program feature built around National Tennis Week (June 24-July 1) to its subscriber stations. Show reviews origin, history and little-known facts about game. Special merchandising material, publicity releases and suggestions for sponsoring tennis match in community accompany program.

Equipment

H. WARD ZIMMER elected executive vice president of Sylvania Electric Products Inc., New York. He has been vice president in charge of operations for past 2½ years. He joined company in 1919.



Mr. Zimmer

GEORGE E. BURENS, manufacturing manager of General Electric Co.'s affiliated manufacturing companies department, named acting general manager of Locke Inc., G-E affiliate in Baltimore. **R. G. BELLEZZA**, president of Locke, will devote full-time to utilities and industrials marketing activities. **CLARENCE H. LINDER**, formerly assistant to general manager of General Electric's apparatus department, appointed manager of engineering and acting manager of manufacturing of company's affiliated manufacturing companies department.

JAMES S. KNOWLSON, board chairman and president of Stewart-Warner Corp., re-elected to that post with all other incumbent officers. Cash dividend of 25 cents per share on $5 par value common stock declared payable July 8 to holders of record June 16.

GLENN E. WEBSTER, former NBC operations supervisor and sales engineer at Collins Radio Co., appointed distribution manager of Scott Radio Labs., Chicago. He organized his own engineering firm in 1948, selling radios, television sets and appliances, after working as sales engineer for Turner Microphone Co.

WILLIAM HUMPHREY DOHERTY, director of electronic and TV research for Bell Telephone Labs., New York, to be awarded honorary degree of Doctor of Science June 7, by Catholic U. of American, Washington.

On All Accounts

(Continued from page 12)

copy of her mother, who is the office mascot.

In addition Eileen has kept very active in local talent groups ever since she graduated from Iowa State. She played lead for three years with one group and in the last two years she has added radio work, taking part in short drama skits etc.

Modestly enough, Eileen says that her part in radio has been comparatively small "but probably as enthusiastic as someone in a bigger market. Fortunately here in Cedar Rapids we have one of the finest radio stations in the country, WMT. Their network operation is an inspiration to anyone in this field."

Rule Amended

RELAXATION of Sec. 1.313 of FCC's rules relating to the installation and removal of broadcast and non-broadcast transmitters was effected by the Commission last week. The rule was amended to provide that application no longer must be made 60 days prior to the date such equipment is to be removed. The requirement for 60 day prior filing of application to install new transmitting apparatus continues.

Miss Elaine Brown
Dancer-Fitzgerald-Sample
New York City

Dear Elaine:

Folks like you is lookin' fer fast growin', money spendin' towns, ain'tcha? Well, yuh cain't afford ter overlook Charleston, West Virginy, th' home town uv WCHS! An item come through on th' AP ticker t'other day comparin' West Virginy business in 1948 with thet in 1939, an' y'know what, Elaine? Retail sales in 1948 wuz more'n one and a quarter billion dollars — more'n three times what they wuz in 1939! An' wholesale dealin's wuz nearly four times whut they wuz before th' war! Now thet sure is a big increase, an' it jest means one thin', Elaine. It means the folks livin' within th' reach uv WCHS is makin' an' spendin' money! An' don't fergit thet WCHS' 5000 watts on 580 makes it th' best salesman fer yuh in this big, expandin' market! Jest tho't I'd let yuh know sosen yuh kin git yore share uv this new business fer yer clients. It shore pays ter use WCHS!



Yrs.
Algy

WCHS
Charleston, W. Va.

Promotion



"PERSONALITY promotion" built around the use of caricatures keynoted KDAL Duluth's booth presentation at city's annual Home Show. Theme at booth was slogan, "Duluth's Brightest Stars Shine on KDAL." Over 18,000 visitors watched nationally famous caricaturist, Lenn Redman, in action each afternoon and evening during five-day show. Projector made it possible for crowd out front to view each sketch on large screen in booth. Promotion was carried out by large back-lighted displays of 12 staff personalities done by Mr. Redman. Air personalities worked booth in shifts, and over 6,000 listening guides carrying slogan and displaying photos were handed out at show.

Summer Service News

NEWS modeled in summer clothing offered listeners by WBAL Baltimore. Scheduled to run until Labor Day, broadcasts of one to three minutes long keep residents and non-residents posted on summer activities in Maryland with accent on beach conditions, fishing facilities, traffic problems, weather forecasts, etc. Promotion plan, to stimulate home, auto and portable radio listening, is topped with quarter-hour show, *Summer in Maryland*, Wednesday, 7:30-7:45 p.m., saluting cities, towns and resort areas. All news summaries incorporated into local programs during day.

WFAA-TV Debut Hailed

TWENTY-SIX page supplement of *The Dallas Sunday Morning News* May 21 devoted to start of programming by its TV station, WFAA-TV [TELECASTING, May 29]. Station supplemented KBTV (TV) which was acquired by *News* on March 17. WFAA, AM facility, was tied in with promotion and features. TV section also carried liberal supply of dealer advertisements.

Kansas City Story

POSTCARD promoting "the dynamic story of Kansas City" in the June 1 *Hallmark Playhouse* on CBS mailed by KMBC that city, with suggestion, "Maybe some of your friends would like to listen, too, and hear what's really going on in Kansas City."

Progressive Window

WINDOW display in Boston tied in the place of radio in 50 years of city's progress. Made by WCOP-AM-FM that city, display was composed of pictures of radio 25 years ago. Early WJZ New York transmitter, first studios of KDKA Pittsburgh, first mass produced home receivers and pictures of early control rooms were among those displayed. On other side of window were pictures of WCOP's modern studios and master control room as well as network and WCOP performers.

Official Change

TO publicize moving of *The Ruggles* to new address and to new program time, KECA-TV Los Angeles promotion department sent official government post office change of address cards to television editors and columnists. Lewis Food Co., Los Angeles, sponsors family-type show which stars Charles Ruggles.

Show Move

CAST of *Sunday Down South* show, sponsored by Lion Oil Co., Eldorado, Ark., over WSM Nashville and 25 station Southern network, was recently flown by sponsor to Hot Springs for Arkansas District Rotary Convention. Two DC-3 planes were chartered for "lift" which involved moving some 47 performers, engineers and production men.

Eyes on WFMY

SURREALISTIC drawing of eye enclosing cameraman draws attention to WFMY-TV Greensboro, N. C.'s latest promotional effort. Brochure is titled, "Keep Your Eye on WFMY," and is printed in Kelly green over white. Eight-page booklet includes pictures and information on set sales, TV's advertising impact, types of programs carried and cross-section of advertisers now effectively using station.

Awards to Youth

THREE YOUTHS who have contributed to their communities, and thus helped fight "stigma of juvenile delinquency," were honored May 22 at Popsicle Youth Awards banquet in Chicago's Blackstone Hotel. Chicago event, duplicated in other cities, was sponsored by WLS that city, which broadcast dinner events and presentation of the awards for half-hour following day. Among special guests were Gov. Adlai Stevenson, Mayor Martin Kennelly and James E. Edwards, president of Prarie Farmer-WLS.

Trade Reprint

SHOCKING pink reprint of advertisement which appeared in BROADCASTING, May 29, sent to trade by WBT Charlotte, N. C. Bulletin is 42 inches long with drawings of men dressed in suits with WBT written on collars performing services for delighted public. Caption across top proclaims, "WBT delivers a bigger share of audience than any other Hooperated 50,000-watt station in the nation . . . try WBT FOR SIZE!"

Election Success

IMPRESSIVE measure of sponsor pull in election broadcast May 23 over WJHP Jacksonville, Fla., given Duval Motor Co. (Ford dealer) by unusual station request. When final returns were being aired ahead of schedule, Reggie Martin, WJHP general manager, thought up idea of asking listeners to telephone for specific precinct returns in which they were interested. As result, station's switchboard was swamped with calls for an hour.

KSD-TV Explains Why

ADVERTISEMENT placed in St. Louis *Post-Dispatch* by KSD-TV St. Louis explains to viewers reason for kinescoping many of its network programs. According to station, time conflicts arise because KSD endeavors to bring as many programs as possible from the four major TV networks—NBC-TV, CBS-TV, ABC-TV and DuMont—and necessarily some programs are sent over cable at same time. Ad illustrates conflicts by mentioning specific programs and when they are scheduled.

KFH Ark Valley Boys

DESIGNED for counter display and direct mail, two-color folder sent to prospective advertisers and booking agents by KFH Wichita, features the KFH Ark Valley Boys. First fold, die cut around tops of figures, shows band picture. Second fold carries photo of Leader Speedy Fogel with inside fold showing shots of band and Austin Sisters, girl duet who accompany band.

KRNT Baseball Day

BASEBALL Day in Des Moines found KRNT that city parading float downtown with Sports Director Al Couppee announcing afternoon game time and Don Bell, disc jockey, at turntables. Tickets for "Complimentary Radio Box Seat" distributed with station's game broadcast schedule printed on back. At week's luncheon meeting of Des Moines Advertising Club, a ticket, bag of peanuts and Coke were arranged at each plate by station. Station announcements, newspaper ads and placards rounded off promotion.

Rolling Bandwagon

NEW, brightly-painted bandwagon, resembling circus wagon, made its debut at 1950 Tulsa Home Show. Wagon belongs to KTUL Tulsa, and was laden with tape recorders and entertainers while roving aisles of Home Show, visiting booths of more than 100 exhibitors.

Brochure on Adams

BROCHURE with three-minute, seven-inch, 78 rpm record being prepared by KMOX St. Louis to promote Lee Adams of *Housewives Protective League* program. It will contain complete historical breakdown and some testimonials accrued over five years program has been aired locally. Such facts as Mr. Adams' mail pull—over 100,000 letters a year—and number and type of sponsors will be emphasized, KMOX says. Five hundred brochures being prepared.

Personnel

R. DAVID KIMBLE joins WBBM (CBS) Chicago as sales promotion manager June 12 after working on NBC Central Division promotion staff for three years. He now is promotion manager of WIND Chicago.

MARION ANNEBERG, formerly with MBS New York, joins WDSU-AM-TV New Orleans, as promotion director.

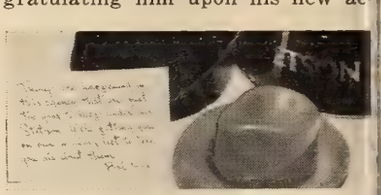
WILLIAM G. WILSON joins public relations staff at WGN Chicago after working at Brown & Bigelow and as publicity director of Redpath Bureau.

SHEY KAPLAN, promotion director for WNOR Norfolk, Va., resigns. Future plans have not been announced.

ORR'S STETSON
Looks Good on K&E's Mail

ROBERT W. ORR Assoc., New York, recently sent to advertisers a miniature Stetson hat, complete with hatbox, along with a card from Bob Orr, president, reading "things are happening in this agency that are just too good to keep under our Stetson. We're putting you on our mailing list to tell you all about them."

The promotion piece backfired slightly, however, when Mr. Orr began to receive phone calls congratulating him upon his new ac-



Orr's Stetson hat, hatbox and card

count—Stetson hats. The latter account is handled by Kenyon & Eckhardt, New York.

To amend for any hurt feelings Mr. Orr then sent Dwight Mills, president of K&E, a brand new Stetson hat.

Promotes Hoover Report

THE ADVERTISING Council will conduct a national campaign to promote the Hoover Commission's report. J. Walter Thompson, New York, has volunteered to contribute time and talent to prepare material to be used in the campaign.

HENRY L. CROWLEY Co., West Orange, N. J., has developed "Croley-Radio Rod" coil serving as antenna system, both improving reception and saving space, according to firm.

Gates has it

IF IT IS FOR A BROADCASTING STATION

GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

FOR INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA, INC.
366 Madison Avenue, New York
Murray Hill 2-8755

FCC Actions

(Continued from page 67)

May 31 Decisions . . .

BY THE SECRETARY

KDFC San Francisco—Granted mod. CP to change studio location from to be determined, San Francisco to Sausalito, Calif. also granted waiver Sec. 3.205(a) of Rules to permit indentification as San Francisco station.

Following granted mod. CPs for extension of completion dates as shown: WFMY-TV Greensboro, N. C., to 12-5-50; KTTV Los Angeles, to 9-30-50; KFI-TV Los Angeles to 12-30-50; KREL-FM Goose Creek, Tex. to 11-21-50; KLIC Monroe, La. to 8-22-50; WGES Chicago to 5-27-50; WPNF Brevard, N. C. to 7-24-50; WIS-FM Columbia, S. C. to 10-6-50; KTSA-FM San Antonio to 9-15-50; WJZ-FM New York to 12-16-50; KG2XBI Lancaster, Pa. to 8-15-50; WKYB Paducah, Ky. to 11-15-50; KBOK Waterloo, Ia. to 12-14-50 (cond.); WEIR Wierton, W. Va. to 8-27-50 (cond.); WCAR near Pontiac, Mich. to 12-1-50; KGVO Missoula, Mont. (cond.) to 8-11-50.

KSUB Cedar City, Utah—Granted license change frequency and power, install new trans. and DA-N, change trans. location. 590 kc 1 kw unl DA-N.

KSIL Silver City, N. M.—Granted CP to install news trans.

KSCJ-FM Sioux City, Ia.—Granted mod. CP for extension of completion date to 11-30-50.

WHVR Hanover, Pa.—Granted license change hours of operation and power and install DA-N; 1280 kc 1 kw-D 500 w-N DA-N.

KONO San Antonio—Granted license change frequency increase power, install DA-N and new trans. and change trans. location; 860 kc 5 kw-D 1 kw-N DA-N.

KFJI Klamath Falls, Ore.—Granted license change frequency, increase power, install new trans. and DA-N change trans. location and change studio location; 1150 kc 5 kw-D 1 kw-N DA-N.

WJZ-TV New York—Granted CP install aux. trans. to operate on Chan. 7; ERP: vis. 0.425 kw, aur. 0.207 kw.

WBAY Green Bay, Wis.—Granted CP install aux. trans. at present site of main trans. on 1360 kc 250 w DA-N.

WHSY Hattiesburg, Miss.—Granted CP install new trans.

WPRC Lincoln, Ill.—Granted mod. CP for approval ant. and trans. and studio locations.

KVAS Astoria, Ore.—Granted license new AM station; 1050 kc 250 w D.

KGNB New Braunfels, Tex.—Granted license new AM station; 1420 kc 1 kw D.

KGLN Glenwood Springs, Col.—Granted license new AM station; 1340 kc 250 w unl.

WGAI Elizabeth City, N. C.—Granted increase in power and install DA-2; 560 kc 1 kw-D 500 w-N. (DA-2): 560 kc 1 kw-D 500 w-N.

KPRC Houston, Tex.—Granted license install new trans.

KBLF Red Bluff, Calif.—Granted license install new trans.

WOAI San Antonio, Tex.—Granted license to use WOAI-TV tower and ant. for presently licensed 5 kw aux. trans.

General Teleradio Inc., Washington, D. C.—Granted license for new remote pickups KGB-331; KA-2880-1-2; KA-130.

KFPW-AM-FM Fort Smith, Ark.—Granted involuntary transfer of control of licensee corp. from John A. England, deceased to Alice R. England, executrix of the estate of John A. England, deceased.

WDBO-AM-FM Orlando, Fla.—Granted involuntary transfer of control from George C. Johnston, deceased, to Dr. Meredith Mallory and Addison L. Williams, executors of the estate of George C. Johnston, deceased.

Northeastern Indiana Bcstg. Co., Inc., Ft. Wayne, Ind.—Granted CP for new remote pickup KA-6755.

Radiophone Bcstg. Station WOPI Inc., Bristol, Tenn.—Granted CP for new STL KIB-99.

WPGW Portland, Ind.—Granted mod. CP to change trans. location.

WRAC Racine, Wis.—Granted mod. CP to change type trans.

KIHR Hood River, Ore. — Granted mod. CP for approval of ant., trans. and studio locations.

KICD Spencer, Ia.—Granted CP to install new trans.

WMOD Near Moundsville, W. Va.—Granted mod. CP for approval of ant., trans. and studio locations and change type trans.

W. Albert Lee, Houston, Tex.—Granted CP & license new remote pickup KA-3125.

KALE-FM Richland, Wash.—Granted mod. CP to change studio location.

WFRL Freeport, Ill.—Granted request for authority to reduce hours of operation during months of May through Aug. in order to sign-off at 6:00 p.m., CST.

WCAT Rapid City, S. D.—Granted authority to remain silent for a period beginning June 1 and ending in no event later than Sept. 12, 1950, in order to observe summer vacation only.

June 1 Decisions . . .

BY COMMISSION EN BANC

Licenses Extended

Present licenses of following were further extended on temporary basis to Sept. 1, 1950: KELK Elko, Nev.; KMNS San Luis Obispo, Calif.; KFDW Helena, Mont.; WHED Washington, N. C.; KSFE Needles, Calif.; WDEL Wilmington, Del.; WPDQ Jacksonville, Fla.; WNEL San Juan, P. R.; KNAF Fredericksburg, Tex.; KOB Albuquerque; WWDC-(formally WOL), Washington D. C.; WTAR-FM Norfolk, Va.; WFMN-FM Alpine, N. J.; WPEN-FM Philadelphia; WCSI-FM Columbus Ind.; Albuquerque Bcstg. Co. exp. TV station KA-3427.

Licenses Renewed

Licenses for following FM stations were renewed for period ending June 1, 1953: KWKW-FM Pasadena, Calif.; WAJR-FM Morgantown, W. Va.; WBET-FM Brockton, Mass.; WCTC-FM New Brunswick, N. J.; WEEX Easton, Pa.; WHAI-FM Greenfield, Mass.; WPOE-FM Elizabeth, N. J.; WSTC-FM Stamford, Conn.; WUSJ-FM Lockport, N. Y.; WFRO-FM Fremont, Ohio; WSOU South Orange, N. J.; KCRW Santa Monica, Calif.

WBEC-FM Pittsfield, Mass.—Granted renewal of license for period ending June 1, 1952.

WOCB-FM W. Yarmouth, Mass. — Same.

KMUW Wichita, Kan.—Same.

WNAE-FM Warren, Pa.—Granted renewal of license for period ending June 1, 1951.

WAER Syracuse, N. Y.—Same.

WATL-FM Atlanta, Ga.—Granted renewal of license on temporary basis to Aug. 1.

Extension Granted

KARK Little Rock, Ark.—Granted further extension of license on a temporary basis to Sept. 1 and extended to Sept. 1 time for achieving compliance with sec. 3.109 of rules.

WJOL Joliet, Ill.—Granted further temporary extension of license to Sept. 1 and further extended to Sept. 1 time within which to comply with section 3.109 of rules.

Renewal Granted

WHIL-FM Hempstead, N. Y.—Granted renewal of license for period ending June 1, 1953.

WBUZ (FM) Bradbury Heights, Md. —Same.

Licenses Extended

Licenses for following stations were extended on temporary basis for period ending Sept. 1: WJRI Lenoir, N. C.; KPIX-TV and KA-2083 San Francisco; WLBJ Bowling Green, Ky.; WKAX Birmingham, Ala.; WNDR-FM Syracuse; WWJ-FM Detroit; KBYR Anchorage, Alaska; KVOE-FM Santa Ana, Calif.; WEED-FM Rocky Mount, N. C.; WILA (FM) Woodstock, Ill.; WSRS-FM Cleveland Heights, Ohio; WHKW Madison, Wis.

Licenses for following stations were further extended on temporary basis to Sept. 1, 1950: WBBM Chicago,, WCBS & aux. New York; WCCO Minneapolis; WBBM-FM Chicago; WEEI-FM Boston; WTOP-FM Washington, D. C.; WCBS-TV New York, and exp. TV stations KA-4454-KA-4457, KE2XIA, KE2XJC, all area, New York City and owned by Columbia Bcstg. System; KNBC San Francisco, KOA Denver, WMAQ Chicago, WNBC New York City; WNBC-FM New York City, WRC-FM Washington; WNBT & aux. New York, WNBW (TV), Washington, D. C., exp. TV stations KA-4832 to KA-4840, and KA-2104, KA-3372, all NBC stations, WENR Chicago, KGO San Francisco; WJZ & aux. New York City; WENR-TV Chicago; KA-4180, KA-4440 to KA-4445, all exp. TV stations owned by ABC; KDKA-FM Pittsburgh, Pa.; KYW-FM Philadelphia, WBZ-FM Boston, WBZA-FM Springfield, Mass., WOWO-FM Ft. Wayne, Ind., and exp. TV station KA-4858, all owned by Westinghouse Radio Stations, Inc.; WGY & aux. Schenectady; WRGB (TV) Schenectady; exp. TV stations KA-2106, KA-2017 and KEA-92, and developmental station KE2XCV Syracuse all owned by GE; WABD New York, and exp. TV stations KCA-61 KE2XDR, KA-3431, KA-3422, KE2XDN, KA-3463, KA-3434, KE2XDQ, KA-4448, all owned by Allen B. DuMont Labs Inc.

WBKB Chicago, and exp. TV stations KA-3428, KA-3429, owned by Balaban & Katz Corp.; KA-3436, KM2XBB, KA-4841, KA-4842, exp. TV stations in Los Angeles owned by Paramount Television Productions Inc.; KA-4891, KA-4892, KA-4893, exp. TV stations in Los Angeles owned by KTTV Inc.; WPTZ Philadelphia, owned by Philco Tele. Bcstg. Corp.; WXYZ-TV Detroit, and exp. TV stations KA-4865, KA-3136, owned by WXYZ Inc.

Extension Granted

Philco Tele. Bcstg. Corp., Philadelphia—Granted extensions of TV relay stations KGB-50 through KGB-59 until Dec. 31.

Renewal Granted

WHHM Memphis, Tenn.—Granted renewal of license for period ending Feb. 1, 1953.

Following stations were granted renewal of licenses for regular period: KBRS Springdale, Ark.; KDAN Oroville, Calif.; KFYO Lubbock, Tex.; KHUB Watsonville, Calif; KIHN Hugo, Okla.; KLMR Lamar, Col.; KROS Clinton, Iowa; KPDN Pampa, Tex.; KSIL Silver City, N. Mex.; KTXJ Jasper, Tex. KVKM Monahans, Tex.; KWOC Poplar Bluff, Mo.; WALL Middletown, N. Y.; WBIW Bedford, Ind.; WCYB Bristol, Va.; WEIM Fitchburg, Mass.; WHAP Hopewell, Va.; WIPR Santurce, P. R.; WKGN Knoxville, Tenn.; WKOZ Kosciusko, Miss.; WKRZ Oil City, Pa.; WKUL Cullman, Ala.; WLEX Lexington, Ky.; WMID Atlantic City, N. J.; WRHI Rock Hill, S. C.; WWGS Tifton, Ga.; WAIR Winston-Salem, N. C.; WERD Atlanta; KWNW Wenatchee, Wash.; KIBH Seward, Alaska; KLCN Blytheville, Ark.; KMYR Denver; KVER Albuquerque; WVNJ Newark, N. J.

Don Lee Bcstg. System, Los Angeles —Granted renewal of exp. TV licenses KM2XCY, KM2XBD for regular period.

King Bcstg. Co., Seattle, Wash.— Same for KA-4845.

King-TV Seattle, Wash.—Granted renewal of TV license for period ending Feb. 1, 1951.

Licenses Extended

Licenses for following FM stations extended to March 1, 1951: KDYL-FM Salt Lake City; WBTM Danville, Va.; WFNC-FM Fayetteville, N. C.; WHOP-FM Hopkinsville, Ky.; KJBS-FM San Francisco; WHAS-FM Louisville; KING-FM Seattle.

Licenses for the following were extended to March 1, 1952; WATT-FM Newark, N. J.; WKOK-FM Sunbury, Pa.; WCOU-FM Lewiston, Me.

Licenses for following FM stations extended to March 1, 1953: WCRS-FM Greendwood, S. C.; WMBI-FM Chicago; WOPI-FM Bristol, Tenn.; WROL-FM Knoxville, Tenn.

Following granted changes in facilities as shown:

WERC-FM Erie, Pa.—Change power from 20 kw to 9.7 kw and ant. from 394 ft. to 400 ft.

WLBR Lebanon, Pa.—Change power from 640 w to 720 w and ant. from 300 ft. to 290 ft.

WSYR-FM Syracuse, N. Y.—Change power from 10.5 kw to 10 kw and ant. from 640 ft. to 480 ft.

WHOP-FM Hopkinsville, Ky.—Change power from 22 kw to 8.7 kw.

WLEU-FM Erie, Pa.—Change power from 20 kw to 7.8 kw and ant. from 500 ft. to minus 70 ft.; cond.

WEST-FM Easton, Pa.—Change power from 16 kw to 11 kw, ant. from 545 ft. to 50 ft.; cond.

Lever on CKNW

IN ONE WEEK during May, according to CKNW New Westminister, B. C., Lever Bros. placed the following billings with the station: Pepsodent Dental Cream, weekly half-hour live talent show for two months; Rinso, 54 announcements; Lux, 90 announcements; Lifebuoy Soap, 195 announcements (three per day), and Good Luck Margarine, 120 announcements (four per day).

KTRH-FM Houston, Tex.—Change power from 350 kw to 29.5 kw and ant. from 520 ft. to 470 ft.

WCHI Chicago Heights, Ill.—Change power from 400 w to 255 w and ant. from 150 ft. to 170 ft.

WJLB-FM Detroit—Change power from 30 kw to 3.3 kw.

WJPB Fairmont, W. Va.—Change power from 14 kw to 4.8 kw.

WARL-FM Arlington, Va.—Change power from 13.8 kw to 2.9 kw; ant. from 345 ft. to 270 ft.; cond.

WNOI Oak Park, Ill.—Change TPO from 380 w to 750 w.

KNOB Long Beach, Calif.—Change TPO from 135 w to 200 w.

Extension Denied

Sarkes Tarzian, Bloomington, Ind.—Denial of application for renewal of license for experimental TV station KS2XAP. See story this issue.

Hearing Designated

KSFE Needles, Calif.—Designated for hearing at Needles on July 13 application for renewal of license for frequency 1340 kc 250 w unl.

Extension Granted

WINX Washington, D. C.—Granted 30-day extension of licenses for two booster stations.

Examiner James D. Cunningham

KMPC The Station of the Stars Inc., Los Angeles, et al—Ordered that prehearing conference concerning particularly order of procedure for hearing in matter presently scheduled for June 5, will be held in office of Engineer in Charge, FCC, U. S. Post Office and Courthouse Bldg. (Room 539), Temple and Spring St., Los Angeles, beginning at 2 p.m., PST, June 4.

Hearing Designated

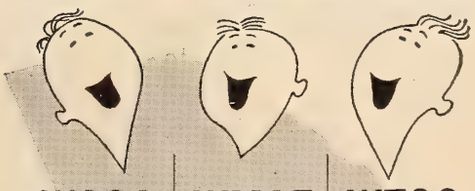
Robert Hecksher, Ft. Myers, Fla.—Designated for hearing in Washington on Oct. 31 application for new station on 1400 kc 250 w unl. and made WFTL Ft. Lauderdale, Fla., party to proceeding.

Radio Sumter, Sumter, S. C.—Designated for hearing in Washington on Nov. 1, application for new station on 1240 kc 250 w unl., and made WKDK Newberry, S. C., party to proceeding.

Gila Bcstg. Co., Winslow, Ariz.—Designated for hearing in Washington on Nov. 3, application for new station on 1010 kc 1 kw unl. DA, to determine if objectionable interference would be involved by proposed station to new Mexican notification at Agua Prieta, Sonoro, or with any other existing foreign broadcast station.

(Continued on page 76)

Only a combination of stations can cover Georgia's first three markets



WAGA ATLANTA 5000 W · 590 Kc

WMAZ MACON 10,000 W · 940 Kc

WTOC SAVANNAH 5000 W · 1290 Kc

The C.B.S. Affiliates in GEORGIA'S First 3 Markets

The Georgia Trio

Represented, individually and as a group, by THE KATZ AGENCY, INC.

FCC Actions

(Continued from page 75)

WJPG Green Bay, Wis.—Designated for hearing in Washington on Nov. 6, application to change frequency of WJPG from 810 kc to 1440 kc, increase hours of operation from D only to unl. and install DA-DN.

KCLO Leavenworth, Kan.—Designated for hearing in Washington on Nov. 8, application to increase power of KCLO from 500 w to 1 kw, D only on 1410 kc, and made KTSW Emporia, Kan., KWBB Wichita, Kan., and KJCK Junction City Kan., parties to proceeding.

KWHK Hutchinson, Kan.—On own motion, Commission consolidated into one proceeding applications of KWHK for CP and application for transfer of control, to be held in Hutchinson, Kan., on July 18; amended issues in Commission's Orders of July 20, 1949 and March 20, 1950, designating said applications, and ordered that KAKE Wichita, Kan., be made party to proceeding with reference to those issues relating to application for CP (to change facilities from 1190 kc 1 kw D only, to 1260 kc, 1 kw unl. DA-2).

Action Set Aside

KRKO Everett, Wash.—Set aside action of April 13 denying application of KRKO for extension of completion date, and granted said application, extending completion date to Nov. 15, 1950.

KUMO Columbia, Mo.—Set aside action of March 13 denying application of KUMO for extension of completion date, and granted said application, extending completion date to Sept. 15.

Hearing Designated

WJEL Springfield, Ohio—Designated for hearing in Washington on Nov. 9 application for CP to change operation on 1600 kc from 500 w D to unl. time with 1 kw D 500 w N DA-2 and change trans. and studio locations; made WHRV Ann Arbor, Mich.; KCRG Cedar Rapids, Ia.; WBAT Marion, Ind., and State of Ill. Police Communications System parties to proceeding.

WINR Binghampton, N. Y.—Designated for hearing at Washington on Nov. 10, application for CP to change facilities from 1490 kc 250 w unl. to 680 kc 500 w-N 1 kw-D, using DA-DN; made WKOP Binghampton, N. Y., party to proceeding.

Modification of CP

WSBT South Bend, Ind.—Granted mod. CP to make changes in daytime DA pattern; eng. cond.

Order Amended

WICA Ashtabula, Ohio.—On petition to enlarge issues amended order of June 22, 1949, designating for hearing applications of WKNX Saginaw, Mich., and WKMH Inc., Jackson, Mich.

Petition Granted

West Texas Bcstrs. Inc., Plainview, Tex. and Tul'e Bcstg. Co., Tulia, Tex. —Granted petition of West Texas Bcstrs. Inc. to accept as an amendment to application for mod. CP to change frequency from 1570 kc to 900 kc and change trans. and studio location from Plainview to Floydada, Tex. D only with 250 w and said application as amended, was designated for hearing in a consolidated proceeding to be held in Washington on June 21, with application of Tul'e Bcstg. Co. applicants for new station on 900 kc 250 w D at Tulia; revised the issues in order of March 21 designating West Texas application for hearing, and removed KCBD Lubbock, as party respondent to proceeding.

Order Amended

WCAW and WGKV Charleston, W. Va. and WFLB Fayetteville, N. C.—Amended order of May 18 designating WCAW Charleston, W. Va., WGKV Charleston and WFLB Fayetteville, N. C. for consolidated hearing so as to delete WERE Cleveland, as party respondent.

Application Dismissed

The Lorain Journal Co., Lorain, Ohio —Dismissed application for a Class A FM station.

WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND NOW—
5000 WATT OUTPUT!
JOS. WEED & CO.
350 Madison Ave., New York,
Can Tell You More About
CHNS
HALIFAX NOVA SCOTIA

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JUNE 1

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,137	2,110	185		300	282
FM Stations	701	492	260	3*	17	13
TV Stations	105	40	69		351	182

* Two on the air.

CALL ASSIGNMENTS: KASM Albany, Minn. (Stearns County Bcstg. Co., 1150 kc, 500 w day); KBOX Reno, Nev. (The Voice of Reno, 1230 kc, 250 w unlimited); KDLA De Kidder, La. (Sabine Bcstg. Co., 1010 kc, 1 kw day); KHOA-FM Inglewood, Calif. (William R. Haupt, Ch. 288); KLTF Little Falls, Minn. (Capital City Bcstg. Co. Inc., 960 kc, 500 w day); WALK (FM) New York (Atlantic Bcstg. Co. Inc., Ch. 294); WATC Gaylord, Mich. changed from WGLM (Midwestern Bcstg. Co.); WATS Sayre, Pa. (Thompson K. Cassel, 1470 kc, 1 kw day); WMLD (FM) St. Petersburg, Fla. (Charles A. Lenz, Ch. 250).

* * *

Non-Docket Actions . . .

AM GRANTS

Flagstaff, Ariz.—Saunders Bcstg. Co. granted new AM station on 1220 kc 250 w day. Estimated construction cost $9,410. Charles J. Saunders individual owner, is owner and salesman Flagstaff Nash Co. From 1941-46 he was program director and announcer WALA Mobile, Ala. Granted June 1.

Clifton Forge, Va.—Clifton Forge Bcstg. Corp., granted new AM station on 1230 kc, 250 w unlimited. Estimated construction cost $20,694. Principals in corporation include: G. R. Stevens, dentist, president 27.27%; J. C. Goodwin, lawyer, vice president 22.72%; E. A. Schellhous, professional singer and entertainer, secty-treas. 19.09%; E. T. Nicely, Nicely Bros. Ford sales and service, 3.06%; James B. Racey, real estate and insurance business, director 1.80%. There are 24 minor stockholders. Granted June 1.

Coalinga, Calif. — Pleasant Valley Radio Co., granted new AM station on 1470 kc, 500 w day. Estimated construction cost $13,999.90. Rea B. Bowman, instructor at Electronic Technical Institute and Benjamin Bowman, conductor with Pacific Electric Railway Co., are equal partners. Granted June 1.

KROX Crookston, Minn.—Granted switch from 1050 kc 1 kw day to 1260 kc 1 kw day 500 w night, DA-N. Granted June 1.

KLIX Twin Falls, Ida. — Granted modification of CP change from 1 kw unl. to 5 kw day 1 kw night directional. Cond.

FM GRANT

Fort Smith, Ark.—Southwestern Pub. Co. granted change from Class B to Class A FM station, CH. 296 (107.1 mc), ERP 320 w., ant. 220 ft. Amended revised Allocation plan for Class B FM stations by substituting Ch. 273 for Ch. 299 at Fort Smith, Ark. Granted June 1.

NONCOMMERCIAL EDUCATIONAL FM GRANT

Kalamazoo, Mich.—Western Mich. College of Education granted new noncommercial educational FM station Ch. 216 (91.9 mc) ERP 400 watts, ant. 140 feet. Granted May 31.

TRANSFER GRANTS

WNAT Natchez, Miss.—Granted assignment of license from M. T. Seale and H. J. Jennings d/b as Old South Bcstg. Co. to H. J. Jennings, Charles E. Ratcliffe, Edna R. Lambert, Laurie G. Ratcliffe and Edward G. Lambert new firm of same name. Consideration $20,000. Ownership interests: C. E. Ratcliffe, owner 25% interest in Ratcliffe plantation and stock farm, 17⅓%; L. P. Ratcliffe, 25% owner Ratcliffe plantation 17⅓%; Mr. Lambert, circulation manager Natchez Democrat, 8⅓%; and Mrs. Lambert, housewife, 8⅓% H. J. Jennings, manager WNAT 50%. WNAT assigned 250 w on 1450 kc. Granted June 1.

WAUX-AM-FM Waukesha, Wis. Granted acquisition of control WAUX Bcstg., licensee, through purchase of 164 sh. of stock for $16,000 by Carl Taylor from Lloyd Burlingham and Russell G. Salter. Mr. Taylor presently ⅙ owner of licensee corporation as well as president and chief executive. Mr. Burlingham and Mr. Salter wish to reduce their holdings because of their interest in WBEL Beloit, Wis. WAUX is assigned 250 w day on 1590 kc. Granted June 1.

WFHR-AM-FM Wisconsin Rapids, Wis.— Granted transfer of control of William F. Huffman Radio Inc., licensee from Louise Huffman, executrix of the estate of William Huffman, deceased to Wisconsin Rapids Tribune Co. for consideration of $59,280. Wisconsin Rapids Tribune owns 247 sh. of 250 sh of William F. Huffman Radio and William F. Huffman Radio in turn owns 488 sh. of Wis. Rapids Tribune. There will be no material change in proportionate ownership of William F. Huffman Radio. WFHR is assigned 250 w fulltime on 1340 kc. Granted June

Deletions . . .

FOUR FM authorizations were reported deleted by FCC last week. Total to date: AM 21; FM 63; TV 2.

WKY-FM Oklahoma City, Okla.—WKY Radiophone Co. CP May 26. Request of applicant.

Baltimore, Md.—Radio-Television of Baltimore Inc. CP May 22. Devote to television.

WPJV Miami, Fla.—Hollywood Bcstg. Co. CP May 22. No future in FM.

WFTM Tiffin, Ohio—Tiffin Bcstg. Co. License June 1. Applicant failed to file renewal of application or reply to Commission notification of license expiring

New Applications . . .

AM APPLICATIONS

Centreville, Miss. — Southwestern Bcstg. Co. of Mississippi, 1580 kc, 25 w day. Estimated construction cost $8,227.70. Applicant is licensee of WAPF McComb, Miss. AM outlet. Filed June 1.

Herkimer, N. Y.—Robert Harvard Dye, 1230 kc 100 w unlimited. Estimated construction cost $11,557. Mr. Dye is chief engineer WNDR Syracuse, N. Y. Filed June 1.

Athens, Ohio—Athens Bcstg. Co. 1580 kc, 1 kw day. Estimated construction cost $15,207. Principals in corporation include: Bartow Jones, state senator, 50% owner Wharton-Jones construction company, president Two Rivers Motor Co., 40% owner Point Pleasant Livestock Co., and other business interests, 25%; Gordon K. Bush publisher, Messenger Pub. Co., vice president 25%; Harry M. Miller, secretary-treasurer 25% and Simpson W. Logan, 25%. Filed June 1.

Pottstown, Pa.—Pottstown Bcstg. Co. 1370 kc, 1 kw day. Estimated construction cost $18,360. Principals include Ralph E. Mellon, transmitter engineer WTTM Trenton, 25%; Herbert Wolin commercial manager WARD Johnstown Pa. 37½%; Margaret Levine, radio copy director Glosser Bros. department store 32½%; Charles K. Bentz, previously announcer WIBK Knoxville, 5%. Filed June 1.

TRANSFER REQUESTS

WVMI Biloxi, Miss.—Assignment of license from James H. McKee, Odes E. Robinson and G. E. Holmes, partnership d/b as Radio Associates to new corporation of same people, Radio Associates Inc. Ownership interests in new corporation are: Mr. Robinson 52%. Mr. McKee 38% and Mr. Holmes 10%. WVMI is assigned 1 kw day on 570 kc. Filed June 1.

KFTV Paris, Tex.—Assignment of CP from Cecil Hardy, Charles L. Cain, Merle Saxon, O. E. Smith and J. T. Smith, partnership d/b as Lamar County Bcstg. Co. to new corporation Lamar Bcstg. Co. Applicants desire to change from partnership to corporation for more efficient operation. Each partner will receive 50 sh. capital stock, par value $100, this is equal to each partners contribution to partnership. KFTV is assigned 250 w fulltime on 1490 kc. Filed June 1.

June 1 Applications . . .

ACCEPTED FOR FILING

Modification of License

WMMJ Peoria, Ill.—Mod. license to change studio location.

WLBL Stevens Point, Wis.—Mod. license to change studio location from Stevens Point to SW of Auburndale, Wis.

License for CP

WTVB Coldwater, Mich.—License for CP to change from DA to non-DA.

AM—1230 kc

KREW Sunnyside, Wash.—CP AM station to change from 1050 kc 250 w D to 1230 kc 250 w unl.

Modification of CP

WCLI Corning, N. Y.—Mod. CP AM station to change from 1540 kc 250 w D to 1450 kc 250 w unl.

WOPT Scriba, N. Y.—Mod. CP new AM station for extension of completion date.

License Renewal

Request for license renewal AM station: KRE Berkeley, Calif.; WTRR Sanford, Fla.; WMGA Moultrie, Ga.; KRPL Moscow, Ida.; WEOA Evansville, Ind.; WMIN St. Paul, Minn.; WFOR Hattiesburg, Miss.; KOLN Lincoln, Neb.; WJRI Lenoir, N. C.; KTFS Texarkana, Tex.

Modification of CP

WOAK Chicago—Mod. CP FM station to change ERP to 8.34 kw, ant. to 208 ft.

KWKH-FM Shreveport, La.—Mod. CP new FM station for extension of completion date.

License for CP

KALW San Francisco—License for CP new noncommercial educational station.

License Renewal

WTDS Toledo, Ohio—Request for license renewal noncommercial educational FM station.

Modification of CP

WFBM-TV Indianapolis, Ind.—Mod. CP new commercial TV station for extension of completion date to 12-30-50.

WJZ-TV New York—Mod. CP new commercial TV station for extension of completion date to 6-30-51.

KECA-TV Los Angeles—Mod. CP new commercial TV station for extension of completion date to 10-30-50.

TV—66-72 mc

WBEN-TV Buffalo, N. Y.—TV station to change from metropolitan to rural type station and increase ERP from 16.2 kw vis. and 10.2 kw aur. to 100 kw vis., 50 w aur. and change studio location from Hotel Statler, Buffalo to Center St., East Aurora, N. Y.

TENDERED FOR FILING

AM—1260 kc

KUBC Montrose, Col.—CP AM station to change from 1240 kc 250 w unl. to 1260 kc 1 kw-D 500 w-N DA-N.

AM-940 kc

WTPS New Orleans—CP AM station to change from 940 kc 1 kw-D 500 w-N to 5 kw-D 1 kw-N DA-N.

SSA—1410 kc

WFCB Dunkirk, N. Y.—Request for SSA to operate on 1410 kc 500 w unl. DA-DN.

B-H Moves Office

BLACKBURN-HAMILTON Co.'s Chicago office last week was moved from 333 N. Michigan Ave. to 360 N. Michigan Ave. Office is under direction of Harold R. Murphy, who opened the branch last August and who is in charge of 11 states. Room number is 1102.

Radio's Prospects

(Continued from page 16)

Decrease, but less than 10% (17.7%)

Decrease more than 10% (5.9%)

"Advertisers agreed that more of their numbers will be using radio on a local basis. And the figures are very close to the figures for agencies.

Stations say: "More advertisers will be using radio on a local basis."

Increase more than 10% (56.9%)

Increase, but less than 10% (25.6%)

Remain about the same (11.6%)

Decrease, but less than 10% (4.7%)

Decrease, more than 10% (1.2%)

"Over 56% of the stations said that the number of advertisers using radio on a local basis will increase by more than 10% [BROADCASTING, May 15].

What will be the trend in radio stations' merchandising of sponsors' advertising? (See illustration, page 16.)

	More	Same	Less
Agencies	54%	25%	21%
Advertisers	51.5	36.2	12.3
Stations	56.8	36.9	6.3

What Will Be The Trend in Department Store Advertising?

	More	Same	Less
Agencies	45.7%	17.4%	36.9%
Advertisers	37.6	32.8	29.6
Stations	63.4	26.3	10.3

"The largest potential classification of local advertisers is department stores, which have vastly increased use of radio in several markets. They are the exception, rather than the rule.

"When asked what the trend would be in department store radio advertising, agencies, advertisers and stations all agreed that the trend was towards the use of more, rather than less, radio."

What will be the trend in automotive dealers' radio advertising?

	More	Same	Less
Agencies	41.3%	23.9%	34.8%
Advertisers	44.8	34.5	20.7
Stations	75.6	20.4	4.

"Among the advertisers, and incidentally they included two Detroit automotive company ad managers, 44.8% anticipated an increase as against just over 20% that thought there would be a decrease."

What will be the trend in appliance dealers' radio advertising?

	More	Same	Less
Agencies	36.9%	30.4%	32.7%
Advertisers	41.3	24.2	34.5
Stations	67.4	27.4	5.2

"Appliance dealers, in the postwar area, have moved way up to become a leading classification of local radio user. This is particularly true in television markets where the selling of television sets by home demonstration has called for the purchase of big blocks of time. There is a rather general agreement that this group will not only continue to use radio, but will actually increase in number."

What will be the trend in food store radio advertising?

	More	Same	Less
Agencies	47.8%	23.9%	28.3%
Advertisers	48.3	27.6	24.1
Stations	54.	39.7	6.3

"And so it is becoming more and more apparent that advertisers, agencies and stations feel that the local level of radio is going to show substantial increases in the number of advertisers using the medium."

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO.

WBAL

Gambling Bill

(Continued from page 34)

gambling data by newspapers while placing certain restrictions on radio as a medium.

The substitute bill, he explained, works "no hardship on any legitimate newspaper or radio station which may continue to broadcast or publish most of the facts relating to a horse race that they are permitted to do today."

The "distinction," he felt, "is that specialized scratch sheets or radio stations . . . catering to betters or bookies cannot broadcast or publish certain specific information before the race starts." It would not apply to newspapers in states where racing is legal.

Other Sports

With respect to other sports events he stated:

The evidence before the committee indicated clearly that large scale betting takes place throughout the country on many other sporting events and contests, notably baseball. The original bill presented would have classed news relating to such events as prohibited information. The committee felt that to attempt to write a penal statute against such types of news would be not only impractical, but of serious legal validity as well as inviting large scale violations of Federal law. However, we do believe that we should make every attempt to aid local enforcement officers in coping with the betting problem by requiring the fullest public information on all suppliers and users of such information. Therefore, the bill requires communications common carriers to file with the Federal Communications Commission current lists of all lessees of circuits used for the dissemination of all sports news, including horse racing news, and the filing of the names and addresses of all persons who buy such information.

With respect to radio broadcasts, Sen. McFarland said that "all of us felt that one of the serious flaws in the (Justice Dept.) bill was that it discriminated against radio statons, by requiring an hour's delay in the broadcasting of, or the reporting of a horse race.

"We have avoided that discrimination . . . by merely prohibiting the broadcasting or television of certain information immediately prior to a race. That prohibited information has been defined as gambling information, and according to all of the evidence, is not information which the ordinary listener is interested in. This, in no way, prevents the broadcasting of the progress of a race."

A proposal that special horse race events, such as the Kentucky Derby and others, be exempt from restrictions covering time prior to races was recommended by the subcommittee but dropped by the full committee. The McFarland group had urged that stations and networks be permitted to broadcast two such events a year from each track and be guided in their selection by the "public interest" clause in the Communications Act.

Portions of the new bill as reported to the Senate:

(b) "Gambling information" is information pertaining to any horse or dog racing event or contest and (1) means bets or wagers, the scratches, jockey changes, weights, probable winners, betting odds, or changes in the betting odds, in such event or contest, and (2) is transmitted prior to the transmission of a truthful announcement that such event or contest has actually started.

(c) "Transmission or reception in interstate or foreign commerce" means transmission or reception directly or indirectly from or to any place in any State to or from any place outside such State, including a ship at sea or in the air. . . .

Sec. 3. (a) It shall be unlawful for any person to lease, furnish, or maintain any communication facility, other than a radio broadcasting facility, if such facility is used to transmit or receive gambling information in interstate or foreign commerce.

(b) It shall be unlawful for any person, by means of a communication facility, other than a radio broadcasting facility, to transmit or receive gambling information in interstate or foreign commerce.

(c) No person shall broadcast any gambling information by means of any radio station for which a license is required by any law of the United States, and no person operating any such station shall knowingly permit the broadcasting of any gambling information. . . .

FOREIGN LANGUAGE PROGRAMS

Regularly Scheduled on 384 U.S. Stations NAB Finds

PROGRAMS are broadcast by 384 U. S. stations in 33 foreign tongues, according to a survey completed last week by Dr. Kenneth H. Baker, NAB research director. The 384 stations were among 1,779 AM and FM stations replying to a questionnaire covering the week of March 19-25.

Dr. Baker explained the list may be incomplete since it's composed only of stations reporting foreign language broadcasting in the survey. The list does not include foreign language lessons broadcast by stations.

Amount of weekly time devoted by stations to foreign tongue programs ranged from one to over 25 hours a week. NAB's study shows the approximate amount of time devoted to such programs as well as days of the week. Results of the study are being mailed to agencies as well as the State Dept., United Nations and transcription producers.

Languages covered in regularly broadcast programs follow: Albanian, Arabic, Armenian, Bohemian, Chinese, Croatian, Czech, Danish, Finnish, French, Gaelic, German, Greek, Hungarian, Italian, Irish, Japanese, Jewish, Lithuanian, Norwegian, Polish, Portuguese, Rumanian, Russian, Serbian, Slovak, Slovenian, Spanish, Swedish, Syrian, Ukrainian, Yiddish, Yugoslav.

RADIO INCREASE

Seen Among TV Set Owners

RADIO listening is on the increase in homes equipped with TV receiver sets, So declared Dr. Sydney Roslow, director of Pulse Inc., New York radio-television audience research organization, at the Hollywood Ad Club on May 29.

Even when video's top shows are being telecast, radio continues to command a vast audience, he assured the advertisers and agency executives.

When It's BMI *It's Yours*

Another BMI "Pin Up" Hit—Published by Marks

GOD BLESS THE CHILD

On Records: Billie Holiday—Col. 38792; Bobbe Caston — King 4354; Frankie Laine — Mer.*; Billie Holiday—Dec. 24972; Larry Darnell—Regal 3260.

On Transcription: Pee Wee Hunt—Capitol; Buddy Weed—Associated.

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

BMI

At Deadline...

NBC-TV RAISES RATES FOR 39 AFFILIATES

NBC has announced rate increases for 39 of its TV affiliates—26 interconnected and 13 non-interconnected stations—effective July 1, with customary rate protection through Dec. 31.

List of changes follows:

Interconnected Stations

WBAL-TV Baltimore, $550 to $750; WBZ-TV Boston, $750 to $950; WBEN-TV Buffalo, $325 to $600; WNBQ Chicago, $1,000 to $1,200; WLWT Cincinnati, $350 to $550; WNBK Cleveland, $600 to $775; WLWC Columbus, $200 to $375; WLWD Dayton, $200 to $375; WLAV-TV Grand Rapids, $200 to $250; WGAL-TV Lancaster, $200 to $300; WMCT Memphis, $200 to $300; WTMJ-TV Milwaukee, $450 to $600; WNHC-TV New Haven, $400 to $500; WNBT New York, $2,000 to $2,200; WPTZ Philadelphia, $1,000 to $1,200; WJAR-TV Providence, $250 to $300; WTVR Richmond $250 to $300; WHAM-TV Rochester, $200 to $300; KSD-TV St. Louis, $425 to $650; WRGB Schenectady, $325 to $500; WSYR-TV Syracuse, $200 to $300; WSPD-TV Toledo, $300 to $400; WNBW Washington, $500 to $575; WDEL-TV Wilmington, $200 to $300; WWJ-TV Detroit, $600 to $800; WJAC-TV Johnstown, $150 to $225.

Non-Interconnected Stations

WSB-TV Atlanta, $250 to $325; WBTV Charlotte, $175 to $225; WFAA-TV Dallas, $250 to $375; WBAP-TV Fort Worth, $250 to $375; WFMY-TV Greensboro, $150 to $200; KLEE-TV Houston, $200 to $300; KSTP-TV St. Paul, $325 to $500; WDSU-TV New Orleans, $200 to $250; WKY-TV Oklahoma City, $200 to $275; WOW-TV Omaha, $200 to $250; KDYL-TV Salt Lake City, $150 to $200; KRON-TV San Francisco, $350 to $450; KOTV Tulsa, $200 to $250.

TWO GRANTS AFFIRMED

FCC REFUSED Friday to upset its decisions authorizing (a) Texas Star Broadcasting Co. to build new Dallas station on 740 kc with 10 kw day and 5 kw night, and (b) Beer & Koehl to construct 250-w outlet on 1340 kc at Ashland, Ohio [BROADCASTING, Feb. 6]. Action came in denials of reconsideration petitions filed in 740 kc case by KTRH Houston, which lost its bid to modify daytime directional on that frequency, and KSEO Durant, Okla., which claimed some interference would be caused to its 750 kc operation; and in 1340 kc case by Mount Vernon (Ohio) Broadcasting Co., unsuccessful rival of Beer & Koehl.

WU BASEBALL DEADLINE

FCC Friday set July 5 as deadline for Western Union to comply with its order to eliminate "discrimination" found in $2-per-game extra charge for stations using WU baseball-sports service in networks [BROADCASTING, May 22]. Deadline had been omitted from original FCC order. WU has indicated it will drop extra charge but permit networking to continue.

WWSW APPOINTS BLAIR

JOHN BLAIR & Co., Chicago, has been named national sales representative for WWSW Pittsburgh, 5 kw independent, effective June 19. O. M. Schloss Jr. is general manager.

JOINS GRAY & ROGERS

CHARLES W. YEAGER, formerly of Abner J. Gelula & Assoc., Philadelphia, has joined Gray & Rogers, Philadelphia agency, as associate media director.

BULLIS DIRECTS UN FETE

HARRY A. BULLIS, of Minneapolis, chairman of board of General Mills, appointed national chairman of United Nations Week to direct organization of observance from Oct. 16 to 24. Event will climax with United Nations Day Oct. 24.

Music With Test Pattern

(Continued from page 4)

virtually all participants. (Also see story page 15.)

Thad H. Brown Jr., counsel for Television Broadcasters Assn., said FCC proposal limited flexibility in operation, cited high costs and need to build set circulation. Comr. Robert F. Jones suggested telecasters have licenses for fulltime operation and if they can't afford proper operation they may be wrong licensees. Mr. Brown said commercialization was not mentioned in FCC's notice in case and hence TBA board hadn't acted on that matter. He doubted TBA members feel any advertisers but set and service firms would sponsor TV test patterns in lieu of AM or FM programs.

Dwight Rorer, Fort Industry Co. attorney, saw no logic to forbidding all test pattern sponsors but didn't know where to draw line. He said test pattern itself was advertisement and cited TV economic situation. Chairman Coy suggested station income should relate to proper use of facility.

Joseph A. McDonald, ABC vice president and general attorney, suggested music or other material should be allowed for time equal to half regular program period for day and that oral news limit of 15 minutes should be enlarged to one hour daily. Eliot C. Lovett, attorney for KTTV (TV) Los Angeles, urged some music operation be allowed before regular programs begin to facilitate tune-in adjustment and warm-up. In explanation he said first show is hard to sell.

Bernard Koteen, representing WKRC-TV Cincinnati, said WKRC-TV is willing to agree to unintegrated programming on non-commercial basis. He was questioned closely on assertion that in some instances costs of substituting integrated programming for test patterns would be enough to make stations think it better to go off air.

Paul A. Porter, former FCC chairman, suggested on behalf of Paramount Television Productions that telecasters be permitted to play background music with test patterns, stills or commercial announcements, on condition that for each hour of such programming they carry "a certain percentage" of live or film programming. When he suggested ratio might be 15 minutes of regular programming for each hour of unintegrated operation, Chairman Coy observed that that would be "getting the cart before the horse in the real sense."

WIBK DENIED PETITION

WIBK Knoxville, Tenn., denied reconsideration Friday of FCC's decision refusing issuance of license to cover its permit and Commission gave station 30 days to wind up affairs [BROADCASTING, Aug. 15, 1949]. FCC said its findings and conclusions that principal owner, Rev. J. Harold Smith, was not qualified to be a licensee "are fully justified and required by the evidence of the record." WIBK reported it will appeal ruling to U. S. Supreme Court if necessary. FCC considered moot bid to transfer Rev. and Mrs. Smith's interests to James T. Cox Jr. and C. L. Schenck.

SAVINGS ASSN. BUYING

FIRST FEDERAL SAVINGS ASSN., Lincoln, Neb., has bought World Broadcasting System's *Forward America* series on seven stations and contemplates expansion to others, through Ayres Adv. Inc., Lincoln.

Closed Circuit

(Continued from page 4)

tions on ground of possible misuse for political broadcasting (see page 18), is causing some amusement. Only purchaser of "political" spots on TR, certain stations report, has been CIO itself—and to build regular audience for recent nationwide address of CIO President Phil Murray.

TELEVISION Film Industry Committee planning to ask AFM President James C. Petrillo for meeting on rates immediately following windup of AFM national convention; will ask for specific rate covering overall use of musical films (both theater and telecast), with 50% of that rate as fee for TV use only.

BLOCK DRUG Co., through Cecil & Presbrey New York, adding stations in scattered markets for its Polident tooth powder.

DICTAGRAPH Corp. (hearing aid) currently running TV spot campaign in New York, considering national radio spot campaign through its new agency, Maxwell Sackheim, New York.

McDONALD REPLIES

COMMDR. EUGENE F. McDONALD, president, Zenith Radio Corp., following FCC action in withholding approval of time extension for Phonevision tests (see story page 54) Friday stated in letter to FCC that Zenith's letter to manufacturers was "marked confidential and not intended for publication." Purpose of letter, he said, was to suggest to manufacturers that decoder outlets be included in TV sets now so that if and when FCC approves Phonevision, public would be able to have necessary decoding unit installed at "great saving." He further told Commission if it [FCC] "feels that it is not in the public interest for us to continue to suggest to our competitors that they help protect the public . . . we will on your request withdraw that offer" and make no further suggestions to manufacturers. Regarding newspaper ads which asserted "Phonevision will soon be here," Commdr. McDonald said: "Zenith has never published or approved any advertisements containing this language."

POWERHOUSE INCREASE

WALTER H. JOHNSON Co. (Powerhouse candy bars), sponsor of *Captain Video*, Monday, 7-7:30 p.m. on DuMont TV Network since January, doubles its appropriation on network. Beginning June 6 company will sponsor show on two nights, Tuesday and Thursday (in same time) and add four stations, bringing total number of stations carrying show to 11. Franklin Bruck, New York, is agency.

LOBBY GROUP ATTACKED

RESOLUTION to ban activities of House Select Lobbying Committee threatened Friday by Rep. E. E. Cox (D-Ga.) in statement attacking "outrageous and scandalous assumption of power" by group for requesting itemized expenditures from RCA and 166 other business firms. Rep. Frank Buchanan (D-Pa.), committee chairman, refused to rescind request (early story page 46).

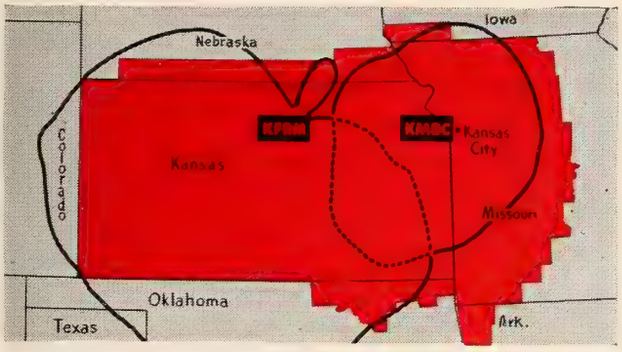
RECORD FIRMS INDICTED

FOUR MAJOR wholesale record distributors, including Decca Distributing Corp., New York and Philadelphia, and Capitol Records Distributing Corp., Hollywood and Philadelphia, indicted Friday by Federal Grand Jury in Philadelphia. Indictment based on charges of conspiracy to fix prices.

The KMBC-KFRM Team Wins Again!

The Spring 1950 Kansas City Primary Trade Area Survey—a coincidental survey of over 80,000 telephone interviews in one week by Conlan — just off the press — shows The Team even further ahead of its nearest competitor than a year ago! It is one of the most comprehensive listener studies ever made — and one of the most revealing.

Together with the Fall 1949 Kansas City Primary Trade Area Survey—an aided recall survey made through 2,122 personal interviews at the 1949 Missouri State Fair, Kansas State Fair and the Kansas City American Royal—it provides irrefutable proof of The Team's outstanding leadership. Yes, *current proof,* not moth-ball evidence.



Daytime half-millivolt contours shown in black.

THE TEAM AGAIN WINS FIRST!

Spring 1950 Kansas City Primary Trade Area Radio Survey, just completed, shows KMBC-KFRM far ahead of all other broadcasters trying to serve this area.

The KMBC-KFRM Team with Coverage Equivalent to More than 50,000 WATTS POWER!

Yes, The Team covers an area far greater than KMBC alone, at its present location, could cover with 50,000 watts with the best directional antenna system that could be designed. With half-millivolt daytime contours tailored by Jansky & Bailey, America's foremost radio engineers, to enable The Team to effectively cover Kansas City's vast trade territory (a rectangle—not a circle), The Team offers America's most economical radio coverage.

Contact KMBC-KFRM, or any Free & Peters "Colonel" for complete substantiating evidence.



The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC

radio stations everywhere





but only one...

WSM
NASHVILLE

Basic NBC Affiliate

CLEAR CHANNEL
50,000 WATTS

HARRY STONE
General Manager
IRVING WAUGH
Commercial Manager
EDWARD PETRY & CO.
National Representative

Sure, WSM has power . . . a clear channel and 50,000 husky watts of power . . . enough power to put the WSM signal out where the whole Central South can hear it. To this power, WSM adds the second important ingredient, people . . . a talent staff large enough, versatile enough, *good enough* to pipe out *sixteen network shows* weekly in addition to regular station business. That's what makes the Central South listen when WSM broadcasts. *That's what makes the Central South buy what WSM sells.* Want case histories? Contact Irving Waugh or any Petry Man.

JUNE 12, 1950

BROADCASTING
TELECASTING

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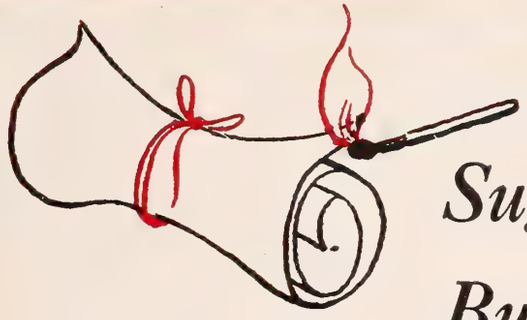
AP Clinic Analyzes Spot Sales
Page 17

, Women, & Boxtops —by Duane Jones
Page 19

TELECASTING
Begins on Page 47

The Newsweekly of Radio and Television.

$7.00 Annually
25 cents weekly



Sugar Grove Burns a Mortgage...

and WLS is there to Help

The maple sugar that came from the grove of sugar maples was boiled down in copper kettles—and early settlers called the little Kane County, Illinois, community "Sugar Grove."

More than a century later, one of these copper kettles served a different purpose. Last month—it was used to burn a mortgage written in 1930, when the rural community had built itself a community building to serve the rich agricultural area around it.

WLS remembers the dedication of that community building in 1930 . . . for WLS was there to help. Not a year has passed by since without some service to the community building and its users from the neighborly 50,000-watt radio station in Chicago.

When it came time to burn the mortgage, Sugar Grove folks turned naturally to WLS for help in planning the ceremony . . . and for the principal speaker. Arthur C. Page, WLS Farm Program Director, met with the local committee, then made the inspirational talk of the day.

Here is a 20-year story of service to a community—a story you can multiply by 500 for all the towns in four states who depend on WLS for help when they need it, as well as for entertainment and service. Multiply by 500—and you will have the sum of service rendered accounting for the intense loyalty of Midwest people to "their" radio station, WLS—and for the often startling success of the firms who advertise on WLS, because advertising results are predicated on listener loyalty.

WLS
THE VOICE OF THE FARMER STATION
CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

Kentuckiana's ONLY
FOOD MERCHANDISING SHOW
NOW GOES 5 DAYS A WEEK!



COFFEE CALL
MONDAY THRU FRIDAY
BEGINNING JULY 3
PARTICIPATIONS NOW AVAILABLE

21,150 GUESTS IN ELEVEN MONTHS *(as a 3-day-a-week show)*

The Kentuckiana Market Basket
1949 Food Sales $474,196,000

LET YOUR PETRY MAN TELL YOU ALL THE FACTS—

- ★ *Top Hooperated (6.6 Dec. '49 thru April '50)*
- ★ *Store Merchandising*
- ★ *Listener Contests*
- ★ *Prizes*
- ★ *Audience Participation*
- ★ *Product Displays*

50,000 WATTS ★ 1 A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

WHAS
Louisville, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

The Meat Packer Works with a Small Net



Money may talk, as they say, but what does a buck ever say these days except good-bye?

Talk or not, the dollar is supposed to earn its keep before it takes wing. In business that "keep" is spelled p-r-o-f-i-t-s.

A side light on the American meat industry

Meat packers largely depend on two things to earn a profit—top efficiency and fast turnover of a lot of dollars in buying livestock and selling it as meat and by-products.

The buck invested in the packing industry is turned over so many times a year that it gets dizzy.

Let's look at profits this way:

Over the past decade, yearly earnings of meat packing firms averaged just a little over seven cents on the invested dollar.

Look at profit as a per cent of what the packer receives from the sale of meat and by-products. Over the same ten-year period, it has averaged one and one-third cents per dollar. And meat packers were able to do this well only because they could find buyers for so many of the by-products of meat handling.

What does all this prove? That while the packing industry moves meat from farm to store at a lower service cost than almost any other food by reason of efficient methods and quick turnover, it manages to make the dollar earn its keep.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Closed Circuit

WASHINGTON'S vaunted gossip factory, at close of business Friday, was astir with report that anti-trust proceedings shortly would be instituted involving issues that would make a pigmy of *Lorain-Journal* case wherein newspaper publisher is charged with refusal to accept advertising from customers of radio and newspaper competitors. Whether it's another newspaper-radio situation, or something akin to competitive issue in another field, or whether it will strike at radio at all, couldn't be ascertained. Simple comment was that "it'll be something tremendous."

IF CUSTOMARY procedures are followed, Walter A. Buck, operating vice president of RCA-Victor, should move into executive vice presidency succeeding late John G. (Joe) Wilson [BROADCASTING, June 5]. RCA-Victor board meets June 22 at which time vacancy might be filled. Admiral Buck, who retired from Navy in 1948 after 30 years' service, became president of Radiomarine Corp. of America, and was elected operating vice president of Victor in January 1949.

NORMAN BOGGS, general manager of WMCA New York, has renewed management contract with President-Owner Nathan Straus for five years. Original arrangement was for two years. Ralph L. Atlass, midwest station owner and executive, continues in consulting capacity with New York independent.

EDGAR KOBAK, former MBS president, being retained by Walter Evans, president of Westinghouse Radio Stations Inc., as general business consultant.

AM FEARS that FCC may move to substitute FM for AM were engendered by one-sentence question in RMA speech of FCC Chairman Coy, who gave FM its biggest boost in months (see story page 20). Fearsome sentence: "Can we continue to justify our tolerance of these [interference] defects in AM when we have at hand another system of sound broadcasting—FM—that has none of these defects and has, moreover, some other highly desirable advantages?"

IT'S EVEN money that Mutual board at its meeting today in New York will follow lead of CBS and ABC and withdraw from NAB. Involved directly is $5,000 annual network membership fee, since, as cooperatively-owned network, MBS has no owned or operated stations.

QUESTION of West Coast alignment of Mutual also expected to be surveyed by MBS board, in light of impending sale of Don Lee, West Coast segment of network and contractor for entire coastal-mountain state area, as well as holder of 19% in MBS. If independent group acquires Don Lee radio holdings (story page 26) presumably no affiliation changes would be involved. Should CBS, also reportedly an avid bidder for TV and Don Lee head-

(Continued on page 90)

Upcoming

June 12-13: MBS Board of Directors, New York.
June 12-13: Radio Farm Directors Convention, Administration Bldg., Washington.
June 17: Radio News Editors' Conference, Kent State U., Kent, Ohio.
June 19: NAB Board Indoctrination, NAB Hdqrs., Washington.
June 20-22: NAB Board of Directors, NAB Hdqrs., Washington.

(Other Upcomings on page 72)

Bulletins

ARMOUR & Co., Chicago, begins sponsorship today (Monday) of spots in 16 major markets for Dial soap, and June 19 in 14 areas for Chiffon soap flakes, each for six weeks. Foote, Cone & Belding is agency.

PURITY BAKERIES, Chicago, for Grennan cakes, will sponsor 25 to 30 spots weekly in each of 12 major markets starting June 19 for 12 and 13 weeks. Agency, Young & Rubicam, same city.

REXALL DRUG Co., through BBDO, to sponsor, effective June 14, *Richard Diamond, Private Detective,* on NBC, Wed., 10:30-11 p.m.

FOURTH GROUP ENTERS DON LEE BIDDING

ENTRY of fourth group into bidding for radio-TV properties of Thomas S. Lee estate announced Friday through Maxwell Sturges, Beverly Hills attorney. Fourth group said to consist of Los Angeles and New York interests and to include Floyd Odlum, head of Atlas Corp.

Mr. Sturges told BROADCASTING that after thoroughly appraising properties group would bid for entire Don Lee Broadcasting System including owned stations, Hollywood building, transmitter site on Mt. Wilson and Mt. Lee property. Pacific Northwest Broadcasting Co., controlled by Don Lee, and MBS stock also involved. It was understood bids would be accepted by Ben H. Brown, special administrator of estate, through today (Monday). Bidders who filed previously: CBS, Oilman Ed Pauley, Liberty Broadcasting System (earlier story, page 26).

AMA'S $300,000 RADIO DRIVE

AMERICAN MEDICAL ASSN. will spend $300,000 in radio starting next October in national campaign totaling $1,110,000, public relations firm of Whittaker & Baxter announced Friday in Chicago. Spots will be bought by Russel M. Seeds Agency, also Chicago, on some 300 stations in every state and in Hawaii and Alaska. Purpose is to promote voluntary health insurance and "alert people to danger of socialized medicine and threatening trend toward state socialism." Other allocations—newspapers, $560,000; national magazines, $250,000.

Business Briefly

A&P TEA ● Great Atlantic & Pacific Te Co. now running two-week campaign on 3 stations for cantaloupes, planning to star spot schedule in July on 60 stations for ice tea. Agency, Paris & Peart, New York.

MORE SURF SPOTS ● Lever Brother (Surf) planning to add 30 stations to presen list for spot schedule starting July 6 an running rest of year. Agency, N. W. Aye & Son, New York.

SHOE ADDITION ● International Sho Co., St. Louis, adds 15 non-cable stations t its portion of NBC-TV *Howdy Doody,* effec tive Aug. 2, Wed., 5:45-6 p.m. Live show car ried by 26 stations. Agency, Henri, Hurst & McDonald, Chicago.

SEEKS SPOTS ● Boye-Midway Inc., (Aut Brite cleanser), through Earl W. Bothwel Inc., New York, looking for spot announce ment availabilities for possible campaign.

LABOR RENEWAL ● Amalgamated Cloth ing Workers of America renews for 13 week *America's Town Meeting* on ABC (New York Washington), Tues, 9-9:30 p.m. Agency, Be Sackheim Inc., New York.

CLUB CONTINUED ● General Mills Minneapolis, renews for 52 weeks 9-9:15 a.m portion of ABC *Breakfast Club,* Mon.-Fri

STALEY'S DEBUT ● Staley Mfg. Co., Deca tur, Ill., to enter TV first time in late summe with live and film spots in four large cities o behalf of Stass Liquid Starch. Agency, Ruth rauff & Ryan, Chicago.

DON PETTY RESIGNS AS NAB GENERAL COUNSEL

DON PETTY, NAB general counsel sinc January 1946, resigned Friday to devote al his time to law practice in Los Angeles. He i member of firm of McClean & Petty. In earl part of his NAB service he operated fulltim but for more than year has been serving NA as general counsel on parttime basis.

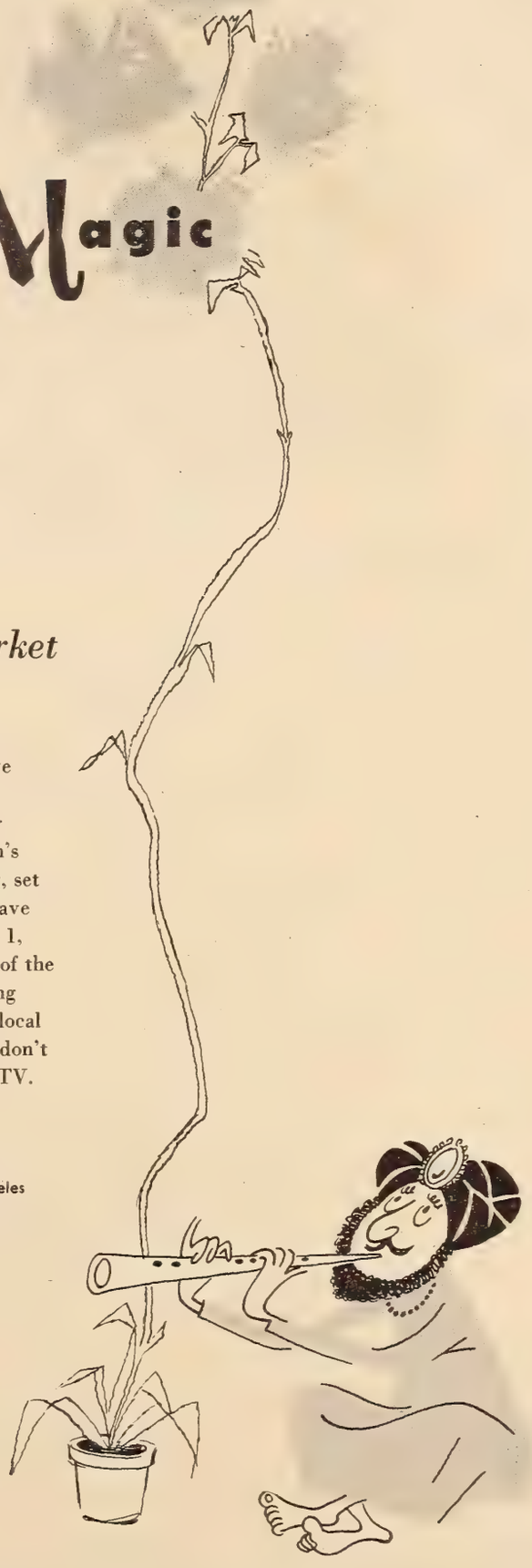
In letter to NAB President Justin Miller Mr. Petty said he had considered it privileg to participate in cross-section of industr problems but explained compelling demand of his private law practice forced resignation

Judge Miller said he accepted resignatio "with distinct feeling of loss" and recalled hi association with Mr. Petty over long period Mr. Petty was student at U. of Southern Cali fornia School of Law when Judge Miller wa dean. NAB president recalled Mr. Pett instigated nationwide series of radio law clinics as one of contributions to industry Mr. Petty served in Navy during war as lieu tenant commander.

CANDY CAMPAIGN

BARRICINI CANDY, through Lightfoot Adv. New York, readying radio spot campaign fo Coffee Tee Vees, confection to be promoted a snack while watching television.

Growing Like Magic



The WDEL-TV audience in the rich Wilmington, Delaware market

In twelve months of telecasting, WDEL-TV, Delaware's only television station, has been phenomenally successful in building a loyal, responsive audience. This amazing acceptance, together with the tremendous wealth of this market—*fifth in per capita income*—make WDEL-TV one of the nation's top television buys. In the first year of telecasting, set sales in its area have jumped more than *700%!* Have risen from only 4,867 in May 1949 to 36,532 June 1, 1950. Advertisers can depend upon a continuance of the prosperity of this market and upon an ever-growing audience because of NBC network shows, skillful local programming and clear pictures. If you're in TV, don't overlook the unique profit possibilities of WDEL-TV.

Represented by
ROBERT MEEKER ASSOCIATES
Chicago San Francisco New York Los Angeles

A Steinman Station

WDEL-TV
CHANNEL 7
Wilmington • Delaware

NBC
TV • Affiliate



Celebrating:

- **THE 2nd TELECAST OF THE GREAT 500-MILE RACE AT INDIANAPOLIS**
- **THE 1800% INCREASE IN TELEVISION SETS INSTALLED IN OUR COVERAGE AREA!**

● Television-fever has taken a firm grip on the Hoosier family circle in its first year, via WFBM-TV. When this pioneer station's first program, the 500-Mile Speedway Race, was telecast a year ago, only 2500 TV receiving sets were installed in WFBM's TV area. But, even then, 1200 telephone calls, letters and telegrams of thanks were received by the station—some from as far away as Cincinnati, Ohio, Louisville, Kentucky, Chicago, Illinois and Niles, Michigan.

Today, recent surveys show that 47,500 television sets are installed in this station's TV area—an increase of more than 1800% compared to a year ago. Hoosiers have learned that the best entertainment in the world can be enjoyed in their own living rooms—via WFBM-TV. AND . . . *Hoosiers have money to spend for your product!* Show it . . . and SELL IT . . . on WFBM-TV!

First IN INDIANA ANY WAY YOU JUDGE!

WFBM-TV
INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint*—WOOD *Grand Rapids*—WEOA *Evansville*

BROADCASTING Telecasting*

THE NEWSWEEKLY OF RADIO AND TELEVISION

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

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BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Phyllys Steinberg, Judy Martin; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager.* Bill Gabriel Jr., Elaine Haskell, Grace Motta, Lillian Oliver, Al Riley, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Gloria Berlin.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

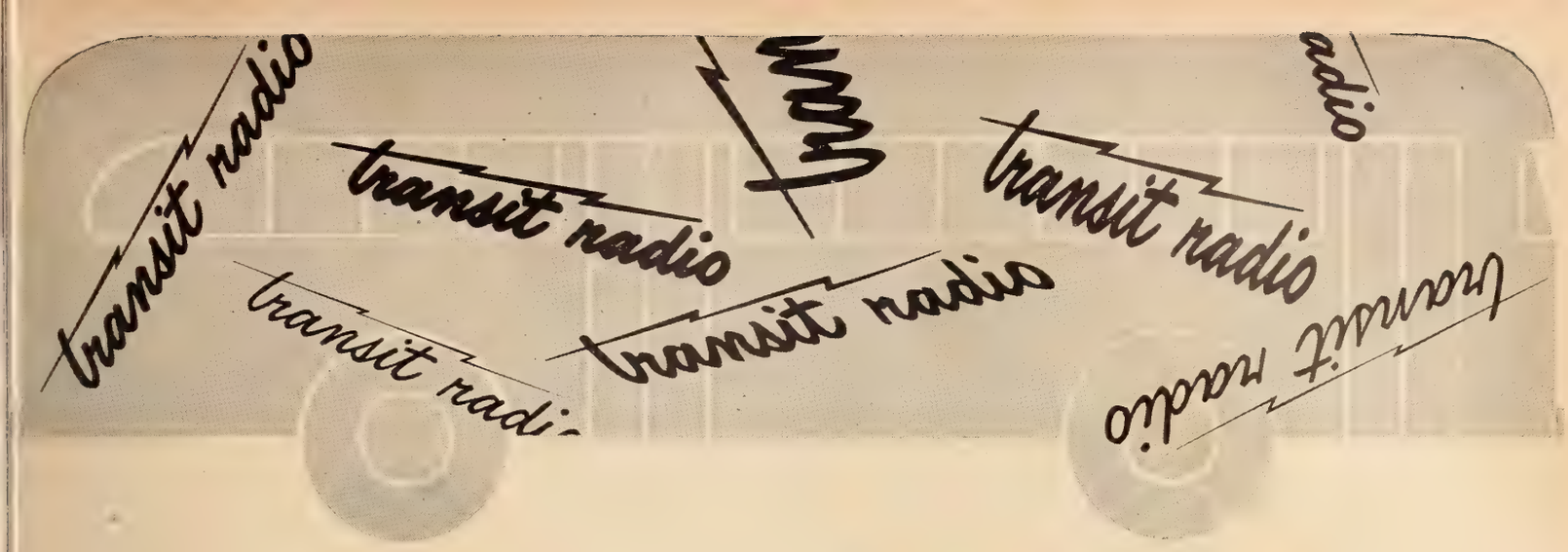
TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

Copyright 1950 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy



transit radio is flexible!

You can make this exciting new medium FIT——your market-by-market problems • your sales problems • your distribution problems.

BECAUSE: You buy only as much transit radio as you need to do the job; **where** you need it—**when** you need it—beamed to **exactly** the type audience you want when they are most "in the mood" to buy or use **your** product!

Take Tacoma, for example: Here is a booming rich market, a **separate** market—one of the richest, fastest-growing markets **in** America— a **premium** market for **any** product! It **must** be covered if you hope to do a **full, effective** selling job in the Puget Sound country—**and** Transit Radio is your surest, most economical way of reaching Tacomans on their way to earn, or on their way to spend, **in all downtown or neighborhood stores!**

Transit Radio in Tacoma reaches 77,058 transit riders every day, 449,702 every week. Rates are low, results are terrific.

NOW AVAILABLE IN ALL THESE MARKETS (AND COMING SOON IN SCORES OF OTHERS)

Bradbury Heights, Md. WBUZ
(and suburbs of Washington, D.C.)
Cincinnati, Ohio WCTS
(and Covington, Ky.)
Des Moines, Ia. KCBC-FM
Evansville, Ind. WMLL
Flint, Mich. WAJL-FM
Houston, Tex. KPRC-FM
Huntington, W. Va. WPLH-FM
Jacksonville, Fla. WJHP
Kansas City, Mo. KCMO-FM
Minneapolis-St. Paul
Omaha, Neb. KBON-FM
Pittsburgh, Pa. (Suburbs) WKJF
St. Louis, Mo. KXOK-FM
Tacoma, Wash. KTNT
Trenton, N.J. WTOA
Washington, D.C. WWDC-FM
Wilkes-Barre, Pa. WIZZ
Worcester, Mass. WGTR-FM

And in Tacoma: transit radio is...



KTNT

1701 SOUTH 11th ST. MARKET 7181

"Owned and operated by The Tacoma News Tribune"

For complete details on audience, rates, availabilities, success stories, phone—wire—write

TRANSIT RADIO, INC., NATIONAL REPRESENTATIVES

250 PARK AVE., NEW YORK, N.Y.—MU. H. 8-3780 • 35 E. WACKER DR., CHICAGO, ILLINOIS—FINANCIAL 6-4281 • UNION TRUST BLDG., CINCINNATI, OHIO—DUNBAR 7775

ANY ADVERTISER

Can...

MOST ADVERTISERS

Should...

USE

SPOT RADIO



DOLLARS in DUNGAREES

Spot dollars are hard-digging workmen selling to farmers at sunrise, calling on housewives all day long and day after day. Spot grabs the spade and goes to work with news, entertainment, women's shows—built for each station's own particular listeners.

The whole wide range of radio fare is there for you to pick, *wherever* you want your dollars to dig in hardest.

Good place to start—with these proven sales-producers.

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
	Ft. Worth	ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE NETWORK
TEXAS QUALITY NETWORK

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

488 MADISON AVE., NEW YORK 22, N.Y. MU 8-0200

CHICAGO • LOS ANGELES • DETROIT
ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA

Oklahoma City's
Only 50,000 Watt Station

KOMA

Outlet for The Columbia Broadcasting System

DON'T BACK A FLYWEIGHT IN A HEAVYWEIGHT MARKET!

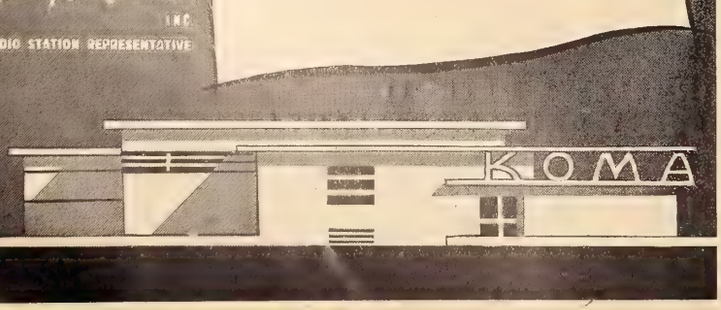
KOMA's 50 kilowatt punch hits hard in expanding Oklahoma. KOMA's aggressive promotion department (which costs you nothing) follows through with imaginative merchandising to **RUB IN THAT HEAVYWEIGHT PUNCH.**

Don't back a flyweight in the Oklahoma market. KOMA's 50 kilowatts, backed by it's many extra services consistently pays off in more sales at less cost per impression.

Remember, the smart money is on KOMA in Oklahoma. Put your money where the odds are with you . . . place your next schedule with KOMA . . . Oklahoma's heavyweight station.

J. J. Bernard
General Manager

Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVE



Agencies



RALPH F. LINDER, managing editor of *Progressive Grocer* for past 1 years, rejoins Kenyon & Eckhardt, New York, as a vice president.

JAMES E. ROSS, formerly assistant sales promotion manager of Sunroc Refrigeration Co., appointed media director for Abner J. Gelula & Assoc., Philadelphia.

ELI COHAN, associated with Joseph Adv. Agency for past 34 years, opens his own agency under his name in Cincinnati. **ROBERT COHAN,** his son, June graduate of Ohio State U., joins firm. Offices are in 917 Schmidt Bldg.


Mr. Cohan

THEODORE BARKUS Agency and **HARRY BORTNICK Adv.,** both Philadelphia, merge into **Harry Bortnick Adv. Agency.** Mr. Barkus is partner and vice president in charge of new accounts. All personnel and clients presently being served by Barkus agency are included in merger.

DOROTHY FREEMAN, formerly with Los Angeles office of Erwin, Wasey & Co., joins Edward S. Kellogg Co., same city, in charge of production and media.

MARGUERITE LEONARDI, formerly with Duane Jones Co., New York, joins William Von Zehle & Co., also New York, as account executive.

JOHN B. HOLMES, former media director of McCann-Erickson, Chicago, and **EDWIN J. HUGHES JR.,** former Foote, Cone & Belding account executive in Chicago and Detroit, join national sales staff of Movie Advertising Bureau, Chicago. Mr. Holmes was also with Lord & Thomas and Foote, Cone & Belding.

L. T. (Ted) STEELE, vice president and general manager of West Coast operations for Benton & Bowles Inc., is in New York for four weeks conferences regarding his transfer to agency's office there sometime in early fall. His new position will be announced after his return to Hollywood. **AL KAYE,** vice president in charge of West Coast radio for B&B, will replace Mr. Steele as agency manager on West Coast.


Mr. Steele

JOHN NEAL, former program director and production manager of WINS New York, joins Product Services Group Inc., New York advertising agency, as creative director of plans board and account executive. He also will produce radio and television shows for agency.

CONNIE ADAMS JR., formerly assistant production manager of Chicago office of Fuller & Smith & Ross Inc., named director of mechanical production for agency.

STUART LUDLUM, formerly with Blackett-Sample-Hummert and McCann-Erickson, joins Duane Jones Co., New York, as television director. **WALTER WARE** will continue as supervisor in television production.

RUTH JONES, timebuyer with Benton & Bowles, New York, named supervisor of all media on Procter & Gamble's Tide. **JEAN LAWLER,** formerly with Sullivan, Stauffer, Colwell & Bayles, New York, joins B&B to succeed Miss Jones in timebuying department.

J. V. K. HARGER and **JIM RUTTENCUTTER,** of Wank & Wank Adv., San Francisco, named vice presidents. Two new additions to agency's San Francisco staff are **DAVID ORTHWEIN,** account executive, formerly with Bureau of Advertising, ANPA New York, and **ALFRED GROSS,** copywriter, formerly with E. R. Squibb & Sons, New York.

NORINE FREEMAN resigns as radio-television director of W. B. Doner Agency Chicago. She will announce plans later.

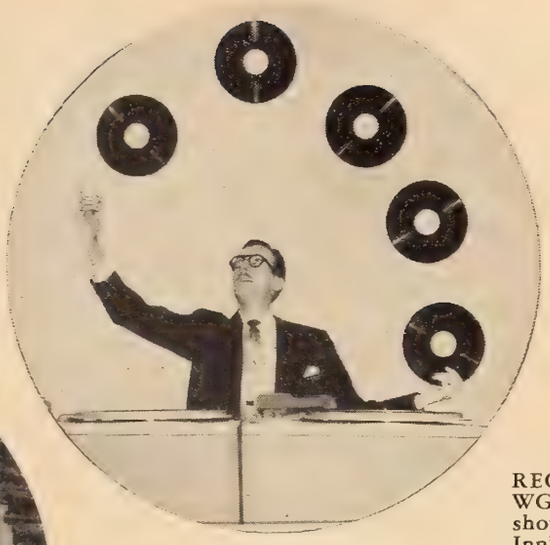
BLAISDELL GATES, formerly with Abbott Kimball Co., San Francisco, joins Bernard B. Schnitzer Inc., same city, as account executive.

JOHN H. HAIGHT, formerly with Benton & Bowles, New York, joins media department of Ted Bates Inc., New York.

JAMES W. KOZY, account executive with Guy-Lee Organization, Palo Alto, Calif., named a partner.

MARSHALL HURT, formerly with Walter Weir Inc., New York, and vice president of Bauerlein Adv., New Orleans, joins Lewis Edwin Ryan, Washington, as account executive. He previously was with McCann-Erickson, Elmo Roper and Wendell P. Colton Co., New York.

KAY SPAHN, formerly with WCCO Minneapolis, joins BBDO, same city, as assistant timebuyer.



THE SHOE FITS. And the promotion fits, too. Here's Jim Martin, WGAR newscaster at Thom McAn with a WGAR point-of-purchase display poster publicizing his daily newscast sponsored by Thom McAn Stores. *WGAR believes in promotion.*



RECORDS SOAR . . . on WGAR's midnight platter show, "Morgan's Musical Inn". Requests for musical numbers pour in to record-catching Hal Morgan. One record stands at 655 telegrams in 70 minutes! *Listeners respond to WGAR . . .* morning, noon or midnight.

in Northern Ohio.. **WGAR**

the SPOT for SPOT RADIO



A WGAR SPONSOR . . . Mr. Allen C. Knowles, President of South Side Federal Savings & Loan Association. Mr. Knowles is also Class A Director of Federal Home Loan Bank, Cincinnati, and member of Committee on Ethics, National Savings & Loan League. *South Side Federal has been a WGAR advertiser since 1942.*



REAP THE HARVEST . . . the rich rural area served by WGAR. WGAR's "Farm Report" is now available for sponsorship. Dick Kathe, WGAR's farm director, travels over 2000 miles every month to gather on-the-spot interviews, farm news and market reports. Through WGAR's "Farm Report" you reach *more* farmers, *more* quickly, *more* often, *more* economically. *Ask about it.*

RADIO . . . America's Greatest Advertising Medium

WGAR Cleveland . . . 50,000 watts . . . CBS **Represented Nationally by Edward Petry & Company**

In San Francisco

They get together at her place

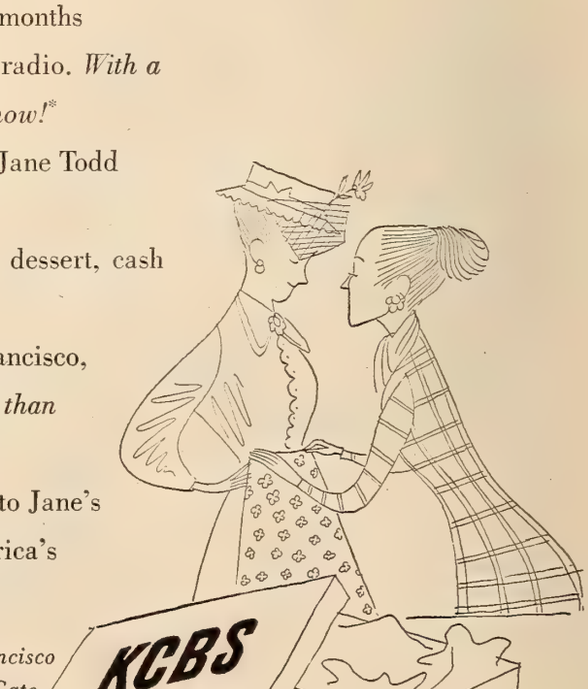


The address is 740 on the dial...where in just six months Jane Todd has become San Francisco's *first* lady of radio. *With a 23% higher rating than any other local woman's show!**

All because San Francisco women know KCBS' Jane Todd talks their language. She tells 'em *and sells 'em!* When Jane mentions a book or a play, a dress or dessert, cash registers ring a merry chorus.

Nice work anywhere but even better in San Francisco, *where people have more money to spend per capita than in any large city in the nation!*★

If you sell a product women buy, come on over to Jane's place. Let us introduce you to the *first* lady in America's seventh market today.†



San Francisco
Columbia's Key to the Golden Gate
Represented by Radio Sales

*Pulse of San Francisco, March-April 1950
★Sales Management Survey of Buying Power, May 1950
†Jane Todd, Mon. through Sat., 4:45 to 5:00 p.m.

New Business



ECONOMY GAS FURNACE Mfg. Co., Chicago, appoints Morris F. Swaney Inc., Chicago, as merchandising and advertising counsel. Radio and television will be used. **E. Clifford Estey** is account executive.

KAISER-FRAZER Dealers, Kansas City, sponsor *Kaiser-Frazer Sports Digest*, 10:30-10:40 p.m. nightly, on WDAF Kansas City, Mo. Agency: Russell C. Comer Co., same city.

DuMONT LABS., for its new Hanover 19-inch TV receiver, using video spots in six cities, and commercials on *Morey Amsterdam* DuMont TV Network show. Spots placed on: WBZ-TV Boston, 12; WNAC-TV Boston, 8; KTLA (TV) Los Angeles, 20; WDSU-TV New Orleans, 40; WBAP-TV Ft. Worth, 4; WGN-TV Chicago, 24. Agency: Campbell-Ewald Co., New York.

WALLACE ARNOLD TOURS LTD., Leed and London, England, motor tour organization, appoints Gordon Baird Assoc., New York, to handle its advertising.

TAYLOR-REED Co. (Coca Marsh syrup), Glenbrook, Conn., names Tracy, Kent & Co., New York, to handle TV advertising.

AMERICAN FRUIT GROWERS Inc., Los Angeles (Blue Goose fruits and vegetables), appoints Mogge-Privett Inc., same city, to direct advertising for fresh, frozen and mail order gift packages. Radio may be used.

RICE KNITTING Co., Winnipeg (sweaters), will start spot announcement campaign on Ontario and British Columbia stations in August five days weekly. Agency: McConnell, Eastman & Co., Winnipeg.

PERFEX MFG. Co., Shenandoah, Iowa (starch, bleach and cleaner), expands *Perfex Kitchen Club* to 23 stations with addition of WIBC Indianapolis; WHKC Columbus, Ohio; KFDX Wichita Falls, Tex., and KXXX Colby, Kan. Grand Rapids, Ft. Wayne and St. Louis markets will be added in late summer. Agency: Buchanan-Thomas Adv. Co., Omaha, Neb.

ADMIRACION LABS DIV., PHARMACO Inc. appoints Grey Adv., New York, to direct advertising campaign. Media plans being completed.

PEOPLE'S CREDIT JEWELERS Ltd., Toronto (chain stores), starts its sixth season of Sunday half-hour open air songfests from Sunnyside Beach, Toronto, on CFRB Toronto, CFPL London, CHML Hamilton and CFRA Ottawa. Agency is MacLaren Adv. Co. Ltd., Toronto.



PLEASED over this landslide that resulted from requests for Allsweet Margarine box tops as proofs of purchase on KHJ Hollywood *Women Are Wonderful* show are (l to r): Henry Gerstenkorn, national advertising manager, Don Lee Network; Jane Holmes, show commentator; Jim Jepson, in charge of Allsweet sales for Swift & Co. on Pacific Coast. Over 12,722 box tops were received during the six-week period request covered, KHJ said.

Network Accounts . . .

GENERAL MILLS INC., Minneapolis, through Dancer - Fitzgerald - Sample, New York, renews for 52-weeks *Betty Crocker Magazine of the Air*, ABC, 10:30-10:45 a.m., Mon.-Fri.

OLDSMOBILE Corp. sponsor of *CBS News With Douglas Edwards*, CBS-TV, 7:30-7:45 p.m., Mon., Wed. and Fri., also will sponsor Tues. and Thurs. portions of program beginning in fall. Agency: D. P. Brother & Co., Detroit.

LUCKY LAGER Brewing Co., San Francisco, sponsors broadcast of Golden Gate Fields Handicap Saturday (5:00-5:30 p.m., PDT), June 24 on 13 Columbia Pacific Network stations in California, Arizona and Nevada. Agency: McCann-Erickson, San Francisco.

Adpeople . . .

HUGH W. HITCHCOCK, director of advertising and public relations, Packard Motor Car Co., renamed chairman of Automobile Mfr. Assn. public relations committee.

FRED SHOBE, sales supervisor of Hunt Foods Inc., Los Angeles area, promoted to assistant sales manager for Philadelphia division of firm. **JIM GROOM,** sales supervisor, Philadelphia office, named Midwestern States sales manager for Hunt, with headquarters in Chicago.

Willie **WISH packs a mighty wallop**

for this ALL-STAR TEAM of BASEBALL-MINDED SPONSORS

Cook's Beer
Baseball Games

SAWYER BISCUIT CO.
Dugout Interviews

Pennsylvania Motor Inn
Sunday Baseball Review

LEON TAILORING CO.
Hits, Runs & Airs

Advance Paint Products, Inc.
Hits, Runs & Airs

INDIANAPOLIS NASH, INC.
Baseball Scores

SNIDER STUDEBAKER SERVICE
Fans in the Stands

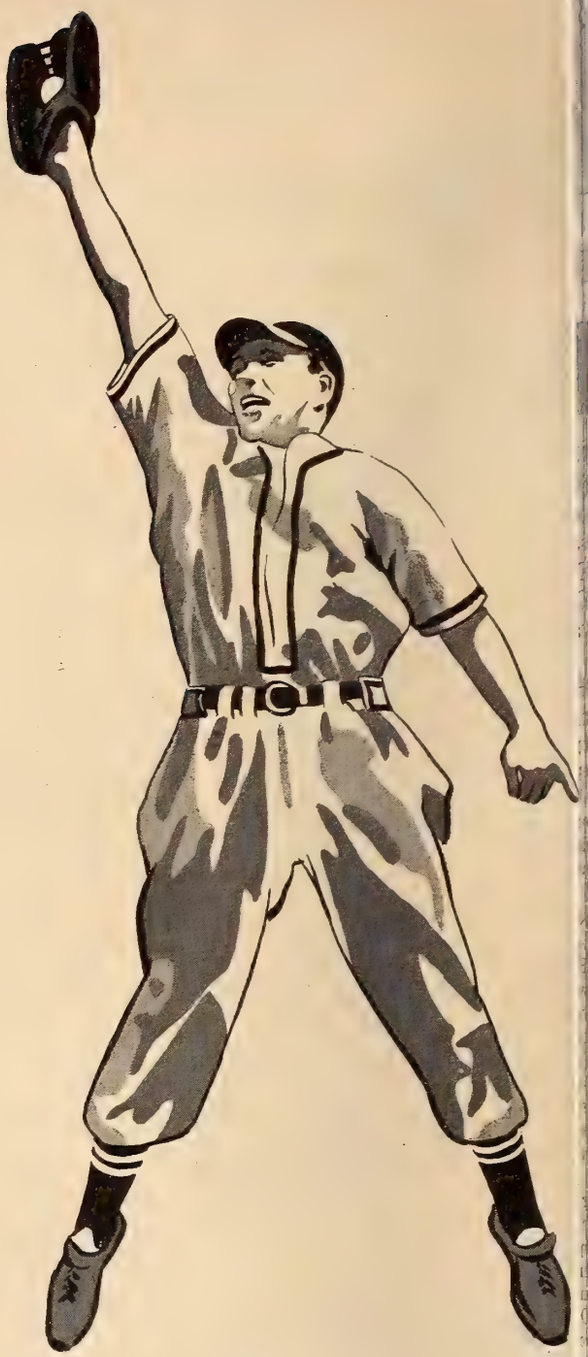


● Here, indeed, is a winning team . . . one that knows how to score in the sales department. Look them over in Indianapolis, sir. Then sign up with the winner — WISH.

New Studios—1440 N. Meridian St.

Wish ABC Affiliate
INDIANAPOLIS
GEORGE J. HIGGINS, *Manager*
FREE & PETERS, *National Representatives*

IT'S EASY, WHEN YOU KNOW HOW!



IT takes more than a franchise and equipment to make a ball-team *or a radio station*—it takes *Know-How*.

KWKH has unequalled radio Know-How in its tri-state market . . . a Hooper-proven Know-How born of 24 years' experience.

For Mar.—Apr. '50, for example, Shreveport Hoopers gave KWKH a 77.0% higher Share of Audience than the next station, weekday mornings—55.2% higher in the afternoon—83.4% higher at night!

Also—BMB Study No. 2 proves that KWKH gets the biggest audience in the rich oil, timber and agricultural regions *around* Shreveport. KWKH's Weekly Daytime Audience shows an increase of more than 50,000 families since 1946 . . . is now over 300,000 families!

By *every* standard, KWKH is your best buy in our booming area. Ask us or The Branham Company for all the facts!

KWKH

50,000 Watts • CBS •

SHREVEPORT Texas **LOUISIANA** Arkansas

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 38, No. 24 WASHINGTON, D. C., JUNE 12, 1950 $7.00 A YEAR—25c A COPY

NBC, CHESTERFIELD GET HOPE

NBC last week signed Bob Hope to a five-year radio and television contract and at the same time sold the comedian's Tuesday night radio show to Chesterfield at a reported talent price of $30,000 a week.

The signing of the NBC-Hope contract followed by three days an announcement by Lever Bros. Co., which has been sponsoring his radio show on NBC, that it had decided not to renew his option and to drop the NBC Tuesday, 9-9:30 p.m. time in which he appeared.

A part of the agreement between NBC and Mr. Hope was reported to involve acquisition of assets in Hope Enterprises, a device that would provide the comedian with a lump sum on which he would pay capital gains taxes, which are levied at rates far under those for straight income. Hope Enterprises embraces most of the comedian's activities, excepting his syndicated newspaper column.

The contract was understood to guarantee the comedian a base income whether his program is sponsored or not and to provide him with additional payments that may be realized from sponsorship. One clause was said to establish a complicated formula for deferred payments of salary to the comedian, a further effort to minimize taxes.

Another Round in Fight

The NBC signing of Mr. Hope was another development in the intensifying struggle between CBS and NBC for talent supremacy. Within hours after the announcement of the Hope deal, it became known that *Truth or Consequences*, a long-time NBC feature, probably would move to CBS.

The probable transfer of *Truth or Consequences* from NBC to CBS was in negotiation last week. Philip Morris Co., through the Biow Co., which recently dropped sponsorship of *This Is Your Life* on NBC, was reportedly on the verge of buying *Truth or Consequences* and shifting it to CBS.

Ralph Edwards is owner and mc of *Truth or Consequences* and was similarly associated with *This Is Your Life*.

Only a fortnight ago NBC signed Groucho Marx to a $3 million contract, thus lifting him from CBS where his quiz program had become one of the network's most popular offerings. Mr. Marx's show on NBC has been sold to DeSoto Div. of Chrysler Corp., which was his sponsor on CBS.

In announcing last week's agreement between NBC and Mr. Hope, Joseph H. McConnell, NBC president, made it clear that NBC had completely reversed its tactics of two years ago, when CBS began raiding NBC talent, and was now out to outbid CBS.

NBC's Plan

"The contract with Mr. Hope," said Mr. McConnell, "is another step forward in our plans for acquiring top talent and top stars to augment our current entertainment lineup."

To get Mr. Hope under its wing, NBC not only offered him a high salary and the capital gains deal but also granted numerous technical concessions in the production of his shows.

According to Mack Miller, the comedian's personal press representative, the agreement gives Mr. Hope wide latitude in choosing whether to perform live or on recording.

"It's the most fantastic deal in radio," Mr. Miller summed it up.

Exact television plans for Mr. Hope, under the new contract, have not been disclosed, although it it believed that the agreement allows Ligget & Myers first refusal on TV appearances.

It was understood, further, that the contract assured the comedian that whenever he undertook regular television appearances, NBC would build a show for him with a minimum talent budget of $40,000 a week, of which $15,000 would go to Mr. Hope.

He still has four more special television programs to perform for Frigidaire Div. of General Motors Corp. on NBC-TV. His agreement with that sponsor was for six 90-minute shows at a reported fee to Mr. Hope personally of $40,000 for each show.

Negotiations with Mr. Hope have been pressed over a long period by Mr. McConnell and Niles Trammell, NBC chairman of the board.

Both have made trips to Hollywood to confer with the comedian, although the contract was signed last week in New York. Mr. Hope was represented by James L. Saphier, his personal representative for radio and television, and his attorney, Martin Gang.

Lever Bros. Co., following announcement that it would drop Mr. Hope, revealed fall plans to reduce is use of nighttime radio and increase its schedules in daytime radio and television.

It bought a 15-minute, five-a-week morning show with Arthur Godfrey on CBS. The Lever purchase will extend Mr. Godfrey's present 75-minute morning performances to an hour and a half.

Meanwhile, the company was reported to be hopeful of releasing *Amos 'n' Andy*, 7:30-8 p.m. on CBS. The Lever Bros. contract for the Sunday *Amos 'n' Andy* show for Rinso has another year to run, but it was understood that CBS had agreed to cancel it providing another sponsor for the program could be found.

Buys Half-Hour

The advertiser bought two evening half hours on CBS-TV, although it has not selected programs to fill them. One is 8-8:30 p.m. Mondays, the period preceding the 8:30-9 p.m. *Arthur Godfrey's Talent Scouts*, which for the past year has been simulcast over CBS and CBS-TV under sponsorship of Lever Bros. for Lipton Tea and Soups. The other television period bought by the advertiser on CBS-TV is 9:30-10 p.m. Thursdays.

Lever Bros. also sponsors weekly half hour *My Friend Irma* and 60 minute *Lux Radio Theatre* on CBS. Shift of *Lux Radio Theatre* from CBS to NBC is also a possibility. Lever Bros. recently expressed willingness to consider such a move and although the deal reportedly went cold, NBC continues to make

(Continued on page 78)

Edwards CBS-Bound

LOYALTY

KFI Los Angeles Asks Its Employes To Sign Anti-Communist Oath

WHAT is believed to be the first instance of a broadcaster requiring a loyalty oath from station employes was reported last week.

Earle C. Anthony, president and general manager, KFI-AM-FM-TV Los Angeles, an NBC affiliate, Thursday requested each member of the stations' staff from janitor to executive to disclaim under oath any membership in the Communist Party or subversive groups.

In a statement to newsmen, Mr. Anthony said his station is "perhaps the first . . . to thus clarify completely our position in this particular matter . . . and we hope to have set a creditable example. . . ."

Asks Pledge

His request for a loyalty pledge was put in this language:

"This will be a call upon and a test of your loyalty to both the United States of America and KFI, AM, FM, and TV. We are in a business licensed by the government of the United States, with the privilege of entering thousands of private homes and we owe it to the government, no less than to the citizens of these homes, to stand clear of any affiliation, either directly or indirectly, of the Communist Party. KFI, AM, FM, and TV is simply the sum of its several parts or employees —they, and they alone, make it what it is. I must be placed in a position to now and at all times hereafter, truthfully assert that in our entire organization, there is not a single adherent to the Communist Party or any subversive group. To that end, I request that you promptly execute under oath, the enclosed formal non-Communist declaration in your own behalf."

The affidavit read: "The undersigned first being duly sworn says: I am not now and never have been a member or supporter of the Communist Party, or to my knowledge, of any organization or group advocating the principles and objectives for which that party stands. I agree that if at any time during my service with Earle C. Anthony Inc., my present position in these matters is changed, to promptly notify you of such fact."

Interviewed on the subject, Mr. Anthony said: "In these days of the strenuous effort by Communists and the agents of the Comintern to infiltrate and control if possible all media for mass-communication, including the press, I desire to be myself assured and to be in a position to assure my fellow men, that all of the facilities of our broadcasting operations are completely free of any communistic or other subversive influence. We are perhaps the first broadcasters to thus clarify completely our position in this particular matter and we hope to have set a creditable example which will have many followers."

1950 'MARKETBOOK'

Ready in August

BROADCASTING-TELECASTING'S 1950 MARKETBOOK with SPOT RATE FINDER, to be published in mid-August, will give the first authoritative roundup of all 1950 radio and television market figures.

Cooperating with the U. S. Census Bureau BROADCASTING-TELECASTING'S guide for timebuying will include county by county population figures, radio homes, retail sales, and other late computations never before combined in a single reference volume.

The copyrighted SPOT RATE FINDER, which reduces calculations necessary for figuring a national campaign from hours to minutes, will be expanded and improved consistent with a formula approved by agency and representative executives. Last year's FINDER won wide acclaim.

Data compiled from a nationwide survey will be published in a special foreign language section of the MARKETBOOK. This will constitute the most detailed treatment of the vast foreign langauge market in radio annals.

In addition the 1950 MARKETBOOK will include specially drawn state maps which bring up to date location of AM, FM and television stations.

The AM-TV-FM station logs will be depicted in a series of state-by-state maps. Employing clear-face type and symbols for each class of station, these maps are being specially drawn for the MARKETBOOK.

In short the entire field of commercial broadcasting will be covered by this new encyclopedia of timebuying. The volume is offered as a service to the broadcasting-telecasting arts and will be based on thousands of calculations and compilations of data and facts.

The SPOT RATE FINDER will be presented for the second time, along with uniform data on radio markets as gleaned from latest Census Bureau compilations which are still under way. Supplied in accessible form, the material is designed to supply the basic information required by those who buy time.

Timed for Campaigns

Now in preparation, the volume will appear at a time when advertising agencies are planning their autumn and winter campaigns.

The SPOT RATE FINDER, which was described as one of the best aids ever provided buyers of time, will include name of city, county, stations in city, day and night and one-time rates for a station break and other time groups up to an hour; power and frequency of stations; network affiliation; representative; available audience surveys; total families; percent of radio families, and new facts on total families.

Networks will be broken down by states and cities, as in the 1949 MARKETBOOK. Regional networks will be listed, with rates and other data provided.

Station rate figures will be supplied stations in response to questionnaires. Every available source of reliable data on the industry is being combed.

Circulation 16,500

The MARKETBOOK, with 16,500 circulation, is supplied as a supplement to BROADCASTING-TELECASTING. All important national and regional radio agencies and advertisers will be covered by this circulation.

The foreign language section will list stations by states, showing those who take foreign language programs along with a listing of foreign tongue population in specific markets.

State and county breakdowns will show 1950 population figures, 1950 families, 1950 radio families, percent of radio families, 1949 retail sales as supplied by *Sales Management*, 1948 U. S. Census of Business retail data now coming from the Census Bureau, latest employment figures and latest taxable payroll data.

New state and regional maps will reveal graphically the U. S. radio picture, showing location of stations by counties and cities. In addition there will be a master United States map as formerly published in the the BROADCASTING YEARBOOK.

ABC SALES UP

O&O Spot Increase Is 27%

SPOT SALES on ABC's owned-and-operated stations show an increase of 27% for the first five months of 1950 over a comparable period last year, Murray B. Grabhorn, ABC vice president in charge of O&O stations, reported last week.

According to Mr. Grabhorn, the gain has been in both radio and television, with television's increase 170% compared to radio's 3%. Spot radio sales totaled, to May 31, $1,250,000. TV spot sales in the same period totalled $500,010, the network stated.

ABC owned-and-operated stations are: WJZ New York, WENR Chicago, WXYZ Detroit, KGO San Francisco and KECA Los Angeles.

ABC PROMOTES

Reeg, Stronach, Morgan Get New Posts

THREE executive promotions in the program department of ABC were announced last week by Robert E. Kintner, president.

Leonard Reeg, the network's eastern program manager for AM, was named national director of AM programs. Having joined the network in 1942 as a producer, Mr. Reeg was appointed production manager in January 1948 and in May of the same year became eastern program manager.



Mr. Reeg

With ABC since 1948 Alexander Stronach Jr., manager of television programs, was promoted to national director of television programs. Prior to his affiliation with the network, Mr. Stronach was production director at Young & Rubicam, New York, where he produced such shows as *We, The People* and *The March of Time*. Before that he had been with the William Morris Agency in Hollywood and did freelance motion picture writing.

Harold L. Morgan Jr., appointed national director of television operations, joined ABC in 1943 as a budget officer and in May 1948 was designated business manager for television, a position he held until his new appointment.

At the same time, the network announced that John Mitchell, of the ABC script department, was named manager of the script and program promotion division, replacing John C. Turner, who has resigned.

GILLETTE PLANS

Could Be Cut in Dispute

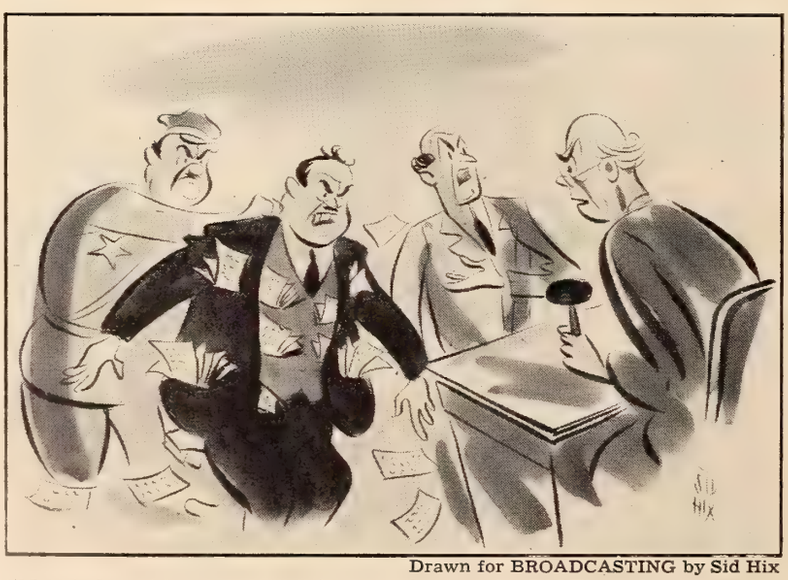
A RADICAL revision of the advertising plans of Gillette Safety Razor Co. could result from the current stalemate in a dispute between International Boxing Club and Boxing Managers Guild of New York over division of fees for radio and TV broadcasts of fights from Madison Square Garden. Guild is demanding 50% of these fees, while IBC stands pat on its offer of 25%, which is the same amount IBC retains of the broadcast revenue as 50% of the total goes to the Garden.

Gillette is a veteran sponsor of the Garden matches on both radio and TV. Under the last contract, which expired the end of May, the razor company sponsored radio broadcasts of the Garden main bouts each Friday from 10 p.m. to conclusion on ABC, simultaneously sponsoring telecasts of these bouts on NBC-TV.

These weekly fight broadcast-telecasts made up the backbone of Gillette's sportcast schedule, although the company also sponsors the World Series on MBS, the New Year's Day bowl football games and a variety of other headline sports events broadcasts throughout the year. Since the end of the 1949-50 Garden series, Gillette is sponsoring a series of sports films on NBC-TV, Friday, 10-10:30 p.m. Maxon Inc., New York, is the Gillette agency.

Bryant Signs

LANE BRYANT Inc., Pittsburgh, has bought the World Broadcasting System's *Forward America* series for 52 weeks, starting June 11, on KQV Pittsburgh. It is the first department store sponsor of the series.



Drawn for BROADCASTING by Sid Hix

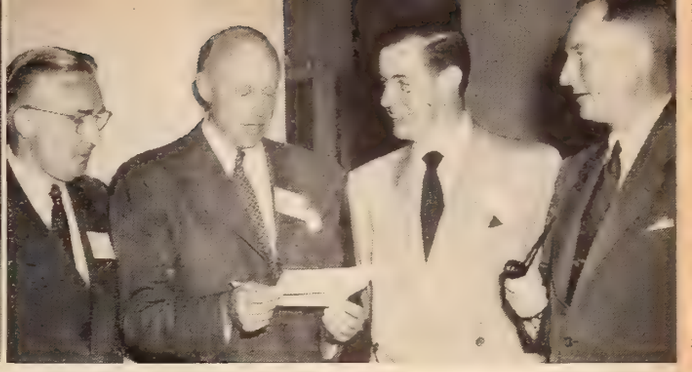
"No, judge, it's not a numbers racket! He's WOF's sales manager, carrying BMB, Census, Nielsen, Hooper and Pulse figures."

Promotes Independents

WOV New York, in an effort to promote independent metropolitan stations, is currently running a full-page ad in trade papers, the caption of which reads: "In New York at Night the Big Swing Is to the Independents." Ralph Weil, WOV station manager said that Pulse reports show an increase in independent listenership over last year and the station elected to advertise and publicize all independents in the New York metropolitan area rather than itself alone.



ATTENDING National Spot Sales Clinic held by Free & Peters at the Edgewater Beach Hotel, Chicago, last week among others were (l to r): Richard C. Grahl, William Esty Co., New York: Lloyd Griffin, Free & Peters, Chicago; Louis J. Nelson, Wade Adv. Agency, Chicago; H. Preston Peters, F&P president; Carl Georgi Jr., D. P. Brother & Co., Detroit; John A. Cory, F&P, Chicago; Russel Woodward and Jones Scovern, F&P, New York.



SOME 80 station men from various parts of the country attended the Free & Peters sessions. This group of broadcasters is made up of (l to r) Harry Burke, KFAB Omaha; F. Van Konynenberg, WTCN Minneapolis; Bill Tynan, F&P TV; Walter Evans, Westinghouse Stations president.

* * * * * * * * *

F&P'S SPOT CLINIC

'Basic Development'

SOMETHING new was added to national representative-station relations last Tuesday and Wednesday when Free & Peters conducted a successful experiment at Chicago's Edgewater Beach Hotel billed as the "National Spot Sales Clinic."

With sleeves rolled up, nearly 100 top executives of stations represented by F&P, plus a foursome of well known agency timebuyers, and a full complement of the representative firm's sales staff gave national spot radio a general airing.

"This clinic is a basic development in the advertising field," said Lou Nelson of Wade Advertising Agency, Chicago. "It should lead to other conferences along this line. I wish more reps would follow through in this manner."

Joining Mr. Nelson at the opening session agency panel for both radio and TV were Richard C. Grahl of William Esty Co., New York, and Carl Georgi Jr. of D. P. Brother & Co., Detroit. Another agency man, Al Eisenmenger, radio buyer at Leo Burnett Co., Chicago, sat in on a joint radio-TV survey panel.

Classroom Technique

Mr. Grahl, who handles as large a volume of time as any radio buyer in the nation, "learned so much" during the first day's sessions that he remained throughout the conference.

While the clinic was largely of the "classroom" type, unanimous action was taken by the stations to establish as much uniformity as possible in rates. H. Preston Peters, president of F&P, was empowered to appoint a "rate committee" of station men for setting up a rate card format, discounts, etc. He selected G. Richard Shafto, WIS Columbia; W. C. Swartley, WBZ-WBZA Boston - Springfield, and Charles C. Caley, WMBD Peoria, as members.

Among major recommendations made at the clinic were:

- Salesmen should make their presentations to agencies well in advance of a campaign. ("A few days before the list of stations is announced and start actual buying is too late for agency and client to study carefully the different stories presented to them," said Carl Georgi.)
- Stations should keep radio sold to dealers and other contacts on local level.
- Agencies should be educated as to spot radio's "superiority" over network radio because of the former's "flexibility."
- Use of spot estimators (such as BROADCASTING's Spot Rate Finder and NARSR's Estimator) should be encouraged among agencies and advertisers.
- Information and data about a station should be complete and in great detail before it is submitted to the agency. ("A lot of station information we receive is of very little value," said Dick Grahl.)
- BMB should be encouraged because it represents the only standardized form of measurement for all stations.
- TV spot rates should be from 20 to 25% lower than network rates.
- TV stations should follow radio discount pattern.
- Each station should keep a monitor on the amount of spot in its market and where business is located when on rival stations, and should do something about getting this business. (It was acknowledged that this was known as "pirating" but popular sentiment was "what of it?")
- Stations should support their own trade press.

Several station officials observed that the agency speakers gave them perspective and build-up on agency operation and procedure that had not been fully acquired before. Many were impressed by Mr. Grahl's "workshop" presentation which, with maps, exhibits, and forms, gave the story of a campaign from beginning to end.

Oldsmobile Example

Mr. Georgi's description of how schedules are set up on the Oldsmobile account also drew favorable comment.

F & P's president commended the agency men for their frankness. For example, Mr. Nelson had admitted that the Wade agency is largely a network agency "perhaps because we feel that network shows get complete national coverage better and cheaper."

He added, however, that the flexibility of spot rates makes national spot radio attractive in some campaigns.

Mr. Nelson strongly advocated merchandising, but some station men from the larger cities ruled it out as too expensive. Those from smaller cities endorsed merchandising, especially in competitive markets.



INTENT listeners at the spot clinic session are (l to r): Tom Ekrem, KVOD Denver; Dick Mason and Ollie Carpenter, WPTF Raleigh.

Mr. Grahl went into great detail, showing each step taken by the Esty agency in planning a spot schedule. Charts showed radio homes, distribution throughout the country as compared with sales—area by area, county by county. He exhibited copies of schedules as made up by the agency, which go to various agency personnel and account men in the field, as well as dealers. Thus all concerned with an account are kept informed of changes in various schedules. Mr. Grahl said this method is used to follow up on all improvements and mechanical changes.

Three station officials came out strong for promotion through trade papers in the broadcasting

(Continued on page 64)

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EXCHANGING notes at the meeting are (l to r) John Harkrader, WDBJ Roanoke, Va.; Lee Ruwitch, WTVJ (TV) Miami; Joe Evans, Free & Peters, Fort Worth; T. Frank Smith, KRIS Corpus Christi, Tex.

EXPLAINING a Texan's viewpoint is Fred Nahas (l), KXYZ Houston, at the Free & Peters clinic. Broadcasters are (l to r): Mr. Nahas; Steve Conley, Westinghouse Stations; George Tons, KDKA Pittsburgh; Eldon Campbell, Westinghouse; George Higgins, WISH Indianapolis.

ANOTHER group pausing during clinic sessions are (l to r) Harold Fulton, WHO Des Moines; Dick Shafto, WIS Columbia, S. C.; Hal Hoag, Free & Peters, Hollywood; Arthur Church, KMBC Kansas City.





HEADACHES FACE NAB BOARD

At June 20-22 Meeting

By J. FRANK BEATTY

TWENTY-SIX NAB directors—11 of them new to the board—will meet in Washington next week to see what can be done to bring about industry unity in one of the darkest hours in the association's 28-year history.

Two more directors are to be elected when the board convenes Tuesday morning, June 20, one for District 1 (New England) and the other for large stations. They may take part in the three-day meeting.

Confronting the board is a serious financial problem created by the recent resignations of CBS and ABC, along with the even more serious problem of first finding out what, if anything, is wrong with the whole operation and then what should be done about it.

Though some talk has been heard about reorganization and creation of a federation of industry associations, these ideas have thus far not been given much support judging by views of a number of individual directors.

On the other hand, the feeling was apparent that the tide of resignations had been halted. At NAB headquarters there was an obvious determination to bring back many of the stations that have resigned since the dues were raised at the February board meeting and to go out after new members.

The revenue and organization problems appeared so serious in advance of the board meeting that it was felt they would dominate the three-day session.

Other Issues for Coverage

Other issues of industry importance also will be taken up. Among them will be NAB's position in international radio conferences (see story page 68); the drawn-out negotiations with ASCAP over TV rates and per program rights; plans for the 1951 convention; membership campaign; retirement plan for the headquarters staff; the association's committee structure; NAB's new Business Trends Committee; research activity, including the future of Broadcast Audience Measurement as successor to BMB; litigation involving Broadcast Music Inc.; revival of the executive committee system of advising headquarters officials on policy matters; drafting of a TV code.

The budget problem will be tackled this coming Sunday by the board's new finance committee, headed by John F. Meagher, KYSM Mankato, Minn. Other members are Ben Strouse, WWDC Washington; William B. Quarton, WMT Cedar Rapids, Iowa; William B. Fay, WHAM Rochester, and Robert D. Swezey, WDSU New Orleans.

Harold E. Fellows, WEEI Boston, long a member of the finance committee until the recent CBS withdrawal as an associate member along with network-owned stations, has been invited to sit with the group because of his knowledge of association budgetary matters.

The committee will be provided with a financial report prepared by William B. Ryan, who became NAB general manager last May 1. Mr. Ryan has spent much of his time analyzing NAB finances and operating details. Already many economies have been put into effect.

Resignation of the two networks along with those of individual stations may cut NAB's estimated income for the fiscal year from about $780,000 to around the $700,000 mark. Department heads at NAB have been asked to suggest proposed economies that would effect a 15% saving in their budgets.

Service Untouched

Even if sharp economies are necessary, General Manager Ryan is on record as stating there will be no change in the NAB operating philosophy and service to members will not be curtailed. It is known he is considering some changes in staff assignments but these are not believed to be major.

The detailed study of NAB operations has turned up many ways of cutting operating expenses without substantially reducing the staff or trimming anyone's salary.

Out of the board meeting, it is believed, will come many ideas designed to satisfy disgruntled members and ex-members. Certainly many of the directors are going to Washington with the idea of examining the whole association structure and management. They will bring the views of members from their districts groups, including oft-heard talk of separating Broadcast Advertising Bureau from NAB.

To Pool Ideas

Pooling of the ideas represents a major assignment for a group of nearly 30 directors who have only a three-day working period. Some ideas may crystallize at the finance committee's Sunday session and a membership committee meeting the day before.

The overall membership problem has its brighter side, judging by recent developments. As expected, there were many resignations after the announcement that dues would be increased April 1 and 12½% discount eliminated.

Most of the resignations were in the two lower dues brackets but they were offset by new memberships. In Class A, lowest bracket, membership has dropped since Jan. 1 from almost 300 to 270 but actual income from the class has gone up because of the dues change. A similar situation exists in Class B, where there has been a net loss of perhaps 15 members.

Of the two remaining network members, NBC is on record that it plans to stay in the association with its O&O stations. MBS is expected to decide at board meeting (June 12-13) whether it should continue in NAB as $5,000 associate.

Some board members feel the directors should have acted last February to meet the impending membership crisis before it actually developed. The board's membership committee submitted a number of ideas at that time.

In voting to set up a general manager the board authorized appointment of a field director. B. Walter Huffington, formerly of WSAP Portsmouth, Va., was named

(Continued on page 87)

LIBERTY EXPANDS

Plans Nationwide Coverage

LIBERTY Broadcasting System, with 241 affiliates in 33 states, plans to expand into all 48 states next autumn and increase its schedule from a 7-hour to 16-hour day, network officials told BROADCASTING last week.

The wire network's main backer, Barton R. McLendon, is an active bidder for the Don Lee network's AM facilities on the West Coast. Mr. McLendon is chairman of the board of Liberty and operates the Tri-State Theatre chain in Texas, Oklahoma and Louisiana. His son, Gordon B. McLendon, is network president.

At present Liberty is engaged in negotiations with over 160 stations as part of its expansion program, many of the stations now being affiliated with other national hookups.

In its expansion Liberty will continue to emphasize cooperative selling, with most of its programs available for local sale by affiliates, according to James Foster, vice president and general manager. At the same time it plans to sell some programs for national sponsorship over the entire hookup.

Number of Outlets

Growing out of an independent baseball hookup set up in five states two years ago, Liberty had reached a 40-station total in early 1949 and by autumn had expanded to 71 outlets.

The programming lineup for a 16-hour day will be based on 11 hours of network originations, according to Mr. Foster. It will include sports, variety, news and other types of originations.

It is understood the news project includes hiring of a well-known commentator, creation of a Washington news staff and a round-robin hookup for news originations all over the nation.

Liberty is understood to be negotiating with WOL Washington for an affiliation arrangement. Should this materialize, the news staff would be headquartered at WOL.

The program schedule is expected to include sports events, live and recreated, from all parts of the nation; two hours of West Coast programming, an hour variety program from Dallas, where the network is headquartered. Messrs. McLendon operate KLIF Dallas.

Now Feeds 241 Affiliates

At present Liberty is feeding a daily baseball game to its 241 affiliates, some of which are affiliates of other networks. In the fall Liberty plans to carry two college football games each Saturday, one from the East and one from the West. This would permit affiliates to carry two games each Saturday—one local and one national, or two national contests.

In addition it is working on professional football coverage Sunday afternoons.

Liberty has been competing with MBS in carrying a daily major league baseball game. The office of Will Harridge, American League president, disclosed that MBS had protested Liberty's broadcast of the Washington-Detroit game played last Tuesday.

For some months Liberty had broadcast a *Musical Bingo* series on 89 stations. Awards of $600 to $1,000 per game have been given every day as well as trips, household appliances and other prizes.

The Dallas office also directs Liberty's regional operations in a five-state southwestern area.

Ryan National Sales Head

A New York office has been opened at 299 Madison Ave., it was stated, with Morgan Ryan as national sales director. A Hollywood office has been opened at 1212 N. Highland Ave., with Benton Paschall as West Coast manager. Other network officers include James Kirksmith, director of station relations, and Sewall Cutler, director of programs and production.

Liberty officials said Jonas Weiland, WINZ Hollywood, Fla., is Florida manager. Other regional directors are Melvin Purvis, WOLS Florence, S. C., North and South Carolina and Virginia: Leonard Coe, KTLN Denver, Colorado, Arkansas, Kansas and Missouri; Archie Taft, KOL Seattle, and James Lawson, operating as a separate corporation for Washington, Oregon and Idaho.

The autumn expansion will include the New England states, New York, Pennsylvania, Delaware, Ohio, West Virginia, Maryland, part of Virginia, Illinois, Indiana, Michigan, Southern Wisconsin, Eastern Iowa and Eastern Missouri.



ads, women and boxtops

COLORFUL, hard-hitting Duane Jones is board chairman of Duane Jones Co. Inc., New York agency. Among the accounts his firm handles are B. T. Babbitt Inc. (Babbitt's cleanser), Megowen-Educator Food Co. (Crax, Thinsies), C. F. Mueller Co. (Mueller's macaroni products), Tetley Tea Co. Inc. (Tetley tea), and Whitehall Pharmacal Co. (pharmaceuticals). An expert on premiums, as well as all phases of advertising and merchandising, Mr. Jones accepted BROADCASTING'S invitation to state these views and opinions on a timely topic.

By DUANE JONES

MY SUBJECT is "Ads, Women and Box Tops"—which is a more dramatic way of saying that we are all interested in checkable, proven advertising—the kind that rings up sales at the dealer's cash register and pays a profit to its sponsors.

All manufacturers' expenses have gone up, and in many cases there is only one way to reduce these expenses, and that is by using advertising that produces the greatest sales at the lowest possible cost.

That is the kind of advertising I have in mind, because we at the Duane Jones Co. handle only checkable advertising — the kind that either pays its way or is discontinued immediately. We specialize in package products, products that are sold only over the retail counters of America—chiefly grocery and drug products.

We commenced this specialized operation seven and a half years ago with only three grocery products, 15 people and a total of $1,200,000 billings per year. Today, after eight years, we are billing at the rate of $16 million. We have a staff of 168 people and handle the advertising of 72 nationally known package products. I think that record speaks for itself.

The most gratifying part of this record is that 66% of the billing we enjoy today is represented by the earned increases in sales of the products which we represent. In other words, the techniques and philosophy which I will describe have proven their case.

* * *

IN advertising there are many different viewpoints. Many agencies sell advertising as a device to create "consumer demand" or "public acceptance" or "keep your name before the public." We believe in this principle because all advertising, whether it is in skywriting, car cards, newspapers, radio, magazines, or any other media, accomplishes this result. But when advertising is charged only with this responsibility, all too frequently it does not pay off at the dealer's cash register nor in terms of the manufacturer's profit.

We believe that profitable advertising in the package field fundamentally should be based on the use of a product. That is the kind of advertising that banks lend money on and the kind of advertising that manufacturers are able to pay dividends on. In other words, banks look at financial statements as do manufacturers, and it is fundamentally the use of a product—the gross sales and profits and the expense of the operation, that tell the story.

In order to accomplish this result, which I believe all manufacturers—at least those with whom I have had contact—have the right to expect, we have advocated a formula which can be summed up in five fundamental principles.

These principles are not my own. They represent the composite thinking of five national advertising agencies with whom I have been previously associated. All I have done is to "marry" them together into one specialized operation.

Behind them I can assure you, as Winston Churchill would say, "there is much blood, sweat and tears." They are philosophies that have been through the grueling tests of sales and profits, and I believe if you could add up all this experience there would be many hundreds of millions of dollars represented.

* * *

I would like to outline these five fundamental credos and then tell you some anecdotes about them where they have been applied.

● No. 1—We believe that the first fundamental of a successful advertising campaign is to have a good product. My first boss, Albert D. Lasker of Lord & Thomas, often told me that "nothing would succeed because of advertising that would not first succeed without it." He meant by that that you must have a good product—a product that will repeat when properly sampled.

Many advertising graveyards have been caused by attempting to advertise a product that was not meritorious and would not succeed after the consumer has first been induced to try it. A good product is as essential to an advertising campaign's success as the roots of a tree are essential to its growth.

● No. 2—We believe that after such a product has been developed, a good copy story or theme should be developed around it. We are great believers in reason-why copy. We know, and you will agree, that since childhood everyone wants to know "why." A little boy or girl in the schoolroom wants to know "why." That is one of the first questions human beings ask, and we know from our experience that adults, when being asked to buy a product, do not buy it because of the logotype or the name publicity around it, but they want to know "why" they should buy it.

* * *

THEREFORE, we are great believers in reason-why copy. With the 72 products we advertise we attempt to give prospective consumers the reason why they should buy this good product.

A leading aspirin manufacturer, enjoying 70% of the national market sales today, tells its radio listening audience and newspaper readers that its aspirin is good because it gives you quick action. They point out that this can be demonstrated by dropping a tablet of aspirin in a glass of water, watching it dissolve before it hits the bottom, and that is the way it goes to work in your stomach—faster than any other.

Another example is the case of the top dollar-volume cleaner—one of our own accounts—which tells the consumer today that the reason it works best is because it dissolves grease and grease is the cause of most scrubbing and scouring. Once grease is dissolved, scrubbing and scouring ends, so that a woman saves a half hour a day in her cleaning operation.

I could go on and give many other examples but I am sure the point already has been explained.

● No. 3—Once we have a good product and a good reason-why story behind it, we believe in buying the lowest-cost *responsive* circulation to tell this story. I say responsive because there are many media available in which to advertise today, but it is highly essential to use a medium where the complete reason-why story can be told.

There are many media, such as skywriting, car cards, display signs, etc., which will give low-cost circulation. But the shortcomings of such media are that you cannot tell your reason-why story. Advertising in such media serves largely as reminder advertising. So we do not regard them as *selling* media.

Again referring to Mr. Lasker, I once heard him say that nothing, multiplied by 10 million, is still nothing. That is true in successful product advertising—you must have a selling medium, especially if you are a fighting brand attempting to win your way up in the market. You must have a medium which enables you to get a complete selling reason-why story—a medium that will give you *responsive* circulation at the lowest possible cost.

* * *

AMONG the media that will do this are daytime radio programs which enable you to give the listener two commercials a day, five days a week. Also there are newspapers and magazines where an advertisement can be laid out large enough to contain the complete copy story. Therefore, low-cost *responsive* circulation is a vital factor in the success of a package product campaign.

As a further example of this principle, radio time costs twice as much at night to reach men and

(Continued on page 70)



Mr. JONES

RMA REORGANIZES

Coy Hits Set Makers for Lack of Data

REORGANIZATION of Radio Mfrs. Assn. and changing of the name to Radio Television Mfrs. Assn. were voted last week at the association's annual convention, held at the Stevens Hotel, Chicago.

Selection of a paid president was deferred by RMA though creation of the new position was authorized. R. C. Sprague, president of Sprague Electric Co., North Adams, Mass., was elected Thursday as chairman of the board and president. He serves, as have past presidents, without pay pending selection of a paid president.

Mr. Sprague succeeds R. C. Cosgrove as president. Bond Geddes, executive vice president and secretary for 23 years, was re-elected until Aug. 1 when he retires to an advisory post as provided some time ago by the board in recognition of his long service.

James D. Secrest, director of public relations and staff assistant to the Parts Division, becomes secretary and general manager.

The lengthy 1½-year freeze on television construction has been caused by a lack of information—"information which must come in large part from radio manufacturers" — FCC Chairman Wayne Coy charged Thursday night.

Urges Research

Speaking at the banquet closing the four-day annual convention, Chairman Coy asked for year-round technical research by radio and TV manufacturers. He talked at length on several phases of broadcasting and stressed the color controversy and the excessive oscillator radiation of TV and FM receivers in the home.

Citing such radiation as a "deadly weapon" because of potential interference to air navigation aids and resulting danger to human life, the Chairman indicated FCC would use its licensing powers if necessary to curb offending receivers [TELECASTING, June 5].

"We cannot afford to plan our radio system on a crisis basis," he said. "TV, a billion-dollar industry, is no place for operation by guess." He suggested manufacturers compete in research development as well as in products and prices.

His main points:

"We want to lift the freeze as soon as practical."

"We want to use UHF band channels."

"We want to have color if it is feasible."

"TV must quickly achieve its full potential of public usefulness as an affirmative force in national life."

"The problem of TV and FM receivers with excessive oscillator radiation must be solved."

"We need a strong, healthy and improved system of aural broadcasting" (despite TV's inroads).

"FM's superiority over AM is as unchallenged as ever."

Chairman Coy concluded "inevitably" that "radio, all types of radio, is living in a shrinking spectrum and that the radio manufacturer, if he is to build soundly for the future, must take the implications of that into account."

Referring to the mutual interest of FCC, manufacturers and broadcasters in wanting the TV freeze lifted, he charged lack of cooperation in the manufacturing industry regarding release of "necessary information."

"We have had to prod you continuously for it in the face of the assumptions which you were giving us to the effect that interferences in color television would be the same as in black-and-white."

Cites 'Key'

The "key" to the freeze lift is in an understanding of color TV interference conditions, the Chairman said.

Excessive oscillator radiation "may be up to something far more sinister than spoiling somebody's TV enjoyment. It may be acting as a deadly weapon, interfering with aviation radio and endangering lives of airline passengers," he said. With perhaps 30 million TV sets as a national potential, the problem could "become extremely magnified unless something is done about it now." Mr. Coy suggested that manufacturers give much more consideration to TV receivers in the design stages.

"The question before us now is whether industry cooperation will solve the problem or whether it will have to be solved under the power of the Commission to license transmitters, and that is what we are dealing with in the cases of those receivers radiating excessive amounts of power," he stated.

Warning that the Commission may "have to establish interim standards," Mr. Coy said "immediate action is mandatory."

FM's "superiority" over AM was pointed up by the Commissioner, who said he is told that FM circuits can be added to a TV set at small cost at the time of manufacture. FM set production could hop on the TV wagon, gain success and results in "every TV market," he pointed out.

"Whenever a manufacturer sells a TV-only set as the principal receiver in the home, he is slamming a door on aural radio." He suggested that addition of an FM band into a TV set would help FM as well as sales.

Elect V.P.s

New vice presidents were elected by the association Thursday. They include Glenn W. Thompson, president, Noblitt-Sparks Industries, Columbus, Ind., and Max F. Balcom, former RMA president and chairman of Sylvania Electric Products Co., Emporium, Pa. Re-elected vice presidents are W. J. Barkley, executive vice president, Collins Radio Co., Cedar Rapids, Iowa; A. D. Plamondon Jr., president, Indiana Steel Products Co., Chicago, and A. Liberman, president, Talk-A-Phone Co., Chicago.

Leslie F. Muter, president of the Muter Co., Chicago, was reelected treasurer, and John W. Van Allen remains as counsel. Dr. W. R. G. Baker, vice president of General Electric Co., Schenectady, continues as director of the Engineering Dept.

Directors and division chairmen for the five groups are:

Set Div.—Mr. Thompson, chairman; Robert S. Bell, Packard-Bell; E. Alschuler, Sentinel Radio; John W. Craig, Crosley Div., Avco Mfg.; G. M. Gardner, Wells-Gardner; H. L. Hoffman, Hoffman Radio; H. C. Mattes, Belmont Radio, and Robert C. Tait, Stromberg-Carlson.

Tube Div.—Mr. Balcom, chairman, and R. E. Carlson, Tung-Sol Lamp Works. Transmitter Div.—H. J. Hoffman, Machlett Labs., chairman, and R. S. Perry, Federal Telephone & Radio. Parts Div.—R. G. Zender, Lenz Mfg., chairman; Ray F. Sparrow, P. R. Mallory & Co., and Mr. Sprague. Amplifier & Sound Equipment Div.—A. G. Schifino, Stromberg-Carlson, chairman, and Mr. Liberman.

Biggest news of trade interest at the convention was member approval of the reorganized administrative structure. A reorganization committee will be named by President Sprague. Its recommendations will be made to the board of directors, which is empowered to act at that time. No time limit has been set for the committee report.

Act on Paid Head

Members acted to provide for hiring of a paid fulltime president "if and when" a man of sufficiently "high calibre" is found. Gen. Lucius Clay had turned down the $50,000-a-year job a few weeks ago.

At the membership luncheon meeting Thursday, chairmen of the divisions voted for their respective groups approval of by-law amendments providing for: Hiring a paid president when the board so recommends; changing the association name; increasing dues, with $100 minimum and $10,000 maximum yearly at the rate of .05% (contingent on board acceptance of a reorganization plan to be suggested by a special committee soon to be appointed); granting autonomy to each division for projects considered essential in each.

Members agreed to a move toward extensive reorganization, prompted after loss of some $300,000 in surplus since the end of the war, reduction in membership in recent years and increased expenses. One tenet of the proposed reorganization suggested by Director Jerome Kahn, chairman of the organization and services committee, was an increase in member dues.

Treasurer Leslie Muter reported an income of $248,000 for the current fiscal year, expenditures of $283,000, and deficit

(Continued on page 89)

B&B REALIGNS

Goshorn Is Chairman, Baker President

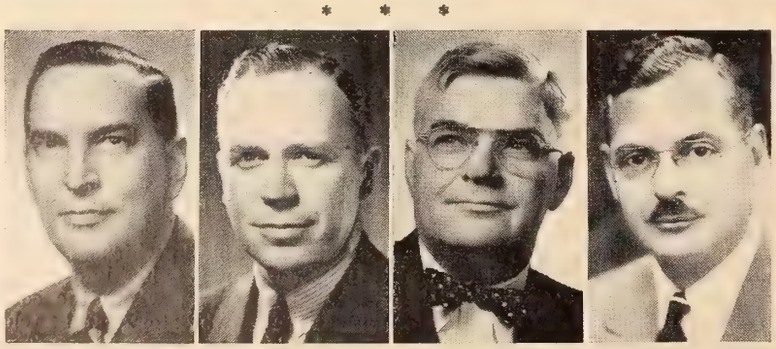
CHANGES in top executive personnel were announced last week by Benton & Bowles Inc., New York.

At a meeting of the board of directors of the agency, Clarence B. Goshorn, former president, was elected chairman of the board.

The executive vacancy left by Mr. Goshorn's advancement to the chairmanship, is to be filled by William R. Baker Jr., former executive vice president.

Robert E. Lusk, former vice president and member of the board, was elected executive vice president and A. W. Hobler, until now chairman of the board, will remain active in the company as chairman of the executive committee.

* * *



Mr. Baker — Mr. Lusk — Mr. Goshorn — Mr. Hobler

IOWA'S MULTIPLE-SET HOMES HAVE ALMOST TRIPLED SINCE 1940!





THE 1949 Iowa Radio Audience Survey* reveals an amazing increase since 1940 in the number of Iowa homes with "two sets" and "three-or-more sets." 33.3% of Iowa homes now have *two* sets whereas in 1940 there were only 13.8% . . . 12.4% have *three or more* against 4.4% in 1940.

Extra sets mean extra listening. Where an Iowa home has four or more sets, 67.7% of the families use two sets *simultaneously* on an average weekday. Where the home has three sets, 44.3% of the families use two sets *simultaneously*. Where the home has two sets, 26.4% of the families use two sets *simultaneously*.

In addition to the extra listening caused by two or three sets being heard at the *same time*, there is a large but unmeasured amount of added listening in cars, offices, barns, etc.

Sets create the 1950 Iowa audience, and WHO *continues to get the greatest share of this audience.* Write to us or ask Free & Peters for your copy of the 1949 Survey. It tells all the facts.

* The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with 9,116 Iowa families, scientifically selected from cities, towns, villages and farms all over the State. It is widely recognized as one of the nation's most informative and reliable radio research projects.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives



KXLY Spokane was luncheon host June 5 to business and agency executives who heard Ward Beecher, research consultant to Advertising Research Bureau Inc., cite ARBI surveys showing radio outpulling daily newspapers as an advertising medium [BROADCASTING, June 5]. L to r: (seated) Herman Erickson, KXLY; George Stevens, Safeway Stores; Mr. Beecher; George Jackson and Joseph Cornelius, First National Bank; Mrs. Adrian DeVries, KXLY; L. F. Nelson, Nelson Jewelry Co.; Rod Jones, Pacific National Adv.; Robert Rubin, Eastern Outfitting Co.; Ed Craney, KXLY president; Mrs. Virginia Bayes, Tomowske Adv.; Stanley Quande and Roy L. Shahan, Sears, Roebuck & Co.; (standing) Richard Riegel, Riegel Bros. (Dodge distributor); Walter McLean, Tomowske; Joe Click, Inland Empire Dairy; Vern Carey, Pacific National; Milton M. Myers, Tomowske; Martin Bos, Pacific National; Bryan E. Woolston, KXLY; Dee Clement, Pacific National; R. S. Roberts, Great Western Fuel Co.; Fred Jacobson and Walter Burk, Jacobson's Bakery; Jim Manning, Pacific Northwest Broadcasters; Bert Densow, Densow Drug Co.; Clifford Nelson, KXLY.

RADIO-TV AD CODE

BBB Hears N. Y. Plans

ADVERTISING standards covering radio and television set sales and service are near completion in New York City and will be developed in other leading cities, according to Hugh R. Jackson, president of the Better Business Bureau of New York City.

Addressing the 36th annual conference of Better Business Bureaus at the Shoreham Hotel, Washington, last week, Mr. Jackson said the New York bureau has been working for some time with dealers and distributors on creation of standards for radio and TV advertising.

Truman Speaks

Other speakers included President Truman; James H. Carmine, executive vice president of Philco Corp., and Justin Miller, NAB president.

"We're quite close to an agreement in New York," Mr. Jackson told BROADCASTING. "Drafts of proposed standards are being interchanged with bureaus in other cities. The problem is most serious in New York. In four months of this year the number of complaints covering radio and television has increased 230% over the same period of last year.

"Eighteen per cent of all inquiries to the New York bureau deal with radio and television, compared to 9% a year ago.

"Radio and television have become the No. 1 problem in volume of public inquiries and complaints."

The New York bureau is preparing a pamphlet for consumers in which basic facts about sets and service will be outlined, Mr. Jackson said. He blamed some of the present difficulty on the fact that customers don't know what is in service contracts and don't understand the extent of the manufacturer's liability.

Mr. Jackson said the TV-radio problem is threefold. First, it centers around faulty practices of manufacturers, distributors and dealers in advertising and selling. National copy often exaggerates and features superlative claims, he said, whereas at the dealer level there are misleading headlines in advertising.

Second problem, he said, is based on servicing where the largest percentage of complaints originates. Fast TV industry growth, shortage of good personnel and faulty advertising of service contracts are back of much of the trouble, he said, along with kickbacks to dealers which do not allow the service company enough money to do a good job.

More Information Needed

Mr. Jackson said the third problem arises from lack of adequate information by the public on what the buyer should expect in TV performance and service, including such elements as location, type of aerial and interference. He said BBB is working with a group in the service field on customer contracts.

President Truman, speaking at the Tuesday banquet, warned that depression must be prevented if a free world is to win the struggle against Communism. He recalled the "good old days" before the 1929 depression when businessmen believed in "the divine right of business" and were often guilty of fraud, false advertising and other sharp practices.

Cooperation by local bureaus and broadcasters can encourage accurate and non-deceptive advertising, Judge Miller told the opening session last Monday. He explained some of the NAB Standards of Practice "are frankly ideals to be striven for, rather than practices already generally accepted."

Judge Miller reminded the BBB group that broadcasters must be cautious about taking part in any cooperative effort that might run afoul of the laws on restraint of trade. He recalled the "absurd premise" that broadcasts carrying advertising were not "in the public interest."

Cites FTC Action

Federal Trade Commission figures for February, he said, show that a far smaller percentage of radio commercials examined by the FTC had been set aside as possibly false or misleading than was the case in printed advertising.

NAB needs more time "to sharpen and extend" the Standards of Practice for television, Judge Miller said.

A. B. Johnston, assistant manager of the Chicago BBB, introduced Judge Miller. He voiced concern over the fact than many telecast commercials are ad libbed and there is no permanent record by which they can be checked. He said broadcast station cooperation with the BBB in large cities is "generally good" but added there are some exceptions.

Mr. Carmine predicted TV output will reach a postwar total of 10 million receivers by the end of 1950. Retail set sales may reach $2 billion this year, he said. Philco alone has made a million TV sets since the war, he declared, and six-month production this year will exceed 400,000 sets.

Mr. Carmine said Philco does about 17% of industry volume in TV production. He predicted the industry will turn out 10 million radio sets this year.

Going into the sales and servicing problems of the industry, he said dealers should service their TV customers. He noted one problem centers around a dealer practice of farming out service contracts and obtaining kickbacks, which keeps up the cost of service deals. He opposed long-term guarantees.

"Television is the biggest value the public has ever received from any industry," he said, contending major manufacturers are building a strong industry. Radio Mfrs. Assn. may straighten out a lot of problems, he feels, and declared RMA should be taking the lead in establishing new standards in advertising and merchandising radio and television.

Mr. Carmine blamed TV's extraordinary growth for some of its problems. RMA is trying to set up tube-size advertising standards, he noted, but predicted there will be more tube sizes than ever.

As to advertising practices, he said Philco pays 50-50 on dealer advertising up to 10% of purchases. "There isn't enough money in the world for 75-25 advertising," he said in referring to instances of the sort. The industry is highly competitive, he said, and changes occur quickly. Advertising copy tends to be hard-hitting, as was the case in radio, he pointed out.

Cathode ray tube capacity next year will be 14 million units, Mr. Carmine said, and glass prices are coming down. He said the industry has no credit problem since customers are meeting their payments. He ascribed extreme cases of price-cutting to old-model inventories subject to special deals.

Mr. Carmine feels a good market will develop for trade-in sets. He said new models come out in June and July, with shady practices more common in the spring.

TED BATES INC.

Adds Four Staff Members

TWO new account executives have joined Ted Bates Inc., New York. They are Neal Wilder, formerly with McCann-Erickson, New York and Allen M. Whitlock, who was with Doherty Clifford & Shenfield Inc., New York. Mr. Wilder will service the Colgate-Palmolive-Peet Co. account and Mr. Whitlock is assigned to the American Home Foods account.

Vincent Rowe, formerly with Dancer - Fitzgerald - Sample, has joined the radio television department and Jos. Wallace, formerly with Doherty, Clifford & Shenfield, has joined the agency's art director's staff.

FCC Actions

INITIAL decision to grant WCTT Corbin, Ky., switch from 250 w on 1400 kc to 1 kw on 680 kc, directional night, reported by FCC last week. WIBK Knoxville, Tenn., denied reconsideration of decision to deny it a license and given 30 days to wind up affairs. Sales of WKRT-AM-FM Cortland, N. Y., and WWEZ New Orleans reported among 14 transfer applications filed. Details of these and other FCC actions may be found in Actions of the FCC beginning on page 80 and the FCC Roundup on page 88.



"But will WITH move goods?"

Boss, you asked the key question! Moving goods is what W-I-T-H is best at. And at such low cost!

You see, W-I-T-H regularly delivers more listeners-per-dollar than any other station in town. And that means that W-I-T-H produces real *low-cost* results. That means that a *little* money goes a *long* way on W-I-T-H.

For the whole exciting story about W-I-T-H, call in your Headley-Reed man today.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, President • Represented by HEADLEY-REED

PROCEDURE QUESTION *Delays Richards Case*

A RAGING BATTLE broke out between opposing counsel in the G. A. (Dick) Richards case last week, with the second start of FCC's hearing on his news policies being held up until the Commission itself can decide the order of procedure.

The Commission "on its own motion" ordered the opening of the Los Angeles sessions postponed from June 5 to Wednesday (June 14), after Examiner James D. Cunningham upheld the claim of Mr. Richards' counsel that they, not FCC, should present evidence first.

Hugh Fulton, trial counsel for Mr. Richards, charged the Commission granted the delay on the basis of an "ex parte" telephone request by FCC General Counsel Benedict P. Cottone after Examiner Cunningham ordered the hearing to proceed with presentation of Mr. Richards' case in advance of the FCC staff's.

The General Counsel appealed for reversal of Mr. Cunningham's ruling. The Commission, which anticipated the appeal when it granted the postponement, is expected to rule on the question promptly. Mr. Fulton, who flew to Washington to conduct an on-the-scene fight, filed an opposition to the appeal and asked to be heard personally by the Commission.

To permit the FCC staff to proceed first would be to admit the hearing is a revocation proceeding, he said, declaring that in this event the law requires the Commission itself to hear the case.

FCC Went First

In the original hearing—the record of which was stricken following the death of Examiner J. Fred Johnson Jr., who was presiding—FCC presented its evidence first [BROADCASTING, March 20, 27; April 3]. Judge Johnson died during a recess following completion of the Los Angeles phase of FCC's case. The Commission, upon request of Mr. Richards' attorneys, then ordered that the hearing be started anew.

The case involves charges that Mr. Richards—owner of KMPC Los Angeles, WGAR Cleveland, and WJR Detroit — ordered KMPC newsmen to slant news against members of the late President Roosevelt's family, certain members of the Roosevelt administration, and certain minority groups. At stake are the licenses of Mr. Richards' stations and his plan to set up a trusteeship for the three outlets.

The ruling by Examiner Cunningham which touched off the controversy came at a pre-hearing conference in Los Angeles Sunday, June 4, the day before the new hearing was to begin.

Mr. Fulton insisted FCC rules provide for "applicants" to proceed first. Mr. Cottone claimed the agreement reached in a pre-hearing conference with the late Judge Johnson, whereby FCC was to proceed first, was not affected by the Commission's subsequent order striking out the record of the hearing itself. Consequently he argued, FCC should again go first.

Examiner Cunningham said he personally would prefer to hear FCC witnesses first, but that the rules give the applicant the right to make the opening presentations.

Both the General Counsel and Mr. Fulton claimed to have gone to great expense in time and money in the expectation that their respective presentations would be heard at the outset of the sessions scheduled June 5.

Witnesses Present

The General Counsel said "the many witnesses" to be used by FCC —which presented some 23 in the original sessions—had been notified and were on hand, some appearing by subpena. Mr. Fulton said around 100 witnesses had been called to appear on behalf of Mr. Richards.

Mr. Fulton asserted that before the first hearing FCC had refused his request for "a bill of particulars" or a list of witnesses and documents which FCC intended to rely upon. The first hearing, he said in a statement, in effect gave him "the bill of particulars I was entitled to have before and . . . I therefore insisted upon proceeding first."

He said Mr. Cottone's opposition to this procedure "is an act of desperation because Mr. Cottone realizes that once the testimony of scores of important public figures and other reliable witnesses is introduced into the record there will be no possibility of preventing the public from realizing the lack of foundation of charges made by the Commission staff against Mr. Richards and Station KMPC."

The General Counsel's appeal, signed by Harry M. Plotkin as acting general counsel while Mr. Cottone is in Los Angeles claimed that counsel for Mr. Richards originally asked for a bill of particulars in the same document in which they argued that the hearings were "accusatory in nature" and that FCC accordingly should present its case first.

"From [this]," the appeal said, "it is clear that counsel for the applicants did not correctly state the facts . . . when he indicated that it was the Commission's refusal of a bill of particulars that prompted his request for the Commission to proceed with the introduction of evidence."

Procedure Continued

The appeal reiterated that the first pre-hearing conference's agreement on the order of procedure was not affected by the subsequent decision to strike out all evidence taken before the late Judge Johnson. "Therefore," it was claimed, "the agreement and ruling . . . that the Commission proceed first with the introduction of testimony remained in force."

The General Counsel also noted that "at no time before the issuance of the Commission's order of May 23, 1950, [ordering that the hearing be started anew] up to and including the present date, have the applicants ever filed a motion with the Commission requesting it to change the order of proceeding with the evidence which had previously been established."

The first public request, the appeal continued, came at the June 4 hearing conference. Further, the appeal said:

. . . In the light of the above fact it seems clear either that counsel fo the applicants does not have convic tion in the grounds urged for th original request that, because of th nature of the issues involved, th Commission assume the burden o coming forward with the evidence or that he is not serious about hi present contentions.

The order of introduction of testi mony is not a matter for whim o caprice or a question to be determine on the basis of the momentary tacti cal desires of parties to the proceed ing. The hearing issues . . . are th same now as in the original proceed ing before Examiner Johnson. If the were of such a nature then that th Commission should assume the bur den of going forward with the evi dence, as counsel alleged in his earlie motion, they are still of such char acter.

Rule Is Flexible

The appeal also denied that FC rules require that applicants b permitted to proceed first. Th rule, it was claimed, is subject t modification "in individual cases, as evidenced by changes in the orde of presentation in previou hearings.

Mr. Fulton's opposition to th appeal claimed that:

If the Commission should interfer with these hearings and order that it staff has the right to present testi mony first, the Commission thereb will be establishing the correctnes of applicants' contention that in trut and in fact the Commission is at tempting to revoke these licenses a requested by James Roosevelt an the Radio Press Club [of Hollywood] And in that event it is error for th Commission to proceed without hear ing the evidence itself (Communica tions Act of 1934, Sec. 409(a)).

The brief also claimed that b holding up the start of the hearing the Commission "is changing th function of the presiding officer int that of a mere notary. . . . The Com mission itself is in effect conduct ing hearings from behind th scenes on the telephone request o

(Continued on page 89)



ON THE other side of the Atlantic C. Anstice Brown (l), director, Insti tute of Incorporated Practitioners i Advertising (England), reads an offi cial welcome to Frederic R. Gamble president, American Assn. of Ad vertising Agencies. Mr. Gambl visited London in the past fortnight returning Mr. Brown's visit to th U. S. last year.

1914 Herman Brandschain 1950

HERMAN BRANDSCHAIN, 36, assistant to the New York editor of BROADCASTING, died last Wednesday after a long illness.

Mr. Brandschain had been a member of this publication's staff since Nov. 1, 1948, and an executive since early in 1949. An attorney and former reporter on the *Philadelphia Record*, he specialized in labor news coverage as well as general editing in the New York bureau of BROADCASTING.

Born in Philadelphia Jan. 18, 1914, Mr. Brandschain attended public schools in that city, was graduated from the U. of Pennsylvania with a Bachelor of Arts degree and from the U. of Pennsylvania law school.

In 1938 he was admitted to the Philadelphia Bar and for the next three years practiced law in that city. In 1941 he joined the *Philadelphia Record* as a general assignment reporter, and later became its religious editor.

He served in the Army from 1943 to 1946, editing several camp newspapers. Upon discharge from the Army as a technical sergeant he returned to the *Philadelphia Record*, remaining until the paper discontinued publication in 1947.

In 1947 and until Nov. 1, 1948, he was Philadelphia correspondent for several publications, including BROADCASTING, for which he worked on a number of special assignments. He also operated a specialty printing establishment.

Mr. Brandschain's unique combination of experience in law as well as in journalism fitted him for unusually competent coverage and editing of labor and business news in radio and television.

He is survived by his widow, Mrs. Fay Brandschain, of 147-47 72d Ave., Kew Gardens, N. Y., and a son, Steven David Michael, 4½ years of age.



Who KEEPS 'em listening in Oregon?

BARNEY..

in the BARNEY KEEP Show-

another big KEX participation program!

According to listener mail, letters to the editor, and other sounding-boards-of-public-opinion.. Oregon's new favorite radio comic is Barney Keep, at 3:30 PM daily on KEX. Barney's merry show follows no routine format; it's a mad mixture of talent interviews and side features such as "The Department of Useless Information" and "What the Screwballs Are Doing." Portland likes Barney; Oregon likes Barney; but no advertiser will find the likes of Barney at anywhere near the price! Participations available. Check with KEX or Free & Peters.

KEX PARTICIPATION SHOWS are a "buy-word" throughout the big OREGON COUNTRY

Kay West • Northwesterners • Squirrel Cage .. and now BARNEY KEEP

KEX PORTLAND, ORE.
50,000 WATTS
ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV
National Representatives, Free and Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

THOS. LEE RADIO

Three Bids Under Consideration

THREE BIDS on the radio-TV properties of the Thomas S. Lee Estate were under consideration last week, with one bidder reportedly seeking the entire package and two others undertaking to split it up.

The bidders were known to be:

Ed Pauley—California oil man and applicant for television in San Francisco. Understood to be bidding, with associates, for all of the Don Lee radio-television properties.

CBS—Reportedly bidding about $3 million for the KTSL (TV) Los Angeles properties and Don Lee's new $3 million building at 1330 Vine, Los Angeles

Liberty Broadcasting System—Said to be bidding for all the properties other than those sought by CBS (also see separate Liberty story, page 18).

Public Administrator Ben H. Brown, who is considering the offers with counsel for R. D. Merrill of Seattle, 83-year-old sole heir of the late Mr. Lee, and with attorneys for contestants of the will, told BROADCASTING that consideration was continuing with no decision yet.

Col. A. L. Lintner, New York capitalist and businessman who makes his headquarters in Anchorage, Alaska, who had been expected to be among the bidders, decided for reasons of health to make no offer.

CBS currently owns a substantial minority interest in KTTV (TV) Los Angeles which it would have to relinquish in event its offer for KTSL is accepted.

Stations owned by Don Lee in addition to KTSL (W6XAO) are KHJ Los Angeles, KFRC San Francisco, KGB San Diego, KDB Santa Barbara, and KHJ-FM.

TIME CLAUSE

Court Upholds FCC Rule

THE SUPREME COURT last week upheld the validity of FCC's rule against the granting of rights to station time as part payment in the purchase of a station.

The action was taken by affirmance of a ruling in which a three-judge district court in Chicago upheld the Commission's rule in a case involving WJOL Joliet, Ill., and A. J. Felman, a former owner [BROADCASTING, Feb. 27].

Mr. Felman carried the appeal to the Supreme Court. The Supreme Court issued no opinion, merely granting FCC's motion to affirm the ruling of the lower court.

FCC meanwhile has extended to Sept. 1 the time within which the WJOL-Felman contract shall be made to conform with the Commission rule. The contract, which was part of the sales price when Mr. Felman sold the station, gives him 45 minutes of station time per day to advertise his department store.

Under the FCC rule, existing contracts providing for reservation of time as part of a station sales price must be renegotiated to provide for termination not later than 1964 and to permit earlier cancellation by the station upon payment of a reasonable sum covering the unexpired portion.

In the meantime, the rule appears headed for another test in the U. S. District Court for New Mexico, where KOB Albuquerque has filed suit in an effort to rid itself of a time-reservation contract with the New Mexico A. & M. College, a former owner [BROADCASTING, May 29].

RCA ROYALTIES

Announce Cuts Up to 50%

RCA last Friday announced reductions up to 50% in patent royalty rates applying to radio and TV receivers, transmitters and tubes, as well as electric phonographs, effective June 1.

Royalty rate reductions for radios and phonographs are from 2¼% to 1⅛%; for TV sets, including combination models, from 2¼% to 1¾%; for receiving tubes, including cathode ray viewing tubes for TV receivers, from 2½% to 1¾%; for transmitting tubes from 3% to 1¾%; for power tubes from 2% to 1¾%; for transmitter apparatus from 3% to 2%; for other commercial apparatus from 2½% to 2%.

In announcing the reductions in RCA's standard royalty rates, Brig. Gen. David Sarnoff, chairman of the board, said that they "are in accord with RCA's tradition of continuously reducing, so far as practicable, the cost of bringing inventions and new developments to the industry and the public. RCA's original royalty rate was 7½% for radio broadcast receiving sets. In 1932 this was reduced to 5% and in 1940 it was further reduced to 2¼%."

These latest reductions, Gen. Sarnoff said, "are a further reflection of RCA's efforts to keep the radio and television industry fully abreast of the art at a minimum cost to the industry and the public."

ROBERT COMPTON

WCAZ Carthage Owner Dies

ROBERT COMPTON, 54, owner of WCAZ Carthage, Ill., and founder of WTAD Quincy, Ill., died June 3 at a hospital in nearby Keokuk, Iowa, as a result of a heart attack. Mr. Compton, who had heart trouble several years, was in the hospital for a checkup.

He put WTAD on the air in Carthage in 1926, and later moved the station to Quincy. He then bought WCAZ Carthage from Carthage College, which put the station on the air in 1921. It is operated by Superior Broadcasting service, with Mr. Compton as president.

He is survived by his widow and a daughter. Private services were conducted in Carthage last Monday.





IT'S "the sweetest music this side of heaven" for C. F. Smith Co., Detroit grocers, after sale of Ziv's *Guy Lombardo Show* for 52 weeks on WJR Detroit. Discussing contract are (l to r) William A. Mullane Jr., advertising executive; H. W. Hart, pres., Smith Co.; Mr. Lombardo; Walter Miller, Ziv sales.

A 52-week contract for the *Red Ryder Show* on KWPC Muscatine, Iowa, is inked by Willard Smull (seated), owner and operator of Pure Milk Co., sponsor of program. Looking on as he completes the agreement are Irving H. Kempner (l), Harry S. Goodman representative, and George Volger, general manager of KWPC.





SPONSORSHIP of news show, *Your Radio Newspaper*, on KTSA San Antonio is set by B. B. McGimsey (seated), v. p. and general mgr., Pearl Brewery, San Antonio. Standing (l to r) are Charles D. Lutz, KTSA mgr.; Jack Pitluk Jr., Pitluk Advertising Agency; Vic Kennedy, asst. genl. mgr., Pearl Brewery.

TOM FIFE (seated, r), pres., Sioux City Livestock News and Educational Foundation, sets sponsorship of *Central Public Market News* on WNAX Sioux City. Others are (seated) Ray Rodeen, foundation secy.-treas.; (standing) Donald D. Sullivan (l), WNAX coml. mgr.; Ed LaGrave, WNAX acct. executive.





KEEPING *The Lonesome Gal* company during signing of contract that gives Maier Brewing Co., Los Angeles sponsorship of program on KHJ Los Angeles are Bill Baxley (l), Don Lee account executive, and Don Breyer, vice president and manager, Brisacher, Wheeler & Staff, agency for Maier.

ARRANGING his firm's 10th consecutive year of advertising on KWK St. Louis is Morris Schneider (seated), pres., Credit Jewelers. With him are (l to r) W. H. Averill, KWK sales; V. E. Carmichael, KWK v.p.; Harold Kirsch, pres., Harold Kirsch Agency; Ed Wilson, star of Schneider show.

GETTING set to complete arrangements for a package contract of programs and spots for Canadian Ace beer on WKNK Muskegon, Mich., John M. Towers (r), assistant national sales manager for the brewing organization, is handed the pen by Don Mann, manager of the 1 kw, 24-hour-a-day outlet.

LONG term contract for sponsorship of three programs daily on KLMR Lamar, Col., is taken by Lee Flora (r), Rexall druggist. Discussing agreement with Mr. Flora are Dorothy Ann Shaffer, sales manager for KLMR, and Orth Bell, KLMR program director who writes and produces the programs.





with great pride

WWJ AM-FM

ACKNOWLEDGES RECEIPT OF THE

George Foster Peabody Award for 1949

"For outstanding public service by a regional station . . . in at least four series of programs."

Protect Your Child . . . . *"An intelligent approach to sex crimes."*

The Best Weapon . . . . . *"Dealt wisely, but not alarmingly, with the polio epidemic."*

Meet Your Congress . . . *"Brought . . an understanding of problems and issues of joint interest"*

World Forum . . . . . . *"Carried listeners beyond national horizons."*

WWJ was also the proud recipient of the coveted
Alfred I. du Pont Award for 1949

FIRST IN DETROIT . . . *Owned and Operated by* **THE DETROIT NEWS**

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
Associate Television Station WWJ-TV

WWJ AM-FM

Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS FM—CHANNEL 246—97.1 MEGACYCLES



STEPHEN SCHEMBRI, *Garage Manager, 22-34 93rd Street, Jackson Heights, Queens.*

"One of the reasons why I listen most often to WOR is because it's such a clear station. I always know wherever I am, no matter what the weather is, that I can get it. It's a pretty nice thing to know. In fact, my wife and I usually just push the WOR button and stay put for the whole evening."



MRS. WILLIAM PULSCH, *Housewife and Store Owner, 52 Clark Street, Brooklyn, N. Y.*

"WOR! Why WOR is John Gambling! My goodness, I purposely get up early for him every morning. I've even persuaded my husband to get up earlier so we can listen together. I love Gambling's wholesome outlook on life. When I heard he was sick last year I felt terribly. He's just that kind of man. You feel close to him and somehow I feel close to WOR . . . because of him and the other personalities like him. You can see why it's the *family* station and the one we listen to most often."

"why I listen most

being a report on many nice people who told us, face to face, some of the reasons that make WOR the station listened to most, by more people, more often, than any other station in the United States



WILLIAM CINER, *Store Owner, 1353 Sheraton Avenue, Bronx, N. Y.*

"There's something about the news that WOR sends out that has made me a fan for many years. It's fair, you know. Never gives you one side without the other. I guess it's this intelligent approach that I most admire . . . it's a hard enough thing to find these days. 'Meet The Press', for instance, is a program I never miss. No wonder I listen to WOR most often."



MRS MAUDIE IRBY. *Housewife, 223 West 116th Street, New York.*

"I love WOR for its people. People like Kate Smith—they set me all aglow. I like her voice and the way she comes out with plain facts and tells you the truth. And those McCanns—Alfred and Dora—I feel I almost know them personally. Their ideas on food have helped me enormously. And then there's WOR's news! My husband wouldn't leave in the morning before he's heard it. Why, we practically set our day by WOR! That's why we listen most often to WOR."

often to WOR...."

One early, rain-swept morning about three weeks ago, a WOR writer named Shirley Lansing and a photographer called Pastarnack, tumbled into a little convertible at 9th Ave. and 42nd Street and wheeled away to meet about forty or fifty of the hundreds of thousands of people who listen to WOR in the five boroughs of New York.

Their instructions were simple: See anybody, anywhere.

continued on next page

continued from preceding page



MOLLY CLANCY, *Hair Stylist,*
268 Alexander Avenue, Bronx, N. Y.

"It may sound silly to love a station for its sense of humor, but I feel that way about WOR. WOR gives me a lift, like a good friend. WOR brings me fun. That's why I listen to it most often. For instance, I'll find myself howling with 'Can You Top This' and 'Second Honeymoon' and then there's the warm kind of fun I have when I hear 'Breakfast With Dorothy and Dick'. It's warm; that's it! That's WOR!"



IRENE KOSLAN, *School Teacher,*
2055 Anthony Avenue, Bronx, N. Y.

"I've got a pretty heavy schedule to maintain and I don't waste my time on trivialities. WOR's 'Opera Concert', however, is a program I make time for—that and 'The Deems Taylor Concert'. And there's a woman's program that I listen to very conscientiously—Martha Deane. I first heard about Cortisone, the new arthritis drug cure, on her program. There seems to be so much more, more often on WOR."

Just ask the person—"What New York station do you listen to most often? Why?" The decimal dignitaries could find this method as holed as a Swiss cheese, but, to us, it was just a "story"—the kind of thing good newspapers do every day.

What WOR's two people saw and what they heard is mirrored in the interviews here. When you have read them, WOR is sure you'll say, "Small wonder that WOR does the amazing things it does in the homes of more than 4 million families in 14 states for a majority of the biggest and the smallest advertisers in America."



MRS. MARY HURLEY, *Housewife,*
188 Lincoln Avenue, Bronx, N. Y.

"There's so much more to WOR . . . I mean in the way of entertainment and, well, scope! I'm a theatre fan, so I always listen to 'The Family Theatre' and 'The Damon Runyon Theatre.' But for years I've thanked WOR for Gabriel Heatter. I like his humanism and the way he explains the news. He doesn't rush through his reports like lots of other commentators. He gives a feel to the news and makes me feel I'm closer to the world and so to its news."



WILLIAM COINE, *Designer,*
9241 63rd Avenue, Forest Hills, L. I.

"To me, WOR stands out for its sports coverage. You can't beat Stan Lomax. He's always been one of my favorites. I get him every night as I drive home. And when he finishes up, I really feel up to date on the entire sports world and its personalities."

the station listened to
most often,
by more people
than any other station
in America

WOR



ARTHUR NAHMACHER, *Seaman,*
432 Yetman Avenue, Staten Island 7, N. Y.

"You might say I'm strictly a weather man. And wherever I am, I stay up for WOR's 11:25 weather report. I've never heard anything like it. That 'Nemo' really gives a working and reliable overall picture of weather and future trends. WOR brings you stuff you can depend on."

To an Account Executive

with radio budget problems and an ulcer



Perhaps you have never smelled the fragrance of new-mown hay tedding on rolling acres, or watched the clean steel of a plow slipping through the fertile black soil of Iowa. Antonin Dvorak made powerful music for the *New World Symphony* from such ingredients. We, more interested in powerful buying power, prefer to hear the music made by the seasonal *finale*—the clunk of hard ears of corn hitting a backboard—the hiss of a thresher spewing kernels of wheat for tomorrow's bread. *Iowa's 34.8 million acres of tillable soil produce, among an abundance of other things, 10% of the nation's food supply and contribute to the high per capita wealth of Iowans, currently 61% above the national average.*

The half-acre in the country to which you repair week-ends—or aspire to—is about 1/320th the size of an average Iowa farm. If you feel that you ought to have a gold mine in the back yard just to meet your country living costs, compare your situation with an Iowan's. *Iowa's rockless soil produces more wealth each year than all the gold mines in the world.*

Before you dash out for a harried lunch of soft-boiled eggs and a glass of milk (while many an Iowan is tuning his radio to WMT and sitting down—at home—to a leisurely noon-day meal of sizzling steak, golden roasting corn dripping with freshly churned butter, tender garden peas, strawberries and cream . . .) please consider this:

A one-minute Class A commercial on WMT has a potential audience (within the 2.5 mv contour) of more than 1.1 million people—and it budgets at $27.00 (52-time rate). It's a market worth reaching—and in Eastern Iowa WMT *reaches*.

Please ask the Katz man for additional data.

5000 WATTS

Day & Night

600 KC

WMT CEDAR RAPIDS

BASIC COLUMBIA NETWORK

CHANNEL ISSUE

FAB Asks FCC Revision

BREAKDOWN of clear channels, with the goal of revised station assignments in Florida, was recommended June 3 by the Florida Assn. of Broadcasters at the closing of a two-day meeting held at Orlando [BROADCASTING, June 5].

In a resolution calling on FCC to decide the clear-channel case, the association pointed out that pending negotiations with Cuba do not offer Florida any hope for assignments on frequencies to be withheld. It contended that new assignments could be made "without detriment to the present licensees of such clear-channel frequencies."

FAB went on record to ask review of the 3% sales tax on sale and use of certain property in Florida, contending broadcasting as an industry should be placed on a parity with other media of public information.

Other resolutions commended FCC Commissioner Rosel Hyde; Capt. John Cross, State Dept.; Grady Norton, Florida Hurricane Service, and Lt. Col. D. J. Wilkins, U. S. Army, all of whom spoke at the meeting; paid tribute to the late George C. Johnston, owner of WDBO Orlando, and congratulated BMI on its 10th anniversary.

Attending the meeting were:

Anderson, Herb, WTSP St. Petersburg; Ballinger, Kenneth, Tallahassee; Baskerville, Chas., WFLA Tampa; Bauer, A. J., and Mrs., WINK Ft. Myers; Bernhard, J. E., WFOY St. Augustine; Brown, J. Allen, WLOF Orlando; Browning, John B., WSPB Sarasota; Camp, Harry, WQAM Miami; Carter, Sam, World Broadcasting System, New York; Chamberlain, Dolph, WGGG Gainesville; Covington, Ted, WONN Lakeland; Cross, Mr. & Mrs. John, State Dept., Washington; Cummings, Harry E., station rep., Jacksonville; Danforth, H. P., WDBO Orlando; Davis, Mike, WJBS DeLand; Esch, W. W., WMFJ Daytona Beach; Feagin, Bob, WPDQ Jacksonville; Fidlar, Robert, WIOD Miami; Gilchrist, Tom, WTMC Ocala; Gillespie, Henry A., RCA Thesaurus, Atlanta; Graves, Herschel, WTAL Tallahassee; Hazelton, Frank, WTNT Tallahassee; Hill, Gene, WORZ Orlando; Hopkins, John T., WJZX Jacksonville; Hosford, Joe, WTAL Tallahassee; Hunter, Mrs. John, WLBE Leesburg; Hunter, Mrs. Paul, WLBE Leesburg.

Jones, Paul, WFLA Tampa; Kay, Peggy, Newspaper News; Kettler, Pete, WGBS Miami; King, Frank, WMBR Jacksonville; LeGate, James, WIOD Miami; Letson, Ben, WCNH Quincy; Long, Maury, BROADCASTING; Lown, Bert, Associated Program Service, New York; Marshall, Glenn, WMBR-TV Jacksonville; McBride, W. G., WDBO Orlando; Mickle, Lauren, WJBS DeLand; Mitchell, L. S., WDAE Tampa; Mizer, Fred, WGBS Miami; Morton, Sam, AP Jacksonville-Atlanta; Norton, Grady, U. S. Weather Bureau, Miami; Owings, Dorsey, BMI New York; Powell, Maj. Garland, WRUF Gainesville; Prosser, John, WKAT Miami; Rollins, Larry, WSIR Winter Haven.

Silver, Douglas, WIRA Ft. Pierce; Skelton, Ken, WDAE Tampa; Smiley, David Jr., WDAE Tampa; Spivey, Marvin, Stateman Productions, Atlanta; Stark, D., WTTT Coral Gables; Stone, Jerry, WNDB Daytona Beach; Storer, George B., Fort Industry Co., Miami; Stubblefield, Capitol Transcriptions, Hollywood; Taylor, Sherman, WJCM Winter Haven; Temple, Fred, WDSR Lake City; Thorpe, George, WVCG Coral Gables; Tison, W. Walter, WALT Tampa; Veal, J. H., WCOA Pensacola; Venn, Bob, WMIE Miami; Ward, S. O., Lakeland; Watson, Mr. & Mrs. Tom, WWSN Belle Glade; Weiland, Jonas, WINZ Hollywood; Weiss, George, Sponsor, New York; Wheeler, Mel, WEAR Pensacola; Wilkins, Lt. Col. Donald F. USAF, Washington; Wilson, Hank, WJCM Sebring; Vickrey, Vic, SESAC, New York.

Turnabout

THE CUSTOMER — who's always right — recently bought time on WPTR Albany to pay respects to an advertiser, Capitol Buick, in that city. Jane Barton, formerly in publicity in New York and now with New York State Dept. of Commerce, purchased time (10-10:15 a.m.) on Beth Lee's *Woman's Page of the Air* to call attention to the courtesy and service shown her by the auto dealer.

NUTMEG NETWORK

Formed by Conn. Stations

FIVE-STATION Nutmeg Network, formed to serve Connecticut listeners with special events and other program fare, is now in operation with member stations comprising WDRC Hartford, WICC Bridgeport, WELI New Haven, WBRY Waterbury and WICH Norwich.

According to a joint statement issued by the stations, special events will feature important political broadcasts and other "remotes" in the state "strategically covered" by the stations. "Each station will be responsible for network broadcasts in its area," the announcement added.

1907 Joseph C. Eggleston 1950

FUNERAL services were held last week for Joseph C. Eggleston, 43, commercial manager of WMC WMCF (FM) and WMCT (TV) Memphis, Tenn., who died of a heart attack June 4. He was widely known in radio, television, advertising and newspaper fields, and previously was associated with The Branham Co., station representative.

Mr. Eggleston was appointed commercial manager of the three Memphis stations in 1936 after serving a year in the advertising department of the *Commercial Appeal*. He was active in local civic, charitable and religious organizations and was a veteran of World War II. Mr. Eggleston was past president of the Exchange Club of Memphis, member of the board of directors of the Colonial Country Club of Memphis, and an officer of the Advertising Club and Sales Managers Club in that city.

Mr. Eggleston is survived by his widow, Isabel; two sons, Joe Jr. and James F.; three sisters, and one brother. He was born in Franklin, Tenn., in 1907.



UNITED STATES STEEL HOUR

Summer Concerts

NBC SYMPHONY ORCHESTRA

With such distinguished soloists as: MELCHIOR, KAPELL, MAYNOR, MERRILL, TRAUBEL, CONLEY

SUNDAY EVENINGS 8:30 P.M.

NBC NETWORK

Every Sunday, June 11 through Sept. 3

GEORGE HICKS *Speaking for U.S. Steel*

SPORTS RESTRICTIONS *Hit by Pa. Group*

RESTRICTIONS of major and minor leagues on broadcasts of baseball games were "condemned" Monday by the Pennsylvania Assn. of Broadcasters, meeting at Bedford Springs Hotel, Bedford. The association adopted a resolution declaring the rules "are not in the public interest in free dissemination of news."

The group decided to name a committee to meet with the Pennsylvania Interscholastic Athletic Assn. to discuss mounting charges for rights to play-by-play pickups of high school athletic events.

Other resolutions called for a study of a plan to conduct a state radio coverage study in cooperation with Penn State college, and commended Frank Smith, WBVP Beaver Falls, retiring PAB president.

Victor C. Diehm, WAZL Hazleton, was elected president. Other officers elected: John S. Booth, WCHA Chambersburg, vice president; David K. Bennett Jr., WKBO Harrisburg, secretary; George E. Joy, WRAK Williamsport, treasurer. Directors elected were: Mr. Smith; George D. Coleman, WGBI Scranton; Roger W. Clipp, WFIL Philadelphia; James F. Murray, KQV Pittsburgh; Charles E. Denny, WERC Erie; C. G. Moss, WLTR Bloomsburg; Tom Metzger, WMRF Lewistown.

Weekend events included a PAB directors meeting Saturday evening and golf tournament Sunday. Mr. Murray and Louis Rose, Bon Ton Department Store, Greensburg, had low scores of 73 in the "kicker handicap."

MBS officials met Sunday with affiliates from Pennsylvania, Virginia and West Virgina. Representing the network were Frank White, president; E. M. (Pete) Johnson, stations relations vice president, and R. W. Carpenter, eastern manager of station relations.

Joseph M. Cleary, WESB Bradford, Pa., presided at a news panel. Other participants were Frank D. Coslett, WBRE Wilkes-Barre, and Jason Gray, WCED DuBois. Mr. Cleary said WESB requires newsmen to initial the wire report at least once every quarter-hour and called for use of "English rather than slang" in news broadcasts.

Mr. Coslett suggested local and national news should be intermixed, and favored use of separate voice for the commercial. Mr. Gray stressed the power of local news.

Mr. Murray presided over a sports panel. Opinion ran high over the increasing cost of covering high school sports events.

Abe Redmond, WHP Harrisburg, described successful use of radio news by banks and urged stations to do a better job of local programming.

Gordon Gray, WIP Philadelphia, head of the All-Radio Presentation, described the "Lightning That Sells" movie. After showing a 21-minute version of the industry promotion film, PAB members voted overwhelming that it was "good" with no votes for "poor" or "fair."

Mr. Clipp was chairman of a metropolitan market commercial panel. Other participants were Carl Dozer, WCAE Pittsburgh; Herb Kendrick, WHGB Harrisburg, and Mr. Denny, of WERC. Mr. Clipp outlined benefits of close cooperation with local dealers and declared local promotion is as important as program acceptance. He suggested formation of a Pennsylvania network.

Follow Rate Cards—Dozer

Mr. Dozer called for adherence to rate cards or issuance of new cards. Mr. Denny told how WERC is sold up to 2 a.m. as one step in meeting competition of television. There is no substitute for local news, he said, WERC having six persons assigned to news and special events. Mr. Kendrick stressed sincerity of staff members in selling and reading commercials.

Joseph E. Baudino, KDKA Pittsburgh, introduced the guest luncheon speaker, Theodore Roosevelt III, Pennsylvania Secretary of Commerce. Mr. Baudino is radio director of Pennsylvania Week, to be held Oct. 16-22. He told how PAB will cooperate in the event.

In a small market program-commercial panel advantages and disadvantages of per inquiry and political business were discussed. **Participants included Harry Burwell, WMBS Uniontown; Tom Price, WBVP Beaver Falls; David Potter, WNAE Warren; Boyd Siegel, WJPA Washington; Art Graham, WKST New Castle; Messrs. Diehm and Booth.**

Mr. Coleman, of WGBI, NAB District 3 director, asked stations to consider carefully before resigning from NAB. He presided over a metropolitan market program panel.

Participants included Bob White, KDKA, and Leonard Kapner, WCAE. Mr. Kapner told delegates that schools offer a good opportunity for public service and improvement of station ratings. Mr. White urged stations "to look for the other side of public service controversies."

C. G. Moss, WLTR Bloomsburg, Pa., was chairman of the resolutions and by-laws session. Participating were David J. Bennett Jr., WKBO Harrisburg; Ed Hirshberg, WEDO McKeesport, and Ken Rennekamp, WKRZ Oil City. George Podeyn, WHJB Greensburg, was chairman of the nominating committee.



US big-farming spendthrifts in the Red River Valley live high, wide and handsome, believe us. Lavish spendin' comes easy to our fabulous farmers, because they earn far more dough than the national average. . . .

WDAY, Fargo, is the one sure-fire way to reach our wealthy hayseeds. Hoopers prove that WDAY consistently gets top ratings in Fargo and Moorhead. On weekday afternoons, for example (Jan.-Feb., '50), WDAY gets a 70.3% Share of Audience against 9.7% for the next station. And this same preference must exist *outside* of town, too, because WDAY has racked up some of the nation's most impressive mail-pull stories.

Let us or Free & Peters send you all the facts about pioneering WDAY. You'll be glad you did!

WDAY

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS



FREE & PETERS, INC., Exclusive National Representatives

Your first radio choice in Baltimore!

March-April, 1950 Hooper Station Audience Index Shows

WCAO

"The Voice of Baltimore"

1ST

IN THE MORNING!
Share of audience is 30.1 (20.9% ahead of nearest competition)

IN THE AFTERNOON!
Share of audience is 21.0 (17.3% ahead of nearest competition)

IN THE EVENING!
Share of audience is 16.3 (38.1% ahead of nearest competition)

IN SATURDAY DAYTIME!
Share of audience is 21.8 (21.1% ahead of nearest competition)

IN TOTAL RATED TIME PERIODS!
Share of audience is 19.0 (35.7% ahead of nearest competition)

ask about availabilities!

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER

and now...over a 6-month period...

WCFL Leads in Chicago in Pulse-Rating Gains

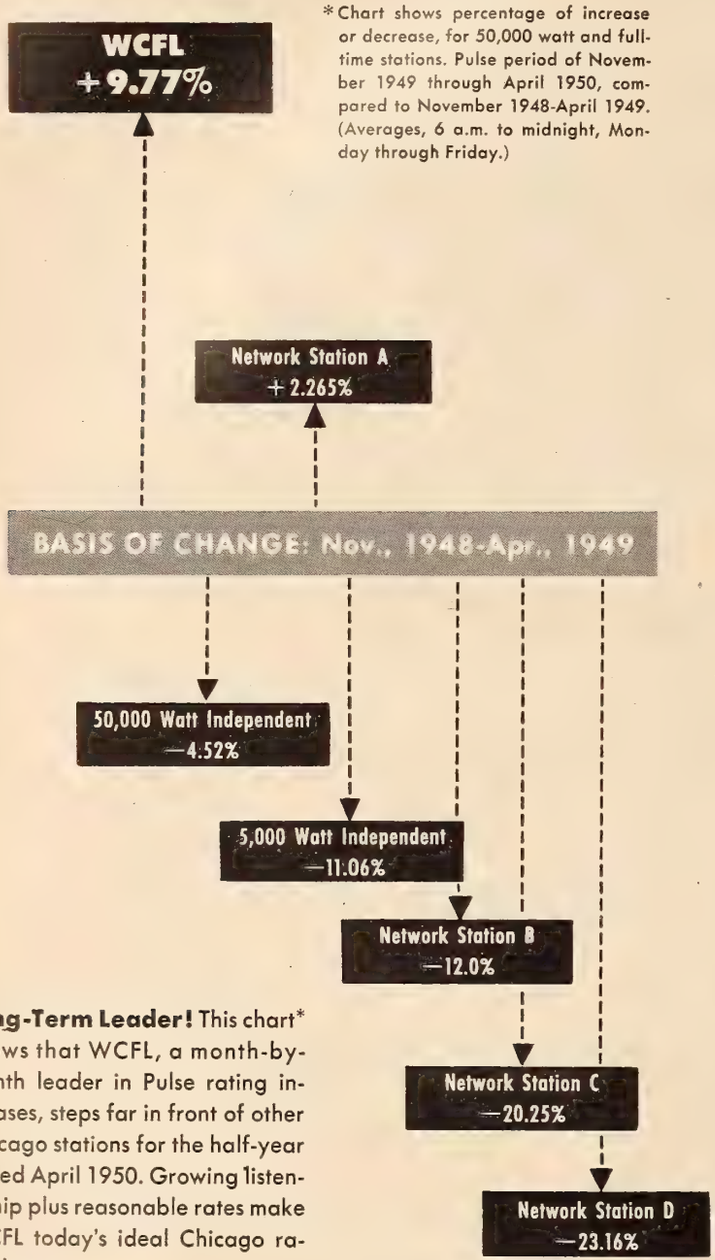


*Chart shows percentage of increase or decrease, for 50,000 watt and full-time stations. Pulse period of November 1949 through April 1950, compared to November 1948-April 1949. (Averages, 6 a.m. to midnight, Monday through Friday.)

Long-Term Leader! This chart* shows that WCFL, a month-by-month leader in Pulse rating increases, steps far in front of other Chicago stations for the half-year ended April 1950. Growing listenership plus reasonable rates make WCFL today's ideal Chicago radio buy.

WCFL

An ABC Affiliate

50,000 watts • 1000 on the dial

The Voice of Labor

666 Lake Shore Drive, Chicago, Ill.

Represented by the Bolling Company, Inc.

Feature of the Week

DRAMATIC use of radio has been demonstrated by WDMJ Marquette, Mich., in the station's interview with two fugitives and their captors near a wooded and swamp land area in Michigan's Upper Peninsula.

Only too often there is news of killings and manhunts over the radio but it is more unusual when a radio man joins a posse to track down two gun-toting desperadoes in order to "get the first hand interview." That's what WDMJ Station Manager Raymond G. Ulbrich did on May 20.

Two fugitives who had escaped 10 days earlier from an Ohio prison farm where they had been serving time as safecrackers were snared by Michigan State Troopers after they were trapped in a swamp. The Russell brothers, who had been engaged in several running gunfights and had terrorized the eastern end of the peninsula, bedded themselves down in the swamp area after one of the pair was wounded by police officers.

Mr. Ulbrich, convinced that the reactions of the people in the immediate area, the captors and the captives themselves were worth recording, followed state troopers who were combing the area in a county adjoining Marquette. The station manager carried a 30-calibre deer rifle, but he says: "I didn't feel too proud. We [a news photographer accompanied him] were right in line with the return fire of the hunted men, who, fortunately for us, had run out of ammunition."



Interviewing a state trooper at the scene of capture is Mr. Ulbrich.

* * *

When police flushed the two

(Continued on page 80)

On All Accounts

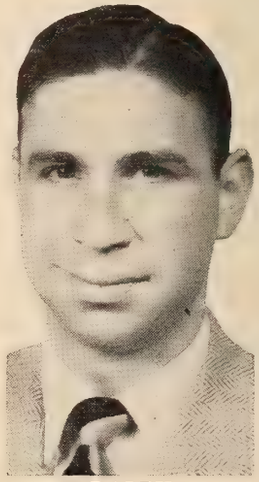
AT THE AGE of seven, Ralph S. Bing edited a family newspaper, charging the relatives for their advertising. This no doubt was the embryo of that flourishing advertising agency, Bing & Haas, Cleveland, Ohio.

Born in Cleveland May 21, 1917, Ralph attended University School and Heights High, both Cleveland, U. of Illinois and Cleveland College of Western Reserve U. He was advertising manager of the Heights High paper, *The Black and Gold.*

The Bing & Haas Agency was formed in July 1946. Gertrude Haas, the other partner in the firm, and Ralph have known each other all their lives. Miss Haas did commercial art work for Sears, Roebuck & Co. and several department stores before starting the agency with Ralph. Just prior to the agency partnership, Ralph was advertising manager for Lampl Fashions Inc. He firmly believes now that had he known the work involved in starting an agency, he would never have had the nerve.

The firm, which started out with three accounts, in four years has increased this to over 42 accounts. The staff originally consisted of Ralph and Gertrude; Ralph handling the contact work, copy writing and administrative angle, Gertrude the art work and production. The agency now has grown to five staffers. During the firm's first year the youthful partners gained local and national recognition, and Ralph states that within three years the partnership should be ready to apply for 4 A's.

One of Bing & Haas' most important accounts is the annual Grotto Circus, whose attendance has risen steadily for the past four years under the agency's able handling. Other accounts include Blauschild Motors, Pelunis Motors, Fluorescent Equipment & Mfg. Co., J. H. Boesch Carpet Co., Bradley Sweater Co., and Big Four Lumber Co., to name but a few.



RALPH

The indefatigable Ralph Bing also has time for such hobbies as badminton, tennis, wood and metal working and pipe collecting. One of his main hobbies is photography and some of his work has been exhibited in Cleveland. He aspires to acquire a home in the country and a boat, to see the business expand and to have a vacation once a year. A nine-day trip to Bermuda last April was his

(Continued on page 83)

Mr. Time Buyer:
Before you run off on your vacation, check your Fall Schedules against this!

BIGGEST RADIO BARGAIN IN THE U.S. TODAY!

1-MINUTE SPOTS ON 50,000 WATTS WNOE-NEW ORLEANS

ONLY $13.00 EACH (360 TIME RATE)

Available Right Now: **Spots between High-Rated National Shows!.. Spots on or between long-established Local Shows!.. News Programs! Sports! Mutual Co-ops! (1060 ON YOUR DIAL)**

25 YEARS OF SUCCESSFUL SERVICE TO ADVERTISERS!

WNOE

MUTUAL BROADCASTING SYSTEM

James A. Noe, Owner

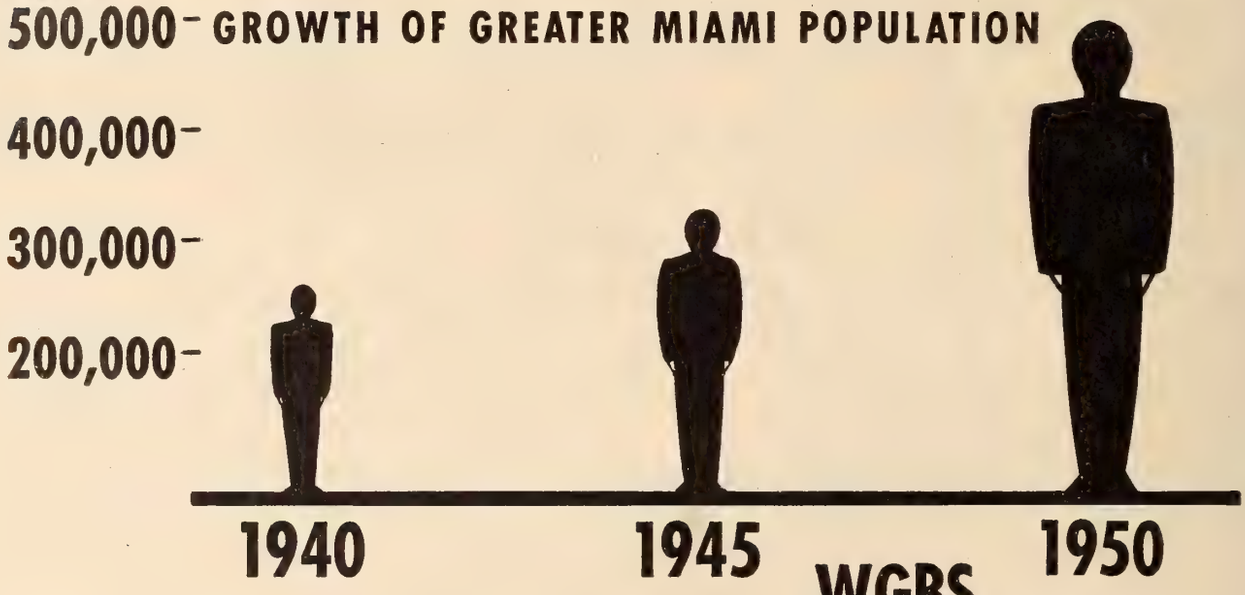
James E. Gordon, Gen. Mgr.

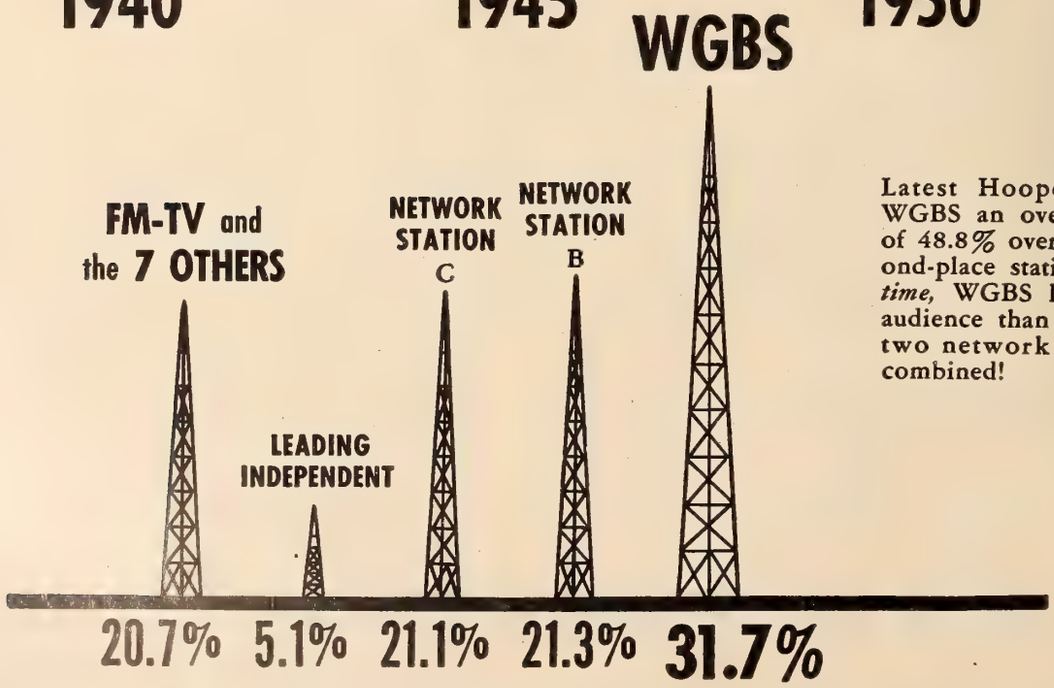
Nat'l. Reps.
RA — TEL
420 Lexington Ave.
New York City

50,000 WATTS DAYTIME — 5,000 WATTS NIGHTTIME

Get in Your Orders Now!

FLASH...





Latest Hooper gives WGBS an overall lead of 48.8% over the second-place station. *Daytime,* WGBS has more audience than the next two network stations combined!

TOTAL RATED TIME PERIODS
HOOPER-MARCH-APRIL 1950

1950 CENSUS GIVES MIAMI AREA OVER 500,000

Here is one of America's most amazing success stories . . . the new 1950 Greater Miami of over a half million permanent residents . . . and a year-around economy expanding both in volume and soundness. Greater Miami in 1950 takes its rightful place among America's major markets and, at the present rate of growth, heads for its first million in the next ten years.

1950 HOOPERS GIVE STATION WGBS AUDIENCE LEAD IN MIAMI MARKET

Here is another amazing success story. Station WGBS, 50,000 watt CBS affiliate in Miami, has doubled its share of audience in just the last two years. Growing with Greater Miami, serving well the cultural and economic interests of all South Florida, WGBS is now the established leader in a field of twelve stations. With the highest standards of broadcasting as its guide, WGBS sets the pace in Miami, just as the other members of the Fort Industry family star in the communities they serve.

A FORT INDUSTRY STATION

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • **WWVA**, Wheeling, W. Va. • **WMMN**, Fairmont, W. Va.
WLOK, Lima, O. • **WAGA**, Atlanta, Ga. • **WGBS**, Miami, Fla. • **WJBK**, Detroit, Mich.
WSPD-TV, Toledo, O. • **WJBK-TV**, Detroit, Mich. • **WAGA-TV**, Atlanta, Ga.
National Sales Headquarters: 488 Madison Ave., New York 22, Eldorado 5-2455

Editorial

Clinical Analysis

THERE'S something new under that radio sun. Perhaps you won't recognize it by its name, "National Spot Radio Clinic."

Last week, in Chicago, a hundred executives of the stations represented by Free & Peters met in closed session with top brass of the representation firm. They discussed every facet of sales, programming and promotion. They got into ordinarily mundane "housekeeping" matters. They discussed standardization of rate card formats, TWX codes, and other time-savers and simplifications of interoffice procedures.

They left convinced they had accomplished plenty. They commanded repeat performances.

The clinic idea is far from new. They have been held at many NAB conventions and at district and state association meetings. These, however, of necessity have been broader in scope and generalized.

Here a group of non-competitive stations, with a common purpose, met with their sales organization. It was the doctor-patient relationship. They heard straight stuff from top agency people. They compared notes. They decided upon uniform practices, to coordinate the buying and selling side of their facilities. They came voluntarily. It was high tribute to Preston Peters and his organization.

Most significant, it connoted clearly a resurgence of affirmative selling.

Business Trends

A MONTH hence there will gather in New York two dozen of the topmost business and industrial leaders of the nation. They will meet under the aegis of radio, to function voluntarily as the NAB Business Trends Committee, and chart trends in the American economy, in conjunction with leaders of radio.

This committee constitutes a veritable Who's Who of commerce and industry. Its roster reads like an advisory council to the President of the United States. It will meet periodically. It will observe the entire national and world scene. The results of its deliberations will permeate the economic fabric of the nation.

It is a compliment to radio, and to the men who guide its destinies, that these business leaders accepted the invitation to serve.

The idea for the Trends Committee was developed by Richard P. Doherty, NAB employe-employer relations director. It was avidly endorsed by President Justin Miller, and authorized by the NAB board last February. Mr. Doherty, former economics professor at Boston U. and a former executive director of the Industrial Relations Council of Metropolitan Boston, did not receive a single rejection to an invitation to serve.

The committee, of course, will deal in broad economic patterns, looking toward wholesome development of our free, competitive system. However, radio leaders from individual stations and networks alike will be afforded the opportunity to tell the radio and TV stories at first hand, and around the conference table.

In these days of adversity within the NAB, the Trends Committee, along with the front-line forays of the Broadcast Advertising Bureau, tends to brighten the otherwise bleak outlook.

In the months ahead, they may well prove worth the whole price of admission to an inevitably reorganized NAB.

TV's Low Road or High?

COLOR continues to monopolize the TV regulatory spotlight. The infinitely more important problem of competitive nation-wide television —involving basic allocations—perforce remains in the wings, apparently to emerge only when the color prima donna has completed her performance.

The deep freeze continues. Since no timetable on TV yet has been accurate within a half-dozen months, statements that the freeze will end this year would seem to need at best a liberal dosing of salt.

To us, the greatest mystery has been the utter complacency of broadcasters, manufacturers and public alike on the real allocations issue. That is the compound question whether television is going to remain in the VHF or low band, whether the plan to have mixed VHF and UHF allocations will be retained, or whether the Commission will elect to move all television "upstairs" into UHF.

Certainly Chairman Coy and members of the FCC have done something more than broach the question. Inquiries about built-in adapters to cover UHF most assuredly could relate to a wholesale move as well as to the possibility of mixed VHF-UHF allocations.

Some of our public officials apparently feel that television might be better off starting from scratch in the UHF, where it would have a potential of some 2,600 stations as compared to the 500 or 600-station potential of the present VHF. Or, alternatively, that at least television should be contained in the UHF and the present Channels 7 through 13, which represent the top side of the VHF.

This thinking undoubtedly recognizes the clamor which aviation, mobile and other non-broadcast services are making for low-band space now occupied by television. There's the feeling, too, that the VHF might constitute the "clear channels" of television, with UHF representing the equivalent of the small-coverage local.

Whatever the thinking, it behooves all those interested in television (and who in aural broadcasting isn't?) to take stock. Actually it is the resurgence of one of the original TV issues. Assistant Chief Engineer John A. Willoughby projected it two years ago.

It isn't wishful when Chairman Coy poses questions about a "cut-off" date for the use of the low band, as he has done repeatedly in the color hearings. It becomes less wishful when he talks of color TV in two years, perhaps, and a shift to UHF six years thereafter. The adapter question, popped at practically all manufacturers' witnesses, is not to be construed as academic.

There are 105 TV stations on the air—all on Channels 2-13. They are in 62 markets. Forty of them hold actual licenses. There are more than 6,000,000 sets in use, representing a probable billion-dollar public investment.

Substantial figures, these. Any plan to move "upstairs" would cause an upheaval of unprecedented proportions in the radio media. It would bring down the wrath of the public and of Congress. The Armstrong fight over moving FM upstairs would seem like an amateur performance. Those figures, however, will never diminish. Time runs against a switch-over. The freeze is effective only as to transmitters, not the public investment in receivers.

Those, it seems to us, are the questions to ponder. Instead of contemplating a move from VHF to UHF, should not the FCC and the industry consider adding VHF channels to the present 54-216 mc spectrum—space now occupied by the military and said mainly to be kept on ice against a national emergency?

It may be later than we think on a VHF-to-UHF move.

Our Respects To —



FRANK BULL

ADVERTISING agency executive by day; disc m.c. by night.

And both have proven lucrative to Frank Bull, partner in Smith & Bull Adv., Hollywood, who also is a vice president and director of Walter McCreery Inc., Beverly Hills advertising agency.

Mr. Bull, equipped with practical knowledge gained in early days of radio, has put that know-how to work. And in the span of a few years he and his partner, Dick Smith, have built the agency to one of the majors on the West Coast.

Besides actively supervising such well known agency accounts as Seaboard Finance Corp., Transport Indemnity Co. (11 Western states), Triangle Publications (Western division), Western Harness Assn., Western Open Golf Championships, J. E. Coberly (Lincoln-Mercury), Marshall & Clampett (DeSoto-Plymouth), M. J. Wershow Co. (auctioneers), and Los Angeles Rams (professional football), Mr. Bull conducts a nightly one hour *America Dances* record program on KFWB Hollywood and has been doing it for the past 11 years.

Mr. Bull takes this Monday through Friday program seriously too. Rated high in surveys for the past eight years, it has an avid audience. He takes the same obligation to his loyal listeners as he does to clients of his agency. To him, this program is the day's high spot on his busy calendar.

A great believer in giving the unknown an opportunity to achieve greatness, Disc Jockey Bull utilizes this nighttime program to carry out that philosophy. He features recordings of many a struggling singer or band, plugging a name until it catches on.

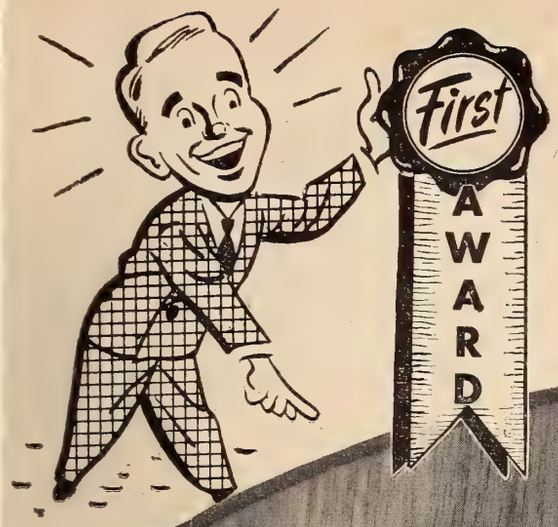
A native Kansan, Frank Bull was born on a river bottom farm near Winfield on May 27, 1897. His family migrated to Los Angeles in 1910 where he was graduated from Los Angeles High School five years later. A year at Los Angeles City College completed his academic education.

Then 17 years old, he started out to conquer the financial world. He wanted to be a banker and got himself a job as messenger with Hellman Night & Day Bank in Los Angeles. At the age of 23 he was chief teller.

Six years later when Beverly National Bank was organized in Beverly Hills, Mr. Bull joined as vice president and cashier, continuing in the banking business until 1927.

In the interim, he had become interested in that new thing called radio. As president of Beverly Hills Kiwanis Club, he was called upon often to do a bit of speech making—and he became an expert at it. This brought him

(Continued on page 86)



KOIN proudly acknowledges another Traffic Safety award...

In addition to the "National Safety Council Award" for 1949 KOIN is happy to receive the



1st weekday mornings... **1st** weekday afternoons **1st** evenings (Sunday thru Saturday) **1st** total rated time periods.

(Hooper station audience index Dec. 1949 thru Apr. 1950)

CBS

AVERY-KNODEL, Inc.
National Representatives

KOIN

and...
KOIN
F·M

A Marshall Field STATION

PORTLAND, OREGON

LAUD SARNOFF

French Grant Grand Medal

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA, last week received the Grand Medal of the Association des Ingenieurs-Docteurs de France, for his services in war and peace that have in "great measure contributed to the development of public cultural relations on a world scale."

Gen. Sarnoff is the fourth American to receive the medal, which was presented by Philip Cortney, first vice president of the French Engineers of the United States.

The citation noted that Gen. Sarnoff carried out missions of "highest importance" in World War II, and added that "the great progress now achieved in the field of telecommunications" is attributable to Gen. Sarnoff's "vision and leadership."

In accepting the Grand Medal, Gen. Sarnoff said, "We are now in an era of radio vision as well as sound, and the promise of the future in telecommunications is greater than ever before. . . ."

BINGHAM QUITS

Leaves ECA French Post

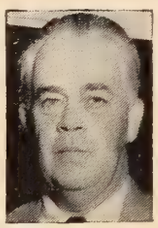
RESIGNATION of Barry Bingham, president of the *Louisville Courier-Journal* and *Louisville Times*, licensee of WHAS, that city, as head of Marshall Plan mission to France was announced last Tuesday by the Economic Cooperation Administration. He will return to his publishing duties, according to ECA.

Mr. Bingham assumed his duties in April 1949, replacing David K. E. Bruce, who became ambassador to France. Harry Parkman, a Boston lawyer, will succeed Mr. Bingham as chief of the foreign recovery program in France.

Management



JOHN BALLARD, in charge of national sales office of The Nunn Stations for past six years, named assistant general manager in addition to continuing his present duties. Nunn stations include: WBIR Knoxville, Tenn.; KFDA Amarillo, Tex.; WCMI Ashland, Ky., and WLAP Lexington, Ky.



Mr. Ballard

LEROY BREMMER, formerly with KRSC - TV Seattle, appointed general manager of KERB, new 1,000 w daytime station in Kermit, Tex.

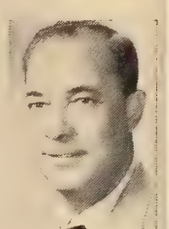
CLIFFORD EVANS, director of New York City television unit, appointed assistant to deputy mayor. He continues to supervise city's TV unit.

J. LEONARD REINSCH, managing director of WSB Atlanta, WHIO Dayton and WIOD Miami, elected to board of directors of Atlanta Newspapers Inc., publisher of *Atlanta Journal* and *Atlanta Constitution.* Mr. Reinsch and his wife have left for a Carribean cruise and vacation in Guatemala.

J. H. RATCLIFFE elected a director of Standard Radio Ltd., operating CFRB Toronto. He succeeds **D. I. McLEOD,** resigned.

G. C. LIVINGSTON named general manager and chief engineer of WATL-AM-FM Atlanta, Ga.

DEWEY H. LONG, veteran of 21 years in radio, appointed general manager of WABB-AM-FM Mobile, Ala. He has served with WBT Charlotte, N. C., as assistant station manager; with WSAI Cincinnati, as manager; with WLW Cincinnati as manager of Chicago sales office. He left WLW in 1943 to join WELI New Haven, Conn., as manager. After that he was manager of WMOB Mobile. During past year he has been with Frederic W. Ziv Co.



Mr. Long

THOMAS F. O'NEIL, vice president and director of Yankee Network, wholly-owned subsidiary of General Tire & Rubber Co., elected a vice president of General Tire & Rubber Co.

GAYLE V. GRUBB, general manager of KGO-AM-TV San Francisco, elected a director of San Francisco Advertising Club as head of radio department. He also was named member of press and publicity committee, Citizens Committee for Centennial Celebration of California's Admission to the Union.

ROY HOFSTETTER, manager of CKWS Kingston, Ont., elected president of Advertising and Sales Club of Kingston.

BOB BINGHAM, general manager of WCNC Elizabeth City, N. C., for past two years, resigns. He returns to WINZ Hollywood, Fla.

ROBERT T. MASON, general manager of WMRN Marion, Ohio, made honorary professional member of Alpha Delta Sigma, national professional advertising fraternity, and awarded honorary state farmer degree of Future Farmers of America.

ELMER KRAUSE, secretary-treasurer of WGAR Cleveland, shot hole-in-one at Shaker Heights Country Club June 4.

WPFB Middletown, Ohio, cited by city's Safety Council for promotion of Bicycle Court. WPFB airs court sessions weekly.

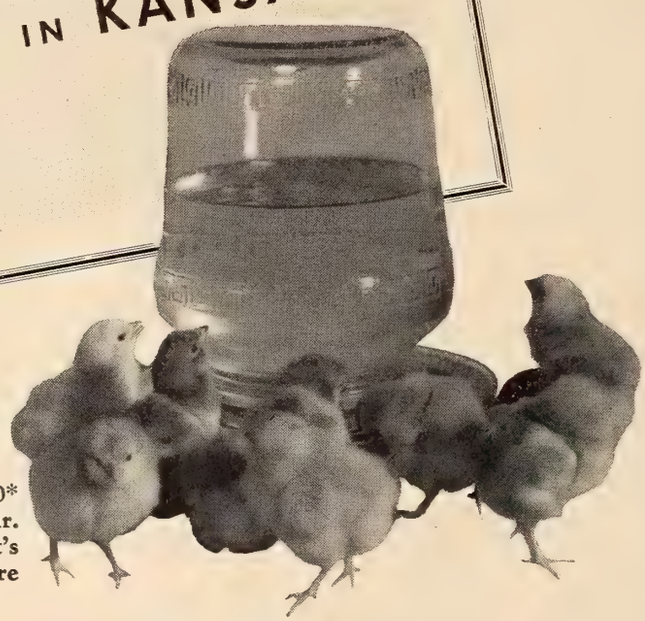
FARMERS AND FEEDERS NATIONAL

Chicks or Checks

BOTH PAY OFF IN KANSAS

PAY THROUGH WIBW

The Kansas Farm Station

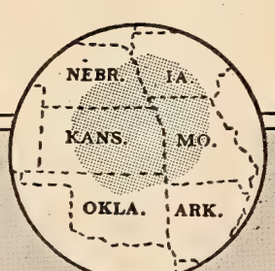


It's the *farmers* who get the $76,997,000.00* chicken and egg checks—52 weeks of the year. To them, this is *extra money*—to be spent. It's the steady, dependable CASH MARKET you're competing for.

It's WIBW that's the largest single selling influence in these farm homes. As a farm station, WIBW *lives* in these homes from sun-up till bedtime . . . constantly creating product desire, brand preference, and moving buyers to your dealers. Let WIBW help you cash the chick checks in Kansas.

* *USDA-Ap. 1950*

WIBW



SERVING AND SELLING

"THE MAGIC CIRCLE"

WIBW · TOPEKA, KANSAS · WIBW-FM

CBS

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

To the PRESS and RADIO:

June 8, 1950

Subject: RAILROADS AND THE MAIL

One of the most important services performed by the railroads is the intercity transportation of the great bulk of the United States mail. Today, for example, railroads carry approximately 94 per cent of all pieces of intercity first-class mail, and airlines approximately 6 per cent. For carrying 94 per cent of the letters, the railroads received from the Post Office Department in the latest fiscal year a little more than 27 million dollars. For carrying the other 6 per cent, the airlines received more than 55½ million dollars.

The railroads transport an even larger proportion -- approaching 99 per cent -- of intercity second- and third-class mail and parcel post.

The cost to the railroads of handling the mails includes a great deal more than just moving cars loaded with mail. It includes furnishing specially-designed cars with space for sorting and distributing mail en route. It includes loading and unloading the mail at terminals and the expedited return of empty cars for prompt reloading with mail. The railroads perform all this service without receiving any sort of subsidy from the government.

Railroads are paid for handling mail on the basis of space assigned. This system was set up by Congress in 1916 upon the recommendation of the Post Office Department. Because the movement of mail on most routes is much heavier in one direction than in the other, it was felt that it was equitable both to the Post Office Department and to the railroads to set the rate of payment on a round-trip basis, since it would be necessary to return empty many cars which were used to carry mail in the direction of heavy movement.

This empty return movement is necessary for many reasons. The principal reason is that the necessities of the postal service require that a supply of mail-carrying cars, suitably equipped for operation in passenger trains, shall at all times be available at the points where the heavy mail originates. This means that cars must be sent back promptly, loaded or empty. Where loads are available, the cars are loaded, but since express and baggage, like mail, move predominantly in one direction, there are cases in which no return loads are available. It is not practical to load freight in returning mail cars, since the cars are designed for movement in passenger trains and, if diverted to freight service, would be unduly delayed in getting back to meet the current heavy needs of the postal service.

The Post Office Department would not save money by changing the present round-trip payment basis to a one-way basis. If a one-way basis of payment were substituted, the rate per mile would have to be approximately double the round-trip rate, as the law requires that the rates and method of payment be such that railroads will be properly compensated for their service in transporting the mail.

Sincerely yours,

William T. Faricy

WBIG

Est. 1926

"The Prestige Station of the Carolinas"

WBIG dominates "The Magic Circle"* having more of the 20 top Nielsen-rated programs than all other stations combined within a 50 mile radius of Greensboro.

5,000 watts
unlimited
CBS affiliate

gilbert m. hutchison
general manager

Represented by Hollingbery

* the richest and most populous area of North Carolina, the South's wealthiest and most progressive state.

Commercial

DONALD A. NORMAN, sales director of WNBT (TV)-WNBC New York, appointed director of sales for KNBH (TV) Hollywood, effective July 1. Prior to New York affiliation, he was manager of spot sales for NBC Western Div. **ROBERT DeSOUSA,** of television sales department, named account executive for KNBH.

CHUCK TRIPPE, formerly commercial and acting manager of WINX-AM-FM Washington since 1946, joins Wm. G. Rambeau's New York office as special sales representative for WPEN Philadelphia. He is 20-year veteran of newspaper, agency and radio work and was formerly with WPEN.



Mr. Trippe

WHAS Louisville issues rate card No. 9 which was effective June 1.

RUDDICK C. LAWRENCE, associate advertising manager of *Fortune* magazine, will join NBC-TV, effective July 1, as manager of sales development. He has been with *Fortune* since 1939.

KALI Pasadena, Calif., appoints **Schepp-Reiner Co.,** New York, as representative.

SID SLAPPEY, program manager of WCFM (FM) Washington for past year and one-half, appointed commercial manager.

BILL HENDRICKS, WXYZ Detroit sales representative, elected secretary to board of directors, Adcraft Club of Detroit.

JACK D. FUNK, formerly program director of KXOX Sweetwater, Tex., is commercial manager and program director of KCHI Chillicothe, Mo.

WALKER Co. appointed national representative for **WPLH Huntington, W. Va.**

FRANK MATHEWS resigns as commercial manager of KANS Witchita, Kan. He formerly was national sales and promotion manager of KFH same city.

GEORGE G. ROSS, formerly copy writer, production man, continuity director and production manager of KUTA Salt Lake City, appointed to sales staff.

VINCENT FRANCIS, sales manager of KGO-AM-TV San Francisco, named pubilicty chairman of San Francisco Sales Managers' Assn. **BURTON VAUGHAN,** of BBDO, San Francisco, named assistant chairman.

Dismiss Patent Feud

LITIGATION pending since 1948 between RCA and Allen B. DuMont Labs concerning claims of patent infringement on radio transmitters, receivers and tubes has been dismissed, according to a joint announcement made Tuesday by the two companies. It also was announced that each company has licensed the other to make such material under its patents.

SAVINGS BONDS

Two New Agencies Named

TWO NEW AGENCIES will handle the advertising campaign of U. S. Savings Bonds, which had been handled for the past eight years by Young & Rubicam, Thomas H. Young, of U. S. Rubber Co., coordinator of the campaign for the Advertising Council, announced last week.

The new agencies are Foote, Cone & Belding, Chicago, and Campbell-Ewald. These agencies will continue to work with other agencies to produce U. S. Bond advertising: G. M. Basford, which prepares ads for television and business papers; Schwimmer & Scott, which produces spot radio commercials; J. Walter Thompson Co., which conducts the farm program; Schwab & Beatty, which conducts direct mail, and Albert Frank-Guenther Law, which handles bank and financial advertising.

T. S. Repplier, president of the Advertising Council, said he received Young & Rubicam's decision not to continue with the voluntary bond drive with the greatest regret, "yet with the realization that no one agency could be expected to carry indefinitely the extraordinary load that Y&R had been carrying for the past eight years."

CANADA AWARDS

Best Radio Shows Honored

RADIO awards, under sponsorship of Canadian Assn. for Adult Education, have been presented to networks and stations for best programs in 1949. Among commercial programs singled out were *Wayne & Schuster Show* (Toni home permanent) on CBC Trans-Canada network, first prize, and *The Happy Gang* (Colgate-Palmolive-Peet) on the same network, honorable mention, in the variety category.

CKAC Montreal's play, *Pacelli le Magnifique* by Ernest Pallascio-Morin, won first place for community drama. "Peter Grimes," composed by Benjamin Britten and performed by the CBC Opera Co., won first prize in the open music class. For community service, CJFX Antigonish won honorable mention in programming as did CKLW Windsor-Detroit. *CBC Wednesday Night* show, the Canadian Assn. of Broadcasters' program *Report From Parliament Hill,* and *Ford Theatre* (Ford Motors) also were recognized by special awards.

KMOD Joins ABC

KMOD Modesto, Calif., will join the list of ABC affiliates (Pacific Coast Group) effective July 1. This marks the 267th affiliate of the network.

Your DOLLARS ARE WORTH MORE ON WGN *than ever before!*

Not only are there 993,000 more radio homes in WGN's coverage area* today than in 1946—BUT more homes are using their radios than ever before.

	Percent of Homes Using Radio per ¼ Hour**		
	6 A.M.—12 Noon	12 Noon—6 P.M.	6 P.M.—12 Midnight
February-March, 1946 . .	23.2%	28.0%	34.6%
February-March, 1950 . .	28.6%	32.7%	32.1%
	Number of Homes Using Radio per ¼ Hour**		
February-March, 1946 . .	872,552	1,053,080	1,301,306
February-March, 1950 . .	1,359,644	1,554,558	1,526,034
INCREASE	Up 487,092	Up 501,478	Up 224,728

Yes, everything is up . . . EXCEPT WGN's Rates. They are the same today as they were in 1946. Be wise . . . put your advertising where you get the greatest return for your dollars . . . **WGN!**

*Nielsen Station Area.

**Nielsen Radio Index, Monday thru Friday data.

A Clear Channel Station . . .
Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

LIKE TO LATCH ONTO YALE (Ky.)?

Dear friend, you can bolt, bar or chain Yale (Ky.) and still not lock up any real sales potentials. In Kentucky the key to success is the 27-county *Louisville Trading Area.* . . .

In this one rich market WAVE broadcasts to 215,000 *high-income* radio families—people with a standard of living 41% higher than the average found elsewhere in our State. Louisville is rightly called The Gateway to the South. When you throw the catch on this one, you've really opened a *market.*

The latch-string is out, pardner. Give 'er a pull and come on in!

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

FREE & PETERS, INC., NATIONAL REPRESENTATIVES



News

J. D. MULLEN, formerly of KSCB Liberal, Kans., and WTPR Paris, Tenn., appointed news editor of WSGW Saginaw, Mich.

DON ELLIOTT, formerly news director of WCON Atlanta, Ga., now defunct, joins news staff of WSB same city, handling morning newscasts. He had been with WCON since its inception in 1947 and was announcer for WRUF Gainesville, Fla. His WSB appointment is effective June 26.

JOHN BOSMAN, former news editor of MBS, joins WINS New York, replacing **DON GODDARD** as news commentator for Metropolitan Life and Martinson's Coffee.

DICK McADOO, formerly with WGBG Greensboro, N. C., for three and one-half years, joins WCOG same city as conductor of *Rural Roundup,* 5 a.m., weekdays.

BILL DOWNS, CBS correspondent in Berlin, joins CBS Washington news staff. **JOHN MERRIMAN,** news writer of Washington staff, transfers to CBS news in New York.

TOM MacLEOD, graduate of Pasadena Institute for Radio, Pasadena, Calif., joins KYJC Medford, Ore., as sportscaster.

ARTHUR C. PAGE, farm program director at WLS Chicago and associate editor of *Prairie Farmer,* which owns station, elected member of board of trustees of Farm Foundation. Foundation promotes projects for betterment of agriculture and country life.

DON HOLLENBECH, CBS news analyst (9 a.m., EDT, *News of America*), awarded George Polk Memorial plaque honoring him for journalistic achievement for his work on WCBS New York's Saturday series, *CBS Views the Press.*

IRV HOAG, WGFG Kalamazoo, Mich., sportscaster, is the father of a boy, Philip Herbert.

JOHN McDONALD, WSM Nashville farm director, will tour Europe this fall as representative of Clear Channel Broadcasting Service with National Rural Youth Group of American Farm Bureau Federation. He will make tape recordings to be broadcast in this country by clear channel stations serving rural areas.

ADS Ad Winner

WINNER of the $750 first annual Alpha Delta Sigma scholarship was selected at the Advertising Federation of America convention which concluded sessions in Detroit June 1 [BROADCASTING, June 5]. Winner was Barkev Kibarian, of Rhode Island State College. Choice was made by Donald W. Davis, chairman of the national council of the professional advertising fraternity, and Wesley I. Nunn, advertising manager, Standard Oil Co. (of Ind.). Judging committee included Don Belding, Foote, Cone & Belding, and Robert B. Brown, Bristol-Myers, members of the ADS professional advisory board, along with Mr. Nunn.

INDIANA NEWSMEN

Elect New Officer Slate

ELECTION of officers at the annual meeting of Indiana Radio Newsmen named Bill Warrick, WJBO Hammond, president. Other posts were filled by Bob Bruner, WXLW Indianapolis, first vice president; Allan Jeffries, WIRE Indianapolis, second vice president; Howard Stevens, WBOW Terre Haute, secretary, and LaVerne Stewart, WTTS Bloomington, treasurer.

The Indiana news directors and editors were familiarized with plans to have the *IRN Bulletin* compiled and edited with Indiana U. dept. of Journalism aid. Ruth Dunagin, of the department, was elected editor of the publication. Role of radio in the coming state conventions of both political parties, was discussed. Talks on the subject by Herbert R. Hill, director of publicity, Indiana Republican State Central Committee, and Ira Haymaker, state chairman, Indiana Democratic Committee, were heard.

KNBC 'FACULTY'

For Stanford NBC School

JOHN W. ELWOOD, general manager of KNBC San Francisco, has named 10 members of his staff, including himself, as instructors for the Stanford-NBC Radio-Television Institute to be held at Stanford U. June 22-August 19.

Besides Mr. Elwood the staff instructors include:

George Greaves, assistant general manager; Paul Speegle, program director; John H. Thompson, manager of news and public affairs; Alfred W. Crapsey, local sales manager; Anthony Freeman, musical director; John Grover, announcer - producer; Budd Heyde, staff announcer; William Minette, director of public affairs and education; Hal Wolf, chief announcer and assistant program manager.

In addition to these professional staff members the institute faculty will include six professors and instructors from Stanford and other Northern California colleges and universities.

Facilities and staff of KRON-TV San Francisco will be utilized in the television courses. Specialized instruction will be offered by Harold P. See, director of television; R. A. Isberg, chief engineer, P. H. Crafton, program director; and Norman Louvau, sales manager.

Students at the institute will be limited to 75. Courses will be offered in every phase of radio and television work, with emphasis on latest developments in the TV field.

WCOP Boston has been presented "award of merit" by Lt. Vernon Macauley (Theatrical) Post, American Legion, that city, for its "all-out cooperation" in Legion's "Tide of Toys Drive." Henry Lundquist, WCOP production manager, accepted citation.

JUNE 12, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

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WSM-TV
NASHVILLE

On The Air September, 1950

WSM celebrates its 25th Anniversary by bringing television to the Central South

SCHEDULE, WSM-TV

SEPTEMBER, 1950 . . . On the air

OCTOBER, 1950 . . . Network TV through microwave relay from Louisville

Television's newest market ready in September through....

WSM-TV

HARRY STONE
General Manager
IRVING WAUGH
Commercial Manager
EDWARD PETRY & CO.
National Representative

CHANNEL 4
NASHVILLE, TENN.

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

JUNE 12, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

UHF FIGHT

Battle Starts for 470-500 Mc Allocation

THE FIGHT of television broadcasters vs. common carrier interests for the 470-500 mc band at the lower end of the UHF television spectrum got under way before FCC last week, amid indications that the telecasters' case-in-chief will not be presented before Fall.

Spokesmen for the television participants indicated they will seek permission to delay their main presentation until the overall television allocations question is reached later this year, on grounds that not until then can TV's spectrum needs be adequately evaluated and compared with those of other services.

They planned relatively brief presentations when their turn for testimony comes up this week.

Four Groups Participate

The TV participants in the hearing—Phase No. 2 of FCC's overall television proceeding, which opened with eight months of hearings on color TV—are Philco Corp. and Philco Television Broadcasting Corp.; Television Broadcasters Assn., and Allen B. DuMont Labs.

The first week of the hearing was devoted largely to testimony by and cross-examination of witnesses for Bell Telephone Labs., author of the petition for allocation of the 470-500 mc band to multi-channel broadband common carrier mobile radio use in lieu of television.

The outcome of the hearing will determine whether the UHF television region starts at about 470 mc or at about 500 mc.

Growth of Service Outlined

FCC witnesses at the outset presented lists of domestic public land mobile radio service authorizations and applications, and undertook to estimate the growth of the VHF land mobile service (including the 450-460 mc band).

William L. North, of FCC's Frequency Allocation and Treaty Division, estimated that the requested 30-mc segment would be "used up" in about nine years if it were made available for land mobile operations and if the 1946-49 rate of growth continues.

He said that in the New York area—which formed the basis of his estimates—some frequencies between 30 and 40 mc had as many as 10 land stations on them in 1949, and that the average was three.

George W. Gilman, director of transmission engineering for Bell Telephone Labs, presented a technical description of the proposed broadband system for mobile telephone service, while John Hanselman, AT&T assistant vice president, emphasized the need for additional frequencies and described the prospects of service.

Requirements Outlined

Dr. Oliver E. Buckley, president of Bell Labs, summarized the requirements of mobile radio telephony, and Francis M. Ryan, in charge of AT&T radio activities, outlined broadband operations as they would be employed in the seven largest cities and in medium-sized and smaller cities.

Counsel for the television interests and members of the FCC questioned the telephone company witnesses closely, the television representatives undertaking to show lack of need of the 470-500 mc band by the mobile services.

The Bell Labs presentation was to be followed by those of U.S. Independent Telephone Assn., represented by Washington Attorney Norman S. Case; National Mobile Radio System, by Jeremiah Courtney; Mutual Telephone Co., by Carl I. Wheat and Omar L. Crook; Philco and Philco Television, by Henry B. Weaver; TBA, by Thad H. Brown, and DuMont by W. A. Roberts. Arthur Gladstone appeared as counsel for FCC, and John H. Gepson for Bell Labs.

Hearing Under Walker

The hearing, which got under way Monday, was held before the Commission *en banc* with Acting Chairman Paul A. Walker presiding in the absence of Chairman Wayne Coy. Other FCC members participating: Comrs. Rosel H. Hyde, E. M. Webster, and George E. Sterling.

'CISCO KID'

Interstate Bakeries Buys

INTERSTATE Bakeries, sponsor of the Ziv radio serial *Cisco Kid* in western and midwestern markets, has signed a 10-year contract for sponsorship of the video version of the program, currently being filmed for release in the fall.

Interstate will sponsor the TV series in 16 cities across the western part of the country from Chicago to Los Angeles, starting in the fall. It will advertize Shulze's Butter-Nut bread in midwest markets and Weber's bread in California. Danby-Miner Agency, Los Angeles, handles the Interstate account.

John L. Sinn, president, Ziv Television Programs, said his company is negotiating with other sponsors of the *Cisco Kid* radio serial, currently broadcast commercially in more than 300 markets, regarding sponsorship of the TV version of the program. NBC, he said, has bought the program for its O&O TV stations in New York, Washington and Cleveland, under a five-year contract reportedly involving $1 million.

INTERCONNECTION

WU Tentative Plans Hit

A SPOKESMAN for AT&T claimed last week that Western Union's tentative plans for network television facilities "closely duplicate" certain existing AT&T routes and therefore would serve "no additional stations . . . which could not be served from the existing Bell System routes."

The claim was made by Frank A. Cowan, head of the Engineering Dept. of AT&T's Long Lines Dept., in testimony at resumption of the FCC hearing to determine whether the Commission should require AT&T to interconnect its intercity TV facilities with those of Western Union and establish through routes and joint rates.

Hits WU Plans

Mr. Cowan claimed the plans proposed by Western Union — which currently has only a radio relay link (reversible) between New York and Philadelphia—would result in an impaired signal, require duplicate terminal facilities to get the necessary flexibility, and make overall coordination difficult.

He contended that reversible facilities are more costly and provide a less efficient use of frequencies than one-way channels, but said that AT&T would provide reversible channels if situations developed where they were desirable and where the limitation of frequencies was not a controlling factor.

Overall, he said, "I believe that interconnection of Bell System intercity video facilities with those of the Western Union would result in poorer service and in increased costs," Mr. Cowan asserted.

Returning to the stand for cross-examination on the basis of previous testimony, Col. E. Z. Millar, Western Union's director of development and research, asserted that WU intercity facilities would be more flexible for broadcasters than previously indicated.

Rate Changes Considered

He said Western Union had considered making changes in its charges for use of the New York-Philadelphia link and that he personally had recommended a shortening of the one-year minimum contract, but that the company had decided to defer changes pending outcome of the current hearing.

Col. Millar emphasized that the charges for the New York-Philadelphia link are based on conditions involving only that particular route and on a per-mile basis, and do not necessarily represent the charges that will be made for future links.

G. M. Wright, of the Long Lines Dept., submitted a comparison which indicated that use of the WU New York-Philadelphia link would cost the networks—based on their usage of AT&T facilities over that route—more than 50% more than use of AT&T facilities. Western Union was expected to challenge this comparison strongly.

Smith Presides

The hearing, an aftermath of the proceeding in which FCC ordered AT&T to interconnect its facilities with those of private telecasters, is being conducted by FCC Examiner Elizabeth C. Smith. She succeeded the late Examiner J. Fred Johnson Jr., who presided over earlier portions of the hearing. Witnesses at the earlier sessions included representatives of WOR-TV New York and WOIC (TV) Washington, DuMont, ABC, NBC, and CBS, who generally felt interconnection of AT&T and WU facilities would promote TV growth, with certain exceptions [TELECASTING, May 8].



MILES C. McKEARNEY has been associated with Foster & Davies Inc., advertising agency in his home city of Cleveland, since 1945. His television accounts include Alliance Tenna-Rotor and Natural Foods Institute. He has worked on both consumer and industrial accounts, including commercial lighting for General Electric. Mr. McKearney started his career in 1927 in merchandising, working himself up to division manager for an electrical appliance firm before joining F & D.

Seeing Is Believing

Alliance Chose TV, Exclusively, And Scored a Grand Slam

By MILES C. McKEARNEY
FOSTER & DAVIES INC.

TODAY more than 3,500,000 television screens are carrying two and three film spots a week from 64 stations, demonstrating the Alliance Tenna-Rotor. More than 200,000 Tenna-Rotors are now in use. Yet, a year ago, this product was virtually unknown.

Tenna-Rotor advertising to the consumer started with television. There was no supporting campaign in other consumer media. The tremendous increase in sales can be traced almost entirely to the television spot campaign which started in May 1949. Prior to the first one-minute sound films over Cleveland TV stations WNBK and WEWS, and WNBT (TV) in New York, the Alliance plant produced only a nominal number of Tenna-Rotors for jobbers' stocks and dealers' samples.

The product was one which required demonstration. R. F. Doyle, president, and John Bentia, sales manager of Alliance, decided that television should be the Number 1 consumer medium. After a careful analysis of many TV commercials, we selected a producer whose experience in television filming had already been proved. These films were expertly made to present a straight, simple, believable demonstration of the product. And yet they were lively.

As soon as the action demonstration showing the rotor unit on the roof was made, most of the scenes shifted to the living room, to a television set, where another demonstration of the results obtained was staged. The films told "How it works" . . . "How to do it" . . . and "See the results." There were no smart tricks, fantastic claims, or attempts to be clever for the sake of cleverness. There was plenty of action, change of pace, and variation of subject matter.

We preceded or followed major and minor league baseball in many cities during the summer of 1949. Last fall, many of our spots were adjacent to Big Ten and Ivy League football, boxing, wrestling, and special sporting events. In addition, our schedules list many adjacencies to top rated programs both local and network.

Sales showed a sharp upward curve within three weeks from the start. And by mid July, less than two months from the first telecast, we were on at least a dozen stations, and the sales had easily tripled the previous average weekly volume. By the middle of August we had secured a steady spot schedule on about 30 TV stations in 22 cities. The sales curve was showing a steady and uninterrupted incline.

Before the first year, average weekly sales were running 10 times more than the average unit sale prior to the first telecast. And since the first of the year, the sales curve has climbed higher, levelling off only during the unfavorable weather in March which made outside installations difficult.

We now run a number of films with live dealer tie-ins, and we have added 20-second chain breaks. Actually, it is impossible to fully demonstrated a product in 20-seconds, but we were confronted with a diminishing number of satisfactory one-minute availabilities on certain stations. Twenty-second spots worked out very satisfactorily on stations where we had previously run one-minutes. Besides, these 20-second chain breaks enable us to capture peak audiences.

Without a doubt, television offers the best market-by-market concentration. It is a perfect tie-in with local newspapers. A spot preceding or following a highly rated show gives the purchaser a "free ride" so to speak. And more important, spots make television advertising available to the smaller business, which may not be able to afford a show.

There is no talent charge for spots. And most spot contracts may be cancelled with two weeks' notice. You can withdraw immediately from an area which is unproductive, and concentrate your efforts elsewhere.

Three one-minute spots per week give more frequency—and more commercial time than a 15-minute show, which allots only 2½ minutes for commercial.

But a spot is only as good as its adjacency. And adjacencies must be considered in a qualitative rather than a quantitative light. A commercial spot, to be effective, must be placed at a time which assures a peak audience made up of the persons to whom your product will appeal.

In the face of tremendous com-

* * *



AT a meeting at Penobscot Club in Detroit to discuss the Tenna-Rotor campaign, Miles C. McKearney explains a brochure to (l to r): first man, unidentified; Bill Cartwright, Edward Petry & Co.; Fred Webber, Branham Co.; Frank Walker, Edward Petry & Co.; Bill Bryan, Free & Peters Inc.; Harold Barrett, Headley-Reed Co.; Hal Hough, WJBK-TV Detroit; Joe Molin, ABC Spot Sales; Ralph Patt Jr., Radio Sales; and Art Underwood (seated, right) of the Katz Agency. All the representatives are headquartered in Detroit.

petition from large companies, it takes time and perseverance to buy good availabilities. You must be insistent in your demand for the best—and, since the number of good availabilities is limited, you must act fast when they appear.

It is here that a TV station sales agency can be of unlimited help. Generally speaking, the agency is able to appraise, quite accurately the needs of its various clients. Most of the better sales agencies do not attempt to burden the advertising agency with availabilities which will not fit the clients' needs. This "weeding out" process saves an incalculable amount of time and makes for faster service.

It is interesting to note that, in the summer of '49, with a limited schedule and at a time of year when both the radio and television audience has a tendency to dwindle, Alliance Tenna-Rotor made its first appearance on television. It's all the more significant that television stepped up Tenna-Rotor sales at the very time of year when the rate of increase in TV sets in every area was at its lowest.

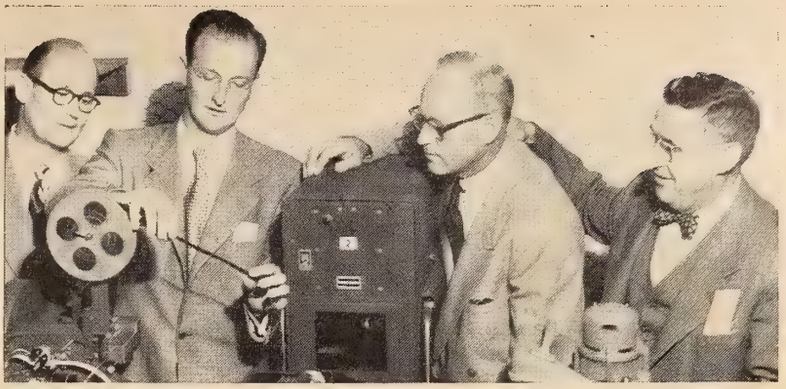
U. S. WEATHERMAN
Planning Video Series

PLANS to take the official U. S. Weatherman into the nation's homes via television are being formulated by the Radio-Television Section of the U. S. Weather Bureau in Washington, D. C. James C. Fidler, chief of the Radio-Television Section, told TELECASTING the format for a network weather TV show has been in the works for some months and now is ready for production.

The TV weather report is patterned after the radio series which Mr. Fidler now broadcasts five days weekly over the Continental FM Network and WPIK Alexandria, Va., with originations at WASH (FM) Washington. Emphasis is on presenting the weather news in simple, easy-to-understand language. Each show includes a review of the weather situation in all areas which carry the broadcast and a last-minute forecast compiled in the U. S. Weather Bureau less than 30 minutes before air time. Time also is allowed for local cut-ins to give forecasts and commercials.

"This weather show is a natural for TV," Mr. Fidler says. Everyone is interested in the weather and through the use of maps, on which Mr. Fidler draws in the weather situation, action is added to the telecast. Experience for such TV shows has been gained by the section through regular appearances on the color tests which have been conducted in Washington. "We have all the facilities of the U. S. Weather Bureau at our disposal, including map making," Mr. Fidler points out, which cuts production costs.

KDYL-TV Salt Lake City carried 85 sponsored afternoon and evening TV pickups of exhibitors' booths at six-day Utah National Home Show.



Looking over a Projectal at KRON-TV are four panel members (l to r): Mr. Sauter, Dr. Simmons, Mr. Blaney and Dr. Frayne.

* * *

FILM STANDARDS
Symposium Points Up Video's Needs

WITH television becoming an ever-increasing consumer of film it is desirable that a film standard be adopted for the new medium. This decision has been made by a West Coast TV symposium in San Francisco.

Sponsored by the San Francisco Chapter of the Academy of Television Arts and Sciences and held at the studios of KRON-TV San Francisco, the symposium brought together 65 West Coast producers, engineers, and technicians to discuss the problem.

Dr. Norwood L. Simmons, Eastman Kodak Co., Hollywood, told the group that TV engineers generally are in agreement with the action of one TV network in refusing to accept any film not produced according to current 16mm standards. However, he said, this action imposes certain problems on film producers and film laboratories.

Contact prints from 16mm negatives and reversal duplicates of 16mm reversal originals do not conform to present 16mm standards, he said, leaving only two alternatives for the achievement of the standard: Optical printing or an intermediate duplicate negative when reversal type film is used for the original.

Switch in Standards

He said there currently is a proposal before the Society of Motion Picture and Television Engineers to change the 16mm standards to conform with the 35mm standards but that such action probably will not take place for several years. The 35mm standards specify that the emulsion be toward the lamp in the projector.

R. A. Isberg, chief engineer of KRON-TV, explained the difficulties of using films developed with different emulsion positions. Present 16mm standards call for emulsion on the side toward the projector lens, he said, yet many producers are turning out short commercial film spots with the emulsion process reversed.

Such film spots are usually spliced to TV recordings and other 16mm film produced according to standard, he said, which puts them out of focus and below optimum sound quality when transmitted.

Dr. Simmons also discussed the difference between density and gamma, explaining that density is controlled by exposure of negative and print, while gamma is principally controlled by degree of development. The accepted normal for TV use today is a print gamma range of 2.3 to 2.7, he said.

In lighting the original scene to be photographed, he said, the range of key light to fill light should be limited to approximately 20 to 1. Optimum, he said, is about 4 to 1. The use of spot lights on an entertainer has been found to be bad practice, he noted.

The principal trouble with films for TV, he said, is in under-exposure of the second generation duplicate. In many instances the films shown in TV may be a fourth generation duplicate of a 35mm original and something is apt to be lost on each duplication.

Conversion of 24 frame per second motion picture film to 30 frame per second television pictures, was discussed by Herbert Sauter, of the RCA Service Co.

Other speakers at the symposium were George Matheson, chairman of the technical committee of the SFATAS; William Sadler, technical supervisor, KRON-TV; Roland Diedrickson, KPIX (TV) San Francisco technical supervisor; Harry Jacobs, KGO-TV San Francisco station engineer; Dr. J. G. Frayne, engineering manager, Westrex, Hollywood; Arthur Blaney, engineering manager, RCA Sound Recording Div., Hollywood; Sidney Solo, managing director, Consolidated Film Laboratory, Hollywood; and Harold P. See, director of television, KRON-TV.

Names Radio Sales

CBS-TV Syndicated Film has appointed Radio Sales, Radio & Television Stations Representative, CBS, as its national sales representative, effective last Wednesday (June 7). Radio Sales offices in New York, Chicago, Memphis, Detroit, Los Angeles and San Francisco will handle the sales of the CBS films.

MOVIE RECEIPTS
No Relation to TV—Balaban

BARNEY BALABAN, president of Paramount Pictures Corp., last week told an annual stockholders' meeting that there appeared to be no direct relationship between the growth of television and decreases in movie theatre attendance.

Mr. Balaban, who said television would prove to have both "plusses and minusses" in its relation to movies, reported that surveys had showed movie box office receipts were down equally in areas where there is considerable concentration of television and areas where there is not.

He said it was too early to tell what effect television would have on the movie industry, but on the whole he was optimistic. When such effect can be measured, he predicted, "the prophets of doom will have been proved to be false prophets."

At the same meeting Mr. Balaban reported, without amplification, that the company's television station, KTLA (TV) Los Angeles is "now in the black."

He also spoke of a possibility that Paramount would liquidate its 26% stock interest in Allen B. DuMont Labs Inc., which he estimated was worth about $15 million at current market prices.

"If circumstances should make it advisable to liquidate our interest in DuMont," he said, "we shall probably do so by offering it to our stockholders in exchange for shares of our corporation on some basis bearing a relationship to the respective market values of each of the stocks."

As to Phonevision, Mr. Balaban said that careful study of that system by Paramount had indicated that its feasibility was questionable. "We believe that . . . technical and economic objections are inherent in the device," he said.

NBC KINESCOPE
Preview Latest Equipment

ADVERTISERS, agency executives and talent will be given a preview of the latest in NBC kinescope recording at the network's Hollywood studios today (June 12).

New-type equipment, which includes a high-pressure mercury lamp attached to the 16mm film projector and an orthagam amplifier attached to the picture amplifier, will be used.

Tom McFadden, general manager of KNBH (TV), owned and operated by NBC, explained that the mercury lamp permits better exposures for the iconoscope. The orthagam amplifier, he declared, is intended to permit compensation for gray range distortions.

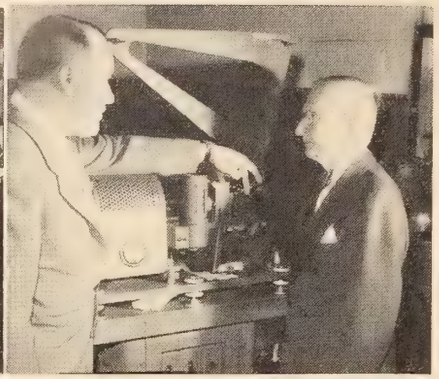
He declared that the quality will compare favorably with live shows.



CAKE bakers at WFAA-TV Dallas are (l to r) J. O. Simon, Jerome G. Galvin Adv., Kansas City, representing Ezy Angel Mix (instant angel cake mix); Ralph Nimmons, WFAA-AM-TV Dallas national sales mgr.; Blair Hackney, sales promotion representative, Blair Inc.; Victor Duncan, director, WFAA-TV film production unit. The Ezy representatives came to WFAA to film three one-minute spots for use in areas planned for distribution.



HONORED are Betty Mears (l), KTLA Los Angeles director, TV programs, and Doria Balli (2d r), TV Ads Inc., commercial film, at Los Angeles Adv. Women's Frances Holmes Award luncheon, by Actress Rosalind Russell (2d l) and Beatrice Kentz (r), BBDO media assistant, club's president.



INVENTOR Thomas E. Clark (r), sees the latest TV equipment shown him by Edgar J. (Dick) Love, general engineering manager, WWJ-TV Detroit, outlet owned by William E. Scripps, son of James E. Scripps, Detroit *News'* founder, whom Mr. Clark interested in radio in 1902.



MARKING more than a year of Canada Dry sponsorship of ABC-TV's *Super Circus* are (l to r, seated) R. W. Moore, CD president; Mary Hartline, program's star; Wilbur M. Collins, v. p.-sales mgr.; W. S. Brown, v. p.-adv. mgr.; (standing) Carl G. Suber and W. T. Okie of J. M. Mathes Inc.

SHOWING new 1951 Kaiser over KMTV (TV) Omaha are Kaiser-Frazer officials (l to r) D. B. Warshow, div. sales mgr.; S. A. Girard, gen. sales mgr.; G. W. McInnich, local dealer; E. W. Perger, assistant general sales manager.



SAG WAGE SCALE *Provokes New Feud With TVA*

ANNOUNCEMENT of proposed wage scales and conditions that the Screen Actors Guild seeks in bargaining with television film producers provoked last week a bitter interchange between SAG and Television Authority, an amalgam of live talent unions.

SAG and TVA are locked in a jurisdictional dispute over representation of performers in television film.

Code calling for basic minimum salaries of $55 per day and $175 per 48-hour week for a single role in a single picture for actors in telecast motion pictures was approved by SAG members at a June 4 meeting in Hollywood.

Rates are the same as the guild's minimum for other motion pictures, with provision that film may be telecast only once across the United States in each locality for original payment to actors. Additional payment of the original amount was stipulated for re-telecasting of the picture in these areas.

Following the SAG announcement, George Heller, national executive secretary of TVA, issued a prepared statement in New York, charging that SAG's proposed wage scales for television film performances were only half as much as those sought by TVA.

Thomson Answers

Two days later Kenneth Thomson, television administrator of SAG, issued a counter-blast. Conditions proposed by TVA would "cut the take-home pay of many motion picture actors," he said.

Mr. Heller asserted that "SAG leaders have completely distorted the facts. Under the rates proposed by SAG the minimum for performers in a half-hour program of film television would be $110 for two days work with 16 hours rehearsal. Under the rates proposed by TVA, the same performer working on the same program would receive $85 for the half-hour program, plus $96 for rehearsal, a total of $181."

Mr. Thomson, charging that Mr. Heller's "statements and promises are a distortion of the facts to mislead actors," asserted:

TVA proposals are patterned after the AFRA method of operation. More than 90% of performers in radio work at the minimum. The opposite is true in motion pictures, where more than 90% of the actors work above minimum. Conditions are the most important part of a contract for actors in motion pictures.

In radio, performers working above minimum do not get paid for rehearsals, overtime or for re-use. This is what would happen in televised motion pictures under the TVA-AFRA pattern of thinking. Screen Actors Guild is insisting on these conditions for all actors in televised motion pictures, regardless of their salary.

In his statement, Mr. Heller said:

Every important aspect of TVA's wage demands for television film is substantially higher than SAG's demands in the same field. Under the pretext that they are the ones who are asking higher rates, SAG leaders are actually undercutting TVA's demands by half.

Said Mr. Thomson in rebuttal:

The history of negotiations with employers for actors in motion pictures shows clearly it is always easier to raise minimums than it is to improve conditions. Screen Actors Guild will use all its resources to protect motion picture actors against working conditions such as proposed by TVA.

As to minimums, Screen Actors Guild already has a minimum of $55 a day established in all its hundreds of contracts with motion picture producers. TVA has nothing established.

The question of jurisdiction over performers in television is probably destined to remain unsettled for some time.

Both TVA and SAG have filed petitions with the National Labor Relations Board seeking assignment as bargaining agent.

FILM PACTS

Petrillo Sign With 4 Firms

FIRST contracts with movie producers making films for television were signed last week by James C. Petrillo, AFM president, the union was informed last week at its annual convention in Houston. Contracts follow terms outlined in the June 5 TELECASTING.

The deals were closed with four independents, he said, listing them as Gene Autry's Flying A Pictures Inc., producing films in which the western artist is featured; Snader Telescriptions Corp., expected to turn out about 40 three-minute band and specialty shorts a month; Hollywood Imperial Pictures Corp., planning half-hour musical films, and packaged programs featuring Horace Heidt, band leader.

Accept Union Terms

Mr. Petrillo said the producers accepted the union's demand to pay 5% of their gross receipts from sale or rental of films to TV networks and stations. The proceeds will go into a fund similar to the recording industry's fund, which is used to finance free public concerts in which unemployed musicians are paid union scale.

AFM delegates were told "the big shots haven't come in." He added:

The head of Republic Pictures was in our office last Monday, but we couldn't reach an agreement. But he'll be back. He's itching. He's itching good. We will have 30 or 40 big contracts within the next 30 days.

The big guys say that 5% is confiscatory. In other words, they are agreed on principle but not on percentage. That means they are about on the hook, ready to sign.

Kinescope TV is like the movies 40 years ago, according to Mr. Petrillo. "That's not what the public wants," he said. "We are going to see that the public gets what it wants and deserves."

AFM convention also re-elected Mr. Petrillo for his 11th consecutive term.

MORE SPOT TIME

Crutchfield Endorses Idea

By CHARLES H. CRUTCHFIELD
VICE PRESIDENT
GENERAL MANAGER
WBT AND WBTV (TV)
CHARLOTTE, N. C.

WE at WBTV (TV) endorse the idea presented in your May 15 issue for increasing the spot time available for sale on TV stations because we believe such a plan also increases the effectiveness of television for all concerned. And by effectiveness I mean long range benefits for the viewers, the advertisers, the agencies, the networks, and the stations that make up the networks.

After reading your article very carefully, I feel that the basic issue comes down to something like this: Will the plan be of mutual benefit to the networks and to the stations; and if so, can it be presented to clients in such a way that they will accept it?

Personally, I feel that the representative of the network whose reactions you printed in your May 15 issue greatly over-simplifies the problem of the TV station. He says, in effect, that the networks can not increase their TV rates at the present time, both because of high network operating costs and because the sponsor will not accept it. He then turns around and suggests that if the TV station wants to make more money it should arbitrarily double its rate and finishes by saying that, anyway, the station doesn't have to belong to a network if it doesn't want to.

Hits Network Position

These are quite obviously no answers at all, since it is fairly certain that no television station in the country could safely double its rate at the present time and also because the value of a network affiliation is not at issue.

The *real issue* is that "something's got to give," and the *real question* is which is in a better position to give—local station or the network?

In our opinion, admittedly somewhat biased, the networks have a lot to gain in going along with the plan under consideration. Since they want to build up complete TV coverage of the country as quickly as possible through affiliation of strong, successful TV stations, it should be a matter of vital concern to them that many of the new TV stations outside metropolitan areas are carrying a tremendous investment in equipment, in personnel, and in an ominous monthly operating loss.

The proposed plan would contribute to earlier operation-in-the-black for these stations, thereby permitting the stations to concentrate more time and money on developing local programs and increasing set ownership and viewing audience. Certainly these latter achievements are the life blood of the television networks of the future. Let us assume for a moment that this argument finds a receptive hearing among the network people. Will the client then accept it?

Well, there seem to be three principal objections from the advertiser's standpoint.

First, time is cut down or his rate is slightly increased, whichever way you look at it.

Second, other advertisers get a shot at the audience, which his sponsored entertainment has produced.

Third, it is suggested that the audience may be reduced because of too many advertisements in the period between programs.

As for the first objection, it can be pointed out that one of the largest, if not the largest, AM and TV advertisers in the country, Procter & Gamble, recently bought a half-hour show on ABC, set the format for 28 minutes and 30 seconds and then asked for an option on the remaining one-minute time at rate card rate in order to advertise a second product. Here is one network advertiser who neither thinks that the 28½-minute deal will reduce the productiveness of his expenditure nor that the one-minute spot between programs will drive listeners away.

PROPOSAL that TV networks shorten their program periods so affiliates will be able to sell more announcements [TELECASTING, May 15] deserves thoughtful industry study, in the opinion of Charles H. Crutchfield, vice president and general manager of WBT and WBTV (TV) Charlotte, N. C. Mr. Crutchfield believes networks, stations, advertisers, agencies and viewers would benefit by adoption of such a plan and explains why in this article.



Mr. Crutchfield

Defends Multiple Spots

In regard to the multiplying of spots between programs, many of the very largest network advertisers on the air today stop their programs early to give an entirely separate commercial for a product other than the one advertised on the program. They also make tremendous investments in one-minutes and chainbreaks between programs.

Furthermore, the argument that these announcements alienate people holds less water in television since the opportunity to animate commercials has been seized upon by many advertisers to make advertising thoroughly entertaining. We, and we believe many other television stations, can document this statement with many letters from viewers.

As for the objection that announcement advertisers should not capitalize on the audiences created by program advertisers, a glance at the schedule of any radio station will prove better than any written argument that trying to stop this practice at this point would be like telling the sun to stop shining.

There may be some other solution to the evident economic plight of the independent telecaster. Like the broadcaster, the telecaster in essence has just one item to sell —time. That time is made valuable by virtue of the overall service rendered by the station. The telecaster cannot build the circulation, good will and confidence of his audience without the wherewithal to retain expert personnel and create programs that build loyalty.

If the plan proposed, for reasons unfathomable to us, is deemed not workable, then the answer may repose in a somewhat more radical deviation from accepted AM standards. Perhaps the conventional time segments should be disregarded, in view of TV's greater selling impact. Perhaps the 10-minute segment would sell as much as the 15-minute unit in AM. Perhaps 20 minutes would do more on TV than the 30-minute unit in AM. If those standards were adopted, the independent station would have ample time between network segments to take care of national spot and local business.

In short, we believe that the adoption of this plan, or some derivative of this plan, would do more than anything we can think of to help the networks build rapidly and soundly a profitable nationwide TV network, that it will avert a crisis for the individual TV stations and that the networks and the stations working together can sell it to the advertiser. The eventual result depends entirely on how many people in the industry already have been or can be inclined toward this viewpoint.

CANADA DRY ADS

To Display TV Program

CANADA DRY, through its agency, J. M. Mathes Inc., New York, has coordinated its television advertising with a magazine ad which will appear in the *Saturday Evening Post*.

A full-page color ad in four panels will feature cast members of Canada Dry's television show *Super Circus*, on ABC-TV, wearing colorful circus costumes, who will be quoted in comments on the virtues of Canada Dry ginger ale. Two days after publication (June 16), the ad will be re-enacted on the telecast. Ringmaster Claude Kirchner will open the *Post* and display the color page and will ask the viewers who have magazines to do likewise, "so that they can see what color television will be like."

famous firsts in T-V

In 1884 Paul Nipkow invented the television scanning disc and thus began the history of television.

★

Blair-TV Inc. was the first exclusive representative of television stations. The first company to recognize and act on the television stations' real need for hard hitting, single minded, exclusive representation.

BLAIR TV INC.

REPRESENTING

Birmingham	WBRC-TV
Columbus	WBNS-TV
Los Angeles	KTSL
New Orleans	WDSU-TV
Omaha	WOW-TV
Richmond	WTVR
Salt Lake City	KDYL-TV
Seattle	KING-TV



You can have live television in

You can't get it by cable *yet*—but you can with a good show. What's more important than how they see it—"live" or transcribed (TVR)—is *what* they see. What you're really after is live *audiences.*

When you look at single-station markets, where audiences constantly see *both* live and TVR, you find *good* TVRs beat anything in sight. Indeed, TVRs often average higher ratings in single-station cities* than the very same shows seen "live" in multi-station, hotly competitive cities.



60 markets!

Right now, of course, an advertiser buying CBS television can reach as much as 78% of the available U.S. television audience "live." But to take full advantage of today's television opportunities, he can't afford to pass up the rest of the market.

Top shows are top shows anywhere. Most of them, in television as in radio, are of course on CBS. So take your show to its *total* market... but first make sure what you've got is a CBS show.

*A detailed analysis of present-day television opportunities, with facts and figures important to all advertisers, is available through CBS. If you haven't seen it, we'd welcome the opportunity to show it to you.

CBS *television*

Telestatus

Rorabaugh April Report

(Report 115)

AN INCREASE of 17.5% in the number of television advertisers was registered between March and April for a total of 3,340 in April, according to the latest *Rorabaugh Report on Television Advertising* released last week. From April 1949 to April 1950 the gain was 172.6%.

Network advertisers increased by 14 for an April total of 94. The number of national and regional spot advertisers went from 527 in March to 606 in April. On the local level there were 2,640 active advertisers in April compared to 2,235 in March.

Information on network programs covers all stations for the entire month of April. Spot and local advertisers are for the week of April 2-8 for 96 of the 103 operating stations.

The 94 network advertisers in April sponsored 115 different programs, Rorabaugh reports. CBS-TV and NBC-TV were tied with 45 accounts each. (The sponsor of any given program is considered to be an "account." A firm which sponsors two programs, therefore, is counted as two accounts.) ABC-TV had 18 accounts in April and DuMont Television Network reported seven.

The top network advertiser in terms of the number of stations used for any one program was RCA Victor which reportedly sponsored *Kukla, Fran & Ollie* on 58 NBC-TV stations. The program was presented for a half hour on Monday and Friday through J. Walter Thompson. In second place Rorabaugh reported Philco Corp. The firm used 57 NBC-TV outlets to present *Philco TV Playhouse* for an hour Sunday night. Hutchins Adv., New York, placed the business. Frigidaire Div. of General Motors placed third in the top advertisers for number of stations used with its *Star Spangled Revue*. The show appeared on April 9 only for an hour and a half on 56 NBC-TV stations through Foote, Cone & Belding.

American Tobacco Starts

In number of stations used, *Star Spangled Revue* also was the largest new network advertiser to appear in the April Rorabaugh report. American Tobacco Co., however, started a regular half-hour show on 53 CBS-TV stations. The firm placed *This Is Show Business* on Sunday night through BBDO.

Bulova Watch Co. was shown to be the top national and regional spot user in number of stations. In April the firm placed business on 65 outlets, 10 more than second place Alliance Mfg. Co. Brown & Williamson Tobacco Co. bought spot time on 50 stations while the Borden Co. was active on 49 outlets.

The leading television station reported by Rorabaugh for April was WBEN-TV Buffalo with a total of 171 accounts. WTMJ-TV Milwaukee was shown with a total of 163. WEWS (TV) Cleveland and KSD-TV St. Louis both were reported with a total of 153 accounts.

In the total number of network accounts, WNHC-TV New Haven led the list with 68. Two stations —WRGB (TV) Schenectady and KSD-TV St. Louis—tied for second place with 60 network accounts each. WBEN-TV Buffalo and WDTV (TV) Pittsburgh each had 56 network accounts.

Heading the list of stations in point of total spot accounts was WGN-TV Chicago with 57. Rorabaugh showed WNAC-TV Boston as second with 53 while WBZ-TV Boston and WABD (TV) New York both had 48 spot accounts in the April test week.

KFI-TV Los Angeles had 87 different local accounts to top the list for that type of business. WICU (TV) Erie, Pa., was second among the reporting stations with 80 local accounts. In third place was KLAC-TV Los Angeles with 76.

In the number of different advertisers using television, Food & Food Product accounts continued to dominate the field (see table) with a total of 670. There were 542 different firms in the network, spot and local field advertising Household Furnishings, Equipment and Supplies in April for second place. The Automotive, Automotive Equipment & Accessories classification had 304 different accounts active during the month.

In the network field there were 16 different firms advertising food products with 20 programs. The Confectionery & Soft Drink classification was second with 11 network advertisers backing 13 programs.

Food & Food Product advertisers also dominated the spot field where 152 different firms were reported active during the April test week. Beer & Wine advertisers made heavy use of spot time with 112 accounts reported. The Confectionery & Soft Drink classification was third with 61 spot accounts in April.

Advertisers of Household Furnishings, Equipment & Supplies had 473 accounts active at the local level. There were 402 local advertisers of Food & Food Products while 208 accounts were active locally for Automotive, Automotive Equipment & Accessories firms, Rorabaugh reports.

* * *

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

	Network	Spot	Local	Total
1. Agriculture & Farming	..	4	7	11
2. Apparel, Footwear & Access.	5	32	152	189
3. Automotive, Automotive Equip. & Access.	9	15	280	304
4. Beer & Wine	4	112	29	145
5. Building Materials, Equip. & Fixtures	..	1	101	102
6. Confectionery & Soft Drinks	11	61	73	145
7. Consumer Service	..	6	217	223
8. Construction & Contractors	..	2	26	28
9. Drugs & Remedies	3	14	13	30
10. Entertainment & Amusements	..	..	41	41
11. Food & Food Products	16	152	402	670
12. Gasoline, Lubricants & Other Fuels	4	16	38	58
13. Horticulture	..	1	20	21
14. Household Furnishings, Equip. & Supplies	9	60	473	542
15. Industrial Materials	..	1	14	15
16. Insurance, Banking & Real Estate	1	3	132	136
17. Jewelry, Optical Goods & Cameras	2	10	53	65
18. Office Equip. & Supplies	..	4	11	15
19. Publishing & Media	1	5	28	34
20. Radios, TV Sets, Phonographs, Musical Instruments & Access.	9	16	273	298
21. Retail Stores & Shops	..	1	140	141
22. Smoking Materials	7	17	5	29
23. Soaps, Cleansers & Polishes	5	27	12	44
24. Sporting Goods & Toys	..	4	30	34
25. Toiletries	7	23	10	40
26. Transportation, Travel & Resorts	..	9	14	23
27. Miscellaneous	1	10	46	57
TOTAL	94	606	2,640	3,340

* * *

Weekly Television Summary—June 12, 1950 TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	3,100
Ames	WOI-TV	11,200
Atlanta	WAGA-TV, WSB-TV	37,500
Baltimore	WAAM, WBAL-TV, WMAR-TV	165,843
Binghamton	WNBF-TV	13,000
Birmingham	WAFM-TV, WBRC-TV	14,700
Bloomington	WTTV	6,000
Boston	WBZ-TV, WNAC-TV	367,631
Buffalo	WBEN-TV	93,288
Charlotte	WBTV	15,633
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	493,938
Cincinnati	WCPO-TV, WKRC-TV, WLWT	120,000
Cleveland	WEWS, WNBK, WXEL	234,796
Columbus	WBNS-TV, WLWC, WTVN	66,400
Dallas, Ft. Worth	KRLD-TV, WBAP-TV, WFAA-TV	56,740
Davenport	WOC-TV	11,447
Quad Cities	Includes Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	62,100
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	247,000
Erie	WICU	35,150
Ft. Worth-Dallas	WBAP-TV, WFAA-TV, KRLD-TV	56,740
Grand Rapids	WLAV-TV	30,000
Greensboro	WFMY-TV	12,479
Houston	KLEE-TV	25,064
Huntington-Charleston	WSAZ-TV	12,296
Indianapolis	WFBM-TV	47,500
Jacksonville	WMBR-TV	10,000
Johnstown	WJAC-TV	21,300
Kalamazoo-Battle Creek	WKZO-TV	23,876
Kansas City	WDAF-TV	34,267
Lancaster*	WGAL-TV	44,804
Lansing	WJIM-TV	12,000
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	530,645
Louisville	WAVE-TV, WHAS-TV	32,115
Memphis	WMCT	38,528
Miami	WTVJ	27,400
Milwaukee	WTMJ-TV	109,547
Minn.-St. Paul	KSTP-TV, WTCN-TV	87,700
Nashville	.....	200
New Haven	WNHC-TV	77,500
New Orleans	WDSU-TV	26,276
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,310,000
Newark	WATV	Incl. in N. Y. estimate
Norfolk	WTAR-TV	19,634
Oklahoma City	WKY-TV	27,457
Omaha	WOW-TV, KMTV	23,933
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	501,000
Phoenix	KPHO-TV	7,000
Pittsburgh	WDTV	105,000
Portland, Ore.	.....	887
Providence	WJAR-TV	56,511
Richmond	WTVR	33,913
Rochester	WHAM-TV	41,951
Salt Lake City	KDYL-TV, KSL-TV	16,900
San Antonio	KEYL, WOAI-TV	17,703
San Diego	KFMB-TV	39,300
San Francisco	KGO-TV, KPIX, KRON-TV	55,000
Schenectady Albany-Troy	WRGB	82,700
Seattle	KING-TV	29,000
St. Louis	KSD-TV	128,000
Syracuse	WHEN, WSYR-TV	44,878
Toledo	WSPD-TV	40,000
Tulsa	KOTV	25,700
Utica-Rome	WKTV	15,000
Washington	WMAL-TV, WNBW, WOIC, WTTG	136,600
Wilmington	WDEL-TV	36,532

* Lancaster and contiguous areas.

Total Markets on Air 62 Stations on Air 105 Sets in Use 6,053,562

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

Marketscope Surveys TV's Effect on Movie Going

MOVIE ATTENDANCE has decreased slightly since the advent of television, according to a majority of theatre managers covered in a survey released last week by

(Continued on Telecasting p. 14)

WMAR

SUNPAPERS TELEVISION

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

VARIETY

PLAQUE AWARD FOR 1949-1950

"Responsibility to the Community"

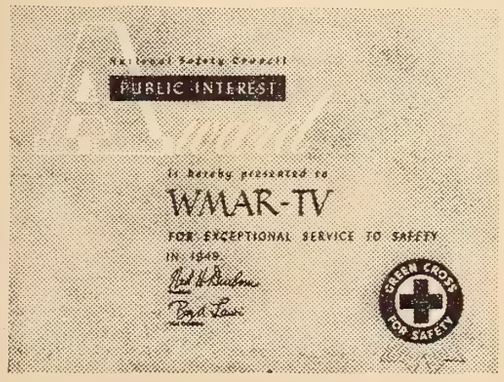
WMAR-TV BALTIMORE

Sunpapers TV station shone brightly this year in the nation's shiniest TV town. In video-happy Baltimore, WMAR-TV won the distinction of becoming the first sight station in nation to outrank all AM stations in its market in average evening audience. In the process of rolling up ratings, WMAR-TV did not overlook public service and came up with two important PS series in "Atomic Report" and "Slums."

Former show brought in front of the cameras some of the nation's top atomic authorities to explain to the average viewer the atomic facts of life. That was WMAR tackling a world problem. On the local front, the station resourcefully drew upon facilities and talents of its own newsreel unit for "Slums," a documentary about Baltimore's No. 1 local problem. Hard-hitting documentary had several performances on station, and then was given additional circulation by showings at various organizations and civic groups around city. Out of this TV documentary came "The Baltimore Plan" for slum clearance, which has attracted national attention. As WMAR sums it up, the "Slums" picture was the ". . . vanguard of a reform which began with the city examining its conscience and then going to work to destroy the blight of slums. . . ."

*Variety, Wednesday, May 24, 1950

★ ★ ★ ★ ★ ★ ★







IN MARYLAND MOST PEOPLE WATCH

WMAR-TV

CHANNEL 2

REPRESENTED BY THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

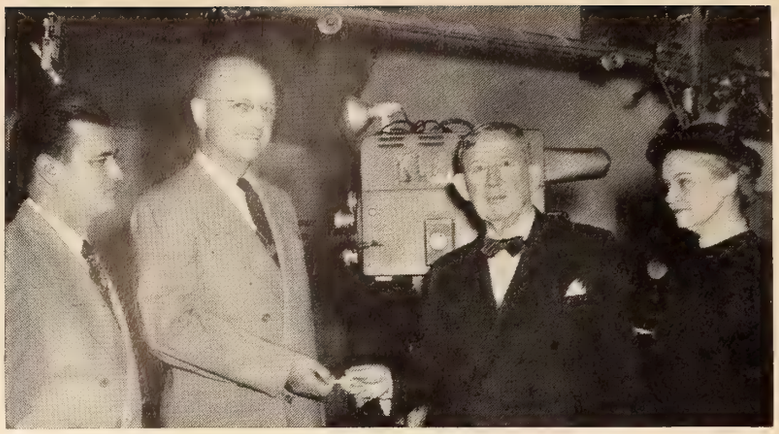
TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

KPRC SHOW
Greets TV on AM Birthday

FIRST television show and exhibit in Houston will take place July 3-5 under sponsorship of *The Houston Post* to mark the paper's entry into video and the 25th anniversary of its NBC affiliate outlet, KPRC. Feature of the event will be the changing of the TV station's call letters from KLEE-TV to KPRC-TV. Station was acquired by the Post on May 31.

Two shows nightly and a matinee July 4 will be broadcast and telecast in the Plantation, one of the longest dance pavilions in the southwest, according to the *Post.* Numerous booths, representing every brand of TV receiver distributed in the area, will display dealer offerings. A number of nationally known entertainers and the city's top radio and video performers are being contacted to make up the talent roster. The show will be free to the public.

KLEE-TV, which will become KPRC-TV, is Houston's pioneer television station, formerly owned by W. Albert Lee, Houston hotelman. It started regular telecasts in January 1949. W. P. Hobby, former governor of Texas and *Post* publisher, is the station's new owner. Jack Harris is general manager of KPRC-AM-FM-TV. Paul Huhndorff is chief engineer for the TV station.



Key to station's door is exchanged, symbolizing ownership transfer by (l to r): Messrs. Harris, Lee, and Mr. and Mrs. Hobby.

WESTERN SPORTS
TV Operators Set For Showdown

WITH SPORTS promoters blaming TV for poor box office attendance and the future of video sports coverage in the area virtually at stake, West Coast television station operators are girding themselves for a showdown.

At stake is live telecasting of pro and college football, as well as baseball. Boxing and wrestling may yet come under such a ban despite the fact that following a several months walkout by wrestlers on television, KECA-TV, KTLA (TV) and KLAC-TV Los Angeles have resumed weekly live telecasting.

Pacific Coast Conference as a group, or member colleges as individuals is expected to follow the Big 10's action in banning live telecasting of football games in the West.

Los Angeles Rams, pro football team, let it be known recently that no live rights would be sold for next year's games, but offered film delayed coverage at approximately $15,000 for 14 games. Station executives declared the price too high and reportedly turned down proposition.

With Clarence Rowland, president of Pacific Coast League, recommending to baseball club owners that telecasts be limited to one game per week, they are keeping a wary eye on gate receipts to determine whether TV is helping or hindering baseball.

Fight Proposal

Television and radio industry have lined up against a State Athletic Commission proposal to make mandatory written permission from that California agency to broadcast, telecast or film boxing and wrestling matches. As a result, a public hearing on the issue will be held in Los Angeles around July 19.

Decision came after Donn Tatum, president of the California State Broadcasters Assn., and vice president and general counsel of Don Lee Broadcasting System (KTSL), with Don Fedderson, vice president and general manager of KLAC-TV, and Station Attorney John P. Hearne, at the commission's May 13 meeting in San Diego vigorously voiced objections to the proposed ruling, Number 542. They pointed out that such a ruling was beyond constitutional rights of the commission to interfere with broadcasts, telecasts or films.

Meanwhile, the commission has ruled that there be no discrimination in rights to telecast wrestling matches. As a result MCA has thrown the field wide open by offering additional matches to stations other than KECA-TV and KTLA which have had exclusive rights up to a few weeks ago. To date no station has accepted.

FAIRBANKS TV
Claims New 35mm Process

DESIGNED and engineered for both TV and theatrical filming, a new 35mm multiple camera process has been perfected by Jerry Fairbanks Productions, Hollywood. Similar to Fairbanks' 16mm Multicam process being used to film *Silver Theatre* and other television programs, the new 35mm method utilizes compact Mitchell BNC cameras mounted on newly perfected stands that permit dollying in any direction, Mr. Fairbanks said.

A special syncing device, similar to the one patented by Fairbanks for 16mm filming, has been developed, making it possible for cameras to be turned on and off numerous times during taking of long sustained scenes.

New 35mm technique permits a picture to be photographed in continuous action, including cuts from one camera to another. Three or more cameras can operate simultaneously, filming three or more different angles of a scene, and getting long, medium and closeup shots at the same time, the firm reports.

MOHAWK TESTS
Airs Color Spots on WNBW

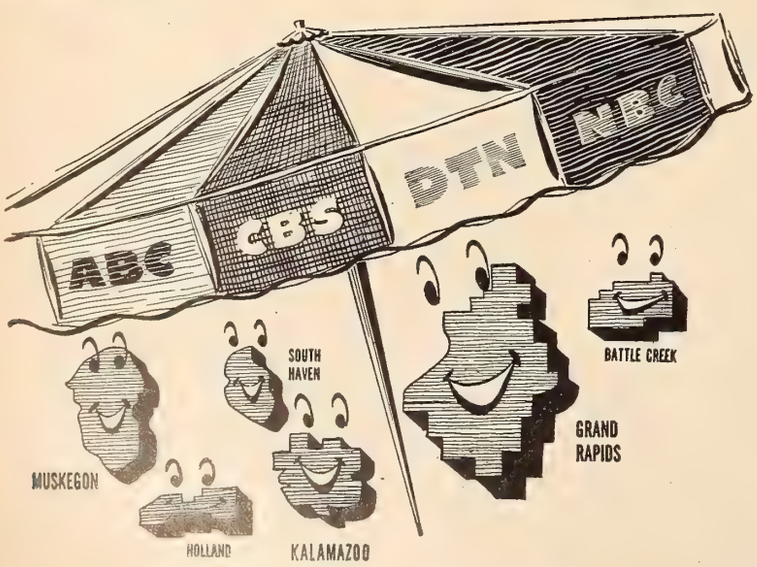
COLOR techniques currently are being tested in a series of spot participations on WNBW (TV) Washington, which airs RCA color tests, by Mohawk Carpet Mills Inc., Amsterdam, N. Y., sponsor of the three-times weekly *Mohawk Showroom* on NBC-TV. Agency is George R. Nelson Inc., Schenectady.

Company reportedly is interested in pointing up carpet colors for TV use, and has directed that top sponsor and agency personnel, as well as directors and technicians, visit Washington to work on spots, which have been aired on WNBW's nightly *Warner's Corner,* used in the RCA tests. Additionally, sponsor is contemplating periodic origination of its *Showroom* at WNBW in both black-and-white and color. Main interest is centered on rehearsal for spots. Directors Clark Jones and Doug Rodgers and Technical Director Carl Cabasin already have taken part in color production.

Nassour Studios

WITH purchase price of $2¼ million, KTTV Inc., Los Angeles, officially took over the Nassour Studios at 5746 Sunset Blvd., Hollywood, last Wednesday when the property went out of escrow [TELECASTING, May 22]. Besides requirements of KTTV, jointly owned and operated by Los Angeles *Times* and CBS, the studio lot covering approximately 3½ acres, will also house various independent TV and film producers on a rental basis, according to Harrison Dunham, general manager.

nothing but smiles under our umbrella!



LEONARD A. VERSLUIS STATIONS
HY M. STEED, MANAGER
WLAV
AM-FM-TV
REPRESENTED BY
JOHN E. PEARSON CO.



THESE GREAT MARKETS
ONE MILLION PEOPLE . . .
LOOK FOR TV FROM
WLAV-TV
GRAND RAPIDS, CHANNEL 7

MICH. COLLEGE
Seeks Entry in TV Proceeding

MICHIGAN State College, East Lansing, last week petitioned FCC for permission to enter the TV reallocation proceeding and to request Channel 12 (204-210 mc) or some other suitable VHF facility for an educational TV outlet.

Stating it is the first agricultural college in the world, Michigan State indicated 87% of the state's population lies within 100 miles of the proposed outlet. $100,000 was appropriated May 18 by the State Board of Agriculture for establishment of TV studio facilities and a wired TV system at the college, it was reported. This would be the basis for the TV station.

Michigan State College since 1922 has operated WKAR there and since 1948, WKAR-FM. The college pointed out that Channel 12 is assigned to Grand Rapids and no application is pending. WJIM-TV Lansing is operating on Channel 6 (82-88 mc) and WLAV-TV Grand Rapids is on Channel 7 (174-180 mc). Student body of college numbers 16,000.

Renews Berle

THE TEXAS CO. has renewed its option on Milton Berle's services on the *Texaco Star Theatre* television program, NBC-TV, beginning Sept. 19 for 39 weeks. Agency is Kudner Agency, New York.

2ND in the Midwest

6TH in the Nation

...the WLW-TV market deserves

1ST place in your plans

With 248,500 sets (as of May 1, 1950) the three station coverage area of WLW-Television looms large in any appraisal of markets. And the economy of reaching this market via the WLW-Television network is another factor favoring its high priority in your selling plans.

WLW-T CHANNEL 4 CINCINNATI
WLW-D CHANNEL 5 DAYTON
WLW-C CHANNEL 3 COLUMBUS

Crosley Broadcasting Corporation

'VISION OF AMERICA'
Sen. Mundt Urges U. S. Global TV Networks

CREATION of global television networks to supplement State Dept.'s shortwave broadcasts in the cold war against Communism was urged in a comprehensive master plan outlined in the Senate last Monday by the co-author of the Smith-Mundt Act, which established the Voice of America on a permanent basis.

Sen. Karl E. Mundt (R-S. D.) declared that new, proven electronic techniques had been developed which make possible audio-video relay networks in critical areas and urged formation of a "Vision of America" network at "strategic points."

Use of relays would "obviate the necessity" of coaxial cables and the network could be constructed at "amazingly low costs"—about the cost of one great trans-oceanic B-36 bomber—to "'show-how' our 'know-how' is able to produce results," he said.

"Each station would act as a link in a relay chain to permit integrated network operation of all stations throughout the areas to be served. When desired each station could be operated individually to provide a local broadcasting service to its own zone or district," Sen. Mundt stated.

He proposed establishment of a video network in such countries as Japan, Turkey, Indonesia, the Philippines and Germany. He estimated, for example, that a network could be set up in the Philippines for about $3,860,000—to include one master audio-video transmitting station and radio relay links throughout the islands. Networks in other countries could be created for about $4,600,000 each, he believes.

Sen. Mundt made clear that the proposed network "does not contemplate and does not require" use of individual TV receivers, but rather such community sets "as are now available." Use of a single TV projection channel would result in reduced construction and operation costs, he explained.

Foreign audiences could view TV fare on projection screens similar to those used in American public places by gathering in theatres, schoolhouses and other sites.

Referring to Russian "jamming" operations, he asserted that TV techniques would enable America to overcome such a challenge and limit jamming to within 50 miles of any Russian transmitter. "It is impossible for the Russians to jam a television broadcast, whereas they are able to jam shortwave broadcasts at considerably greater distances," he said, explaining that TV projection is relayed from 75 to 150 miles.

The Senator said he is not suggesting an "intercontinental television system," though he felt it would become a "reality," but was concerned solely with a "nationally operated system." He added:

"These foreign nations cannot yet expect the bounty of American advertising budgets, which would help make the network self-supporting, although it is not unreasonable to hope that such a time will come eventually."

Sen. Mundt said he has discussed his plan for regional or national TV systems with the State Dept., heads of foreign governments, and electronics experts, including Brig. Gen. David Sarnoff, chairman of the board of RCA.

NAME HALPERN
To Head ATS for 2d Term

DAVID HALE HALPERN, vice president in charge of radio and television, Owen & Chappell, New York, has been nominated to serve a second year as president of American Television Society.

Other nominees: Warren Caro, executive director, Theatre Guild's television department, for vice president; Barbara Jones, television supervisor, Grey Advertising Agency, for secretary, and Archibald U. Braunfeld, CPA, for treasurer. Since no other candidates have been nominated for these offices, the election of the official slate is assured.

A contest does arise, however, in the election of directors, as there are eight nominees for the seven directorships: Paul Alley, production supervisor, Wm. J. Ganz Co.; Halsey V. Barrett, time salesman, DuMont TV Network; Albert Deane, company publications editor, Paramount International Films; John Fox, president, Special Purpose Films; Don McClure, TV production director, N. W. Ayer & Son; Raymond E. Nelson, president, Nelson Productions; Richard B. Rawls, regional manager, ABC stations department; Henry White, CBS associate director of TV programs.

Election of the ATS officers and directors for the coming year will be held at the final meeting of the 1949-50 season, June 22 at 8 p.m. at the Hotel Roosevelt, New York.

NBC-TV Signs Sherman

RANSOM SHERMAN, former conductor of the popular *Club Matinee* from Chicago, has signed an exclusive five-year television contract with NBC, and will telecast his first show on the network starting July 3 as an eight-week replacement for *Kukla, Fran & Ollie*. The variety show, patterned along the *Club Matinee* line, will feature the Art Van Damme quintet and variety acts. It will originate in Chicago five times weekly from 6 to 6:30 p.m., CDT. Tentative plans are for Mr. Sherman to remain on the network in the fall but in a later evening spot. His contract, which contains no clauses about future radio work, is reported to provide for payment of some $750,000 in the next five years. Asking price for his summer series is understood to be about $1,300 weekly.

One Pickup PLAYS ALL DISKS

New Fairchild Turret-Head 3-Way Transcription Arm Plays Standard Laterals, Microgrooves, and Verticals Without Plug-ins . . .

WHAT IT IS:

A revolutionary new pickup with provision for 3 separate cartridges—All in ONE arm



WHAT IT DOES:

Obsoletes plug-in cartridges. Eliminates extra pickups on turntable. Performs functions of 3 separate pickups.

RESULTS:

- *Lateral, Vertical, Microgroove in 1 Arm*
- *Any combination of cartridges in 1 Arm*
- *Simply turn knob to select cartridge*
- *Pressure changes automatically*
- *Optimum performance — separate cartridge for each function*
- *No arm resonance — new viscous damping*
- *Fits all transcription turntables.*

Write for Illustrated Details

Fairchild RECORDING EQUIPMENT CORPORATION

154TH STREET AND 7TH AVENUE WHITESTONE, N. Y.

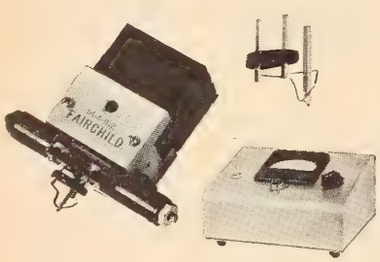
DISK Recording WITH TAPE Quality

Fairchild Thermo-Stylus Kit

- **For maximum reduction of surface noise**
- **For quality recording at innermost diameters**

WHAT IT IS:

A kit of special styli with miniature heating elements, a cutterhead adaptor and a heat control with calibrated meter.



WHAT IT DOES:

Applies thermoplastic principles to disk recording; eliminates mechanical loading of the cutter by the disk material.

RESULTS:

- **Reduces basic surface noise at least 20 db.**
- **Minimizes frequency discrimination at innermost diameters.**
- **Eliminates most difficulties due to production differences in blank disks.**

Recordings made with the Fairchild Thermo-Stylus Kit retain the esthetic listening appeal of original sound.

Write for illustrated details — specify your cutterhead.

Fairchild

RECORDING EQUIPMENT CORPORATION

154TH STREET & 7TH AVENUE
WHITESTONE, NEW YORK FR-112

Telestatus

(Continued from Telecasting p. 19)

Marketscope Research Co., Newark, N. J.

In the theatres surveyed, 55.3% of the managers reportedly realized at least a slight decrease in attendance since TV started in the area. Another 17% said attendance had fallen drastically; 21.3% said attendance was about the same, and 6.4% said it has increased.

The survey was based on 94 personal interviews with downtown, local and neighborhood theatre managers in Northern New Jersey.

In theatres where attendance had fallen to a marked degree, 31.8% of the managers directly attributed the loss to television. General business conditions were blamed in 23.4% of the cases while 12.8% censured the movie industry, stating in some cases that TV has made the public more film conscious and that present films are not up to the standards set by the industry in the past.

Double features were reported by 55.8% of the theatre managers to be the better drawing attraction, according to Marketscope Research.

In studying the acceptance of the sale of commercial screen time as a means of increasing revenue, Marketscope found only 17.2% of the theatre managers had ever used such an idea in their theatres. It was reported that 82.8% of the group had strong preconceived ideas against such action; 29.6% said they did not want to annoy their patrons; 23.7% knew that there was no acceptance among patrons, and 17.7% stated that it was against business policy.

* * *

New Rate Cards Issued By Four Stations

NEW rate cards have been announced by KSTP-TV Minneapolis, KTLA (TV) Los Angeles, KTTV (TV) Los Angeles and WPTZ (TV) Philadelphia.

At KSTP-TV the one-time, hourly rate in Class A time (5:59-11 p.m., Mon. through Fri.; 12:59-11 p.m., Sat. and Sun.) becomes $500; in Class B time (4:59-5:59 p.m., Mon. through Fri.) $375, and Class C (all other times) $250. New Rate Card No. 5 becomes effective July 1 with current users protected for six months at the old rate.

Paramount's KTLA rates advanced 25% on June 1 for all time segments over 1 minute. An hour of Class A time, including live studio facilities, advanced from $600 to $750. Spot announcements are increased from $90 to $125. Protection at the old rate was given for 26 weeks from June 1 to clients then on the station.

Representing an increase of 33⅓%, the KTTV one-time, hourly rate for Class A time (Mon. through Fri., 7-10:30 p.m.; Sat. and Sun., 1-10:30 p.m.) goes from $750 to $1,000 July 1. In Class B time (Mon. through Fri., 5:29-6:59 p.m.; Sun through Sat., 10:30-11:30 p.m.) the rate increases from $450 to $600. Class C time, newly established in Rate Card No. 3 and covering all other periods, is $400 for a one-time hour.

WPTZ's Rate Card No. 6, effective June 15, increases participation, announcement and station break rates but does not change the price structure for program time rates. It does, however, eliminate the differential between live-studio and film-program time. The new rate for 1-minute and 20-second spot announcements on a one time basis becomes: Class A (7-10:30 p.m., Mon. through Fri.; 1-10:30 p.m., Sat. and Sun.) $150; Class B (5-7 p.m., Mon. through Fri.; 10:30-11 p.m., Mon. through Sun.) $112.50; Class C (all other times) $70. For participations of 1 minute or less the Class A rate on a one-time basis will be $160; Class B, $122.50, and Class C, $70. Protection to advertisers signed under old Rate Card No. 5 will be given through Dec. 14, 1950.

* * *

Effects of Income On TV Families

HIGH INCOME TV families want religious programming more than those in lower brackets; both groups use the phonograph less since installation of a video set, and the average low-income family buys its set from a small neighborhood store, while those with greater earnings tend to get theirs wholesale or at factory price.

These are among findings of Davee, Koehnlein & Keating, Chicago research firm, which conducted a survey in both groups for John Meck Industries Inc. (TV set manufacturer). The groups, resident in the Chicago area, were classed economically, in the $40 and less per week salary class and above $100, with 75% of the latter earning $10,000 a year or more.

Although 5% in the high group wants religious programming (included in 53.6% seeking more educational and cultural shows), less than 1% in the lower group sought religious shows (with 24.1% wanting more education and cultural subjects).

Phonographs are used less by 64.5% in the low income group and 37.5% in the high, with 32.3% and 58.3%, respectively, reporting they play the instrument the same amount of time as before getting TV. Four percent in the latter group said they use the phonograph more, with none in the low bracket.

TV sets are bought in small neighborhood stores by 68.4% in the $40 group and 35.1% in the other, with about 23% in the higher bracket buying at factories or wholesale outlets. This contrasts with 11.1% in the lower classification. Downtown stores got business from 5.6% of the low, 14% of the high. The radio and appliance store was most popular with both groups, accounting for 37% in the low and 40.4% in the higher income group.

Relative Impact Of Spots Surveyed

SURVEY covering the impact of television spot commercials in the New York-New Jersey video area for September through December 1949 and just released by Advertest Research, New Brunswick, N. J., shows that the Starlac commercial topped the list with an impact percentage of 35%.

Information is based on 5,600 interviews conducted in the area during the last four months of 1949 and is cumulative over the period. The "percent of impact" figure shown in the table below is the ratio of impressions (number of persons who were able to satisfactorily recall the content and composition and picture and wording of a spot during the four month period) to viewers (the number of people who reported seeeing the spot during the period).

Advertest claims that the "impact percentage" is actually "an evaluation of how good a job each spot commercial is doing in delivering and impressing the message of the product advertised. Since each impact percentage is based on the number of viewers for each individual spot, these impact percentages lend themselves to comparative analysis of the worth of various commercials."

The five highest ranking spots as reported by Advertest with their "impact percentage" are as follows:

Starlac	35.0%
Habitant	31.3%
Revere	30.0%
TV Guide	29.4%
Cameo Curtains	27.5%

* * *

Berle Leads N. Y. Hooperatings

TOP television program as shown in the New York Hooperatings Pocketpiece for April-May period released last week by C. E. Hooper Inc. was *Texaco Star Theatre.*

The first 15 sponsored network television programs by rank order for the period were reported as follows:

1. Texaco—Milton Berle
2. Godfrey's Talent Scouts
3. Toast of the Town
4. Godfrey & His Friends
5. Lights Out
6. Studio One
7. Saturday Night Revue
8. Suspense
9. Philco TV Playhouse
10. The Goldbergs
11. Break the Bank
12. Fireside Theatre
13. Silver Theatre
14. Lone Ranger
15. Kraft TV Theatre

* * *

Peard Reviews Baltimore TV-Radio Set Figures

FOLLOWING recent reports that television in Baltimore is getting a larger share of sets in use than radio during the evening hours [TELECASTING, May 1, March 6], Leslie H. Peard Jr., assistant to the manager, WBAL-AM-TV Baltimore, has sent a memo to the stations' sales staff and the offices of Edward Petry Co., station's representative, on "Radio and Tele-

vision Ownership in the Baltimore Area."

The memo points out that the TV set figure released by the Baltimore Television Circulation Committee applies to Baltimore City and 15 surrounding counties, all parts of which are in the effective coverage area of one or more of the local video stations.

Of the 165,843 TV sets reported as of May 1, the WBAL memo estimates that 124,382 are in Baltimore City with the remaining 41,461 in the balance of the video area. A breakdown of population and radio homes in the area by counties also is enclosed.

The WBAL estimate of the quantity and distribution of television homes in the effective television coverage area of the Baltimore stations is given in the memo as follows:

* * *

Area	Population	Radio Homes	TV Homes	% Radio Homes With TV	Radio Homes Without TV
Baltimore TV Area	1,572,427	412,173	165,843	40%	246,330
Baltimore City Only	975,000	265,860	124,382	47%	141,478
Balance of TV Area (Part or all of 15 Counties)	597,427	146,313	41,461	29%	104,852

(Population and Radio Homes figures are from the 1949-'50 Consumer Markets of Standard Rate and Data Service.)

TIME SHARING

TV Networks to Meet Soon On AT&T Facilities

REPRESENTATIVES of the four TV networks shortly will begin meeting to work out time-sharing arrangements for the extensions of AT&T's TV network facilities due to be placed in operation this fall. Three TV networks—ABC, CBS, NBC—have placed firm orders for use of the new facilities, which will add a southern and a midwestern loop to the present intercity TV network connections. The fourth network—DuMont—also will put in its order for these extensions shortly.

According to the latest Bell System time-table for TV facilities, September will find two new southbound coaxial cable circuits between Washington and Richmond added to the single southbound circuit now in service between those cities. Concurrently, two southbound coaxial circuits will be put into use between Richmond and Charlotte, via Greensboro, and one southbound coaxial circuit extending from Charlotte to Jacksonville, Atlanta and Birmingham.

The following month will see the inauguration of two radio relay circuits running westward from Chicago to Des Moines, via Davenport-Rock Island, with a westbound radio relay circuit connecting Des Moines and Omaha, a northbound radio relay circuit between Des Moines and Ames, and two northbound coaxial circuits from Des Moines to Minneapolis-St. Paul also going into service that month. A coaxial cable circuit running southward from Omaha to Kansas City also is scheduled to be ready for TV use in October.

In addition to these major expansions of the Eastern-Midwestern TV network facilities, AT&T also plans in September to put into use two radio relay circuits for northbound TV service from Los Angeles to San Francisco. In October two radio relay circuits will be available for TV program transmission westward from Dayton to Indianapolis, with a single coaxial circuit running southward from Indianapolis to Louisville. A second southbound Indianapolis-Louisville coaxial circuit is scheduled to be ready by December.

Since these new intercity TV connecting facilities are unable to provide fulltime service to each of the four TV networks, a time-sharing arrangement is necessary, similar to that which was adopted prior to January 1949 when AT&T first hooked together the regional TV networks of the East Coast and Midwest into a single system covering the northeast-northcentral part of the country. New York-Chicago facilities, already able to meet all normal requirements of the four TV networks, will be augmented late this summer when the new radio relay system will add four TV circuits, two eastbound and two westbound, to the East Coast-Midwest program transmission facilities.

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Oak Park, Illinois

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NAB Film Survey

SURVEY of television films has been started by G. Emerson Markham, NAB TV Dept. director, in cooperation with the Research Dept. Questionnaires have been sent all operating TV stations asking data on sources of supply, sizes, costs and quality of film. While replies of individual stations will be confidential, NAB plans to make the over-all results available to cooperating stations.

Film Report

BRACKEN PRODUCTIONS Inc., Hollywood film firm formed by **Eddie Bracken,** radio and film comedian, has acquired radio and TV rights to "Dixie Dugan," newspaper comic strip. It will be filmed as half-hour series for release to TV in fall. . . . **Video Varieties Corp.,** New York, has completed series of TV commercials for **Borden Co.,** and **General Foods Corp.** Firm also preparing two series for **Whelan Drugstores.**

TEEVEE Film Co., Beverly Hills, Calif., planning production of series of 13 half-hour television films entitled *Made in U. S. A.* Production expected to start in July. Series will depict lives of minority groups in United States and will be filmed in locale where minority is well represented. Films will be available for individual or cooperative sponsorship either as 26 quarter-hour segments, or 13 half-hours.

* * *

Margit Nilsen, creator of fashion dolls and manikins, has contracted with **TELEscoops Inc.,** 15 W. 47th St., New York, to design and produce lifelike puppets for television series on etiquette and manners, for *Emily Post Show.* First of five-minute TV shows now in production will be ready for previewing early in June.

Trio Pictures, Culver City, Calif., is new firm producing television film shows. Principals are **Jack Hively,** former motion picture director; **Axel Gruenberg,** radio director-writer, and **Carl Wester,** radio packager. Address is 882 W. Washington Blvd.; telephone Texas 0-2761. Firm currently filming series of 26 half-hour dramatic shows for national sponsorship. Three already have been completed.

Apex Film Corp., Los Angeles, has been signed by **General Mills** to produce 26 more *Lone Ranger* TV films. Production on new series to be started within next two weeks, upon completion of first 52 segments. . . . **Jerome Levine Jr.,** freelance photographer, named vice president in charge of production for **TV/Film,** New York.

* * *

Series of 26 feature motion picture films have been acquired by **Don Lee Television** from **Tobey Anguish Productions,** Los Angeles (film distributor). All films were made since 1941 and will be telecast once weekly on KTSL (TV) Hollywood, starting in mid-summer. KTTV (TV) same city has purchased first TV rights to two feature films from **Sack Amusement Co.,** New York, for its new weekly *Request Theatre* program. Films are "The Thirty Nine Steps" and "Scream in the Night."

WPIX (TV) New York, in month of May, signed 120 contracts with sponsors for new and renewed spots, participations and full sponsorships. May business was more than double that of March and April, station reports.

You Get the Sponsors —We'll Do the Work

Timely Produced TODAY for Telecasting TODAY

Top-Interest Assured Audience Appeal That SELLS Sponsors

Trouble-Free No Production Problems for Agency or Station

TV Shows by ACME TELEPHOTO

Acme Telephoto, a pioneer in the newspicture field, now produces a variety of successful shows for television. Pictures are transmitted on Acme's nationwide wire network. Shows are locally produced in Acme bureaus—ready to go on the air. Sponsor's art and copy (supplied by client or agency) is included in all these shows:

NEWS *Today's Pictures and Today's News on TV Today! Fast-paced. 5 min. daily.*

SPORTS *TV's top BASEBALL roundup! Latest scores, action photos. 5 min. daily.*

WEATHER *Tomorrow's weather on TV today! Maps, local & national forecasts. 5 min.*

WOMEN *"Women Today"—in news, fashion, home, beauty, sports. 5 min. daily.*

HOT SPOTS *20-second and 1 Minute TV spots that viewers enjoy. Latest news, pictures.*

All available on 35 mm filmstrip, film slides, balop cards or prints; with typed script. Send coupon for full information.

ACME TELECTRONIX
Division of NEA Service, Inc.
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Cleveland 13, Ohio

I am interested in the following Acme Telephoto TV shows. Please send details of service.

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CKCW FESTIVAL
Hits High Note in 1950

THE annual Moncton Musical Festival sponsored by CKCW Moncton, N. B., hit a high note this year with a greater number of contestants competing and a larger audience attending than ever before in the event's history, the station reports.

According to CKCW, which first revived the festival in 1947 after a five year lapse, the number of entries increased from 1,500 individuals in that year to 4,000 in 1950. In the same manner, competitions this year required four adjudicators as compared to 1947's one adjudicator. Only one hall and four days of competition were required three years ago, but this festival called for two halls and a full week of morning, afternoon and evening sessions.

CKCW sponsors and underwrites the festival, guaranteeing to pay all accounts not covered by entry fees or door admissions. Yearly competitions are organized and operated by Hubert Button and Alf Parkes of the station's staff. Through CKCW arrangements, competitors became eligible for 23 scholarships awarded by business firms, service organizations and individuals. Special awards were offered this year by Frederick Harris Music Co., Oakville, Ontario, for best performances of the works of Canadian composers.

4-H COVERAGE
Reveal Radio-TV Plans

PLANS for radio and television coverage of the National 4-H Club meeting in Washington June 14-21, slated to follow two-day sessions (June 12-13) of the National Assn. of Radio Farm Directors [BROADCASTING, May 29], have been revealed by the Agriculture Dept.'s information office.

Network radio coverage will include a pickup on NBC's *National Farm & Home Hour*, a special program from the Smithsonian Institution on ABC's *American Farmer*, interviews on CBS news programs, and the Purdue U. glee club on MBS. A radio-TV committee is planning a television service with sound motion pictures of individual state delegations for use by RFDs who represent TV outlets, as well as a number of local television programs.

SEC ORDERS
Grant Listing Privileges

SECURITIES and Exchange Commission has issued orders granting applications of two stock exchanges for unlisted trading privileges involving specified securities of Admiral Corp., radio-TV manufacturer, and United Paramount Theatres Inc.

Privileges were extended to the Philadelphia-Baltimore Stock Exchange listing Admiral Corp. common stock of $1 par value and to the San Francisco Exchange showing United Paramount certificates of interest in shares of common stock at $1 par value. Securities already are registered and listed on the New York Stock Exchange.

Simultaneously, SEC announced that Allied Electric Products Inc., Irvington, N. Y., manufacturer of cathode ray tubes and other equipment, has filed a statement seeking registration of 160,000 units of $6 par convertible preferred and $1 par common shares, as well as 20,000 common shares at $1 par value.

Company plans to use proceeds to pay accounts payable for machinery, equipment, construction costs and raw materials, and to purchase new equipment and furnish additional working capital.

AFRA CONTRACTS
San Diego Stations Sign

CONTRACTS covering blanket increase for 25 staff announcers at KFSD KCBQ KFMB and KGB, all San Diego, have been signed by American Federation of Radio Artists and the four network stations. Union also announced approximately $10 weekly raise for five combination announcers-technicians at KFXM San Bernardino, Calif., in an agreement reached by AFRA, IBEW and the station calling for $70 per week retroactive to April 1.

San Diego contracts, which were effective June 1, call for a weekly salary of $65 for the first two months; $68.50 for the next six months; $72 for the next 12 months; $75 after 20 months. Former wage scale ranged from $61 for the first six months to $72 after 18 months. Union plans to open negotiations with KSDO San Diego for similar wage scales.

CERTIFICATE of appreciation for continued programming of U.S. Army and Air Force production, *Voice of the Army*, awarded KXOK St. Louis.

Advertisement



From where I sit *by* Joe Marsh

Why "Moose" Changed His Mind

Last week, parents were calling Moose Jackson on the phone—and kids were hooting at him in the streets. All because Moose fenced in his field near the depot, where the kids like to go and play ball.

Moose got sore the way folks acted —and he refused to budge. Then Doc Sherman, who likes to play centerfield himself sometimes, decided to "use a little psychology."

Over a friendly glass of beer at Andy's Garden Tavern, Doc says, "Sorry this came up, Moose. We were thinking of asking you to umpire the big game—what with your professional experience and all." (Moose used to play a little semi-pro ball.)

That did it! Next day Moose put up a stile over his fence. In return, the kids promised not to cause any damage. From where I sit, when you try to understand the other fellow's point of view—like his personal preference for beer or coffee—and then take into consideration the will of the majority, why, things go better all around.

Joe Marsh

Copyright, 1950, United States Brewers Foundation

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO Monitoring Company
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
PHONE JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

F&P's Spot Clinic

(Continued from page 17)

field. Roy Bacus, commercial manager of WBAP Fort Worth, declared: "Now is the time for concise, factual and continuous advertising in our trade press to augment what our national representatives are doing for us."

A "good promotion man backed up with facts based on research" is KMBC Kansas City's answer to promotion problems, said Arthur B. Church, president of the station.

"We spend 6% of our total budget for promotion, selecting a theme and carrying it out with original, bold, smash copy over a long period," Mr. Church said. "We use large space in a small number of publications — usually concentrating on the two leading journals in the broadcasting field. We don't use dribbles in a large number of papers."

'Fresh Copy' Needed

W. B. McGill, advertising manager of Westinghouse Stations, disagreed with long-term "theme advertising" as practiced by KMBC, asserting that "fresh copy" is needed from time to time.

KXYZ Houston was cited for doing an outstanding sales job in a competitive market. Deprived of chain store grocery accounts by competitors, the station concentrated on independent grocers with such success that chain organizations took notice and counted KXYZ in.

How contacting jobbers paid off for WOWO Ft. Wayne was told by John Cory of F & P's Chicago staff, who asserted that "the men in the field are having more and more influence in national spot advertising." Regular visits to jobbers have increased WOWO's national spot volume to the highest level in its history, he said.

TV Spot Estimator

F & P introduced a TV spot estimator which shows at a glance (1) class of time, (2) time in minutes, (3) cost of F & P stations, (4) cost of 10 top markets, (5) cost of top 20 markets, (6) cost of top 30 markets, (7) cost of all markets. By turning a dial, the next larger time period and relative costs appear. Twelve different combinations are shown.

One of the most educational sessions at the clinic from the viewpoint of station personnel was the detailed explanation by Russel Woodward of F & P's New York office, and other staffmen, of the mechanics, forms and procedures that refer to placement and servicing of a national spot schedule. This "traffic sales system" session was designed to help the representative improve the forms so necessary in its business, and to speed up their handling. A "give-and-take" affair, it brought criticisms of the system from the stations, and in turn F & P found that some stations were not cooperating.

A packet of forms, which, Mr. Woodward said, required 18 years to develop before they were acceptable to agencies and buyers, was handed out to each station man. Included were the station traffic system, station availabilities, F & P availabilities, confirmation of broadcast order, confirmation of schedule change, teletype and telephone procedure, sales managers' visits to F & P offices and monitoring forms.

"We are still on the road to doing things better," said President Peters. "As a result of this clinic, there will be many improvements for us to carry out. I feel that if we can improve our availabilities information alone, business will improve 5%."

Mr. Peters urged the station men to "set out to raid the competition." He suggested "keeping house a little better—in effect, clipping lineage like the newspapers do."

It was the consensus of the group that cash discounts are undesirable. The day of double-spotting is here, it was acknowledged. Per inquiry business was brought up, but quickly sidetracked.

VOCM St. John's, Newfoundland, has ordered 1 kw RCA transmitter, expects to go on air with increased power in August. VOCM is now on 1000 kc with 250 w, will move to 590 kc, 1 kw with new transmitter.

ATTENDING F&P's CLINIC

Allen, Jack, WTVJ Miami; Anderson, Warwick, F&P, Louisville; Bacus, Roy, WBAP-AM-TV Ft. worth; Bagge, Arthur W., F&P, Chicago; Barnes, Tom, WDAY Fargo; Barnhart, Charles, WMBD Peoria; Baudino, J. E., KDKA Pittsburgh; Benoit, W. E. and W. E. Jr., WRS; Bennett, Sam, KMBC-KFRM Kansas City; Bishop, Edward E., WGH Norfolk; Blain, Ewart M., F&P, New York; Bloomquist, Carl, WDSM Duluth-Superior; Boggs, Norman, WMCA New York; Bonfils, James, KSD-TV St. Louis; Bowman, A. Leo, F&P, San Francisco; Brooke, John W., F&P, New York; Bryan, W. W., F&P, Detroit; Burke, Harry, KFAB Omaha.

Caley, Charles C., WMBD Peoria; Campbell, Eldon, WRS; Carpenter, O. L., WPTF Raleigh, N. C.; Chapman, Reid, WISH Indianapolis; Church, Arthur B. and Arthur B. Jr., KMBC-KFRM Kansas City; Cohen, Nat, WGR Buffalo; Conley, J. B., WRS; Cory, John, F&P, Chicago; Davidson, Wm., F&P, New York; Duffield, R. G., WOWO Ft. Wayne; Duncan, Walter, WPIX (TV) New York; Edgar, Edward E., WGH Norfolk; Eisenmenger, E. G., Leo Burnett Co.; Ekrem, T. C., KVOD Denver; Erickson, John., F&P, Chicago; Evans, Joe, F&P, Ft. Worth; Evans, Ralph, WOC Davenport; Evans, Walter, WRS.

Fulton, Harold, WHO Des Moines; Georgi, Carl, D. P. Brother, Detroit; Grahl, R. C., Wm. Esty, New York; Gray, Arthur, WTVJ Miami; Greene, F. Robert, WGR Buffalo; Griffin, Lloyd, F&P, Chicago; Harkrader, John, WDBJ Roanoke; Hawkins, Gordon, WRS; Hecker, Con, KVOD Denver; Higgins, George, WISH Indianapolis; Hoag, Hal W., F&P, Hollywood; Hoffman, Phil, KOB Albuquerque; Jackson, Ralph, WAVE-TV Louisville; Jordan, Ray P., WDBJ Roanoke; Kieling, Richard, F&P, Chicago; Koerper, Karl, KMBC-KFRM Kansas City; Konynenburg, F. Van, WTCN Minneapolis; Kynaston, Don, WMBD Peoria; Lee, Terry, KXYZ Houston; Locke, C. B., KFDM Beaumont; Loyet, Paul, WHO Des Moines.

Mason, Richard H., WPTF Raleigh, N. C.; Masse, C. H., WBZ Boston; McGill, W. B., WRS; McNally, Wm. J., WTCN-TV Minneapolis; McNamara.

50,000-watt WBT is the biggest singl

—Because WBT reaches the most people (a total of 577,880 radio families every week)!*



*BMB 50-100% Daytime Listening Area

Robert, F&P, New York; Meehan, C. M., WRS; Mills, Paul, WOWO Ft. Wayne; Nahas, Fred, KXYZ Houston; Neihengen, Ray, F&P, Chicago; Nelson, Louis, Wade Adv. Agency; Ohleyer, Robert F., WISH Indianapolis; Peters, H. Preston, F&P, New York; Prigmore, R. H., KEX Portland; Rawlins, L. R., KYW Philadelphia; Reed, Elliott, F&P, New York; Ruwitch, Lee, WTVJ Miami.

Sanders, Ernie, WOC Davenport; Saumenig, J. Dudley, WIS Columbia, S. C.; Schacht, Charles Jr., WAVE Louisville; Schroeder, Frank Jr., WDZ Decatur, Ill.; Scovern, Jones, F&P, New York; Shafto, G. Richard, WIS Columbia, S. C.; Smith, T. Frank, KRIS Corpus Christi; Smith, T. Frank Jr., KVAL Brownsville; Soderlund, Harold, KFAB Omaha; Somerville, Robert, F&P, New York; Soule, Robert, WFBL Syracuse; Steen, John, WRS; Stone, Loren B., KIRO Seattle; Swartley, W. C., WBZ Boston.

Taishoff, Sol, BROADCASTING; Teter, R. H., KYW Philadelphia; Thieriot, Charles, KRON-TV San Francisco; Thompson, Jack, F&P, Chicago; Thompson, Wm., BROADCASTING; Tons, George D., KDKA Pittsburgh; Tynan, Wm. J., F&P, Chicago; Wade, James M., F&P, Atlanta; Weeks, Roland, WCSC Charleston, S. C.; Wiemers, Wm., F&P, Chicago; Woodlinger, Mark, WOC Davenport; Woodward, Russel, F&P, New York; Wylie, L. F., WFBL Syracuse; Yeldell, Guy, KSD St. Louis; Young, C. S., KEX Portland.

Name Sam Elber

SAM ELBER, of WIP Philadelphia's publicity staff, has been named promotion and publicity director for the station, it was announced last week by Benedict Gimbel Jr., president and general manager, WIP. Mr. Elber replaces Ralph H. Minton, who recently resigned the position. A member of the WIP staff since 1945, Mr. Elber received his writing experience in newspaper and trade paper fields.

DRYER & WEENOLSEN
Form New Production Firm

SHERMAN H. DRYER, former head of Sherman H. Dryer Productions Inc., New York, and Robert Weenolsen, former program manager at Young & Rubicam, New York, have formed a new radio production and television film company to be known as Dryer & Weenolsen Productions, at 57 W. 58 St., New York.

Mr. Dryer has been active in radio since 1931 and in television since 1940. He was head of the



Mr. Weenolsen



Mr. Dryer

Radio Dept. of the U. of Chicago for five years, where he originated several *University Round Table* programs. Since beginning in radio, Mr. Dryer has been the recipient of 43 awards, including two Peabody awards. Mr. Weenolsen, a former fellow of Christ's College, Cambridge, Eng., has produced many shows here and abroad. As program manager for Y&R, he produced such shows as *The Eddie Cantor Show* and *Duffy's Tavern.*

GLORIA'S STORY
Life of VOD Winner on NBC

LIFE of Gloria Chomiak, one of the four winners in the Voice of Democracy contest sponsored by NAB, Radio Mfrs. Assn. and U. S. Junior Chamber of Commerce, will be dramatized June 27 on the NBC *Calvacade of America*, sponsored by duPont. Miss Chomiak won in a field of more than a million high school students who competed for the four scholarships. She was sponsored by WDEL Wilmington.

A Ukrainian immigrant, she has had only four years formal schooling. The lead role will be taken by Peggy Ann Garner. Gen. George C. Marshall will speak on the program.

FCC Coast Move

FIELD legal offices of FCC on the West Coast have been moved from 100 McAllister St., San Francisco, to 1031 South Broadway, Los Angeles, it was announced last week. Joseph Brenner, for three years regional attorney for FCC on the West Coast, continues in that capacity in Los Angeles, FCC's 11th District field engineering and monitoring division headquarters continue in the U. S. Post Office and Court House Bldg., Los Angeles, with Bernard H. Linden in charge.

KIRBY CHARGE
Claims WCRI WAVU Overlap

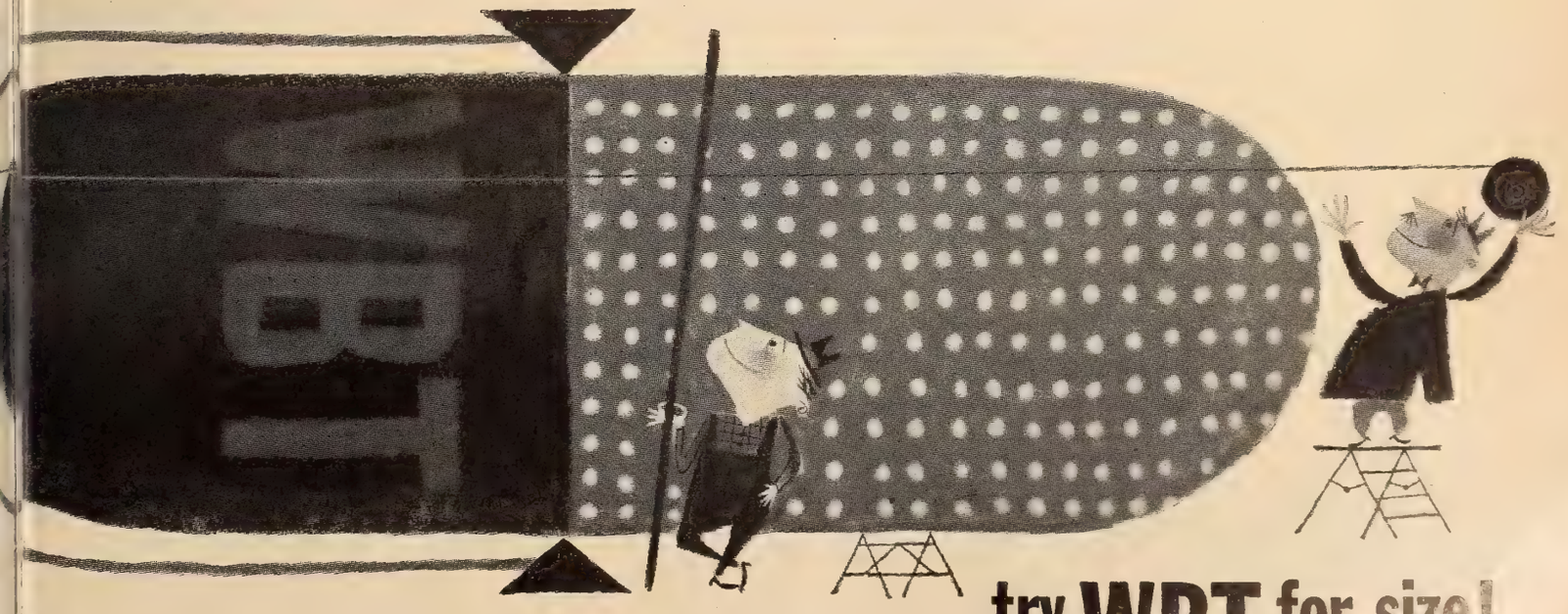
COMPLAINT against the grant of WCRI Scottsboro, Ala., 250-w daytimer on 1050 kc, was filed with FCC last week by Mrs. Rose M. Kirby, applicant for 1 kw daytime on 1330 kc there.

Mrs. Kirby contended WCRI would overlap with WAVU Albertville, Ala., in violation of FCC's duopoly rule, Sec. 3.35. WCRI and WAVU are both owned by Pat M. Courington. Stating she was a 17-year resident of Scottsboro and secretary-treasurer of the Jackson County Soil Conservation Assn., Mrs. Kirby asserted local merchants have indicated they would rather do business with a locally-owned station.

The complaint charged the operation of WCRI "will definitely be unfair competition to any other station in Scottsboro as can be proven after Mr. Courington's Scottsboro station goes on the air since it is generally known that the operation for both stations will originate in Station WAVU in Albertville. Thus running two stations with one staff is definitely an unfair setup."

WQXR-FM New York relays four hours of its daily programming to WBIB (FM) New Haven, Conn. WFMZ (FM) Allentown, Pa., also uses WQXR programming. Shows are given stations without charge in order to increase FM audience.

advertising medium in the Carolinas!



try WBT for size!

JEFFERSON STANDARD BROADCASTING COMPANY • 50,000 WATTS • REPRESENTED BY RADIO SALES CHARLOTTE, N. C.

LOBBY GROUP

Under Fire on Hill; Probe Asked

OPPOSITION to the House Select Committee probing lobbying activities erupted in full volume on Capitol Hill last week, with two Michigan Republicans leading the attack on the group and its chairman, Rep. Frank Buchanan (D-Pa.).

Culminating a week of assaults hurled at the committee for alleged "dictatorial" practices, Rep. Clare Hoffman (R-Mich.) Thursday sponsored a resolution (H Res 638) which would set up a special seven-man group to investigate the lobbying committee itself.

Touching off the blasts was the Buchanan group's earlier request for itemized expenditures from over 150 American business corporations, including RCA, covering lobbying activities the past three years [BROADCASTING, June 5] and its use of subpena power during current hearings.

Rep. Hoffman said the committee's activities had tended to "create fear, to intimidate and prevent individuals from exercising their constitutional rights of free speech." The new special group would be appointed by House Speaker Sam Rayburn (D-Tex.) and would report results of its probe by next January. Until then, the Buchanan group would have to cease hearings. Question is one of whether the lobbying committee "is acting within scope of its authority," according to Rep. Hoffman. His sentiments were echoed earlier by Rep. Paul Shafer (R-Mich.).

Rep. Shafer told the House that the committee had gotten so far "out of hand" as to warrant its abolishment, and charged its members are "hell-bent on getting just one side of the lobbying story and are using their offices to drag in the mud anyone who has the courage to oppose the Truman-Pendergast regime."

A similar charge had been leveled earlier by Rep. E. E. Cox (D-Ga.), who attacked the "outrageous and scandalous assumption of power" by the group in requesting detailed information from RCA, General Electric and Westinghouse Electric, etc. He threatened to sponsor a resolution to outlaw the group if Chairman Buchanan did not rescind the request. Rep. Buchanan refused.

Meanwhile, in a resolution introduced last Tuesday, Rep. Hoffman called on the committee to provide information dealing with its employes, direction of its activities, "and the source of income of those who are carrying on this very searching investigation." It was referred to the House Rules Committee.

The Buchanan committee has not yet touched on the radio industry, save only through RCA, but its chairman has promised to call NAB President Justin Miller, "probably near the end of the session," to testify. Rep. Buchanan has indicated he wants to hear the industry's stand.

Any Way You Look At It . .

KRNT is the

LEADER

in Des Moines,

the center of things in Iowa

Highest Hooperated—Biggest Volume of Accounts —Highest News Ratings — Most Highest-Rated Disc Jockeys—Tops in Promotion Facilities

The Hooper Audience Index, March-April, 1950, Shows:

MORNING	KRNT has a 96.7% greater audience than the No. 2 station.
AFTERNOON	KRNT has a 49.6% greater audience than the No. 2 station.
EVENING	KRNT is 1.0 percentage points below the No. 1 station.
SUNDAY AFTERNOON	KRNT has a 11.5% greater audience than the No. 2 station.
SATURDAY DAYTIME	KRNT has a 26.1% greater audience than the No. 2 station.
TOTAL RATED TIME PERIODS	KRNT has a 41.9 greater percentage than the No. 2 station.

Those are Facts Advertisers *Know* when they buy KRNT . . . the Station that can say: "Any Time is Good Time on KRNT"

KRNT

DES MOINES — THE REGISTER AND TRIBUNE STATION
REPRESENTED BY THE KATZ AGENCY

The station with the fabulous personalities and the astronomical Hoopers

COMR. STERLING

Senate Hearing Wednesday

CONSIDERATION of Comr. George Sterling's renomination for a full seven-year term with FCC beginning July 1 will be explored in open hearing by the Senate Interstate & Foreign Commerce Committee Thursday.

Authorities indicated Thursday that no individuals or groups had filed to appear in opposition to Comr. Sterling's renomination. It is expected, however, that committee members may wish to question him on such communications matters as his views on the McFarland FCC reorganization bill, status of TV allocations and disposition of the clear-channel case [CLOSED CIRCUIT, June 5].

Sen. Charles Tobey (R-N. H.) and Commerce Chairman Ed C. Johnson (D-Col.) presumably will be chief interrogators along with Sen. Ernest W. McFarland (D-Ariz), whose bill (S 1973) is languishing before the House Interstate Commerce group.

Committee approval of Comr. Sterling, and of Martin Hutchinson, nominated to Federal Trade Commission would be tantamount to Senate confirmation.

Mr. Hutchinson's nomination will be considered on Wednesday.

Westinghouse Meet

WESTINGHOUSE Stations held their annual meeting of station managers and headquarters personnel last week at the Edgewater Beach Hotel, Chicago, with Walter Evans, president, in charge. General administration problems, sales, programming and promotion were discussed. Officials appraised what the organization is doing and reported "everything in good shape but competition tough." Eighteen officials were present, including Walter E. Benoit, vice president, and J. D. Conley, general manager. While in Chicago, the group participated in the Free & Peters National Spot Sales Clinic.

Technical



JULES VETTER, transmitter engineer for KRON-TV San Francisco, resigns to join WCAU-TV Philadelphia.

JAMES COATES and BOB MELVIN, formerly with KALW (FM) Board of Education station, San Francisco, join engineering department of KPIX (TV) same city.

D. L. FORD and WARREN STRUBER join engineering department of KRON-TV San Francisco.

ROBERT PENNEBAKER and ROBERT S. PATTISON join KNBH (TV) Hollywood as studio engineers. Mr. Pennebaker was formerly chief instructor, Radio Electronics School, Detroit, and before that engineer with WWJ same city; Mr. Pattison was formerly KALI Pasadena (Calif.) technician. Joining studio engineer vacation relief staff are RODNEY C. MEYERS, formerly chief engineer, KMNS San Luis Obispo, and RAY M. CONNERS, formerly announcer-engineer, Shasta Cascade Broadcasting Co., Mt. Shasta, Calif.

ROBERT SCHULZ, KTSL (TV) Hollywood engineer, is the father of a girl, Christine Rae, born May 24.

LAWRENCE SCANLON, engineer with WIBX Utica, N. Y., and MARILYN A. DAVIS, WLAW Lawrence, Mass., receptionist, announce their marriage.

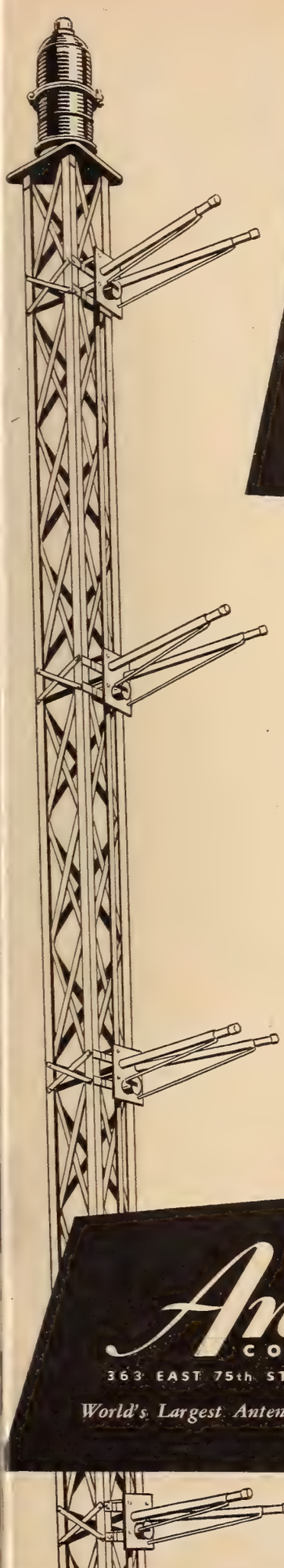
SALFORD ELECTRICAL INSTRUMENTS Ltd. appoints Zoomar Corp. exclusive U. S. distributor for SEI exposure photometer.

WHBF
Rock Island, Ill.
USES
Magnecorder
Used By More Radio Stations Than All Other Professional Tape Recorders



PT6-JA
Greatest professional recording value on the market! Portable high fidelity recorder and amplifier—as low as $499.50

WRITE Magnecord INC.
360 N. Michigan Ave.
Chicago 1, Ill.



GIVES YOU TWICE AS MUCH POWER GAIN PER DOLLAR!

NEW *Andrew* MULTI-V FM ANTENNA

TYPE	NO. OF BAYS	POWER GAIN	PRICE
1308	8	**7.3**	**$2800**
1304	4	**3.7**	**850**
1302	2	**1.6**	**320**

This table shows you why the new Andrew Multi-V is your best FM antenna buy!

NOW! Minimize your investment in equipment. Get top performance for only half the cost. The new Andrew Multi-V FM antenna is made and guaranteed by the World's Largest Antenna Equipment Specialists. It's another Andrew "First."

FEATURES

★ **Twice as much power gain per dollar as any other FM transmitting antenna!**

★ Top performance, yet half the cost of competitive antennas.

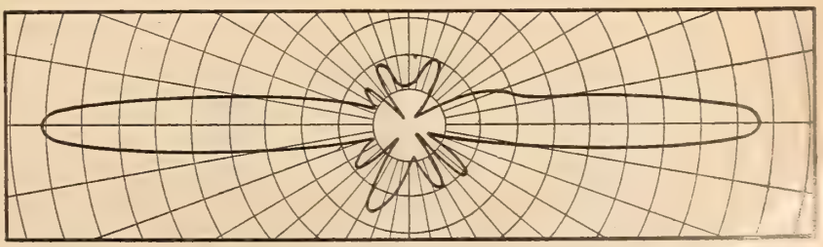
★ Side mounting construction permits installation on towers too light to support heavier antennas.

★ Circular radiation pattern.

★ Factory tuned to required frequency — no further adjustments necessary.

It will pay you *to use the Andrew Multi-V Antenna on your FM station. Write for Bulletins 86 and 186 for complete details TODAY.*

Andrew CORPORATION
363 EAST 75th STREET · CHICAGO 19
World's Largest Antenna Equipment Specialists



Typical vertical plane field intensity pattern of 4 bay Multi-V FM Antenna.

ANDREW

TRANSMISSION LINES FOR AM-FM-TV · ANTENNAS · DIRECTIONAL ANTENNA EQUIPMENT · ANTENNA TUNING UNITS · TOWER LIGHTING EQUIPMENT · CONSULTING ENGINEERING SERVICES

NAB ON NARBA

NAB participation in international radio conferences must be limited to mandate of its board of directors, representing many types of competitive licensees, NAB President Justin Miller declared Thursday in a letter to Rosel Hyde, FCC member and chairman of the U. S. NARBA delegation.

The letter was in reply to a communication dated June 1 in which Commissioner Hyde spoke at length and with emphasis on tactics of NAB and Judge Miller during recent North American negotiations [BROADCASTING, June 5] Commissioner Hyde had resented Judge Miller's charge of coercion during the negotiations as presented in a letter to Francis Colt de Wolf, Chief, Telecommunications Policy Staff, Dept. of State.

Commissioner Hyde had written that NAB's participation in conferences will be of limited value unless delegates are allowed to make unrestricted decisions.

Judge Miller wrote that NAB's representatives could only take a neutral position in connection with changes "degrading or deviating from the status quo of March 29, 1949" since some of these changes might draw NAB membership objections even though other members might benefit.

He added that he felt NAB's representatives have been giving valuable service at recent conferences "and even at the Havana meeting." In addition they have kept NAB members informed of progress of negotiations, he continued. "I understand you expressly advocated this procedure in Montreal and agreed to its continuance during the Havana meeting when NAB's representative sought your approval of releases," he said.

Diplomatic Aspects

Second, Judge Miller wrote, he did not in any way minimize the importance of Commissioner Hyde's role at conferences, referring to the letter to Mr. de Wolf in which Mr. Hyde had been mentioned in his FCC capacity rather than as chairman of the U. S. delegations at Montreal and Havana.

After discussing at length the diplomatic aspects of the negotiations Judge Miller commented on the observation by Commissioner Hyde about the fact that he did not represent NAB in the negotiations, explaining he, too, would have been limited by NAB's policy just as was the case with Neal McNaughten, NAB engineering director who served as delegation member for the association. He cited Mr. McNaughten's extensive experience in international negotiations and said his withdrawal from the Havana negotiations was not intended to embarrass the delegation chairman.

"You may have noted that the reporter for BROADCASTING magazine considered your letter to me a 'sharp rebuke'," Judge Miller wrote. "I regard it as nothing more than part of a friendly exchange of ideas between two legally trained men, in an attempt to secure a better understanding of a rather difficult situation."

Judge Miller concluded, "I see no logic in your suggestion that it is necessary for NAB, as an association, to participate in treaty proposals in order to secure advantageous, final adjustments; especially if it is understood from the beginning that the association's representatives are limited in the extent of their participation.

"NAB's individual members and representatives of the networks can participate on an arms-length basis in such negotiations and join in agreements. Certainly those delegates who are appointed because of their official positions—and this was the sense in which I referred to you as representing FCC—can participate both in negotiation and agreement. After all, when the chips are down, they are the ones who agree upon proposals, and present them for ratification."

Reply Sent to FCC

More For Less on WSJS!

That's right! WSJS delivers MORE audience than all other Winston-Salem stations combined—and at LESS COST.

The Proof:

	WSJS	Stations B & C Combined
Daytime Share of Audience Hooper—1949-1950	46.3	40.1
Rate: Daytime Quarter-Hour	$35.00	$50.00
Rate: Daytime One Minute	$ 8.50	$13.50

Your First and Best Buy!

Affiliated with NBC

WSJS AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

Represented by HEADLEY-REED CO.

WDAS SOLD

Max Leon Acquires

ACQUISITION OF WDAS Philadelphia, 250-w independent on 1400 kc, by Max Leon, Philadelphia musician and businessman, was announced late last week, subject to the customary FCC approval. Sales price: $495,000 for the station and net quick assets totaling about $200,000.

Mr. Leon, director of the Philadelphia Pops Orchestra, is acquiring the station from William Goldman, Philadelphia theatre owner, who bought WDAS in 1947 from Alexander W. Dannenbaum and Cecile L. Naumberg for about $485,000.

Spokesmen said Mr. Leon plans no changes in either personnel or program format, except that he personally will conduct the daily two hours of light classical music programs which have been featured on WDAS for some 20 years.

The station, on 1400 kc, is managed by Lambert B. Beeuwkes, who also is commercial manager.

Aside from his musical career, the new owner is engaged in the wholesale candy business in Philadelphia.

Applications for FCC approval are being prepared by Thomas W. Wilson of the Washington law firm of Dow, Lohnes & Albertson.

'Gambling' Bill

MODIFIED anti-gambling bill approved by the Senate Interstate & Foreign Commerce Committee was passed over by the Senate Thursday upon objection raised by Sen. Pat McCarran (D-Nev.). Sen McCarran earlier had indicated he may attempt to have the measure referred to his Senate Judiciary Committee [BROADCASTING, June 5]. Substitute version, adopted as compromise of Justice Dept. bill (S 3358) and FCC plan, would ban radio-TV coverage of "gambling" data prior to horse race events but permit broadcasts and telecasts during races.

WCTT CHANGE

FCC Would Grant Increase

INITIAL decision to grant WCTT Corbin, Ky., change in facilities from 250 w fulltime on 1400 kc to 1 kw fulltime on 680 kc, directional night, was issued last week by FCC Hearing Examiner Fanney N. Litvin. The Corbin Times-Tribune Inc. is licensee.

Finding that no interference would result to any existing stations, the examiner noted that WCTT would serve additional areas and population not now receiving any primary service. The station's extended 0.5 mv/m signal would reach 214,000 persons daytime, an increase of 426%, of which 31,746 persons now receive no primary signal from any station. Nighttime the station's 9.9 mv/m interference-free contour would reach 16,900 persons, a gain of 77.7%. The towns of London, Williamsburg and Barbourville, where WCTT now has remote studios, would be in WCTT's daytime primary area.

The examiner found that the proposed operation would violate FCC's engineering standards in two respects but considered these minor in view of the primary service extensions. Claim by WPTF Raleigh N. C., that it would receive "objectionable" daytime skywave interference was dismissed as immaterial under existing standards. WCTT was represented by Russel Rowell, Paul D. P. Spearman and John Spearman of the Washington law firm of Spearman & Roberson.

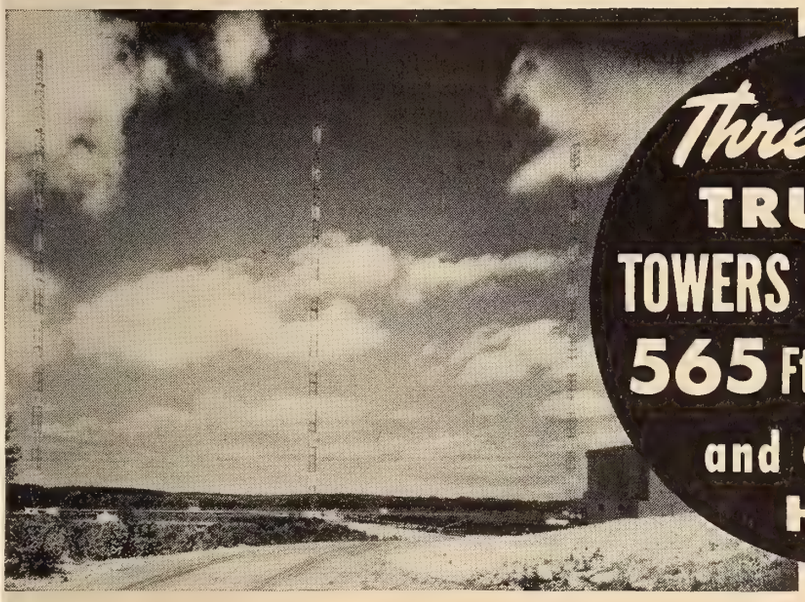
Joseph V. Barile

JOSEPH V. BARILE, 33, chief of the classification branch of the FCC Personnel Division, died June 2 at Emergency Hospital, Washington. He had been ill for about two weeks. Mr. Barile joined FCC in December 1945 as assistant chief of the classification branch and was promoted to chief in May 1948. Prior to joining the Commission he was classification and wage analyst with the Chief Signal Officer and before that with Doherty, Clifford & Shenfield both in Washington. Mr. Barile attended West Virginia Business College from 1936-38. He is survived by his mother and several brothers and sisters.

WHDH Covers a Big Mass Market in Boston, Mass.

When the switch was thrown for the new 50,000 watt WHDH transmitter in February, 1949, the finest high-fidelity coverage was brought to New England through one of the largest and most complete transmitter plants in the country.

Three Truscon Steel Radio Towers are an important part of this outstanding station, reaching millions of New Englanders daily. Two of the Truscon guyed towers, with heights of 565 feet and 605 feet above ground, are for AM only. The third tower is 645 feet high, with the upper portion designed so that it can be removed in the future, if required, and replaced with an FM or TV antenna.



Three More
TRUSCON
TOWERS OF STRENGTH
565 Ft., 605 Ft.
and 645 Ft.
HIGH



What are *your* particular new or modernizing tower problems? Truscon can draw upon its background of world-wide experience to engineer, erect or modernize the tower you need—tall or small . . . guyed or self-supporting . . . tapered or uniform in cross-section . . . for AM, FM and TV transmission. Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON
SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED **TOWERS**
TRUSCON COPPER MESH GROUND SCREEN

Ads, Women, Box Tops

(Continued from page 19)

women as it does to reach the women exclusively in the daytime. And at night, on most of the big-time radio shows, the opportunity to talk to the entire family comes only once a week.

But in the daytime, by concentrating on women with such programs as newscasts, participating shows and soap operas, we are able to reach them five times a week with commercials on each show which means that we can give them 10 selling commercials a week as against two selling commercials on a nighttime program —and at a *lower* cost.

It is true, as proven by Hooperatings, that we do not have as large an audience for any one program. But we would rather take a much smaller audience and do a strong selling job than to take a large audience at a much higher cost and do what, in our opinion, would be a mediocre sales job.

Determining Factors

We judge low-cost responsive circulation by all the theoretical measurements. And then we add another valuable measuring rod—one which few agencies have at their disposal. Since we have been in business we have received over 41 million box tops and coins, so we judge media by the actual cost per inquiry. And we hold that there is no question that the one which produces inquiries at lowest cost is a low-cost advertising medium.

● No. 4—We believe in *concentration*—in other words, paying the price of admission to a market. It is much like going to a show on Broadway in New York. If the box office price is $6.60 and you are willing to spend only $1.80, then you cannot expect to get a front orchestra seat. You must be satisfied to sit in the gallery. Sometimes, based on present prices to "South Pacific" in New York, you may find standing room only.

Stilted Approaches

Many campaigns are sold to manufacturers with dull coverage maps, maps which show a complete coverage of the United States, but not enough circulation in any one market to really do a job. In other words, a coverage map may look good in an agency chart presentation, but actually the amount of money and effort spent in any one market may be likened to driving a tenpenny nail with a tack hammer.

Advertising, to be successful, must buy back sales. And the best way to buy back sales is to give people a good product, a good story about that product, and then intensive enough effort through concentration and reiteration of the message to actually buy back sales in the market where the campaign is operative.

● No. 5—The last of credos is probably the most important of all and is the one that is based on the application of the first four. This is the use of "forcing methods" which accelerate the sale of a product after its merits have been previously explained to housewives with reason-why copy—through usual advertising methods.

By "forcing methods" I mean premiums, deals, schemes and contests which, after a woman has been told about a good product, and told enough times through concentration and reiteration, persuade her to go to her grocer or druggist and make the first purchase.

I commenced by saying that our kind of successful advertising today is directed toward inducing *use* of a product, and here's where the use of a product comes in. We at the Duane Jones Co. spend long hours thinking up ways and means to get women to go in and try a product—after they have heard the story about it—for the first, second or third time.

I am talking about women mainly because primarily they are the major buyers of grocery and drug products. The major percentage of sales of most grocery and drug items are made to housewives. Therefore, most of our campaigns are directed to them.

One example of these forcing methods that induce women to *use* a different brand of a product is the Blarney Stone Charm Bracelet. With this particular self-liquidating premium, over 408,000 housewives sent in a quarter with a label of the product advertised. I sent a man to Blarney Castle, Ireland, to get this Blarney stone, had it chipped up and made a part of a bracelet. My client was able to send them out to housewives for 25¢ each, which made it as we say "self-liquidating."

The Ladies Responded

The result of this offer was that over 408,000 ladies bought the product and sent in and got the bracelet—making the cost per inquiry approximately 8¢, a very low cost.

But we wanted to know how many established customers sent in for the offer and how many new customers we had secured. So a check was made among 6,000 recipients and we found that approximately half of the women who sent in for this charm bracelet were already established customers, and that the other half were new customers. Inasmuch as the offer was "self-liquidating," it cost us nothing to give our old customers a souvenir—in fact, it was good public relations—and we were happy to be able to show our gratitude to old customers. But the half of the recipients who were new customers, we figured, cost us 16¢ each.

Three months later we went to these new customers and asked them what brand of this product they were using. And 50% of these new customers said they were now steady customers.

In other words, through this promotion it cost us 32¢ to get a steady customer who, with this particular product, uses one case a year. The profit on a case of this product at that time was something like 86¢. Through this promotion we spent 32¢ to get 86¢ back. So we were not selling advertising on faith or the vague idea that it creates consumer acceptance, good will, and keeps the advertiser's name before the public, but instead on the basis of arithmetic—actual mathematical results that were highly profitable.

14 Years' Experience

In the 14 years we have advertised this product they have averaged four such promotions a year with similar results, and their sales have increased from 600,000 cases a year to last year's total of over 5 million. And the convincing thing through the years has been that the present case sales today are exactly commensurate with the

KMMJ BUYS KXXX

Searle Is Named President

PURCHASE of KXXX Colby, Kan., by KMMJ Inc., Grand Island, Neb., has been completed. Don Searle, president, KMMJ Inc., is the new president of Western Plains Broadcasting Co. which formerly operated KXXX. Retiring president is James V. Pratt and August W. Lauterbach is retiring director.

With the purchase consummated, Mr. Searle has announced that KXXX will operate in conjunction with KMMJ as "Ranch and Farm Radio." Expansion



Transacting purchase are (l to r) Mr. Lauterbach, holding stock; Mr. Pratt, accepting check, and Mr. Searle, making presentation.

* * *

plans include extension of service to ranch and farm areas. At the same time, it has been announced that Wick Heath, general manager of KMMJ, has been made a vice president of KMMJ Inc., and Bill Martin named vice president in charge of sales for the firm. Rex Lathen is regional sales manager for both KMMJ and KXXX. Sales office for the stations is at Grand Island.

Other new stockholders in addition to Mr. Searle include H. A. Searle Jr., Omaha, vice president; J. Herbert Hollister, Boulder, Col., treasurer, and Helen Searle Blanchard, Council Bluffs, Iowa, secretary. U. L. (Gus) Lynch will head the stations' engineering department. Mr. Searle and Jim Parks also direct the National Home Institute in Hollywood.

The stars of today and tomorrow are

Yours for more Sales

... with the *new era* in

Thesaurus

DR. FRANK BLACK'S MALE CHORUS

"The Singing Americans"

Ray Porter, Associate Conductor and Arranger



The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal . . . top name artists! You get *comprehensive* programming, promotion, publicity, tie-ins, cross-plugs, sound effects . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

number of such promotions we have used. Therefore, "forcing methods" are a vital factor in the success of package product campaigns.

How do we know what kind of premiums or deals or schemes women will go for? We have a staff of six women who spend their entire time scouring the market for suitable premiums that have a great appeal to the housewives. For example, in one instance we read in the *New York Times* of how the grateful people of England gave our own Gen. Eisenhower a gold sword embellished with rubies in appreciation of what he had done for the British people. We made a replica of Gen. Eisenhower's sword as a lapel pin. This was offered to women on daytime radio and had we been able to get enough of them made by our supplier at the time, we would have received over 1,250,000 quarters in the mail in 10 days. Actually, we could get only 400,000 sword pins so we were unfortunately forced to "jerk" the offer off the air after four days. But had we been able to get enough Eisenhower sword pins, the returns from this offer would have set an all-time high in radio offer history.

Eisenhower Swords

Later on we offered crossed sword earrings designed after the Eisenhower sword, and some 850,000 quarters came through the mail. In this case we were fortunate enough to get an adequate supply.

Another example is in our offering a plastic orchid lapel pin. Women since their childhood have always wanted their beaux to give them an orchid. So we offered to give them this orchid lapel pin for 25¢ with a box top of the product and it pulled over 1,100,000 returns. This means that 1,100,000 packages of the product were sampled—possibly 550,000 were new customers and 275,000 became steady users of the product. These steady users are good for a case a year of this product and the manufacturer increased his sales, from this one promotion, by 275,000 cases.

The secret behind these radio promotions is that they should not only be glamorous or romantic, but they should be items to which the housewife had already been pre-educated. Every woman since her school days has heard of Blarney Castle and has heard of people travelling to Ireland just to kiss the Blarney stone. Here, for 25¢ she is offered an opportunity to kiss a fragment of this famous stone (or have her boy friend kiss it) by simply using the client's product once.

Also, there are many other yardsticks for measuring good radio premiums such as these. They should not compete in price with 5-and-10¢ store items—department store items, etc. Also they should be easy to mail—pass all federal regulations, etc.

Other Offers

In addition to these radio offers I mentioned, we make many premium offers in newspapers and magazines—also on can bands around the products. These are called "eye-minded" items in contrast to "ear-minded" items over the radio. "Eye-minded" items such as a new type can opener or gadget of some kind for the kitchen that we can illustrate in space do not necessarily need to have a glamorous appeal such as an "ear-minded" item broadcast over the radio requires.

All of this boils down to the fundamental principle of staying out in front in advertising, just as automobile manufacturers, architects and builders of any description must stay out in front in their respective professions.

Now you may think I have given a formula that can be easily adapted. But the primary secret of the entire formula is the proper appraisal and coordination of all the factors I have explained. This is where an advertising agency comes in, and it is the result of years of experience in the business.

I am reminded of Kipling's description of the old Cape Horn sea trader who became a multi-millionaire and finally retired. His friends asked him how he did it and he quoted the Scripture text: "Just keep your light a-shining a little ahead of the next." Then he added: "They copied all they could follow, but they couldn't copy my mind—so I left them sweating and stealing a year and a half behind!"

GROCER MEETS RADIO

Taliaferro Presents NRGA With Success Story

GRAPHIC illustration of how local radio advertising can reap awards for the grocer was presented last week to some 10,000 retailers attending the June 4-9 National Retail Grocers Assn.'s annual convention held in Chicago.

A radio success story of Portsmouth, Va., Food Stores' campaign was explained to the grocers by S. L. Taliaferro, the group's advertising director.

After a 13-week "experiment," Mr. Taliaferro said, "we decided to make radio advertising a permanent part of the PFS budget." The campaign by PFS, independent cooperative made up of 80 stores, he said, followed the plans prepared by James W. Campbell, local sales manager of WLOW Norfolk, Va.

Presentation by PFS centered upon a daily half hour audience participation show, *The Mystery Sound* (11-11:30 p.m.), offering about $100 worth of prizes each day and an occasional jackpot of $250-300. Show was backed up by newspaper advertising, bus cards and color posters in member stores.

According to Mr. Taliaferro, public response was "so gratifying" that in less than six weeks after the program's start, the stores added another daily half hour (2:30-3 p.m.) program.



He Sinks Into an Easy Chair While Furniture Sales Climb

Sitting down on the job isn't his way of building sales for a sponsor. But a man has to relax sometime—and it's a lot easier when you know you've *done* a good job. Take the case of the Greenville Furniture Co., in Greenville, Texas. In a letter to KGVL, Mr. J. L. Spradling says:

> "We opened our doors about the time you went on the air and almost immediately began sponsorship of Fulton Lewis, Jr., and have had him ever since. We feel that he has had a lot to do with the success of our store. We have recommended him to many of our friends in the furniture business in other cities. Many of them have reported there wasn't a chance to get him, as there was a waiting list."

The Fulton Lewis, Jr., program, while currently sponsored on more than 300 stations where waiting lists may exist, presents opportunities for sponsorship in other MBS localities. Since there are more than 500 MBS stations, many local advertisers may still take advantage of the ready-made audience, the network prestige, and the low cost of this news co-op. Check your local Mutual outlet or the Co-operative Program Department. **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

WMIE TRANSFER

McBride Denies Cox Charge

ARTHUR B. McBRIDE, principal in the proposed licensee of WMIE Miami, Fla., and Cleveland millionaire sportsman and taxi operator, told FCC Hearing Examiner Leo Resnick last week he never knew Al Capone nor did he ever attempt to intercede with ex-Gov. James M. Cox in behalf of the racketeer.

Gov. Cox in April testified Mr. McBride had approached him in Miami in 1930 when the Cox-owned *Miami Daily News* was conducting its anti-Capone campaign [BROADCASTING, April 17]. Mr. McBride attributed Gov. Cox's charge to his "old age" or bitterness over WMIE's competition to WIOD Miami, a Cox interest. Other Cox stations are WSB Atlanta and WHIO Dayton.

At another point Mr. McBride asserted Gov. Cox had confused him with Ed Strong of Cleveland. Mr. McBride testified that he first met Gov. Cox in 1935 on a train to Miami when the latter had told Mr. McBride that Burr Gongwer, late Democratic chief in Cleveland, wrote him a letter introducing Mr. Strong who allegedly had called on Gov. Cox regarding Al Capone in the late 20s or early 30s.

Mr. McBride and his business associate, Daniel Sherby, are owners of Sun Coast Broadcasting Co., which is seeking FCC consent to assume direct control and operation of WMIE from Lincoln Operating Co., a theatre management firm and trustee of the station. FCC's investigation of the McBride-Sherby interests has been underway for more than a year [BROADCASTING, July 4, 1949]. WMIE is assigned 10 kw day, 5 kw night on 1140 kc.

Business Records Cited

Paul M. Segal, WMIE counsel, presented business records of the Cleveland *News* for 1930 which were purported to prove that Mr. McBride, in his duties as circulation manager for the *News* at that time, could not have made a trip to Florida. These records were described by Edward J. Thomcik, assistant treasurer of the *News*.

Joseph Laumer, Mr. McBride's assistant at the *News*, testified he drove with Mr. McBride on the latter's first trip to Florida in 1934. Mr. Laumer now is a supervisor for the Yellow Cab Co. in Cleveland, a McBride-Sherby interest.

Details of Mr. McBride's past interest in Continental Press Service, national racing news facility now owned by his son, Edward J. McBride, were given by Mr. McBride and Joseph M. Lebit under examination by Harry Becker, FCC counsel. Mr. Lebit is accountant for Continental Press and the Cleveland Browns, professional football team owned by Mr. McBride, and also handles Mr. McBride's income tax and real estate accounts.

Continental's History

FCC was told Mr. McBride organized Continental Press in November 1939 just after the late Moses L. Annenberg's "various difficulties" with the government caused him to drop the Nationwide News Bureau, a racing wire said to directly service bookies. Mr. Annenberg, who also owned the *Daily Racing Form*, was subsequently indicted on income tax charges. Mr. McBride said Continental Press was different from its predecessor in that it serviced scratch sheets and other news clients but not bookies. Continental Press is managed by Thomas Kelly of Chicago, brother-in-law of Mr. McBride.

Although Mr. McBride financed his son's initial interest in Continental Press upon his withdrawal from the business in 1943, he testified he has had no voice in the operation since that time. Asked by Mr. Becker if he had organized the wire service in 1939 to help James Ragen Sr., then on "probation," to get back into business, Mr. McBride said they "never discussed it at that time," but added, "I would never take anything from the Ragens."

James Ragen Sr. later exchanged his half-interest in a "teletimer" race track photo business for Mr. McBride's interest in Continental Press and was active in the business with James Ragen Jr. until 1946 when the father was shot, FCC was told.

Mr. McBride testified that in his first meeting with Gov. Cox in 1935 concern was expressed over the former's friendship with Mr. Annenberg who had just established the Miami *Tribune* the previous year. He said the *Tribune* was sold in 1937 to the John S. Knight interests, which now publish the Miami *Herald*, and folded in December 1937.

Mr. McBride testified that when he met Gov. Cox a second time at a golf match in Miami in 1938 Gov. Cox commented Mr. McBride's friend Annenberg "didn't do so good" because he had lost $600,000 in the *Tribune* operation. Mr. McBride charged Gox. Cox then said to him, " 'I'll send that . . . . to the penitentiary yet'."

A host of character witnesses from Cleveland were produced by WMIE to testify to Mr. McBride's honesty and public spirit. These included: James Donnelly, president of the Cleveland City Council; Ray T. Miller, Cleveland Democratic chief, former mayor there and part owner of WERE Cleveland; A. L. Demaioribus, WERE board member, chairman of the Cuyahoga County Republican Central Committee and head of the Cleveland Home Brewing Co.; John F. Burns, president of the Cleveland Federation of Labor (AFL); Thomas Coughlin, president, Bank of Ohio; Dave R. Jones, steel industrialist and part owner of the Cleveland Indians; Rabbi Abba Hillel Silver; Monsignor Alfred J. Murphy, and a number of other civic, business and religious leaders.

HILL DISCS

Modified Bill Okayed By Senate

MODIFIED bill incorporating major changes in operation of the Congressional Joint Recording Facility slipped quietly through the Senate last Tuesday despite efforts to reconsider the controversial legislation before sending it to the House.

The new Senate-approved version, which would transfer the facility from the House Speaker and Senate Clerk to a joint Congressional committee and make other changes involving supervision of members' interviews by radio correspondents [BROADCASTING, May 29], has drawn sharp criticism from NAB and Radio Correspondents Assn.

At week's end, the bill was resting on House Speaker Sam Rayburn's (D-Tex.) table, with two courses of action open to proponents of the earlier House version. They may seek to resolve differences by calling for a conference committee or let the measure "languish."

Opponents of the present bill are known to feel that jurisdiction by a joint committee such as proposed would subject the facility and correspondents to "Congressional whims," possibly to the long-range disadvantage of the radio industry, and also give Administrator Robert Coar a free hand in "making arrangements" for use of all radio-TV recordings involving members of Congress.

Both NAB and the correspondents' association have referred to subcommittees the issue of clarifying the administrator's duties which, they feel, are plainly "nebulous" and "far-reaching" at present and ultimately even subject to high court ruling if not defined.

Many radio stations currently are using members' discs locally as "public interest" features and in the nature of "reports" to constituents. The facility now is operated by the government at taxpayers' expense, though previously it was run privately by Mr. Coar.

The move to bring the proposal (H J Res. 332), which passed the House last August, before the Senate was pushed by Sen. Scott Lucas (D-Ill.), Senate Democratic majority leader, just before adjournment at 12:55 a.m. Wednesday.

Sen. Karl E. Mundt (R-S. D.) told the Senate that the Rules & Administration Committee held hearings on the matter "and went into it very thoroughly." He said it would merely provide a "better system of bookkeeping and housekeeping."

Ferguson's Stand

Sen. Homer Ferguson (R-Mich.), leading the fight to reconsider the measure Wednesday, said he was not on the floor "early this morning" and asserted "the matter is one which I am sure deserves more attention than it has received by the Senate."

Sen. Lucas advised the Senate that when it passed the joint resolution "early this morning" it did so "primarily at the request" of Sen. Mundt. Sen. Ferguson's motion to request return of the bill from the House was defeated.

L. A. Ad Club Elects

HAAN J. TYLER, manager of KFI-TV Los Angeles, has been elected president of Los Angeles Ad Club succeeding Richard C. Russell. Russell Z. Eller, advertising manager of California Fruit Growers Exchange (Sunkist), was made first vice president. Added to board of directors were Carl K. Tester, vice president and manager, Philip J. Meany Co.; Paul H. Willis, general advertising manager, Carnation Co., and George Clark, advertising manager, Farmers & Merchants National Bank.

Upcoming

June 15-20: Conference on Public Opinion Research, Lake Forest, Ill.

June 19: FCC oral argument on proposed rules against "trafficking in frequencies," FCC Hdqrs., Washington.

June 22: American Television Society Hotel Roosevelt, New York.

June 22: Eighth annual Stanford-NBC Radio - Television Institute opens Stanford U., Palo Alto, Calif.

June 22-23: Kentucky Broadcasters Assn., Hotel Seelbach, Louisville.

June 25-29: Advertising Assn. of the West convention, Ambassador Hotel Los Angeles.

June 25-July 1: WKY-TV Oklahoma City Television Clinic, U. of Oklahoma, Norman.

June 28-30: Assn. of Independent Metropolitan Stations Convention Miami, Fla.

June 30-July 2: Catholic Broadcasters Assn., U. of St. Louis, St. Louis.

Aug. 10-13: AFRA convention, Sherator Hotel, Chicago.

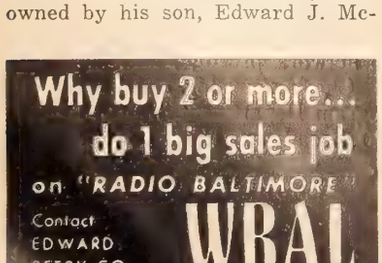
Aug. 30-Sept. 2: Western Assn. o Broadcasters, and directors meetin of Canadian Assn. of Broadcasters Jasper Park Lodge, Jasper, Alta.

Sept. 23-30: National Television & Electronics Exposition, 69th Regimen Armory, New York.

Sept. 28-29: National Retail Dry Good Assn. Radio-TV Workshop, Hote Statler, New York.

Oct. 22-24: 10th District convention o Advertising Federation of America Amarillo, Tex.

Nov. 16-18: National Assn. of Radi News Directors convention, Hote Sherman, Chicago.



AYES FOR STUDEBAKER

In Quarter-Million Deal

TUDEBAKER Corp. in quarter-illion dollar time purchase June 6 starts 52 week sponsorship of am Hayes newscasts which it cur-ently sponsors on NBC twice daily, hree times weekly on full Don Lee etwork plus 10 MBS Intermoun-ain stations and three Arizona tations: KOY Phoenix, KSUN Bis-ee, KTUC Tucson. Programs are o be Monday, Wednesday, Friday 4:45-5:00 p.m. PDT and 6:45-6:55 m. PDT). Agency for Stude-aker: Roche, Williams and Cleary, hicago.

Mr. Hayes will also do Tuesday nd Thursday (4.45-5:00 p.m. PDT) ewscasts on network on sustaining asis. General Mills Inc., San rancisco (Sperry pancake and affle mix), continues sponsorship f Hayes newscasts on NBC Mon-ay through Saturday (7:45-8:00 m. PDT). Agency, Knox-Reeves dv. Inc., San Francisco.

Doherty in Geneva

ICHARD P. DOHERTY, NAB mployee-employer relations di-ector, is attending the conference f the governing body of the Inter-ational Labor Organization, nited Nations, now meeting in eneva, Switzerland. Mr. Doherty one of the two U. S. manage-ent delegates to the conference, n which 67 nations are participat-ng. He will visit radio-television xecutives in France and England n his way home.

PACIFIC NIELSEN RATINGS * TOP RADIO PROGRAMS

(Total Pacific Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)

APRIL 1950

Current Rank	Program	Current Rating Homes %
EVENING, ONCE-A-WEEK		
1	People Are Funny (NBC)	22.5
2	Fibber McGee & Molly (NBC)	20.5
3	Red Skelton (CBS)	20.0
4	Charlie McCarthy Show (8:30-9 p.m.) (CBS)	20.0
5	Judy Canova (NBC)	19.5
6	Truth or Consequences (NBC)	18.9
7	Bing Crosby Show (CBS)	18.8
8	Grand Ole Opry (NBC)	18.3
9	Day in the Life of Dennis Day (NBC)	18.0
10	Jack Benny (9:30-10 p.m.) (CBS)	17.4
WEEKDAY		
1	Pepper Young's Family (NBC)	8.7
2	Backstage Wife (NBC)	8.6
3	Road of Life (NBC)	8.4
4	When a Girl Marries (NBC)	8.3
5	Right to Happiness (NBC)	8.2
6	Young Widder Brown (NBC)	7.9
7	Tom Mix (MBS)	7.4
8	Stella Dallas (NBC)	7.2
9	Lorenzo Jones (NBC)	7.0
10	Portia Faces Life (NBC)	6.9

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 4,706,000—the 1950 estimate of total radio homes in the Pacific Time Zone.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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ELECTION BILL

To Eye Radio-TV Expenses

ELECTION expenditures incurred by House members for use of radio, television and other advertising facilities would be subject to close scrutiny of a special five-man House committee under a proposal dropped in the Congressional hopper last Thursday.

The proposal (H Res 635), sponsored by Rep. John McCormack (D-Mass.), would authorize the group to probe the "extent and nature" of expenditures of all House members during 1950's political campaign and report to the chamber not later than Jan. 3, 1951.

Additionally, amounts spent by individuals, groups, committees, corporations and labor unions in support of any candidate would be subject to investigation. Committee would be vested with the power of subpena and be authorized to hold hearings.

Purpose of the resolution, referred to the House Rules Committee, is to seek remedial legislation which would tighten up federal or state statutes governing qualifications of members elected to the House.

Text of the section on advertising calls for a probe of:

The amounts subscribed, contributed, or expended, and the value of services rendered, and facilities made available (including personal services, use of advertising space, radio and television time, office space, moving picture films, and automotive and other transportation facilities) by any individual . . . group, committee . . . corporation, or labor union, to or on behalf of each such candidate in connection with any such campaign or for the purpose of influencing the votes cast . . . at any convention or election held in 1950 to which a candidate for the House . . . is to be nominated or elected.

Pulse Expands

PULSE INC. coverage will enter three new markets during July and June and concurrently will increase its New York coverage, according to Dr. Sydney Roslow, president. The new markets to be covered are: Richmond, Va.; St. Louis and Columbus, Ohio. Increased coverage in the New York area will cover 12 rather than 10 counties heretofore reported on.

PRIMARIES

Gurney Loses Senate Seat

SEN. CHAN GURNEY (R-S. D.), who along with his family helped establish WNAX Yankton, S. D., in 1926, last week was unseated in the state's Republican primaries.

Third-ranking Republican member of the Senate, Sen. Gurney conceded defeat to Rep. Francis Case, himself a veteran of 14 years in Congress and former newspaper editor and publisher. Sen. Gurney formerly was manager of WNAX before he withdrew from the radio field in 1933. Elected to Congress in November 1938, he was trying for his third six-year term.

Phillips Successful

In other results of primaries, Rep. John Phillips (R-Calif.), former owner of KPAS Banning, Calif., secured both the Republican and Democratic nominations last week under the state's system of cross-filing. He is assured of returning next January.

Rep. H. R. Gross (R-Iowa), whose radio background included service with WLW Cincinnati, WHO Des Moines, KXEL Waterloo and WISH Indianapolis, was unopposed for Republican renomination last week. Rep. Harris Ellsworth (R-Ore.), who holds 125 out of 500 shares of stock in KRNR Roseburg, Ore., was unopposed last month.

AUDIENCE CHANGES

Hooper Compares Ratings

S "a practical demonstration of the dollars and cents differences volved in current changes in broadcast audience behavior" in cities ith TV stations and those without them, C. E. Hooper Inc. last week eleased comparisons of the 1948 and 1950 audiences of two top-ranking rograms in five cities of each ype.

Network Hooperating of *Lux adio Theatre* was 29.5 in Febru-y 1948 and 23.6 in 1950; the ooperating of the Jack Benny rogram changed from 26.3 to 5.2 in the same time, Hooper said. ut, the report pointed out, this -city average fails to reveal the ide market-to-market variations etween TV and non-TV cities.

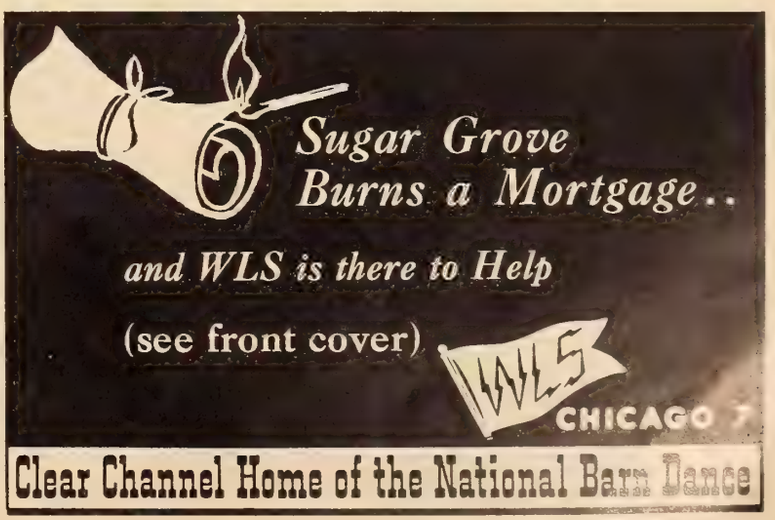
"It fails to tell the advertiser at unprecedented changes have taken place in his program's advertising coverage market-by-market. It fails to inform the advertiser where he is getting his advertising message into more homes, where into less, in 1950 compared with 1948. It treats the United States as one big national market instead of what most sales managers see today—a group of individual markets," the Hooper statement explains, adding a city-by-city comparison which is summarized in the following table:

Lux Radio Theatre

Cities	Baltimore	Cincinnati	Detroit	Atlanta	Columbus
t. 47-Feb. 48	28.0	23.5	34.0	18.0	26.0
t. 49-Feb. 50	16.8	20.5	20.3	14.8	18.2
on-TV Cities	Portland, Ore.	Denver	Knoxville	Springfield, Mass.	Shreveport
t. 47-Feb. 48	18.4	21.9	20.3	28.0	23.9
t. 49-Feb. 50	25.5	24.9	20.4	27.3	25.3

Jack Benny

Cities	Baltimore	Cincinnati	Detroit	Atlanta	Columbus
t. 47-Feb. 48	23.7	31.3	21.2	21.7	22.5
t. 49-Feb. 50	16.0	18.8	15.9	16.1	21.8
n-TV Cities	Portland, Ore.	Denver	Knoxville	Springfield, Mass.	Shreveport
t. 47-Feb. 48	31.0	17.2	13.4	21.5	17.0
t. 49-Feb. 50	42.5	18.1	24.5	33.4	19.3



DISASTER RADIO

FCC Proposal Aired

A RECOMMENDATION that the proposed "disaster communications service" make provision for rebroadcast of police, fire and other emergency communications was advanced last week by Seymour N. Siegel, director of radio communications for New York City, operator of WNYC New York.

Mr. Siegel pointed out that WNYC and other stations in that area for a long time have cooperated with the New York police and fire departments during emergencies—fires, subway and airplane accidents, etc.—by carrying on-the-scene broadcasts which keep the public informed and at the same time help minimize public fears.

The recommendation was advanced during a general public conference last Monday and Tuesday at FCC on plans to establish a disaster communications service composed of "amateurs and other non-government and government groups operating fixed, land and mobile stations, and consisting of a single integrated service for the handling of emergency communications in times of disaster." The 1750-1800 kc band has been designated for this service.

Emergencies Cited

FCC cited the facilities would be used in event of "floods, earthquakes, hurricanes, explosions and consequences of armed attack," etc. Proposal for the service stems from the Commission's overall reallocation proceeding of 1945. Last week's meeting, opened by FCC Comr. E. M. Webster, seeks to implement this proposal.

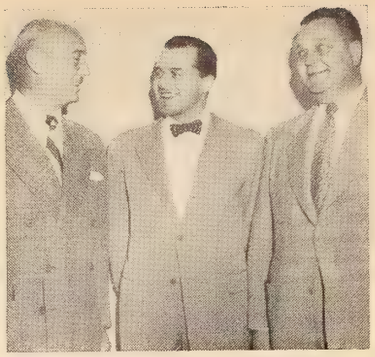
The two day meeting was conducted by George K. Rollins, chief of the Radio Operator and Amateur Division of FCC's Office of Chief Engineer. His assistants were George MacClain, chief of Marine, Operator and Amateur Branch, Safety and Special Services Division of FCC's Office of General Counsel, and Robert W. Percy, engineer in Mr. Rollin's division.

In addition to Mr. Siegel, broadcasters were represented at the meeting by Neal McNaughten, director of NAB's Engineering Dept. Spokesmen for all branches of the armed forces, the Coast Guard, Civil Aeronautics Administration, American Radio Relay League, American Red Cross and numerous other Federal, state, municipal and non-governmental agencies participated.

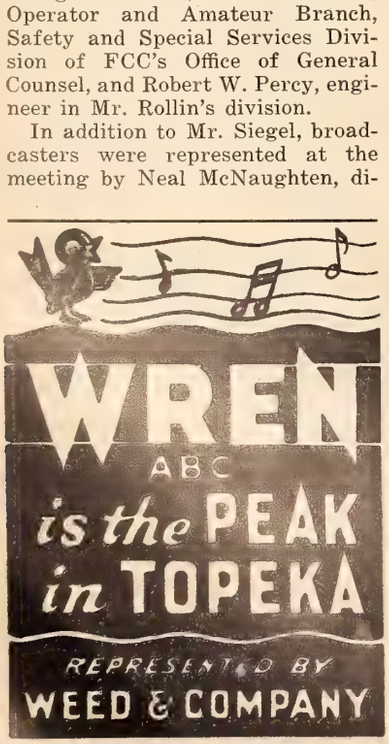
The National Security Resources Board told the meeting it did not approve or disapprove of the proposals under consideration but hoped that no final action would be taken until NSRB might formulate its policy which might affect the ultimate decision. It was indicated this policy is to be reported by September.

Since many organizations already have network facilities which handle emergency communications of various types, several spokesmen urged the proposed disaster service be used primarily for liaison between these established networks. Careful control of licensing also was suggested.

Since FCC proposes that anyone holding a license for any radio service automatically would be eligible to operate equipment in the new service, fear was expressed that a "tower of Babel" might result from everyone "trying to get in the act" during a crisis. Details of FCC's proposal were given by the Commission in a notice issued March 23.



BILL PEAVEY (center), new account executive at John Blair & Co., San Francisco, looks pleased with the Don Lee network Hollywood setup as he chats during recent visit with George Whitney (l), Don Lee sales manager, and Henry Gerstenkorn, network national advertising manager. Blair is Don Lee radio and TV national sales representative.



OVERLAP ISSUE

Set for FCC Hearing on KWHK

QUESTION whether KWHK Hutchinson, Kan., under proposed power increase would overlap with other stations under common control was posed by FCC last week among issues reported in the hearing the Commission has designated on KWHK's bids to change facilities and transfer control. KWHK seeks to change from 1 kw daytime on 1190 kc to 1 kw fulltime on 1260 kc, directional.

Transfer of control is requested from James R. and Dorothy Murray and Vern Minor to Hutchinson Pub. Co., a John P. and Sidney F. Harris interest. The Harris family also is interested in KSAL Salina and KFBI Wichita, Kan. FCC indicated it wished to determine the extent of common ownership among the three stations as well as any overlap that may exist. Possible interference by KWHK to KAKE Wichita also is involved and KAKE has been made a party to the proceeding which is to begin July 18 in Hutchinson.

NEWS FOR TRANSIT RADIO

KXOK's Barrington Gives Tips on Planning

By BRUCE BARRINGTON
NEWS DIRECTOR
KXOK-AM-FM ST. LOUIS

THE ENTRY of Transit Radio into the field of communications has presented a challenge to news directors not encountered in standard radio broadcasting.

At KXOK we, in effect, operate two newsrooms. One group of writers prepares the FM copy and another the AM copy. The writers draw on the same news sources, both wire and local, and interchange duty on both groups for added experience.

Because the average streetcar and bus ride in St. Louis is about 30 minutes, news is presented on the hour and the half-hour with the exception of the rush periods in the morning, when a 20 minute schedule is followed from 7 a.m. to 9 a.m.

Each newscast runs about two minutes and includes a weather and temperature report. News item length is held to a minimum, including only the detail required for clarity, usually five or six lines. An average of five items appear on each FM newscast.

Since it is known that there is a considerable FM audience in homes, it is apparent that frequent repetition of stories would become monotonous to this segment of the listeners. Therefore, an arbitrary practice has been established that no story be repeated within a four hour period unless fresh developments warrant it.

Experience has indicated that bus and streetcar passengers are especially receptive to "chuckles" and human interest stories. Quite a bit of this material is included in the FM news broadcasts.

KXOK-FM devotes four periods in the broadcast day, which is from 7 a.m. to 9 p.m., to "featurettes." In these capsule features, a current news story is expanded with background material. For example, one of the coal strike features included the details of how a Yankee trader, known for his luck, made a handsome profit by literally carrying coal to Newcastle, England.

Bus riders are told of reasons for delay in service or rerouting of the affected bus lines.

Stories involving bus or streetcar accidents would be in poor taste and are eliminated unless their importance demands inclu sion. In this same connection, th KXOK newsroom has a policy o not referring to racial antecedents and this becomes especially neces sary in broadcasting to public ve hicles where members of all race and creeds are intermingled.

There is another importan function which the news servic on Transit Radio is prepared t fill. At any moment, there ar thousands of people on the mov who might, in cases of disaste need to be reached hurriedly. Thi new medium is tailor-made fo that purpose.

AWB MEET

'Feminine Touch' Them

THE COMMERCIAL side o broadcasting dominated a work shop-convention held June 1-3 b NAB's Assn. of Women Broadcast ers at the Hotel Cleveland, Cleve land, with some 200 delegates i attendance.

With the theme "Radio's Femi nine Touch," the convention cov ered the entire range of wome broadcasters' work, including chil dren's programs, feminine broad casts, public relations and sellin

The opening luncheon feature a talk by Esther Van Wagone Tufty, Washington corresponden who emphasized the need for mor news on women's programs. Sh explained how news could be pre sented to capture the interest c feminine listeners. Television er tered the agenda with a demonstra tion of TV lighting at the Genera Electric laboratories in Clevelan

Forum on foods was held wit the cooperation of the Grocer Manufacturers of America. featured new developments in th food field and took delegates behin the scenes in production, packagin and marketing of foods.

A sales session which went in many phases of commercial pr grams aimed at the feminine li tener was directed by Meg Zahr assistant director of Broadcast A vertising Bureau.

Ralph G. Hardy, NAB direct of government relations, addresse the annual luncheon of AWB. Do othy Lewis, coordinator of U. station relations for the United N tions, complimented women broa casters for their cooperation bringing UN news to the publi

Plans for the 1951 AWB conve tion were discussed at a Sunda meeting of AWB district chairme and the executive committee. BA and Director Maurice B. Mitche were commended for the BAB s lute to women broadcasters whi takes the form of a sales manu titled "Radio's Feminine Touch The manual was distributed to ov 1,000 agencies and advertisers.

STATION COUNT

Texas, California Are Top of List

EXAS and California range far ahead of other states in total number f broadcast station authorizations, with 222 and 219 respectively as of une 7, according to a tabulation released by FCC Friday.

They also lead the AM list with 183 and 143 respectively. In addition, exas has 33 FM (29 commercial nd 4 educational) and 6 TV sta- ons, while California has 65 FM 58 commercial and 7 educational) nd 11 TV.

The AM-FM-TV total for the .S. and possessions was placed 3,266—2,295 AM, 740 commercial M, 82 educational FM, and 109 V.

Pennsylvania's AM total (111) is ird highest and its 67 FM out- ts lead the states in that cate- ory, followed by 65 in California, in New York, and 51 each in linois and Ohio.

In television, New York leads ith 13 stations, Ohio is next with , and California is third with 11.

Total authorizations range from ne each in Delaware and Vermont to Texas' 222. Vermont's nine e all AM; Delaware's consist of AM, 3 commercial FM, and one V.

Although without FM and TV tlets, Alaska has 10 AM stations, awaii 12, Puerto Rico 25, and the irgin Islands 3.

Some 36 cities had 10 or more oadcast stations, as follows:

	AM	FM Comm.	FM Ed.	TV	Total
w York	14	14	1	6	35
icago	16	13	1	4	34
s Angeles	13	7	1	7*	28
iladelphia	10	8	1	3	22
n Francisco	8	8	1	3	20
shington	7	8	0	4	19
ston	8	6	2	2	18
nn-St. Paul	10	4	2	2	18
w Orleans	10	6	1	1	18
timore	6	8	0	3	17
tsburgh	7	8	1	1	17
lanta	7	5	1	3	16
eveland	7	5	1	3	16
troit	5	6	1	3	15
rtland, Ore.	10	5	0	0	15
llas	6	5	1	2	14
uisville	7	3	2	2	14
ttle	9	4	0	1	14
lumbus	4	5	1	3	13
uston	8	3	1	1	13
dison, Wis.	4	4	5	0	13
Providence	7	4	1	1	13
San Antonio	8	3	0	2	13
Cincinnati	5	4	0	3	12
Jacksonville	7	3	0	2	12
Miami	6	4	1	1	12
Birmingham	7	2	0	2	11
Buffalo	6	4	0	1	11
Oklahoma City	7	3	0	1	11
Richmond	6	4	0	1	11
Denver	7	3	0	0	10
Des Moines	6	4	0	0	10
Milwaukee	7	2	0	1	10
St. Louis	7	1	1	1	10
Syracuse	5	2	1	2	10
Tulsa	6	2	1	1	10

*Includes 1 experimental authorization operating on commercial basis.

MUSIC TASTES

Shown in Oklahoma Survey

ARLY morning listeners in cen- al Oklahoma prefer popular and ld time" music, according to sults of a survey completed by of Oklahoma students at the quest of KOMA Oklahoma City. udy was based on a 1,000 sample d conducted by mail under the ection of Dr. Sherman P. Law- n, the university's radio coordi- tor.

Asked to indicate type of music ey preferred from 6:30-7 a.m. d frequency of listening, 54.2% the families reported they sually" listen while 7.7% indi- ted they "never" tune in early rning music. Study showed gen- al agreement between urban ellers and farmers, with pri- ry differences noted on light ssical and religious music, pre- red by the former, and military nd fare, which rated third with al listeners.

INTERFERENCE

Radiation Data Reported

FURTHER indication FCC may be required to overhaul its thinking and policy on incidental radiation came last Tuesday with the meeting of the joint Industry-FCC Committee on Carrier Current Measurements. This is one of several working groups in FCC's broad study of interference caused by various types of radiation [TELECASTING, June 5].

Seven reports of field intensity measurements of line radiating devices and systems, the first studies of their kind, were presented at the meeting, conducted by Jules Deitz, engineer in FCC's Technical Research Division. Observers noted that readings of radiated signals were found to be high enough in some instances to potentially cause interference to aeronautical and military services at distances up to 20 miles. Heretofore it was assumed such radiation was confined to a few hundred feet and has been so limited by Part 15 of FCC's rules.

No conclusions or interpretations were made by the committee at the meeting since its charge only was to secure field data which previously had not been obtained. FCC made detailed aerial measurements for the first time in one case through the use of a C-47 plane loaned by the Air Force, it was reported. The Commission gathered field intensity data on the carrier current installation on the Tennessee Valley Authority's 154 kv power distribution lines near Chattanooga. Similarly, Bell Telephone Labs made an aerial and ground study of a carrier current telephone system near Celina, Tex., which constituted a second report.

Other reports included a ground study by TVA relating to FCC's air measurements mentioned above: Edison Electric Institute power line carrier field intensity observations in Pennsylvania and Maryland; a consideration of the effect of interfering signals from carrier current systems on aircraft communications such as the automatic direction finder, presented by Special Committee 53 of the Radio Technical Commission for Aeronautics; Civil Aeronautics Administration report on carrier current radiations from lines of the West Penn Power Co., Pittsburgh, and a study by the Assn. of American Railroads on carrier current inductive train communications of the Pennsylvania Railroad in Ohio.



LOCAL Seattle disc jockeys get a first-hand look at what's behind the voice they hear on Capitol Records. When Kay Starr, featured singer on Capitol issues, paid a visit to that city she was given a reception at the Washington State Press Club. Well wishers are (l to r): Harry Jordan, KING; Bill Griffiths, KOL; Miss Starr; Wally Nelskog, KRSC; Dave Page, KIRO, and Scott Easton, KOMO.

RADIO JOURNALISM

Council Warns Teachers of 'Charlatanry'

TEACHERS of radio journalism courses have been warned by the Council on Radio Journalism against "education charlatanry" in certain college and university courses—particularly those which have "mushroomed" since the war.

According to Prof. Floyd Baskette, U. of Colorado college of journalism and CRJ chairman, the council has noted the watering-down of sound education-for-radio procedures for the last two years.

"Because of the obvious desire of many colleges to get on the radio bandwagon, even though they're totally unqualified to teach in the field, the problem has become a serious one," he said. "A recent job survey by CRJ in eight states underscores the problem. The number of placements in the next few months is likely to be smaller than at any time since the war.

Need 'Quality'

"With this added problem," Prof. Baskette continued, "CRJ thinks it wise to try to dissuade from any attempts at education for radio such institutions as can't do a thoroughly conscientious, professional job. . . .the need [today] is for high quality, not quantity."

The council is a body of broadcasters and radio news teachers, with five members elected by the NAB and five by the Assn. of Accredited Schools and Depts. of Journalism. Common shortcomings found by CRJ in "accreditation examinations" of radio-journalism teaching in the last three years are inadequate radio experience, lack of studio, recording and other laboratory and technical facilities.

CITE ADM. HOOPER

Made AFCA Honorary Member

REAR Admiral Stanford C. Hooper, USN, Ret., who pioneered Naval radio, was made an honorary member of the Armed Forces Communications Assn. at a luncheon held Thursday at the Carlton Hotel, Washington, D. C. Adm. Hooper was director of naval communications until his retirement in 1940.

Founder of *Radio & Sound Bulletin*, now the Navy's official communications publication, Adm. Hooper was prominent in setting up the first radio division in the Navy. He received the Navy Cross in World War I. Top communications officers of the services attended the luncheon at which Col. Percy G. Black, USA, Ret., Washington representative of Automatic Electric Co., Chicago, was host. Among them were Rear Adm. John Redman, director of Navy Communications; Maj. Gen Kirke Lawton, deputy chief of the Army Signal Corps; Maj. Gen Francis Ankenbrandt, director of Air Force Communications, and Capt. D. E. McKay, director of U. S. Coast Guard Communications. Col. George Dixon, executive secretary, AFCA, made the presentation. Also attending was Francis H. Engel, RCA Victor, Washington chapter president.

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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Commercial manager needed for 1000 watt Mutual affiliate in Texas. The opportunity is here if you can make it. Give complete sales experience plus personal data and picture. Box 423F, BROADCASTING.

Urgent need for commercial manager to take over the commercial dept. of KSIJ 1430-1000 w daytime, Gladewater, Texas. High pressure men with dollar signs for eye balls need not apply. Personal interview preferred.

Salesmen

Salesman — Aggressive, experienced salesman ABC Texas station. Draw against commission. Box 268F, BROADCASTING.

Salesman—By 5000 watt NBC affiliate in rich midwest market doing $500 million in retail sales annually. Man selected will have mature judgment; previous experience in radio sales a "must.". He will find opportunity here if he has enthusiasm not only for selling but also for servicing and developing local accounts. He will be the type who wears well; who knows that permanent business is built by repeated contacts plus progressive planning. Tell all first letter—background, salary needs, references. Box 415F, BROADCASTING.

Salesman, experience not essential, if you are aggressive, know radio and would like to make $400 to $500 monthly. Pleasant working conditions at independent station located in nation's fourth richest dairy county. Contact Harley West for appointment, WABJ, Adrian, Michigan.

Salesman-writer wanted. Emphasis on selling. Market competitive, but good. Salary and commission. WFEB, Sylacauga, Alabama.

Salesman wanted: Send all details to WBHF, Cartersville, Georgia.

Announcers

Personality man, versatile, original night shows. Football announcing helpful. Permanent ABC affiliate. Box 269F, BROADCASTING.

Opening for summer replacement staff announcer about June 15. 1000 watt independent near Chicago. Personal interview required. Box 354F, BROADCASTING.

Major league baseball play-by-play sportscaster—$200 per week guaranteed for remainder of baseball season. Send audition disc giving sample of work, vital statistics, experience, etc. Box 388F, BROADCASTING.

Wanted—Good announcers with 1st class ticket for Texas 1000 watt daytime independent. Box 397F, BROADCASTING.

Two announcer-engineers; heavy on announcing. Also two announcers. Dr. F. P. Cerniglia, KLIC, Phone 3733, Monroe, Louisiana.

Experienced announcer. Send disc, photo. Tell all first letter. Larry Filkins, KSCB, Liberal, Kansas.

Announcer-engineer. Must have good voice. Prefer man with experience in southern states. WBHF, Cartersville, Ga.

Announcer with 1st class license. Experienced only. Accent on quality announcing. Send experience, references, disc. WHBY, Appleton, Wisconsin.

Need two combination men, accent on announcing also one straight announcer Time important. Inquire at once Bill Kelly, WPAX Thomasville, Ga.

Help Wanted (Cont'd)

Announcer with program ideas; must be versatile for staff work and ambitious for advancement. Photo, disc and salary to WPWA, Chester, Pa.

Technical

Experienced chief engineer to develop new midwest station. Opportunity for investing. Uncrowded market. Box 400F, BROADCASTING.

Chicago suburban station wants to engage two engineers, must know construction. Also two versatile announcers. Applicants must have no dependents, low salary to start. Good future. Box 441F, BROADCASTING.

Production-Programming, others

Wanted—Traffic supervisor in one of nation's top 250 watt stations, located in Ohio. In replying, give full experience with photo to Box 407F, BROADCASTING.

Continuity writer. Capable, responsible. Sample continuity, experience, salary, photo, first letter. KENT, Shreveport, Louisiana.

Situations Wanted

Managerial

Former network actor-producer with local agency and station sales experience. Recently sold one of nation's top radio schools. Now available as manager. Ideas + production + promotion + sales impetus = increased national and local sales. Anxious for challenge. Can staff station. South or midwest preferred. Married, 33, veteran. Salary plus percentage or bonus. Personal interview arranged after first letter containing details. Box 109F, BROADCASTING.

Both commercial and college radio administrative experience. Also dramatic. Record of ability. M.A. Degree. Desire commercial or college radio directorship in progressive and financially sound institution. Traveling west in June. Box 401, BROADCASTING.

Wanted to manage station operating in red. Can produce quick, long-lasting results. Plenty of experience in difficult markets. College education. Excellent references. Box 404F, BROADCASTING.

Manager-commercial manager. Successful, economical and efficient manager with excellent sales record now available. Also write and do programming. Interested only in permanent location. Married. 43 years old. Box 411F, BROADCASTING.

Capable executive searching for position as station manager. Presently employed as program director in leading southern station. 13 years background and experience in all phases of broadcasting. Sober, reliable family man. Box 412F, BROADCASTING.

Station manager. Long experienced as commercial manager. Can also supply topnotch commercial manager and quality program director-announcer. National promotion recognition. Civic recognition. Able organizer. High recommendations from local businessmen. Prefer west or midwest. Box 442F, BROADCASTING.

General manager, commercial manager or both. Can not perform miracles, but can make you money. Just good solid radio man completely experienced in business management, employee relations and public relations. Strong on sales and programming. 12 years radio and newspaper management and sales. Can efficiently operate going station or build new one. Excellent background, best references. Write Box 444F, BROADCASTING.

Desire job as manager and chief engineer. Nine years experience engineering and programming. Prefer Michigan. Box 447F, BROADCASTING.

Manager, program director, public relations 20 years radio experience. 18 successful years with middlewest 50 kw station. Exceptional references as to ability and character. Box 450F, BROADCASTING.

Situations Wanted (Cont'd)

Want results? I'm loaded. General manager desires change. Contact me. Box 452F, BROADCASTING.

Available July 1—Hard working sales or station manager. 2½ years experience in 250 watt station. Prefer southern station. Married, two children, car. Interested in permanent position. Will send further information and details on request. Write C. E. Lifsey, 502 E. 5th Street, West Point, Georgia or call 3-52-03.

All-round station man, strong on sales and ideas. Now managing, but handicapped. Satisfaction guaranteed. Write P. O. Box 358, Sylacauga, Alabama.

Salesmen

Salesman experienced, employed by 5 kw network station. Earning over $5000.00 per year salary desires position with successful station. Outstanding sales record, excellent personality. Ten years successful selling. Desire commission basis, only reason for contemplating change. Prefer west coast. Box 366F, BROADCASTING.

Ten years in radio sales. $100.00 week minimum. Now employed. Box 414F, BROADCASTING.

Salesman-announcer. Presently employed. Wants more progressive station. Excellent references. Box 416F, BROADCASTING.

Combo—1 year present job, but needs more of that green stuff. Interested in sales. Experienced construction 1 kw directional, FI measurements, remotes. Present employer as reference. Box 438F, BROADCASTING.

Attention organizations interested in experienced salesman to contact radio stations in Virginia, North and South Carolina. Alert, aggressive, college education, thoroughly familiar with territory. Write Box 448F, BROADCASTING.

Announcers

News—Mature, experienced man with voice, delivery and writing ability, presently employed in executive capacity desires fulltime news job with station which demands the best. Box 288F, BROADCASTING.

Announcer, three years. Top mail pull. Also news, continuity, program, traffic. Answer this and you'll get your money's worth. Prefer west. Box 330F, BROADCASTING.

Experienced news announcer, editor, reporter and writer. Newspaper experience also. Box 385F, BROADCASTING.

Two years announcing experience. Personality disc shows, remotes and news. Want feature show. Box 395F, BROADCASTING.

Announcer-writer. Three years experience. College graduate, well-modulated voice. Staff, special events and sports experience. Interested in station in southwest. Have audition discs. Box 413F, BROADCASTING.

Southwestern stations attention. Experienced announcer, sports, news and music man, would like to settle in your section. Box 417F, BROADCASTING.

Disc jockey, show sponsored since '48 on station, desires position with dependable station. Do play-by-play sports, news, straight announcing. Presently employed. Desire more money. Will consider all offers. Box 419F, BROADCASTING.

Announcer, former staff 5000 watt NBC affiliate. Two years college. Produced, sang, emceed amateur shows in Chicago nite clubs. Graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Consider all offers. Box 420F, BROADCASTING.

Announcer, single, 25. Trained by NBC in N.Y. Conscientious. College background. Excellent news and commercial interpretation. Prefer east or south. Box 422F, BROADCASTING.

Announcer-engineer, 15 months experience independent and network affiliate. $50 week start, available July. Box 427F, BROADCASTING.

Experienced announcer — Can really build sales on disc jockey or audience participation shows. Also news, sports, write copy, handle board. Disc, information on request. Box 430F, BROADCASTING.

Announcer, experienced, college graduate. Will travel. Box 432F, BROADCASTING.

Announcer, young, single, four years experience. All-round staffer. Intelligent news, strong on DJ, write copy, work board. Will travel, disc available. Phone LE 2-3554 in New York City or write Box 435F, BROADCASTING.

Situations Wanted (Cont'd)

Sportscaster and staff, three years experience, 25, married, college, will travel. Box 440F, BROADCASTING.

Desire position as staff announcer. Age 25—high school graduate, 1 year good school of broadcasting, 1 year experience doing all type programs (1000 and 250 watt stations). All-round announcer. East preferred. Box 446F, BROADCASTING.

Sportscaster-announcer. Experienced all play-by-play sports. University graduate. Available now. Box 445F, BROADCASTING.

Announcer, college graduate, speech major. One year general announcing, writing and production at metropolitan N. Y. station. Can run board. Will travel. Write Hal Brenett, 902 Lincoln Pl., Brooklyn 13, N. Y. or call PR 2-8497.

Versatile announcer — First phone license, available at $90 weekly. Ten years experience. L. O. Brunes, 710 W. 5th Ave., Tillamook, Oregon.

Sports director-sportscaster, top announcer-disc jockey. Currently employed south. Desire more advantageous spot large network station to prove ability. Experience, single. Details, oustanding references. Gene Coil, 2700 Connecticut Avenue, N. W., Washington, D. C. Phone CO. 8106. #209.

Sportscaster. Housing conditions force change. Four years play-by-play. Also staff, news. Wire collect Dan Foster, Room 619, 300 West Adams Street, Chicago.

Sportscaster—4 years experience. 22, graduate Syracuse U. School of Journalism-Radio-TV center. Hard worker, topnotch job football, baseball, basketball. Will travel. Disc, photo. Joe Mareeniss, 37 Oakland Rd., Maplewood, N. J.

Good early morning men, announcers and writers. Practical announcers willing to work and learn. Pathfinder School of Radio, 1222-A Oak St., telephone HArrison 0473, K. C., Mo.

Anouncer, single, 3 years college radio, travel anywhere for summer work. Contact Len Walter, 206 Hampton Ave., Brooklyn 35, N. Y. Dewey 2-8606.

Technical

Engineer, 27 months broadcast, 3 years army radar experience. Graduate leading radio school. Will travel. Box 144F, BROADCASTING.

Engineer, experienced, versatile, want more education. Nights or part time in university town. Salary secondary. Box 297F, BROADCASTING.

First phone license. Experienced transmitter operator. Have car. Looking for position with northeastern station. Box 384F, BROADCASTING.

Chief engineer 250 watter desires same position with 5 kw AM or better, FM or TV. 10 years design, construction, maintenance in broadcasting. Executive and technical ability tops. Best references. Box 398F, BROADCASTING.

Engineer—Employed. Must have job near Philadelphia. Married. Have car. Box 399F, BROADCASTING.

Chief engineer. Presently employed, invites correspondence with progressive broadcaster. Able to handle toughest engineering assignment including multi-element directionals and TV. Excellent references. Box 410F, BROADCASTING.

Engineer, experienced. Transmitter, studio, remotes. Single, will travel. Have car. Box 424F, BROADCASTING.

First phone license, married, veteran, will travel. No experience, ambitious. Box 434F, BROADCASTING.

Engineer, first phone, radio-tele school graduate. No experience. Vet, 31, married, car, desires chance for start in broadcast work. Box 436F, BROADCASTING.

Engineer, RCA graduate, first phone, FM and TV background. Ambitious. Box 437F, BROADCASTING.

Chief engineer presently employed, 1 years experience. Desire permanent position with well paying station. Can handle your construction. Box 451F, BROADCASTING.

100,000 pieces of mail in six months on race show. Presently employed as assistant manager, chief engineer, program director, chief announcer, sports director, news editor, janitor, etc. Trade titles for money. 10 years in the business. Call Bob, 8303, Mullins, S. C.

Situations Wanted (Cont'd)

ngineer — first-transmitter-control-re-notes-tape recorders. Married, avail-ble immediately. Earl Davis. R.R.#2, ell City, Indiana.

Young man desires job in out of town tation. Has first class ticket, also TV ackground. Louis J. Dennis, 6127 Field-ton Road, Bronx, N. Y.

ngineer, 18 years experience, various ransmitters including Doherty. Con-truction and supervisory experience. killed in operation of measuring quipment and directional systems. eed work immediately. Engineer, eneral Delivery, Bolton, Georgia.

ngineer, some announcing, 18 years n radio. Licensed since 1931. First hone, second telegraph. Experienced M, FM studio—remote and construc-ion. Age 38, married, car, employed. esires position in west or southwest. acationing in Rockies in July and can anage interview. Robert Ligon, 29 . Bedford Avenue, Evansville, Indi-na. Phone 2-5167.

ngineer, first. Inexperienced. Vet-ran wants permanent position any-here in U. S. John Phoenix, 1119 23rd t., Des Moines, Iowa.

Production-Programming, others

adio, TV director—Three years ex-erience ad agency. Box 396F, BROAD-ASTING.

rogram director, thoroughly experi-nced. 10 year man. Available month's otice. Box 406F, BROADCASTING.

Women's and children's programming. xperienced in radio and TV. Wrote nd acted in own children's show on ommercial TV. Experienced in wom-n's and children's programming in adio. Also in commercial copy and ublic service and dramatic writing. heatrical training. B.S. Degree from eading eastern college. Ideas galore nd shows ready for airing. Prefer TV. ill work anywhere. Box 409F, ROADCASTING.

D-newscaster, A.P. experience, col-ge. family, employed midwest, metro-olitan, regional indie, wants fair deal. ours? Travel. Box 421F, BROAD-ASTING.

t's a girl. Single. 29, will travel. Will-ng to work. One year with radio, dra-atic training. Capable continuity riter and program director. Box 25F. BROADCASTING.

xperienced man — Five years with ommercial radio: looking for PD job ith station any size. College graduate ith highest references in the business. ave handled announcing, programming, continuity, promotion, sales, pro-uction, traffic, etc. Yes, can operate ny standard board. Box 428F, BROAD-ASTING.

ttractive woman of mature view-oint, years writing exp., done own ve shows, promotional ability, de-res connection in Virginia. Box 39F. BROADCASTING.

rogram director—Over two years ex-erience CBS affiliate with excellent eferences from management. Write ood sales copy. Handle promotion. ox 443F. BROADCASTING.

Television

Announcers

esire opportunity in TV station. SRT-V and Radio Announcing graduate. ale Carnegie Course graduate. Col-ge graduate Single, 26, car. Box 383F, ROADCASTING • *TELECASTING.*

Technical

elevision cameraman or film director; vo years photography experience, raduate of Television Workshop. Four ears photography school. Health ex-ellent, single and willing to relocate. ox 431F, BROADCASTING • *TELE-ASTING.*

V Tech—Trained on actual TV equip-ent for studio remote and film oper-ion at WPIX and at Television Work-op. Have first phone class A ama-ur and AM broadcast experience. ox 449F, BROADCASTING • *TELE-ASTING.*

Production-Programming, others

riter-producer-director two years in-omparable experience with nation's nly tele-education station. Outstand-g knowledge and ability to perform l phases of programming and produc-on. Film experience. Thinks visual. AB Degree in radio. 30, married. ox 426F, BROADCASTING • *TELE-ASTING.*

otion picture experience—15 years—mplete knowledge all phases distri-ution, buying, booking, selling. En-yed long association with Paramount d RKO. Presently executive assist-t to top-level sales executive in ma-r film company. Interested in films-r-television function. Box 433F, ROADCASTING • *TELECASTING.*

For Sale

Stations

California daytimer. Owner's take $13,500. $30,000 down. Box 402F, BROADCASTING.

Carolina exclusive fulltime independent. $20,000 down. Box 403F, BROADCASTING.

Minority interest and unrestricted management of long established network station available to man who can qualify. This is midwest, single station market. Station making nice profit now. Other interests only reason for this opportunity. Identify yourself in full first letter giving all details. Personal interview necessary. Write Box 352F, BROADCASTING.

California 1000 watt fulltime regional in excellent market now reorganizing. Unusual opportunity available to parties interested acquiring controlling interest in well constructed station, with abundance of good will in community. Address Owner, Post Office Box 486, Inglewood, California.

250 watt fulltime network station (AM and FM) in southeastern city over 100,000 population. Excellent operation showing consistently good profits. Owners willing sell only because of other business interests. Unusual opportunity acquire outstanding property at little more than actual assets. Box 408F, BROADCASTING.

250 watt independent. One-station city of 9,000. Rough, but profitable; young and growing. Established 1948. Middle Atlantic area. Clear at $40,000 cash. No broker. No television in sight. Save time. Tell all first letter. Box 429F, BROADCASTING.

Equipment, etc.

Two Scott dynamic noise suppressors, type 910-C. Condition like new. Gray finish. Original cost $590.00 each. Box 351F, BROADCASTING.

Audio equipment—Surplus to our needs; some unpacked, but none ever used. Following RCA gear: two 44BX mikes, $95 each; three 90A floor stands, $30 each; one 77D polydirectional mike, $110. Three MI-11099 cable hooks, $6 ea; two 56E duplex line equalizers; $40 each; four MI-4925A HF compensators, $35 each; following WE equipment: One 22D portable nemo amplifier, (AC & battery power supply), $450; one 639 cardioid mike, $110; one 633A salt-shaker mike, $47; one 129A quadruple preamplifier, $300; on 20-B-3 power supply (for 129A), $130. Three 24A desk stands, $5 each. Misc. WE mike fittings included. Or make bid. FOB, KDFC, Sausalito, Calif.

FM transmitter, 1 kw GE BT-2-B, spare tubes crystal. Like new. Cost $8.575. Best offer over $2500 at site. WE 5-A frequency monitor, $390. Also 140 ft. 1⅝" Andrew transmission line, accessories, 6 bay GE circular antenna, slightly damaged. Make offer. WENY, Elmira, N. Y.

For sale or trade: Panacoustic 2 studio consolette—$350.00. DuMont 274 oscilloscope—$75.00. Truscon 168 foot self-supporting tower—$500.00. RCA ET 4250 transmitter 250 watts—$750.00. Brush 401 tape recorder—$75.00. GR 732 distortion meter and GR 733 oscillator—$65.00. GR 731 A modulation monitor—$100.00. GE BC 1A console complete—$1000.00. Contact Chief Engineer, WFTL, Fort Lauderdale, Florida.

$11,000 FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Magnecorder PT6-JA complete, RCA 515-S1 speaker and cabinet; all used less than 10 hours. D. L. Ackworth, WRSW, Warsaw, Indiana.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Stations

Experienced, successful manager interested in buying or leasing small station in south. No brokers. Full details to Box 348F, BROADCASTING.

Wanted to Buy (Cont'd)

Equipment, etc.

Limiting ampl., frequency and modulation monitors, cabinet rack, RCA Universal pickups, mikes and booms, monitor ampl., 300 feet new ⅞ inch 50 ohm coax cable, 1 piece—pre-amplifiers, remote ampl., speakers, patch-panels-plugs. United Broadcasting Co., 301 E. Erie St., Chicago.

Situations Wanted

Managerial

NEED A MANAGER WHO

Has worked way to top from ranks? Doubled volume in six months? Cut operating costs by 30 per cent? Is experienced building new stations? Has lifted old stations out of debt? Has never known an operating loss? Has overall knowhow for efficiency? Doubled net book value of station in less than 2½ years and liquidated cost of $50,000. New building from profits? Is young, aggressive, honest and loyal? Is civic-minded and church active? Is now happily located in southwest but seeks a west coast opening? If so, for full details, write

BOX 405F, BROADCASTING

Situations Wanted (Cont'd)

ABILITY AVAILABLE

We have well-trained personnel who have had actual experience in metropolitan stations as announcers, actors, commercial writers, disc jockies, producers and script writers. Give us your requirements and we will send resumes, photos and discs.

WRITE OR WIRE COLLECT

COLUMBIA INSTITUTE

9th and Chestnut Streets

Philadelphia 7, Pa.

RADIO-VISION

School Charged by FTC

FEDERAL TRADE Commission has ordered Universal Radio-Vision Training Corp., Hollywood, to "cease and desist" from misrepresentation in the sale of correspondence courses in radio and television.

Under terms of the FTC order the firm and its officers are required to stop claims that their course is sufficient to prepare and train men and women as technicians in the electronics industry.

FOR SALE!

COMPLETE FREQUENCY MODULATION STATION

10 KW Federal transmitter—95.1 frequency

8 Bay Federal square loop antenna

452 foot self-supporting Ideco tower (International Derrick Equipment Co.)

3-⅛ coaxial transmission line

Complete control room equipment, including GE oscilloscope, Fairchild transcription table. Lateral, vertical pickups.

GE modulation monitor and frequency deviation meter.

Complete set of spare parts and tubes for transmitter and control room equipment.

All of the equipment is in first class condition. Used only 2½ years.

If you are looking for a station of this kind, this is it. Nothing else to buy. Everything is here.

Offers for all or part of the above equipment will be considered. For further information communicate with

FREDERICK A. BERTRAM

Director of Business and Finance

SAINT LOUIS UNIVERSITY

St. Louis Missouri

NBC, Chesterfield

(Continued from page 15)

overtures. NBC offer is said to include choice video time for a *Lux TV Theatre* backed by widespread promotion and publicity.

Lever Bros. Co.'s failure to pick up Mr. Hope's option was not unexpected. For some time the comedian has been urging the company to release him from his contract, and only a few weeks ago he publicly announced his desire for release.

The decrease in Lever sponsorship of nighttime radio and increase in its buying of morning time was regarded as part of a trend now developing in network radio.

Only a fortnight ago Coca Cola dropped the thrice-weekly evening Morton Downey program on NBC and substituted for it a Saturday morning show on CBS.

The expanded Godfrey program, with its first 15-minutes under Lever sponsorship, will be broadcast 10-11:30 a.m. Monday-Friday. Other sponsors on the show are Pillsbury Mills Inc., Wildroot Co., Gold Seal Co., National Biscuit Co. and Liggett & Myers Co.

Lever has not assigned the products to be advertised in its new programs. nor the advertising agencies that will handle them.

Barnett to N.Y.

WELLS BARNETT, sales development manager of John Blair & Co., national radio-TV representative, will transfer his duties from Chicago headquarters to New York about Aug. 1. The move is in line with the firm's eastern expansion. Sales development manager for Blair since he joined the company in December 1945, Mr. Barnett before that was a first lieutenant communications officer in the U. S. Air Force (three years) and sales service manager of WLS Chicago (four years). Before that he was a copywriter in the Chicago office of Weston-Barnett Agency.

ANNOTATED bibliography on *FM: Its Genesis and Growth* prepared by George K. Thompson of Thwing Hall, Western Reserve U., Cleveland. Copies will be supplied gratis to those interested.

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

High Readership

EDITOR, BROADCASTING:

. . . Thank you very much for the prominence you gave the announcement [BROADCASTING, May 22].

. . . Judging by the letters I am receiving, there's not a radio-TV person in the country who didn't see it. BROADCASTING's readership must be very high.

Mary Dunlavey
Timebuyer
Harry B. Cohen Adv. Co.
New York

[EDITOR's NOTE: Miss Dunlavey is referring to the story which announced her appointment as head of Cohen's timebuying department.]

* * *

Mitch Shares Honor

EDITOR, BROADCASTING:

I am sure you realize how pleased all of us at BAB have been at the many fine things you said about us in the last two issues of BROADCASTING.

As a matter of fact, since you gave such emphasis to my own part in the development of BAB, I feel impelled to point to the obvious fact that BAB would never have come this far if it had not been for the services of some very wonderful people on its staff and out in the broadcasting field. The contribution of BAB staff members like Charlie Batson, Meg Zahrt, Bob McGredy and Lee Hart, should not be forgotten, nor should the unseen but highly useful efforts of BAB Staffers Virginia Rowles, Shirley Miropol, Marie Nolle, Dolores Sussman, and Rhoda Schott. These are the people who really get the work done.

If this attempt to build a central source of inspiration and information in the field of radio advertising has been a success, it is also due to the guidance and support it has had from broadcasters who have given generously without any payment outside of the satisfaction they undoubtedly have gained as BAB took form. Most of these people have served on one or more of the committees with which we worked and they are certainly worthy of mention:

Simon Goldman, WJTN Jamestown, N. Y.; C. O. Chatterton, KWLK Longview, Wash.; Wayne W. Cribb, KHMO Hannibal, Mo.; DeWitt Landis, KFYO Lubbock, Tex.; Lee Little, KTUC Tucson, Ariz.; Edwin Mullinax, WLAG La Grange, Ga.; William C. Grove, KFBC Cheyenne, Wyo.; Eugene S. Thomas, WOIC Washington; Ray Baker, KOMO Seattle; Gordon Gray, WIP Philadelphia; J. Robert Gulick, WGAL Lancaster, Penn.; John W. Kennedy, WHAM Rochester, N. Y.; Joseph B. Matthews, WIRK West Palm Beach, Fla.; Odin S. Ramsland, KDAL Duluth, Minn.; Frank Pellegrin, KSTL St. Louis; John J. Gillin, WOW Omaha; John M. Outler, WSB Atlanta, Ga.; Arthur Gerbel Jr., KJR Seattle; O. M. Schloss, WWSW Pittsburgh; Robert D. Enoch, formerly KTOK Oklahoma City; F. C. Sowell, WLAC Nashville; William B. Ryan, formerly KFI Los Angeles; Frank U. Fletcher, WARL-FM Arlington, Va.; Howard Lane, WJJD Chicago; G. Richard Shafto, WIS Columbia, S. C.

To all of these people the industry owes a real vote of thanks. They saw the need and they found the solution. They had the enthusiasm and the courage necessary to make an idea a reality.

Maurice B. Mitchell
Director
Broadcast Advertising Bureau
New York

* * *

'One We Value Most'

EDITOR, BROADCASTING:

. . . We subscribe to several trade journals but BROADCASTING is, by far, the one we value most.

Len Hall
Hall Productions
Philadelphia, Pa.

* * *

'Take the Heat Off'

EDITOR, BROADCASTING:

I was very much interested in the article on page 10 of TELECASTING May 29 . . . entitled "TV Interference."

The article describes exactly the situation in Connersville, where our FM outlet catches all the blame for interference on Cincinnati TV programs although we are 60 miles from Cincinnati and thus in a fringe area. Television dealers in Connersville, who have had vastly more experience in selling shoes and repairing watches, have stirred up considerable animosity toward the station among TV set owners.

Therefore, we request permission to reprint this article, as a matter of self-defense, in the Connersville *News-Examiner*. We feel sure that coming from such authoritative sources as BROADCASTING and FCC Chief Engineer Plummer, the public will at last be enlightened and the heat taken off of WCNB-FM. . . .

Emmett M. Jackson
Station Manager
WCNB-AM-FM Connersville, Ind.

Appoint H. M. McBain

HUGHSTON M. McBAIN, chairman of the board, Marshall Field & Co., Chicago, has been named a member of the NAB Business Trends Committee, which holds its first meeting July 11 in New York. Mr. McBain joins 19 other outstanding leaders of American industry as member of a committee which will cooperate with broadcasters in mapping economic trends and planning for the future.

Wide Coverage

INDICATION of the wide coverage of a local show, *Hogan's Alley*, on WOR New York, was shown last week when George Hogan, m.c., offered a prize of a round trip to New York from Florida to anyone listening in Florida. Within a few minutes a Floridian, Paul Kretzchmar, phoned New York and was awarded the round trip on a Florida Aircoach plane. Program is owned and packaged by Arthur Rosenberg Co. It is sponsored by the following participants: Prior Beer, Hobby of the Month, and Florida Aircoach Co.

Son for Harris

MRS. JACK R. HARRIS, wife of the general manager of KPRC Houston, and her new son are doing well at Hermann Hospital, Houston, following a Caesarean delivery June 3. The son, Don, weighed 4 lb. 11 oz.

Illinois
$90,000.00

Located in an excellent one station market. This well established facility is making splendid profits and volume is increasing. Price includes $15,000.00 in quick assets. Liberal financing arranged.

Carolina
$40,000.00

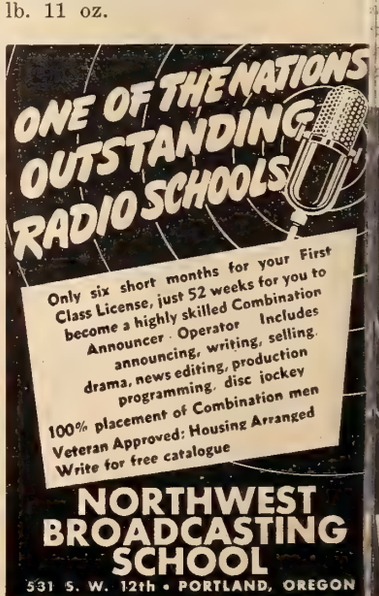
Here is an outstanding opportunity for a good owner-operator or two partners. This successful daytime independent has an unusually stable income that can be increased. Station has large coverage in a rich and growing area. $20,000.00 cash required, balance on favorable terms.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY, INC.
RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
360 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672



Production



ED. R. CAPRAL, formerly of WCON Atlanta, Ga., appointed program director of WATL-AM-FM same city.

PHIL McLEAN, formerly sports editor and announcer for WJLB Detroit, joins WERE Cleveland as announcer.

ROGER CARROLL, formerly KGER Long Beach, Calif., staff announcer, and **JIM BERRY**, formerly on teaching staff of Hal Styles School of Radio, Los Angeles, join ABC Hollywood announcing staff. Joining same staff June 15 is **LLOYD HOWARD**, formerly of KGW Portland, Ore.; June 26, **PAUL STEWART**, formerly with KFWB Hollywood, and **JOHN HARLAN**, formerly at KGO San Francisco.

GEORGE SNYDER, student of business administration and retailing at U. of Buffalo, joins WINS New York to do research work for summer.

CHARLES (Budd) DAILEY, formerly with WLEX Lexington, Ky., joins announcing staff of WLAP same city.

BILL HALE, formerly staff announcer at WTBC Tuscaloosa, Ala., and sportscaster-announcer at WBRC-AM-TV Birmingham, Ala., joins WSB Atlanta, Ga., as announcer and music librarian.

GEORGE BRYANT, announcer and disc jockey for WCON Atlanta, now defunct, joins announcing staff of WSB-TV. He also had served with WTIP Charleston, W. Va.

RICHARD LINKROUM succeeds **RALPH LEVY** as producer-director of CBS-TV's *Alan Young Show*, Thursday, 8:30-9:30 p.m. Mr. Linkroum has directed such shows as *Arthur Godfrey & His Friends*, *Lucky Pup* and *Faye Emerson Show*. Mr. Levy will devote his production and directing efforts to CBS-TV *Ed Wynn Show*.

NORMAN RAGSDALE, chief announcer of WCNC Elizabeth City, N. C., resigns. **ELEANOR BINGHAM**, program director of WCNC, also resigns. Future plans have not been announced.

BABS RYAN, formerly vocalist with Fred Waring and Ray Noble, is starred in her own disc show over WFIL Philadelphia, Mon.-Fri., 11:30 p.m. She also appears weekly on WFIL-TV Wednesday, 7:30 p.m.

ED NIX, assistant program director of WKAN-WKIL (FM) Kankakee, Ill., resigns to move to Fresno, Calif. **JOHN BEEBE** and **TED PARKER** join WKAN-WKIL as summer replacements.

LYNNE NELSON, formerly of CBS Hollywood program department, and **WILLIAM ROSENTHAL**, Chicago and Los Angeles lawyer, named to newly created CBS posts of assistants for business administration, effective immediately. They will assist **Kenneth L. Yourd**, director of CBS Hollywood program business administration, and **Martin Leeds**, associate director of department, in business relating to CBS Hollywood-originating radio and television programs.

NORMAN EVANS, recently named chief announcer at WFMD Frederick, Md., appointed program director of station.

BJORN BJORNSON, formerly associated with stations in Calgary, Edmonton, Trail Victoria and Vancouver, joins announcing staff of CKNW New Westminster, B. C.

DICK SCHULTZ, graduate of Pasadena Institute for Radio, Pasadena, Calif., joins announcing staff of KGBC Galveston.

CHESTER RANDOLPH joins WLS Chicago as assistant farm director. He formerly was farm service director at KGLO Mason City, Iowa.

BILL DUANE joins the announcing staff at WLS Chicago. He worked previously at WBBM Chicago.

HARRY G. STEWART, formerly writer-salesman with Paul Fennell Co. (commercial film producer), joins CBS Hollywood editing staff. He replaces **RICHARD-GEORGE PEDICINI**, transferred to Columbia Pacific Network writing staff.

HARRY INGRAM, writer-producer, named director of Mutual-Don Lee's *The Shadow*.

WADE LANE starts new half-hour *Chat Awhile* program on KFOX Long Beach, Calif., featuring his philosophical comment and hymn singing.

VERNE HILL, staff member of CHUM Toronto, Ont., for three years, resigns to go to California. His place on *Chum Valley* show, daily 12:35-1 p.m., is taken by **JOSH KING**.

DICK RICHMOND, formerly of WMYR New Orleans, joins staff of KGBS Harlingen, Tex.

RALPH DeSALLE, formerly with KGO San Francisco and writer-director with Benton & Bowles, Hollywood, rejoins KGO as writer-producer.

BILL CARLSON, announcer for WTMJ-AM-TV Milwaukee, appointed staff director for WTMJ-TV. He has been announcer for WTMJ for three years.

JOHN B. EGAN, formerly with WCAU and WFIL-AM-TV Philadelphia, and before that with WTHT Hartford, and WBRY Waterbury, Conn., joins WTOP Washington as summer replacement announcer.

GRANT COLLIER, formerly with KFJZ and KWBC Ft. Worth, Tex., joins staff of KXOL same city. **JIMMY LOWE**, of KXOL, resigns to join Decca Records.

JACK CURTIS, former announcer for WOR New York, joins WQXR New York in same capacity.

VON DEXTER, NBC Hollywood production director, named composer-director on new NBC *Penny Singleton Show*.

MARY NAUGHTON, formerly with Best & Co., New York joins script and continuity department of WHLI Hempstead, N. Y.

VIRGIL REIMER, formerly NBC Hollywood sound effects technician, becomes associate production director for network. Also promoted is **RICHARD McDONOUGH**, from NBC page staff to associate director in television program department.

EDWARD A. CONDIT Jr., general sales representative of WMTR Morristown, N. J., joins WABD (TV) New York, as staff announcer.

JACK TAYLOR, formerly of KMBC Kansas City, Mo., joins WCFL Chicago announcing staff as replacement for **MAL BELLAIRS**, now doing freelance TV work in Chicago. **ART HELLYER**, who worked at WMIL Milwaukee, also joins WCFL as 18-week summer announcer.

STANLEY BURNS, formerly with WTTT Miami, joins announcing staff of WHLI Hempstead, N. Y.

GEORGE K. RAUDENBUSH, founder and conductor of Harrisburg Symphony Orchestra for 20 years, joins WHGB Harrisburg, Pa., as manager of production.

JOHN LINDSTROM, formerly of KROW Oakland, and **FRED STUTHMAN**, formerly of WOR New York, join announcing staff of KGO San Francisco. They replace **FRED JORGENSEN**, who transfers to KGO-TV San Francisco, and **JOHN HARLAN**, transferred to KECA-TV Hollywood.

BETTY LOU GERSON, radio actress, signed for role in forthcoming Ed Gardner motion picture production, "Man With My Face."

MARY WEBBER, continuity writer, KPOJ Portland, Ore., named winner of local Roland C. Ayres annual speech contest, receiving $100 towards expenses to attend AAW convention in Los Angeles, June 25-June 29.

HARRY CAMPBELL, farm director of WBBM Chicago, is father of a girl, born May 24.

JERRY STRONG, morning man on WINX, m.c. of *TV Shopper's Review* on WNBW (TV) and *The Jerry Strong Show* on WRC, all Washington stations, and Lucy Majure have announced their marriage.

JOHN P. STARR, formerly associated with WGCM Gulfport, Miss., has been graduated from Perkinston Jr. College, Perkinston, Miss.

JOANELL JAMES, NBC network singer with WMAQ Chicago, was married to John Mangan Jr. May 27 in Chicago.

MARJORIE HUNT, KTTV (TV) Hollywood traffic manager, and Arthur Pierson, motion picture director, were married June 7.

WILLARD (Skip) NELSON, staff musician at WBBM Chicago, is the father of a girl, born May 30.

JEAN HERSHOLT, CBS *Dr. Christian*, named "Radio Father of the Year" by National Fathers' Day Committee.

DICK ORTNER, assistant producer at WENR-TV Chicago, is the father of a girl, born May 30.

Columbia Agrees

COLUMBIA RECORDS Inc., Bridgeport, Conn., has signed a stipulation-agreement with the Federal Trade Commission to discontinue claims that its sapphire-tipped phonograph needles will give up to 10,000 or "any other stated number of plays." In addition, future claims must be accompanied by a statement that the needles may "chip, break or wear, causing sound distortion and resulting in improper fidelity," the commission added.



Mr. Ken Griffith
McCann-Erickson, Inc.
New York City
Dear Kenny:

Folks may be asingin' th' blues in some parts uv th' country, but jest wait'll I tell yuh 'bout Charleston, West Virginny — th' home town of WCHS! Jest seen whur th' buildin' inspector sed thet buildin' permits fer th' month uv May wuz way, way up over May, 1949! Yessir, when a town this size gits over half-a-million dollars uv buildin' in one month, thet means thet bizness is good in these here parts. Folks is aworkin', and thet means they's spindin' money — an' thet's whut fellers like you likes ter hear, ain't it Kenny? An' don't fergit, Charleston is th' center uv th' big industrial area uv southern West Virginny, an' WCHS with its 5000 watts day and night covers th' whole bizness. Folks like you is mighty smart when they looks inter th' possibilities afforded by usin' WCHS! It's th' number one station in West Virginny's number one city—an' thet makes it FIRST in a lotta things! WCHS'll really do a job fer yuh in a place whur money's bein' spent!



Yrs.
Alay

WCHS
Charleston, W. Va.

ACTIONS OF THE FCC

JUNE 2 TO JUNE 8

CP-construction permit | ant.-antenna | cond.-conditional
DA-directional antenna | D-day | LS-local sunset
ERP-effective radiated power | N-night | mod.-modification
STL-studio-transmitter link | aur.-aural | trans.-transmitter
synch. amp.-synchronous amplifier | vis.-visual | unl.-unlimited hours
STA-special temporary authorization | CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

June 2 Applications . . .

ACCEPTED FOR FILING

AM—790 kc

Lost River Bcstg. Corp., Moorefield, W. Va.—CP new AM station on 740 kc 1 kw D AMENDED to request 790 kc.

License Renewal

Request for license renewal AM station: WCTT Corbin, Ky.; KENO Las Vegas, Nev.; KGFL Roswell, N. M.; WKPT Kingsport, Tenn.

June 5 Decisions . . .

ACTION ON MOTIONS

By Commissioner Hennock

WGRD Grand Rapids, Mich.—Granted dismissal without prejudice of application.

WTVL Waterville, Me.; WGUY Bangor, Me.—Granted petition of Kennebec Bcstg. Co., requesting dismissal without prejudice of application. On Commission's own motion removed from hearing docket application of Guy Gannett Bcstg. Services.

Coast Bcstrs., Astoria, Ore.; Seaside **Bcstg. Co., Seaside, Ore.**; **Clatsop Video Bcstrs., Astoria, Ore.**—Granted petitions of Coast Bcstrs. and Seaside Bcstg. Co. requesting dismissal without prejudice of their applications. On Commission's own motion application of Clatsop Video Bcstrs. is removed from hearing docket.

WCON Atlanta, Ga.—Granted dismissal without prejudice of application.

Don Lee Bcstg. System, Hollywood, Calif.—Granted leave to amend application so as to change type trans. and monitors; make changes in ant. system, and to supply related data made necessary by aforementioned changes.

By Commissioner Walker

WMAW Milwaukee, Wis.—Granted extension of time to June 8 to file reply to exceptions to initial decision and request for oral argument in proceeding re application for license to cover CP.

By Examiner Elizabeth C. Smith

Orville L. Jenkins, Quanah, Tex.—Granted petition insofar as it requests leave to amend application so as to request 500 w instead of 250 w power, on frequency 1150 kc and remove application, as amended, from hearing docket; dismissed insofar as it requests grant of application, as amended.

By Examiner Basil P. Cooper

Henry Lee Taylor, San Antonio, Tex.—Granted continuance of hearing in proceeding re application, et al, from June 5, to July 10 in Washington, D. C.

By Examiner Jack P. Blume

WKNX Saginaw, Mich. — By memorandum opinion and order denied petition for leave to amend application so as to substitute new engineering portion thereof.

June 5 Applications . . .

ACCEPTED FOR FILING

AM—930 kc

Attalla Bcstg. Co., Attalla, Ala.—CP new AM station 930 kc 1 kw D AMENDED to change name from Cary Lee Graham tr/as Attalla Bcstg. Co. to Cary Lee Graham tr/as Gadsden Radio Co. and change studio location from Attalla to Gadsden.

License for CP

License for CP to increase power, change frequency etc.; KBND Bend, Ore.; WPWA Chester, Pa.; WJMX Florence, S. C.

License Renewal

Request for license renewal AM station: WJLD Bessemer, Ala.; KRLN Canon City, Col.; WDAR Savannah, Ga.; KSYL Alexandria, La.; KWSL Lake Charles, La.; WELM Lake Charles, La.; WMAN Mansfield, Ohio; WJZM Clarksville, Tenn.; WHUB Cookeville, Tenn.; KIUN Pecos, Tex.; WINC Winchester, Va.; WSAU Wausau, Wis.

Modification of CP

WKVM Arecibo, P. R.—Mod. CP increase power, change frequency etc. for extension of completion date.

WXRT Chicago—Mod. CP FM station to change ERP to 31 kw., ant. to 420 ft.

WEVD-FM New York—Mod. CP new FM station to change ERP to 20 kw., ant. to 332 ft.

Mod. CP FM station for extension of completion date: KUGN-FM Eugene, Ore.; WLPM-FM Suffolk, Va.

KSTA-FM San Antonio, Tex.—Mod. CP FM station to change ERP to 15.12 kw, ant. 310 ft.

WIBG-FM Philadelphia, Pa.—Mod. CP FM station to change to ERP 20 kw, ant. 355 ft.

License for CP

KMJ-FM Fresno, Calif.—License for CP new FM station

KXOK-FM St. Louis, Mo.—License for CP to cover changes in existing station.

Modification of CP

WTAR-TV Norfolk, Va.—Mod. CP new commercial TV station for extension of completion date.

June 6 Decisions . . .

BY THE SECRETARY

Richard Field Lewis Jr., Winchester, Va.—Granted CP new remote pickup KIC-409.

KIKI Honolulu, Hawaii — Granted mod. CP to change type trans. and approval of ant., trans. and studio locations.

Following granted mod. CPs for extension of completion dates as shown: WMAZ-FM Macon, Ga. to 11-28-50; KWKH-FM Shreveport, La. to 8-15-50; WGES Chicago to 7-27-50.

Clatsop Video Bcstrs., Astoria, Ore.—Granted license new remote pickup KA-6642.

WOPT Scriba, N. Y.—Granted mod. CP for extension of completion date to 7-1-50.

Extended remote pickup licenses on temp. basis to Sept. 1: KQA-755 WJR, The Goodwill Station, Inc., Detroit; KA-2313; KA-4606; KA-4607-8, WJR, The Goodwill Station, Inc., area Detroit; KA-3417 Edwin H. Armstrong, area New York; KA-4039, Allen B. DuMont Labs Inc., area New York; KA-2775, The WGAR Bcstg. Co., Cleveland, Ohio; KQA-795, The WGAR Bcstg. Co., area Cleveland.

Extended following remote pickup licenses on temp. basis to Sept. 1 subject to change in frequency which may result from proceedings in Docket 6651: KA-4552-3 KMPC, The Station of the Stars, Inc., area Los Angeles; KA-4605 WJR, The Goodwill Station, Inc., area Detroit, Mich.; KA-3416, Albuquerque Bcstg. Co., area Albuquerque, N. M.; KA-4620, General Electric Co., area Schenectady, N. Y.; KA-3407, The WGAR Bcstg. Co., area Cleveland, Ohio; KA-3625, Station WNEL Corp., area San Juan, P. R.

Extended following remote pickup licenses on temp. basis to Sept. 1 subject to condition that no harmful interference is caused to stations operating in accordance with existing frequency-service allocations and in no event shall operation on assigned frequencies be continued after July 1. Authority contained herein shall be without force and effect after July 1, unless modified to conform with frequency assignment provisions of Section 4.402: KA-4621-22-23, General Electric Co., area Schenectady, N. Y.

Extended following remote pickup licenses on temp. basis to Sept. 1, 1950, subject to express condition that it is without prejudice to any action the Commission may take with respect to pending application for renewal of licenses of stations licensed to American Bcstg. Co. Inc.; also subject to condition that change in frequency which may result from proceedings in Docket 6651: KA-4645-46-47, American Bcstg. Co. Inc., area San Francisco, Calif.; KA-4663-4-5, American Bcstg. Co. Inc., area Chicago; KEA-649, American Bcstg. Co. Inc., Port Washington, N. Y.; KA-4633 to KA-4637, American Bcstg. Co. Inc., area New York.

Following subject to condition that no harmful interference is caused to stations operating in accordance with exisiting frequency-service allocations and in no event shall operation on assigned frequencies be continued after July 1. Authority contained herein shall be without force and effect after July 1 unless modified to conform with frequency assignment provisions of Section 4.402: KA-4638 to KA-4643, American Bcstg. Co. Inc., area S Francisco; KSA-715, American Bcs Co. Inc., Chicago; KA-4656 to KA-46 American Bcstg. Co. Inc., area Chica KEA-705, American Bcstg. Co. In New York; KA-4648 to KA-4655, Ame can Bcstg. Co. Inc., area New Yo

Extended following remote pick licenses on a temp. basis to Sept. subject to express condition that is without prejudice to any action t Commission may take with respect pending applications for renewal licenses of broadcast stations licens to Columbia Bcsctg. System Inc.: K 4887; KA-4774; KA-4886, Columb Bcstg. System Inc., area New Yo

Following subject to change in fr quency which may result from pr ceedings in Docket 6651: KA-46 Columbia Bcstg. System Inc., ar Chicago; KA-4700 to KA-4702, Columb Bcstg. System Inc., area New York.

Extended following remote pick licenses on temp. basis to Sept. subject to express condition that it without prejudice to any action Co mission may take with respect pending applications for renewal licenses of stations licensed to Nation Bcstg. Co. Inc.: KA-5189 to KA-51 National Bcstg. Co. Inc., area Holl wood, Calif.; KA-5148 to KA-5150, a 5163—area of San Francisco; KA-51 to KA-5196, National Bcstg. Co. In area Denver, Col.; KSA-720, Nation Bcstg. Co. Inc., Chicago; KA-5145 5147; KA-5162; KA-4680; KA-4676, ar Chicago; KA-5170; 5171; 5172; 516 4687, area New York.

Following subject to change in fr quency which may result from pr ceeding in Docket 6651: KMA-67 National Bcstg. Co. Inc., Hollywoo Calif.; KA-4823; KA-4824; KA-513 KA-5131, area Hollywood, Cali KMA-675, San Francisco; KA-4822; K 5071; 5072; KA-4819, are San Francisc KA-5073; KA-4675, Denver; KA-49 KA-5000; KA-4672; 4673, area Chicag KEA-650, National Bcstg. Co. Inc., Po Washington, N. Y.; KA-5001; 500 4667 to 4670, area New York.

Following subject to condition th no harmful interference is caused stations operating in accordance wi existing frequency-service allocatio and in no event shall operation assigned frequencies be continued aft July 1. Authority contained here shall be without force and effect aft July 1 unless modified to conform wi frequency assignment provisions Section 4.402: KA-4821, National Bcs Co. Inc., area Hollywood, Calif.; K 4816; KA-4815, area Hollywood, Cali KA-4810; 4811; 4813; 4812; 4814; 48 4818; 4820, area San Francisco, Cali KA-4683 to KA-4686, area Denver, Co KA-4681; 4677 to 4679, area Chicag KA-4688 to KA-4693; KA-4072, ar New York.

KBTM-FM Jonesboro, Ark.—Grant license new FM station; Chan. 2 (101.9 mc) 8 kw, 200 ft.

WNOW-FM York, Pa.—Granted cense new FM station; Chan. 289 (10 mc) 13 kw, 500 ft.

KDNT-FM Denton, Tex.—Granted cense new FM station; Chan. 292 (10 mc) 760 w, 270 ft.

WCOV-FM Montgomery, Ala.—Gra ed license for new FM station; Cha 233 (94.5 mc) 4.1 kw, 220 ft.

WWHG-FM Hornell, N. Y.—Grant license change existing FM statio Chan. 287 (105.3 mc) 8.3 kw, 560 ft.

KCLX Colfax, Wash.—Granted cense new AM station; 1450 kc 250 unl.

WVOT Wilson, N. C.—Granted cense covering change in hours operation, install DA-N and chan

(Continued on page 87)

Feature

(Continued from page 36)

fugitives from their swamp nest, Mr. Ulbrich and his companion were about 100 feet away. Within 15 minutes after the capture, the interview was being made. Two and a half hours later, the broadcast was sent to the Upper Peninsula via the Northern Network.

"These fellows were desperate and were in no mood to play games," Mr. Ulbrich relates. "We knew it but felt that here was a real 'exclusive' if we played it right. There were three radio stations in evidence *after* the excitement died down but only WDMJ got an 'on-the-capture-scene interview'. . . ."

PROTECT YOURSELF, your STAFF, your CLIENTS

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The News-Piedmont Station
NBC For Greenville-Anderson Spartanburg Markets
Represented by Avery-Knodel



THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

...a major advance in studio-type image orthicons

A NOTABLE PRODUCT of RCA leadership in tube research and engineering—the new RCA-5826 image orthicon offers important refinements over previous types of television camera tubes for studio use.

The new RCA-5826 combines exceptionally high sensitivity, a resolution capability of better than 500 lines, high signal-to-noise ratio—about twice that of outdoor camera types—and improved gray-scale rendition in the vicinity of the "blacks."

Having the same spectral response as the companion outdoor pickup type RCA-5820—a response closely approaching that of the eye—this new studio camera tube permits portrayal of colors in nearly their true tonal gradation. The use of the 5826 in the studio and the 5820 outdoors facilitates the combination of indoor and outdoor pickups on the same program.

RCA television tube achievements are the very foundation of modern television. And you can depend upon RCA's continued leadership to bring you the finest and most advanced tubes that money can buy.

Whatever the application, there's an RCA television tube to meet your needs. The complete line is available through your local RCA tube distributor, or direct from RCA.

For further information on any RCA tube, see your RCA Distributor or write Commercial Engineering, RCA, Section F37P, Harrison, New Jersey.



The world's most modern tube plant...

RCA, LANCASTER, PA.

RADIO CORPORATION of AMERICA

ELECTRON TUBES **HARRISON, N.J.**

RADIO PANELS

On Public Opinion Agenda

SEVERAL radio and advertising executives will take part in panel discussions during the fifth annual Conference on Public Opinion Research, to be held at Lake Forest, Ill., Thursday, June 15, through Tuesday, June 20.

Highlight of the conference will be an address by Dr. Paul F. Lazarsfeld, head of the Bureau of Applied Social Research, Columbia U. Oscar Katz, director of research for CBS, will present a critique on Dr. Lazarsfeld's project, "The Psychological Impact of Newspaper and Radio Advertisements," during the Saturday morning (June 17) session.

Saturday Panel

On Saturday afternoon, a panel on the "Utilization of Research" will include a talk by Hans Zeisel, manager of media and research for McCann-Erickson, New York, on "Utilization by Advertising Agencies."

Thomas Coffin, supervisor of TV program research for NBC, will present a report on the Hofstra Study conducted by the network [TELECASTING, May 8] during the "Research in Communications" panel on Tuesday, June 20. At the same session, Ben Gedalecia, manager of the research department at ABC, will discuss the growth of television.

Sell

Ohio's third largest market

with

WFMJ

5,000 watts AM

and

50,000 watts FM

WFMJ

1390 AM – 105.1 FM

Youngstown, Ohio

Headley-Reed Co.,

national representatives

Promotion



FRANKENSTEIN's monster was central figure in contest recently run on WGBF Evansville, Ind. Promoted by Bish Thompson, m.c. of *Let's Go To the Show* on that station, contest entailed entrants writing their names and addresses on postcard and giving guess at shoe size of monster. Contestant who guessed correctly, won custodianship of monster for two hours. Contest was held in conjunction with "Asylum of Horrors" stage show which was being held in Evansville that week.

Corporate Promotion

NEARLY 200 tradesmen attended luncheon program in Ft. Wayne, Ind., sponsored by WGL, WANE, WKJG and WOWO, all Ft. Wayne. Highlight of affair was 45-minute presentation of film slides and commentaries on "Radio —the basic advertising medium." Booklets outlining strong points of film and program were distributed, and favorable comments by businessmen were reported by stations.

'Meet' Card

WHITE card, carrying line-up of shows presented in *Meet the U.S.A.* series over WMAL-TV Washington [BROADCASTING, May 29], currently being distributed by American U., that city. Included on card are list of guest artists, high schools and organizations participating and production supervisors. Cards have been sent to schools and libraries.

Music Contest

CONTEST sponsored by WPJB (FM) Providence, R. I., and Rhode Island Federation of Music Clubs culminated in program on WPJB. Winning performers were given scholarships to music schools and summer camps. Purpose of contest was encouragement of musical studies by young people.

Courtney Delivery

RADIO column headline, "Del Courtney Delivers . . .," is used as lead on direct mail promotion piece sent to trade by KPIX (TV) San Francisco to sell Mr. Courtney's three-hour daily afternoon participation disc jockey show on KPIX. Sub copy adds, ". . . and there's MORE to tell about Del! . . ." The "more" is contained in composite of three radio critics' reviews about Courtney show carried by *San Mateo Times, San Francisco Chronicle* and *Weekly Variety.*

Plugging Summer Listening

PUBLICITY and promotional campaign on summer radio listening launched by WLAW Lawrence, Mass. Cards have been installed in all busses of Northeastern Transportation Co., operating in two states. Cards call attention to WLAW's increased listener pull according to BMB surveys of 1946 and 1949. Pictures of top personalities and programs are featured on three-color displays.

Baseball Contest

JUNE-long contest being run over WERE Cleveland. Listeners are invited to send in names of 25 American League players they think will be chosen for All-Star game on July 11. List coming closest to official roster will bring writer two box seats at All-Star Game in Chicago, plus flying and hotel accommodations for two. Runners-up will receive pair of box-seats for Indians game. Earliest post mark wins in case of tie. Contest is promoted over *Sports Parade, Today in Sports* and *Spotlight on Sports* by Bob Neal.

Double Celebration

SEVEN bands, four Gospel singing groups, five single acts besides speakers and clergy performed before spectators at outdoor dedication ceremonies for new WMRY New Orleans studios. Event also marked changing over of programming and announcing staff to all-Negro.

Comic Book Promotion

WTOP Washington reports it's now on covers of 6,500 comic books sold in the Washington area. Special stickers bearing legend "Listen to *My Friend Irma,* Mondays 10 p.m., WTOP, 1500 on your dial," have been attached to covers of all "My Friend Irma" comic books circulated in metropolitan area. Special permission was obtained from publisher, Broadcast Features Publications Inc., WTOP reports. The 52-page book is based on "The Famous CBS Radio Laff-Riot!"

Personnel

RALPH BACKLUND, formerly with CBS-owned WCCO Minneapolis-St. Paul, transfers to public affairs department of CBS in New York.

CLEMENT G. SCERBACK appointed to newly created position of promotion manager of WTAM and WNBK (TV) Cleveland, Ohio. He was formerly news writer for WTAM.

EUGENE MOSS, former assistant to sales promotion director of KMBC Kansas City, joins WOR New York as copywriter and production assistant to **Joseph Creamer,** director of advertising and promotion department.

RICHARD EISIMINGER, assistant manager of NBC Hollywood press department, appointed manager of KNBH (TV) Hollywood advertising and promotion. **ROBERT C. PELGRAM,** formerly of television publicity staff, named manager of KNBH press department.

ELEANOR GLOGAU, formerly with MBS, joins DuMont Television Network's publicity department.

Vir Den Marks 20 Years

RAY VIR DEN, president of Lennen & Mitchell, marked his 20th year of service, and Irving Bugg, copywriter and account executive with the agency, retired after 19 years, at the annual reception and dinner of the agency's 20-Year Club, held in New York last week. Mr. Bugg was the first to retire under the pension plan pioneered in the advertising industry by L&M.

COURT APPEAL

New Transit Riders' Aim

AN APPEAL from the U. S. District Court decision dismissing three petitions aimed at curbing transit radio service in Washington [BROADCASTING, June 5] was promised June 1 by Transit Riders Assn., one of three petitioners.

The rider group, which numbers approximately 500 members, announced through its president, Claude N. Palmer, it would continue the fight by appealing "to the highest court in the land." Judge Edward A. Tamm's ruling, Mr. Palmer added, affects only appeals from findings by the Public Utilities Commission last December. The judge ruled that transit FM is not "inconsistent with the public convenience, comfort and safety," and was preferred overwhelmingly by riders.

"It does not dispose of our suit for permanent injunction against Capital Transit Co.'s use of radio receiving equipment in its vehicles," Mr. Palmer explained. Association filed suit against CTC this past February. Mr. Palmer added that Paul N. Temple, another petitioner, also will appeal the court decision.

On the basis of the ruling, Ben Strouse, vice president and general manager of WWDC-FM Washington and Washington Transit Radio Inc., announced the service would be expanded to additional busses and streetcars of Capital Transit.

SALES OFFERS

WLW Reports Mail Results

PREMIUM and direct sale offers aired by WLW Cincinnati the past year have resulted in a steady flow of requests—as many as 12,022 queries a week—the station reports following completion of a survey of weekly mail count figures.

A candy company's jingle contest, for example, drew a total of 15,260 entries, or an average of 1,904 a week over an eight-week period, competing for a $1,000 top prize. A free health booklet offer by an insurance firm pulled 6,087 requests in the first three months of 1950. In both cases, offers were made on three weekly newscasts.

Other offers included animal balloon sets, which drew 48,557 orders; nursery, nylon, rug, and women's fashion catalogues, good for 7,603, 16,382, 9,957, and 15,630 requests, respectively; a ball point pen offered by a coffee company which got 8,942 answers; harmonicas, 7,795; and a double offer of a souvenir and trial-size bottle of cough medicine, 13,681 requests.

FOR INCREASED SPOT BILLINGS

contact

JOSEPH HERSHEY McGILLVRA, INC.

366 Madison Avenue, New York

Murray Hill 2-8755

On All Accounts

(Continued from page 36)

irst vacation in five years. Although a bachelor, Ralph says he eeps an open mind on the marriage subject.

Ralph belongs to the Masonic rder, The Grotto, Cleveland Advertising Club and the Oakwood ountry Club. His civic activities nclude being assistant public relations director of Bellefaire Children's Home, adviser to the National Conference of Christians nd Jews, and Community Fund Red Feather Man, which includes speaking engagement over the adio once a month.

Of radio and television advertising Ralph says: "Selling via adio or TV is like walking down long dark hall. Suddenly a door pens and someone yells, 'BOO.' The result, even though perhaps a rifle violent, is instant reaction. The commercial must be powerful nough to attract attention, powerful enough to stimulate action; owerful enough to forbid boredom."

GE Expansion

OVER $7 million will be spent in 950 by General Electric Co. to ncrease production of radio-TV eceivers, cabinets, TV picture and ther receiving tubes at GE plants n Syracuse, Utica and Buffalo, N. Y., Wabash and Tell City, Ind., nd Owensboro, Ky. Most of the noney will be expended for new nd specialized machinery and for nlargement of manufacturing reas, according to Dr. W. R. G. Baker, GE vice president and general manager of the electronics lepartment, who made the announcement.

NETWORK BOXSCORE

Number of commercials on the four nationwide networks April 30 268
Number of commercials starting on networks during May 11
Number of commercials dropped from networks during May 14
Number of commercials on four nationwide networks, May 31 265

May Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Sterling Drug Co.	My True Story	ABC	Mon., Wed., Fri., 10-10:25 a.m.	Dancer-Fitzgerald-Sample
The Toni Co.	Chance of a Life Time	ABC	Mon., Wed., Fri., 2:45-3 p.m.	Foote, Cone & Belding
The Toni Co.	Quick as a Flash	ABC	Mon.-Fri., 11:45-12 Noon	Foote, Cone & Belding
The Toni Co.	Modern Romances	ABC	Mon., Wed., Fri., 11:15-11:30 a.m.	Foote, Cone & Belding
R. J. Reynolds Co.	Baseball Summary	MBS	Mon.-Sat.; 5 min. following "Game of the Day"	Wm. Esty Co.
Gulf Oil Co.	Lanny Ross Show	MBS	Mon.-Fri., 12:15-12:30 p.m.	Young & Rubicam
Philip Morris Co.	This Is Your Life	CBS	Tues., 9:30-10 p.m.	Biow Co.
George A. Hormel Co.	Music with Hormel Girls	CBS	Sat., 2-2:30 p.m.	BBDO
General Mills	Night Beat	NBC	Mon., 10-10:30 p.m.	Knox Reeves Co.
General Mills	Dangerous Assignment	NBC	Wed., 10:30-11 p.m.	Knox Reeves Co.
General Mills	Penny Singleton Story	NBC	Tues., 9:30-10 p.m.	Knox Reeves Co.

May Deletions

Block Drug Co.	Burns & Allen	CBS	Wed., 10-10:30 p.m.	Cecil & Presbrey
Wm. H. Wise Co.	Get More Out of Life	CBS	Sun., 12-12:30 p.m.	Thwing & Altman
Pillsbury Mills	House Party	CBS	Mon.-Fri., 3:30-3:55 p.m.	Leo Burnett
Brown Shoe Co.	Smiling Ed McConnell	NBC	Sat., 11:30 a.m.-12 Noon	Leo Burnett
Morell Meat	Lassie	NBC	Sat., 11-11:15 a.m.	N. W. Ayer & Son
Philip Morris	This Is Your Life	NBC	Wed., 8-8:30 p.m.	Biow Co.
Doubleday & Co.	Edwin C. Hill	NBC	Sun., 4-4:15 p.m.	Huber Hoge & Son
Doubleday & Co.	Facts Unlimited	NBC	Sun., 4:15-4:30 p.m.	Huber Hoge & Son
Bruner Ritter Inc.	Chance of a Lifetime	ABC	Sun., 9:30-10 p.m.	Raymond Spector Co.
Carter Prod. Inc.	Jimmie Fidler Show	ABC	Sun., 10-10:15 p.m.	SSC&B
Gillette Safety Razor Co.	Friday Night Fights	ABC	Fri., 10 p.m. to concl.	Maxon Inc.
Miller Brewing Co.	Lawrence Welk Show	ABC	Wed., 10-10:30 p.m.	Matthisson & Assoc.
Wm. H. Wise Co.	Get More Out of Life	ABC	Sun., 10:15-10:30 p.m.	Thwing & Altman
Benj. Moore Paint Co.	Betty Moore Show	MBS	Sat., 11-11:15 a.m.	St. Georges & Keyes

May One-Timers

Perfect Circle Piston Ring Co.	Indianapolis Speedway Race	MBS	Tues., May 30, 3 hrs.	Henri, Hurst & McDonald

NAB MAILING
Gives Recording Proposals

PROPOSED additional recording standards including new NAB lateral frequency record and new reference tape, planned for near-future production, have been mailed to industry engineers by Neal McNaughten, NAB engineering director [BROADCASTING, May 22].

Mr. McNaughten is chairman of the NAB Recording & Reproducing Standards Committee, which has been developing the standards for nine years. Mail referendum is being conducted on the the additional standards, since the committee will not meet again until 1951. Chairman of the committee's executive group is Robert M. Morris, ABC.

The reference tape will be available only from the NAB under whose supervision it will be recorded, inspected, numbered and registered. New standards will be submitted to the NAB board at its June 20-22 meeting in Washington.

Asks Loyalty Oath

LOYALTY affidavits would be required of every officer and employe in the executive, legislative or judicial branches of the U. S. government under a bill (HR 8680) sponsored in Congress by Rep. W. F. Norrell (D-Ark.), member of the House Appropriations Committee. The legislation, which would cover all independent agencies, would authorize withholding of salaries to personnel unless they have executed such an affidavit. Any officer or employe who "knowingly" joins or supports the Communist Party after having signed the pledge would be subject to a $10,000 fine or five years' imprisonment. Measure, introduced May 31, was referred to the House Judiciary Committee.

CFYK Yellowknife, Northwest Territories, 150 w station on 1450 kc., is now on air as Canada's most northerly broadcasting station. Operated noncommercially by Dept. of National Defense, Ottawa, station is turned over for community broadcasting on voluntary basis to housewives and other citizens of northern gold mining town.

LEE ESTATE
Don Lee's Adopted Daughters File Claim

TWO adopted daughters of the late Don Lee have laid claim to the $10 million estate left by his son, Thomas S. Lee.

Mrs. Elizabeth Boyd Lee Fry, 34, and Mrs. Christine Boyd Lee Rieber, 39, filed suit in Los Angeles Superior Court on June 5 to enforce a "solemn contract" they contend Don Lee made when he and his second wife, Annabelle Torbett Lee, adopted them in 1920.

Complaint was prepared by Attorneys Jerry Giesler and Harry C. Mabry, who were accompanied to court for the filing by Mrs. Fry, who resides in West Los Angeles. Mrs. Rieber lives in Metuchen, N. J., and was not present.

Both women are daughters of the late Mrs. Mary Florence Boyd, who died Nov. 15, 1918. She was a sister of the second Mrs. Lee.

★

At time of adoption, the sisters contend, Don Lee promised their natural father, Robert Boyd, who since has died, that the girls would share in his estate equally with Mr. Lee's own son by his first wife, the late Mrs. Etta Lee.

Mrs. Fry and Mrs. Rieber charge this agreement was broken when Don Lee made a will cutting them off with $1 each, and left his estate to his son Thomas. This followed a bitter divorce battle with his second wife in 1924.

Seek Damages

Besides two-thirds of the estate to enforce this agreement, the sisters also ask for the Thomas Lee third share as punitive damages for alleged fraud in the latter's will seeking to deprive them of any share.

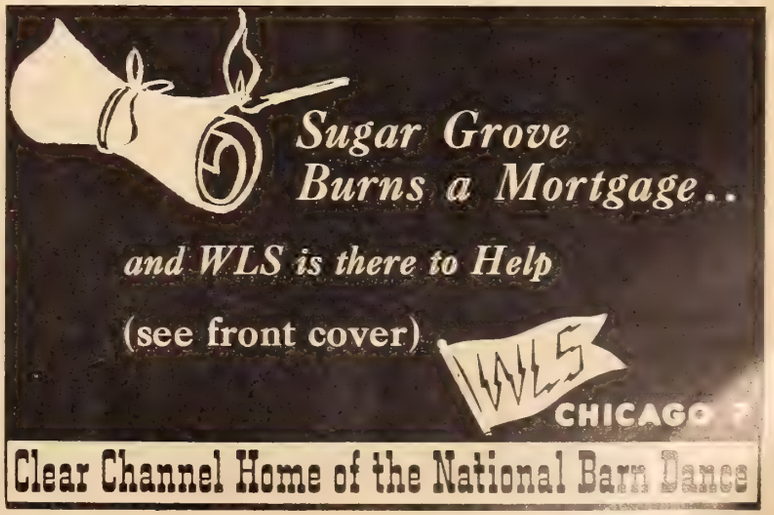
Will of Thomas Lee, written in 1934, before courts declared him incompetent, left his entire estate to R. D. Merrill of Seattle, an uncle by marriage. Mrs. Nora S. Patee, aunt and only living blood relative of Thomas Lee, also has filed claim to the estate.

Besides Mr. Merrill and Mrs. Patee, named in the suit is her husband, L. G. Patee, who witnessed her nephew's will, and Public Administrator Ben H. Brown, appointed special administrator in charge of the estate.

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Allied Arts



RALPH J. ROBERTS, director of advertising and sales promotion of Muzak Corp., elected vice president. With Muzak since 1949, he formerly was with Aitkin-Kynett Adv., Philadelphia.

BERNARD SHOENFELD, radio writer, and **BILL ROBSON,** producer-director, producing as yet untitled series of 13 half-hour dramatizations of famous prison breaks for television.

MARGARET ETTINGER & Co., Hollywood publicity and public relations firm, changes name to **Ettinger Co. RICHARD E. TUKEY** named vice president in charge of Eastern operations, with headquarters in New York.

ELLIS KING, of engineering department of U. of California at Los Angeles, joins faculty of Pasadena Institute for Radio, Pasadena, as instructor in radio-telephone operation.

FRANK S. BORST, with A.C. Nielson Co. since 1937, most recently as senior service executive of drug-food client service department, appointed a vice president. He will continue to work out of Chicago office.

MUTUAL ENTERTAINMENT AGENCY, talent booker, sends single-page newsletter with show ideas and TV trends monthly to Chicago agencies, stations and sponsors. Report eventually will be released twice monthly.

WALTER A. KLINGER, formerly with Warner Bros. Studios public relations staff, joins Paul Kohner Inc., Los Angeles, to head talent agency's new television department.

KYRS (FM) Dallas has subscribed to Marshall Field Enterprises' Functional Music service, and will start programming June 15. Station is installing special FM receivers in area.

S. W. CALDWELL Ltd., Toronto, releases 30-page catalogue of open-end transcriptions, with synopsis of nearly 100 titles broken down in half-hour, quarter-hour and 5-minute programs.

HALL PRODUCTIONS, Philadelphia, packager of radio and TV, moves to 2215 Delancey Place.

Equipment

ELLERY W. STONE, president of International Standard Electric Corp. and a vice president of International Telephone & Telegraph, elected president of American Cable & Radio Corp., affiliate of IT&T. He is also former president of Federal Telephone & Radio Corp. and Capehart-Farnsworth Corp. He has served in various executive capacities with IT&T since 1931.

GILBERT E. GUSTAFSON, vice president in charge of engineering, Zenith Radio Corp., Chicago, received honorary degree in electrical engineering from Stevens Institute of Technology June 10.

NORMAN E. WUNDERLICH appointed executive vice president and general manager in charge of all company activities for Link Radio Corp., New York. He has been with firm since last July in establishment of Chicago office and service center and in organizing sales-engineering force Throughout Mid-West. He is owner-founder of Wunderlich Radio Corp.

CROSLEY DIV. of Avco Mfg. Corp., Cincinnati, appoints Brand & Millen Ltd., Long Branch, Ont., as exclusive Canadian manufacturer and distributor of Crosley radio and television receivers. Cross Country Television Ltd. has been organized to market sets in Canada.

I want my own copy of



ONE YEAR—$7

☐ I enclose $7.00 ☐ Please bill me

NAME

COMPANY

ADDRESS

CITY ZONE STATE

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

Nat'l. Press Bldg., Washington 4, D.C.

RADIO SURGE

Pulse Finds N. Y. Rise

AN INCREASE of 65% in radio listening in New York metropolitan area television homes as compared with a year ago was reported last week by WOR New York in an analysis of Pulse figures.

Quarter-hour averages of radio sets in use in TV homes between 6 p.m. and midnight, according to latest Pulse figures for May, are 10.4. At the same time last year the figures was 6.3. In the same period the radio share of audience in TV homes rose from 12.7 to 17.

FM'S FIGHT

'Buffalo News' Views Status; WKY-FM Is Dropped

UPS AND DOWNS of FM broadcasting continued last week with announcement of WBEN-FM Buffalo that it would stay on the air. On the other hand, WEBR-FM Buffalo was reported by the *Buffalo Evening News*, operating WBEN-FM, to have surrendered its license "without so much as an obituary notice." WKY-FM Oklahoma City, operated by Oklahoma Publishing Co., also has been silenced.

The *News* announced WBEN-FM, "the pioneer FM station in this area, contemplates continuance of FM broadcasting. The regular schedule will be carried during the summer. When the *FM School of the Air* is resumed in the fall the programs again will be heard over WBEN-FM." The *News* continued:

"Roy Albertson's WBNY-FM [Buffalo] has no intention of dropping the static-free medium and finds the broadcasting of baseball games, picked up via the FM networks, a good source of revenue. Mr. Albertson points out that his investment of $65,000 in an FM transmitter would indicate that he has faith in its eventual success.

"Egbert D. Corson, president of WUSJ-FM Lockport, is convinced that, even though his FM operation faces a slump this summer, it will pick up in the future to prove its right to recognition. WUSJ-FM carries local baseball and the *FM School of the Air.*

Hull Optimistic

"Earl C. Hull, vice president of WHLD-FM [Niagara Falls], sees nothing but a rosy future when the novelty of television has faded. His station is currently carrying the Rural Radio Network 6:30 a.m. to 7 p.m. daily and big-league baseball as late as 11 p.m. He plans to extend the regular broadcasting hours beyond 9 p.m. in the near future.

"The general feeling in the industry is that the advent of television took the spotlight from FM but that FM will come into its own. The fact remains that reception in FM is completely free of interference, even in the most difficult locations."

In signing off WKY-FM, President E. K. Gaylord called attention to public apathy in purchase of FM sets, adding: "It is our studied opinion that FM broadcasting can no longer be justified and that it shows little promise of improvement. Most radio set buyers in Oklahoma have continued to prefer the regular AM receivers. . . . The ever increasing interest in television has completely overwhelmed the lagging interest in FM sets. . . . We will continue to devote our energy and financial resources to making the best possible AM broadcasting and television programming available to Oklahomans over WKY and WKY-TV."

WKY noted that "approximately 30 of the biggest stations have ceased FM broadcasting since the first of the year," plus 210 holders of CPs who have turned them back to the FCC.

LUCAS' REPORTS

Carried by 37 Stations

THIRTY-SEVEN stations are carrying transcribed weekly radio reports to Illinois voiced by Sen. Scott Lucas (D-Ill.), Senate Democratic Majority Leader. Broadcasts are aired at various periods throughout each week by these stations:

WOKZ Alton, WMRO WBNU Aurora, WIBV Belleville, WKRO Cairo, WBYS Canton, WCIL Carbondale, WROY Carmi, WCAZ Carthage, WCNT Centralia, WLS Chicago, WHFC Cicero, WDAN Danville, WSOY Decatur, WLBK DeKalb, WTMV East St. Louis, WCRA Effingham, WNMP WEAW (FM) Evanston, WFJS WFRL Freeport, WEBQ Harrisburg, WJPF Herrin, WGGH Marion, WLBH Mattoon, WQUA Moline, WVMC Mount Carmel, WMIX Mount Vernon, WSIV Pekin, WIRL Peoria, WTAD WGEM Quincy, WROK Rockford, WKID Urbana, WCVS WTAX Springfield, KMOX St. Louis.

REMOTE for $59.00



Entirely new—the Gates SA - 13 amplifier may b used as a remot amplifier, pream plifier, line am plifier or isolatio amplifier. Already hundreds in use

A quality product through and through and priced lo because of mass production. Stock availability.

THE GATES RADIO COMPANY, Quincy, Ill., U.S.A

LUND MESSAGE

Radio Projects Firm's Name

RITERION in radio advertising
y funeral home operators is "to
ake your name thought of first,"
ric Lund, WLVA Lynchburg, Va.,
ld the Virginia Assn. of Funeral
irectors at its Richmond conven-
on June 1.

Purchase of a funeral, Mr. Lund
ointed out, is an "impulse pur-
ase" and in making such a deci-
on, people usually stay on
amiliar ground. "They buy what
ey know, what they have
eard about, what they think of
rst."

In time of emotional stress, he
id, there is an even greater
ndency to find comfort in, and to
ing to the familiar. And radio's
ost outstanding success, Mr. Lund
id, "has been that of etching an
pression on the minds of people
. . one of radio's strongest points
its ability to project a name or
n idea."

Because radio is a personal
eans of communication, the
edium is particulary effective for
e funeral home operator. By
stablishing identity, creating a
eling of sincerity and "making
ourself liked" and be "thought of
rst" when the need arises, the
neral home operator can use
adio effectively, Mr. Lund said.

While no particular type of pro-
ram is necessary for the operator
convey his message, the com-
unity service program offers the
ost possibilities. Such programs
s lost and found, calendar of
oming events, church programs,
od music, etc., are best suited,
e suggested.

By projecting the character of
is business as "you yourself do,"
e funeral parlor operator can
se radio so as to reflect credit on
is profession, Mr. Lund concluded.

Michigan Football

ADIO rights to U. of Michigan
otball games next fall have been
ld by WWJ Detroit to Speedway
etroleum Corp. that city. Sale
volves all nine of U. of Michi-
an's games plus one between
lichigan State and Oregon State.
chedule runs from Sept. 23
rough Nov. 25.

Programs

NORMANDY, France and Shenandoah, Iowa were very close on sixth anniversary of D-Day, June 6. On that day KMA Shenandoah and Radio Diffusion Francaise, French Broadcasting System's representative in North America, exchanged programs. Show sent to KMA was produced in Normandy Beachhead towns, and by interview, people of France sent their appreciation to Midwest veterans of European liberation. Program sent to Normandy was 15 minutes of special interview with Jay Martin who landed in France on D-Day, his father, and Mrs. Edith Hansen, whose son is now convalescing from D-Day in veteran's hospital. Interviews were translated by Frenchmen now residing in Shenandoah.

TV Horse Show

HOLDING forth in driveway adjacent to studios of KMTV (TV) Omaha, Neb., Hugh Bader, of *Names You Know in Sports* program recently conducted horse show. Interviews covered riding as a hobby, with horse being used for demonstration purposes. Show was inspired by fact that horse show was being held following weekend for benefit of Children's Memorial Hospital.

Masterful Music

SERVING classical music in "courses" like a well-balanced meal is Ralph Black, manager of Chattanooga Philharmonic Assn., on WVUN (FM) that city. Mr. Black conducts *Music of the Masters* Sunday, 9 p.m., as part of station's public service programming. Commentary is in easy, informal style, and listeners are invited to send in requests.

Full Day

NECESSITY of being in four places almost simultaneously faced WWJ-TV Detroit recently. Four remotes were scheduled to be covered by station's one remote truck in one day, but station managed to fit them all in. At 10 a.m. first event was picked up in front of City Hall. At same time, truck borrowed from *Detroit News* (WWJ owner) was on its way to Selfridge Field with studio camera equipment to telecast open house from 2-4 p.m. with 10-minute break, during which truck raced to river to cover tugboat race. At 9:30 p.m., remote truck and exhausted technicians telecast 45 minutes of motorcycle races from Motor City Speedway.

Saturday Night Stars

NEW show on WMCA New York features interviews with star performers at threatres, nightclubs and showplaces around New York. Called *Your Night Out*, show is produced by Bob L. Roberts Productions, New York. Stars scheduled to be interviewed include Vic Damone, Jan August and others.

Reunion Highlights

REUNION in St. Louis of 35th Division, including appearance of its most famous member, President Truman, was given thorough radio and TV coverage. KXOK St. Louis, whose Harry K. Renfro was in charge of broadcasting facilities for reunion, reports that 16 microphones were installed near speakers' stand, providing accommodations for major networks, six local stations and television. KSD-TV St. Louis telecast parade through city streets, followed by two-hour ceremony on riverfront, which was highlighted by President's address dedicating Jefferson National Expansion Memorial. Last portion of parade and address were fed by KSD-TV to CBS-TV.

Field Tournament

FIVE complete hours of high school track and field tournament at U. of Illinois aired commercially by WSDR Sterling, Ill. Station carried preliminaries for two and one-half hours and three hours of finals on succeeding day. Three-man crew, composed of John Rohwer, program director; Bob Edell, news editor, and Ed Fisher, chief engineer, covered event for station.

Outstanding Sportscasters

TAKING advantage of Gillette sales meeting at which Bill Corum, Clem McCarthy, Mel Allen, Don Dunphy and Jim Britt were present, WHEB Portsmouth, N. H., swooped in for exclusive. Charlie Gray and Lucien E. DuMont, program director for WHEB, went to Wentworth-By-The-Sea, summer resort where sportscasters were meeting, and transcribed interview with them. Transcription was played back at 6:10 same evening.

'What's in the Movies'

MUSIC connected with movies is aired Mon. through Sat. at 6:30 p.m., and Sunday at 1:15 p.m. on WCSC Charleston, S. C. Listeners also are given information on what is playing at local movie houses. Question and answer format is used, with reviews from outstanding magazines included. Previews of attractions are aired and entire programs, with newsreels, cartoons and short features are mentioned.

"Campus Christian Hour"

MUSIC and hymns of all churches are being aired in new half-hour weekly nonsectarian *Campus Christian Hour* on KTSL (TV) Hollywood. Program features 18-piece all-amateur orchestra and eight voice chorus under direction of Rev. Ralph Carmichael, professor of music at Southern California Bible College, Los Angeles. In addition to presentation of a wide range of all types of religious music, program will have noted clergymen and music personalities as weekly guests.

Libel Suit Covered

MUCH-publicized libel suit brought by Larry Adler and Paul Draper against Mrs. H. McCullough of Greenwich, Conn., found News Chief Tom Eaton of WTIC Hartford, Conn., in constant attendance. Through special wire installed in press room of Federal District Court, Mr. Eaton was able to relay developments immediately after they occurred—some bulletins were aired in as little as 1½ minutes.

Strictly for Men

PROGRAM especially designed for boys and their fathers shown over WMAL-TV Washington from WMAR-TV Baltimore each Saturday at 2:30 p.m. Helpful hints in constructing soap box autos and demonstrations of fine points of construction are featured. Charles Rupert, father of last year's Baltimore soap box champion, conducts *Soap Box Clinic*.

Employe Election

TECHNICAL employes of KDKA-AM-FM Pittsburgh have voted 8-6 to be represented by Associated Broadcast Engineers, according to certification of union shop election announced by NLRB. Request of IBEW to withdraw petition for certification of representatives at Bogalusa Broadcasting Co. (WIKC), Bogalusa, La., has been granted by NLRB.





Respects

(Continued from page 40)

before the mikes of various Los Angeles stations.

First real exposure to the medium occurred in 1926 when a friend invited Mr. Bull to participate in an impromptu, ad lib program on a San Diego station. He liked it and returned to San Diego several times for similar programs.

Realizing the potentialities of radio, Frank Bull joined Pickwick Broadcasting Co. as general manager of KNRC (now KECA) Los Angeles in January 1928. In those days, Mr. Bull says, he did everything but sweep out the studios. Managerial duties were very widespread. He also sold station time, filled in for announcers and other talent that failed to show on time, and in addition conducted a couple of disc programs of his own.

Saves the Sale

He recalls selling an advertiser a series of football broadcasts, and then discovering there was no announcer to handle the play-by-play assignment. The sponsor was angry and threatened to cancel. An avid football follower, Mr. Bull took over the job. That saved the day. Sponsor remained.

That was Mr. Bull's entry to sportscasting, and over a 20 year period ending in 1948, when he "retired," he handled the mike for every kind of sport, establishing himself as one of the deans of Southern California sportscasters. He still continues to do some sportscasting, but on a limited basis.

The ambitious Mr. Bull wanted his own radio station and in 1929 bought a partnership in what is now KDB Santa Barbara. With the station operating at a loss, he put it up for sale a year later. Today the outlet is owned and operated by Don Lee Broadcasting System.

Meanwhile, Freitag Inc., which operated KMTR Hollywood, KMPC Beverly Hills and KMIC Inglewood under a leasing arrangement, invited him to join that organization as vice president. It was in mid-1930 that Mr. Bull became manager of KMTR, with duties also including sportscasting and selling station time for all three stations.

When the Freitag lease expired in 1936, Mr. Bull and several other salesmen found themselves without jobs. They could have remained on the stations' payroll, but on a salary basis rather than the commissions they had previously enjoyed.

A business of their own seemed a better idea. Thus was formed Allied Advertising Agencies in early 1937. Besides Mr. Bull, partners were Dick Smith, W. F. Gardner, Russell Rust and Walter McCreery. Because of excessive corporation taxes, that association terminated more than a year later. Messrs. Smith and Bull withdrew to form their own agency under the name of Smith & Bull Adv. Mr. Mcreery joined them in February 1945 when his name was added as partner.

50% to Radio, Video

This partnership was dissolved in October 1949 when Mr. McCreery withdrew to form his own agency, and Smith & Bull Adv. continued with headquarters at 6642 Sunset Blvd., Hollywood. With more than two score accounts to its credit, the firm today has an annual billing of approximately $1½ million, with some 50% of clients' money spent on radio and television.

Intensely interested in the potentialities of TV, Mr. Bull has made several visits to New York and other major markets to study the medium. In addition, agency has "loaned out" production staff personnel to TV stations so that they too can receive first hand knowledge of the medium. As a result, Mr. Bull declares, the agency is being geared to intelligently handle TV for clients on a moment's notice.

An enthusiastic golfer, Frank Bull considers it his major recreation and hobby. Also an ardent Dixieland jazz record collector, he has one of the finest collections in the country. With Gene Norman, Hollywood disc m.c., he annually stages a "Dixieland Jubilee," bringing noted jazz bands from all parts of the country to Los Angeles for the event. The 1950 date is Oct. 6 at Shrine Auditorium.

Mr. Bull admits being a joiner. In addition to being a Mason, he has membership in the Variety Club, Authors Club, Wilshire Country Club, Beverly Club, Los Angeles Ad and Press Clubs. He also is a member of the Football Writers Assn. of America and is on executive board of the Southern California Committee for the Olympic Games.

There is an imposing record of government service during both World War I and World War II to which Mr. Bull points with justifiable pride. He also has been picked many times as an outstanding sportscaster and football announcer in various polls and surveys made during the 16 years he was on the sports staff of the Tidewater-Associated Oil Co.

Mr. Bull maintains a bachelor apartment in the hills overlooking Hollywood. His immediate family consists of two daughters, Mrs. George Lynch and Sally Bull in the CBS Hollywood network program department.

KDMS EL DORADO

Cotton Belt's Third Outlet

KDMS El Dorado, Ark., has taken the air as a 1000 w daytimer on 1290 kc. It is the third station owned and operated by Cotton Belt Broadcasting Co., operating KTFS Texarkana, Tex., and WGVM Greenville, Miss.

Manager of KDMS is Leo Howard, former commercial manager of WKY Oklahoma City. Other officers include Jack Baruth, formerly of WGVM, program manager, and Robert Cleary, formerly of KTFS, chief engineer. David M. Segal, owner of the stations, said the trio will be sold as a package with the title, Cotton Belt Group. KDMS is a Liberty Network affiliate, with studios atop the Randolph Hotel. It took the air May 6.

KBND Increases Power

KBND Bend, Ore., operated by Central Oregon Broadcasting Co., increased power officially from 250 w to 1 kw unlimited time and changed frequency from 1340 to 1270 kc on May 29, Frank H. Loggan, president and general manager, has announced. Preparatory to this changeover, KBND constructed a new transmitter building at the north city limits. Thirty-minute dedicatory program was broadcast with Oregon broadcasters and civic leaders taking part.

BANANA PIE-AYE

Parody Treat for Dra

BANANA cream pie has new tas significance for Galen Drak It started several weeks ago wh Mr. Drake stated on his CI *Housewives Protective Leag* program (5-5:30 p.m. and 11:1 11:30 p.m. EDT) that he cou never look the pie in the face b cause during childhood he on had all he could eat.

E. S. Whitman, publicity directo United Fruit Co., heard the pr gram and wrote a parody of t "Chiquita Banana Song" to the occasion of presenting M



Presenting pie to Mr. Drake CBS studios is Chiquita.

* * *

Drake with a luscious speciall baked pie.

The parody—a takeoff on M Drake's statement—was record and presented to him with she music. The pie, baked in t United Fruit Co.'s home economi department kitchen, was hand to Mr. Drake by Chiquita Banar (Helen Bosshard), United Fru Co.'s "banana ambassador."

Paul Roberts

PAUL ROBERTS, 39, disc jocke and show m.c. at WFBM-AM-T Indianapolis, Ind., died of a hea ailment at St. Vincent's Hospita that city, May 18. Mr. Rober conducted the station's popula *Spinning Wheel* and other pr grams. Surviving are his widov Vera, and two sons, Kirk, 11, ar Mark, 3.

Available!

The Happy Kitchen, one of the Midwest's oldest and best liked women's programs, is conducted by Nancy Goode.



Nancy Goode

This 9:15 a.m. week-day feature has been on the air for almost 15 years. The program is deftly handled by Nancy Goode, homemaker, mother and active clubwoman. Her recipes, food and household hints are of great interest to KMBC-KFRM listeners. Her April mail averaged more than 250 letters a week!

Fleischmann's Yeast and K. C. Power & Light are current sponsors, but additional participations are now available!

Contact us, or any Free & Peters "Colonel" for details!

KMBC of Kansas City
KFRM for Rural Kansas



FCC Actions

(Continued from page 80)

ecision Cont.:

ns. location. 1 kw-D 500 w-N DA-N.
KWSO Wasco, Calif.—Granted license w AM station; 1050 kc 250 w D.
KGOS Torrington, Wyo.—Granted license for new AM station and specify dio location; 1490 kc 250 w unl.
KBPS Portland, Ore.—Granted request to remain silent for the period ginning June 3 and ending in no ent later than Sept. 18 in order to serve school vacation period only.
WKNY Kingston, N. Y.—Granted od. license to change corporate name Kingston Bcstg. Corp.
WPAT Paterson, N. J.—Granted license change in hours of operation, crease in power, install DA-DN, stall new trans; 930 kc 5 kw-DA 1.
WKRM Columbia; Tenn.—Granted to install new trans.
KIUN Pecos, Tex.—Granted CP to stall new trans.
KLIC Monroe, La.—Granted CP to ange studio location.
KWTO Springfield, Mo.—Granted od. CP to use aux. trans. as an ernate main trans. for night use and aux. purposes for daytime.
KULE Ephrata, Wash.—Granted mod. to change type of trans.
WCLI Corning, N. Y.—Granted mod. to change type trans.
KJBC Midland, Tex.—Granted mod. to change type trans. and make anges in ground system.
KYMA Yuma, Ariz.—Granted mod. for extension of completion date to 27-50.

Following granted mod. CPs for tension of completion dates as shown: GF Coffeyville, Kan. to 12-20-50; RA Mayaguez, P. R. to 6-19-50; NXT Portsmouth, Ohio to 12-21-50; UM Yuma, Ariz. to 9-15-50; WSAY chester, N. Y. to 12-15-50.

Following granted applications for newal of licenses of remote pickups regular basis: KA-5237; 5238, KMYR stg. Co., area Denver, Col.; KAA-KMYR Bcstg. Co., Denver, Col.; -5045, WHAS, Inc., area Louisville,

Following granted applications for newal of licenses remote pickups on gular basis subject to change in frency which may result from the ceedings in Docket 6651: KA-3418-9, Don Lee Bcstg. System, area Los geles, Calif.; KA-3053, 3054, area Francisco; KA-5710, WKRZ Inc., a Oil City, Pa.

Granted following applications for newal of licenses remote pickups on ular basis pursuant to action in cket 8711, et al; operation on these quencies is subject to condition that harmful interference is caused to tions operating in accordance with sting frequency service allocations ection 2.103 and 2.104 of Commission les) and in no event shall operation these frequencies be continued after y 1. The authority contained herein ll be without force and effect after y 1 unless modified, pursuant to g of application therefore, to conm with the frequency assignment visions of Section 4.402 of Comssion rules: KA-3420, Don Lee Bcstg. stem, area Los Angeles; KA-3055, a San Francisco; KA-4631; 4632, palachian Bcstg. Corp., area Bristol,

May Box Score

STATUS of broadcast station authorizations and applications at FCC as of May 31 follows:

	AM	FM	TV
Total authorized	2,291	744	109
Total on the air	2,135	698	103
Licensed (All on air)	2,113	495	40
Construction permits	178	246	69
Conditional grants		2	
Total applications pending	978	120	402
Requests for new stations	299	18	351
Requests to change existing facilities	266	28	16
Deletion of licensed stations in May	2	6	
Deletion of construction permits	2	10	
Deletion of conditional grants			

WWJ-FM Detroit, Mich.—Granted mod. CP for extension of completion date to 7-16-50.

June 6 Applications . . .

ACCEPTED FOR FILING

License Renewal

Request for license renewal AM station: KIUP Durango, Col.; WELL Battle Creek, Mich.; KCHS Hot Springs, N. M.; WGBG Greensboro, N. C.; WPAY Portsmouth, Ohio; WRAK Williamsport, Pa.; WBTH Williamson, W. Va.

June 7 Applications . . .

AM—800 kc

Jules J. Paglin, New Orleans—CP new AM station on 790 kc 500 w D AMENDED to request 800 kc 1 kw D DA.

License Renewal

Request for license renewal AM station: WMSL Decatur, Ala.; WSGC Elberton, Ga.; WNEX Macon, Ga.; KVFD Fort Dodge, Ia.; WHLB Virginia, Minn.; KTTS Springfield, Mo.; WABY Albany, N. Y.; WEST Easton, Pa.; WDAS Philadelphia; WHAL Shelbyville, Tenn.; KUNO Corpus Christi, Tex.; KLUF Galveston, Tex.

Modification of CP

WACR Columbus, Miss.—Mod. CP new AM station for extension of completion date.

WBNS-TV Columbus, Ohio—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

CP to Replace CP

KVIM New Iberia, La.—CP new AM station to replace expired CP on 1570 kc 1 kw D.

AM—1320 kc

WRJW Picayune, Miss.—CP AM station to change from 1320 kc 1 kw D to 5 kw D.

June 8 Applications . . .

ACCEPTED FOR FILING

AM—940 kc

WTPS New Orleans—CP AM station to change from 940 kc 1 kw-D 500 w-N DA-N to 940 kc 5 kw-D 1 kw-N DA-N.

(Continued on page 88)

LICENSE FEES

Action This Session Unlikely

SENTIMENT for assessment of license fees on broadcast station applications, shared alike by FCC and in certain Congressional quarters, appears to have subsided in the wake of other pressing business and may die aborning before Congress adjourns.

Authorities of two committees to which separate proposals for such legislation have been assigned concede that if revenue measures are considered at all, lengthy hearings probably would be in order. They point out, however, that time is rapidly running out and feel there's little likelihood of action in this Congress.

The move to impose fees on license applications is based on a bill (HR 7711) by Rep. Cecil R. King (D-Calif.) which would direct a Treasury Dept. study on methods of collecting fees and charges not now assessed, and on an FCC report to Sen. John L. McClellan (D-Ark.) indicating it would be receptive to levying fees on certain of its special services [BROADCASTING, March 20].

The King measure has been referred to the House Ways & Means Committee, which now is awaiting recommendations of the Treasury Dept. and Budget Bureau on the feasibility of such legislation.

Opens Law Office

EUGENE L. BURKE, broadcast attorney with FCC until 1946 and since that time with the Washington law firm of Hayes & Hayes, last week announced establishment of his own law office at 821 15th St., N.W., Washington 5, D.C. Telephone is Sterling 3717. He will engage in radio and general practice. Mr. Burke joined FCC's accounting division in 1935 and later was transferred to the common carrier legal staff and subsequently to the broadcast legal staff of the Commission. In 1944-45 he was a Navy communications officer.

MILWAUKEE County Radio Council has presented WTMJ Milwaukee with two first awards for public service programs for 1950. Shows are *Mr. Jaycee* and *Young Moderns and Authors.*

Headaches Face Board

(Continued from page 18)

to this post in May by Mr. Ryan. Last week the title of the position was changed to director of station relations. Mr. Huffington has taken a preliminary excursion into the field to contact a number of stations in the South Atlantic area but plans to remain in Washington a while to become thoroughly acquainted with NAB activities and to plan his membership contacts.

New directors who sit as full-fledged board members for the first time since last winter's elections are William B. Fay, WHAM Rochester, District 2; Harold Essex, WSJS Winston-Salem, N. C., District 4; Harold Wheelahan, WSMB New Orleans, District 6; George J. Higgins, WISH Indianapolis, District 8; Jack Todd, KAKE Wichita, District 12; William C. Grove, KFBC Cheyenne, Wyo., District 14; A. D. Willard, Jr., WGAC Augusta, Ga., and John Esau, KTUL Tulsa, medium stations; Patt McDonald, WHHM Memphis, and Edgar Kobak, WTWA Thomson, Ga., small stations; Ben Strouse, WWDC Washington, FM stations. They will attend an indoctrination meeting June 19.

The board is to elect a director-at-large for large stations to succeed Mr. Ryan, who resigned as a director last April when he was elected NAB general manager. The Fellows vacancy is to be filled at the same time.

IT'S

WOAI

IN THE SOUTHWEST

● 316,700 families listen to WOAI daytime three or more times per week (BMB).

● WOAI leads in share of audience morning, afternoon and night (Hooper).

● WOAI has the top 22 daytime weekday programs in San Antonio (Hooper).

● For availabilities on the Southwest's best buy—call our representative (Petry).

CLEAR CHANNEL · 50,000 WATTS
WOAI
SAN ANTONIO

NBC-TQN

Represented Nationally by

EDWARD PETRY & CO., INC.

New York • Chicago • Los Angeles
St. Louis • Dallas • San Francisco
Detroit • Atlanta

When It's BMI *It's Yours*

Another BMI "Pin Up" Hit—Published by Acuff-Rose

BONAPARTE'S RETREAT

On Records: Gene Krupa—Vic. 20-3766; Pee Wee King—Vic. 21-0111; Kay Starr—Cap. 936; Buzz Butler—Dec. 46209; Leon McAuliffe —Col. 20706.

BMI

ROADCAST MUSIC INC. 580 FIFTH AVENUE
EW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Docket Actions . . .

INITIAL DECISION

WCTT Corbin, Ky.—Examiner Fanney N. Litvin announced initial decision to grant application of Corbin Times-Tribune Inc., to change from 1400 kc 250 w unlimited to 680 kc 1 kw unlimited, directional night and change transmitter and studio locations. See story this issue. Decision June 6.

OPINIONS AND ORDERS

Mount Vernon Bcstg. Co., Mount Vernon, Ohio and Beer and Koehl, Ashland, Ohio—By memorandum opinion and order denied petition of Mount Vernon Bcstg. Co., requesting reversal of Commission's decision of Feb. 1, which denied application for new station at Mount Vernon, and granted application of Beer and Koehl for new station at Ashland, Ohio. Order June 2.

WIBK Knoxville, Tenn.—By memorandum opinion and order denied petition filed by Independent Bcstg. Co., for reconsideration, rehearing or reopening of proceeding, directed against Commission's action denying application for FM CP and AM license. Granted authority to continue operation for thirty days from release of this memorandum opinion and order to wind up affairs and cease operation. Order June 2.

KTRH Houston, Tex. and KSEO Durant, Col.—Announced memorandum opinion and order to grant petition of KTRH Bcstg. Co. for reconsideration and rehearing insofar as it attacks inconsistent findings in para. 51 and 53 of Findings. First sentence in par. 51 of decision of Jan. 27 was corrected. In all other respects petition for rehearing and consideration was denied, and petition of Democrat Printing Co., Durant was denied.

Deletions . . .

ONE FM authorization reported deleted

FCC Actions

(Continued from page 87)

Applications, Cont.:

AM—900 kc

West Texas Bcstrs. Inc., Plainview, Tex.—CP new AM station 1570 kc 250 w D AMENDED to request 900 kc and change studio location to Floydada, Tex.

SSA—1410 kc

WFCB Dunkirk, N. Y.—SSA AM station to operate on 1410 kc 500 w unl. DA-2 for period not to exceed six mos. or until final decision is reached.

Modification of License

WLYN Lynn, Mass.—Mod. license AM station to increase power from 500 w D to 1 kw D on 1360 kc.

License Renewal

Request for license renewal AM station: KIFI Idaho Falls, Ida.; WBNY Buffalo, N. Y.; KWIN Ashland, Ore.; KUGN Eugene, Ore.; WJAC Johnstown, Pa.; WLOW Portsmouth, Va.; KODI Cody, Wyo.

Modification of CP

WKAP Allentown, Pa.—Mod. CP new FM station for extension of completion date.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JUNE 8

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,137	2,113	182		301	279
FM Stations	700	497	241	3*	18	13
TV Stations	105	40	69		352	182

* Two on the air.

CALL ASSIGNMENTS: KAPA Raymond, Wash. (Pacific Bcstg. Corp., 1340 kc, 250 w fulltime); KJSK-FM Columbus, Neb. (George Basil Anderson, (101.5 mc) Ch. 268); KRMO Monnett, Mo. (Carthage Bcstg. Co., 990 kc 250 w day); WFMW Madisonville, Ky. changed from WCIF (Messenger Bcstg. Co.); WFMC Goldsboro, N. C. (Southern Radio & Television Corp., (105.5 mc) Ch. 288); WFMW-FM Madisonville, Ky. changed from WFMW (Messenger Bcstg. Co. Inc.); WJWL-FM Georgetown, Del. (Rollins Bcstg. Inc. (101.5 mc) Ch. 268).

* * *

by FCC last week. Total to date: AM 21; FM 64; TV 2.

WRGK Brookfield, Ill.—WRGK Inc. CP June 2. Economic.

New Applications . . .

AM APPLICATIONS

Seaford, Del.—Elizabeth Evans, 900 kc, 1 kw day. Estimated construction cost $12,890. Mrs. Evans was employed by Radio Corp. of America from 1930 to 1948 and more recently assisted her husband in the promotion and operation of WDOV Dover. Mr. Evans was licensee of that station. Filed June 2.

Bowling Green, Ky.—J. Granville Clark, 1340 kc 250 w unlimited. Estimated construction cost $17,000. Mr. Clark, individual applicant, is engaged in general law practice in Russellville, Ark. Filed June 7.

Tahoe Valley, Calif.—Radio Tahoe, 1240 kc, 250 w unlimited. Elwood R. Horwinski, sole owner, was owner of Electronic Mt. Radio Sales & Service, Lafayette, Calif. from 1944 to 1949 and is now owner Tahoe Radio (radio and electrical equipment service). Estimated construction cost $2,090. Filed June 7.

FM APPLICATIONS

Carmi, Ill.—Carmi Bcstg. Co., Class B FM station Ch. 247 (97.3 mc), ERP 10.7 kw, ant. 212 ft. Estimated construction cost $7,722.50. Carmi Bcstg. Co. is licensee of WROY AM outlet Carmi. Filed June 8.

TV APPLICATION

New Orleans, La.—The Times-Picayune Pub. Co., new commercial TV station Ch. 4 (66-72 mc) ERP 21.5 kw vis., 18 kw aur. Resubmitted June 5.

TRANSFER REQUESTS

WKOY Bluefield, W. Va.—Transfer of 583⅓ sh. of stock in WKOY Inc., licensee, from Odes E. Robinson to J. Lindsey Alley for $5,833. Ownership after transfer will be: Mr. Alley 56⅔ (controlling interest); E. Bernard Jarrett, 33⅓% and retention by Mr. Robinson of 10%. Mr. Robinson is principal owner of WVMI Biloxi, Miss. and wishes to take up residence there. WKOY operates with 250 w fulltime on 1240 kc. Filed June 5.

WIVY Jacksonville, Fla.—Transfer of control in WIVY Inc., licensee, from Frank L. Denton and L. Frank Jones to Edward J. Oberle for $50,000. Mr. Oberle is owner of Institute of Radio & Television, Jacksonville. WIVY is assigned 1 kw day on 1050 kc. Filed June 5.

KNGS Hanford, Calif.—Assignment of license from Samuel M. Beaubaire, individually and Samuel M. Beaubaire and Harriett S. Beaubaire as joint executors of the estate of Stanley S. Beaubaire, deceased to Samuel M. and Harriett S. Beaubaire, equal partners d/b as Hanford Sentinel and Journal. KNGS is assigned 1 kw unlimited on 620 kc. Filed June 6.

WKRT-AM-FM Cortland, N. Y.—Assignment of licenses from Cortland Bcstg. Co., Inc., to Radio Cortland Inc. for $100,000. Principals in Radio Cortland include Leighton A. Hope, National City Bank of New York, overseas branch from 1946 to 1950, president, 33⅓%; Robert M. Hope, general manager WWWB Jasper, Ala., vice president, 33⅓% and Polly G. Hope, secretary, 33⅓%. Gerald Mayers, presently president and general manager of WKRT wishes to devote more time to his law practice. WKRT is assigned 1 kw day, 500 w night on 920 kc. Filed June 6.

WHOM and WALK-FM Jersey City, N. J.—Transfer of control in Atlantic Bcstg. Co. Inc., licensee, from Generoso Pope, deceased, to Catherine Pope, Fortune Pope, Anthony Pope and Generoso Pope Jr., executors of estate of Generoso Pope Sr. [BROADCASTING, May 8, p. 43]. WHOM is assigned 5 kw fulltime, directional, on 1480 kc. Filed June 2.

WGAI Elizabeth City, N. J.—Assignment of license from WGAI Radio Co., licensee, to WCNC Inc. for consideration of $21,000. Principals in new corporation include: Joseph A. Gill, ⅓ owner WCNC; Herbert Peele, 66% interest in WGAI; Kate Ford Peele, 1% interest in WGAI; W. P. Heffernan, general and commercial manager WGAI; Samuel A. Twiford, ⅓ interest WCNC; Elwyn P. Leary, ⅓ WCNC and Thomas Peele, 33⅓% interest WGAI. Corporation agrees to make available $10,000 to new corporation after transfer is effectuated. This is a combination of assets of WCNC and WGAI as a single operation. WCNC frequency to be vacated. WGAI is assigned 1 kw day, 500 w night, directional, on 560 kc. Filed June 2.

KSLO Opelousas, La.—Assignment of license of KSLO Bcstg. Co., licensee, from a co-partnership composed of Hugh O. Jones, William E. Jones and Sarah Stewart Jones to William E. Jones d/b as KSLO Bcstg. Co. Sarah S. Jones receives $100 for her interest in KSLO. Hugh O. Jones transfers his interest of 55% to William E. Jones in transaction transferring WGCM Gulfport, Miss., filed simultaneously. KSLO operates with 250 w fulltime on 1230 kc. Filed June 7.

WGCM Gulfport, Miss.—Assignment of license from WGCM Bcstg. Co., licensee, co-partnership of Hugh O. Jones and William E. Jones to Hugh O. Jones tr/as WGCM Bcstg. Co. Consideration is $1,500 and Hugh Jones 55% interest in KSLO Opelousas, La. See transfer above. WGCM is assigned 250 w fulltime on 1240 kc. Filed June 7.

KOAT Albuquerque, KTRC Santa Fe, KRSN Los Alamos, all N. M.—Assignment of licenses from Rio Grande Bcstg. Co., licensee, to Alvarado Bcstg. Co. Inc. Resubmitted see BROADCASTING, May 8. Filed June 7.

WMLT Dublin, Ga.—Transfer of control in Dublin Bcstg. Co., from George T. Morris to his son W. Newt Morris through a number of stock transfers dating back to Dec. 1949. WMLT is assigned 250 w fulltime on 1340 kc. Filed June 1.

WWEZ New Orleans—Assignment of license from A. L. Chilton, Leonc H. Chilton and Ralph James Woc partnership d/b as Sky Bcstg. Serv to WWEZ Radio Inc. for $50,000 a assumption by corporation of prom sory note of Sky Bcstg. Service Dallas National Bank for $100,000. S Bcstg. owns KSKY Dallas and operati would be simplified to manage statio as entities. WWEZ is assigned 5 kw fulltime, directional, on 690 kc. Fil June 1.

WFGM Fitchburg, Mass.—Assignme of license from Donald L. Coleman J Albert E. Keleher Jr., J. Gordon Ke worth and James L. Spates d/b Wachusett Bcstg. Co. to new corpor tion. Mr. Spates withdraws and ceives $1,100 amount paid by him i company. The amounts to be paid stock issued the others represents su paid out or services rendered by ea party. Ownership upon completion transfer will be: Donald Coleman 12 Albert E. Keleher Jr., 25% and An E. Gridley 63%. Corporation has be formed as more appropriate means conducting business. WFGM is signed 1 kw day on 1580 kc. Fil June 1.

KSFE RENEWAL

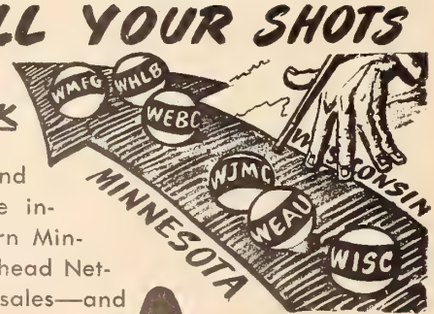
FCC Questions Transf

INVESTIGATION to determi whether or not an unauthoriz transfer of control of KSF Needles, Calif., has occurred w reported by FCC last week basis for its hearing ordered begin Aug. 14 on the station's renewal of license applicatio KSFE is assigned 250 w fulltim on 1340 kc.

License to Oscar D. Shell tr/as Shelley Radio Electric C KSFE has pending an applicati for sale of the station for $15,0 to Floyd Kenyon Reed [BROA CASTING, Dec. 19, 1949]. FC order for the hearing specified t Commission wished to obtain f information on the "circumstanc leading up to and surrounding t ownership of 49% of KSFE Mr. Reed between Nov. 9, 194 and May 21, 1949, and a contra of the latter date relating to mortgage held by Mr. Reed for the physical equipment of KSFE

The order indicated FCC wish to obtain full details of the D 5, 1949, contract between Mess Shelley and Reed for purchase the station by Mr. Reed and to d termine Mr. Reed's control ov the station's operation since N 9, 1948.

YOU CAN CALL YOUR SHOTS ON THE ARROWHEAD NETWORK



To cover the rich dairyland markets of Wisconsin; the industrial centers of Northern Minnesota . . . use the Arrowhead Network. You're interested in sales—and that's what we deliver!

ARROWHEAD NETWORK

WMFG HIBBING | WHLB VIRGINIA | WEBC DULUTH | WJMC RICE LAKE | WEAU EAU CLAIRE | WISC MADISON

Represented nationally by RA-TEL Reps., Inc. and regionally by BULMER-JOHNSON, Inc. Mpls.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

BEFORE YOU BUY IN HARTFORD . . .

See WDRC's new Market Study . . . for Hooper ratings, coverage, market figures. WDRC is your best buy! Write Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.

Procedure Question

(Continued from page 24)

counsel in a situation where it nnot and did not know the de- led happenings in the hearing om. . . ."

If the Commission itself de- es to conduct these hearings," r. Fulton continued, "they should held before the Commission and t the examiner."

In a news conference Thursday ternoon Mr. Fulton reiterated at "after two and a half years, a an ought to have a chance to put his witnesses." If FCC had arges to make, he said, it should ve made them in revocation pro- edings. He insisted that so long the proceeding is held to be a newal case, the applicant has the ht to introduce his own evidence st.

Confident of Winning

He reviewed the history of the chards proceedings, and declared: We'll meet this case anywhere and erywhere, and we'll win it."

Mr. Fulton said he had accepted ppenas issued by FCC for the pearance of Mr. Richards and PC General Manager Robert O. ynolds [BROADCASTING, June 5]. said Mr. Richards is desirous of tifying, but that his physicians ve said it might prove fatal for n.

He hit FCC again for its post- nement of the hearing, declaring was "mighty liberal" of the Com- ssion to hold up the proceeding nine days at the request of FCC unsel when it wouldn't grant him additional 24 hours to acquaint self with the case when he was st retained by Mr. Richards.

He said the postponement had st to us" the testimony of Father John J. Cavanaugh, president of Notre Dame U., who had been slated to testify last week on be- half of Mr. Richards. He released a telegram from Father Cavanaugh which said other commitments, in- cluding a visit to Europe, would make him unavailable for some time.

Meanwhile, at a pre-hearing con- ference held last Tuesday it was agreed that some 7,000 news scripts broadcast by KMPC since Sept. 28, 1947, would be microfilmed for use by FCC in presentation of its case.

Mr. Cottone made the request and also charged that KMPC scripts apparently had been gone through since Sept. 28, 1947, since sections are missing. FCC also has asked for scripts of WGAR and WJR.

Examiner Cunningham said he hoped to complete the entire Rich- ards hearings—the KMPC phase as well as those at WJR and WGAR, if necessary—without a recess. Joseph W. Burns, associate counsel for Mr. Richards, protested that the arrangement under Examiner Johnson had contemplated recesses between phases.

AUD RICHARDS

'Hill' Defenders Rally

CC would exceed "any authority ted in it by Congress" if the mmission decides to "penalize" A. (Dick) Richards "because of personal views," Rep. Stephen Young (D-Ohio) told his House leagues last Wednesday.

Rep. Young alluded to a speech t month by Rep. Anthony F. uriello (D-N. Y.), who scored C for accepting the testimony of te Roberts "as the Commission's r witness" in hearings on the ws policies of the owner of WJR troit, WGAR Cleveland and PC Los Angeles. Rep. Tauriello rged that Mr. Roberts, former PC newscaster, had made de- atory remarks against people Southern Italy, and questioned credibility as a government ness.

Freedom of speech, freedom of press, and freedom of the air- ves are basic privileges," Rep. ung asserted. "I can hope that FCC will keep this in mind." reminded that the Communica- ns Act contained a "definite ban ainst any form of censorship."

KMPC BROCHURE

Hits FCC in Richards Case

ATTRACTIVE and hard-hitting brochure called "Penalty for Pa- triotism" attacks the FCC's stand involved in the alleged "news slant- ing" proceeding against G. A. Richards, owner, KMPC Los An- geles, WJR Detroit and WGAR Cleveland.

Prepared by KMPC, the 20-page booklet outlines the case history of the proceeding and describes the stations' viewpoint. Featured is a statement by Hugh Fulton, sta- tions' chief counsel at the Los An- geles hearings, on the credibility of witnesses.

Theme of the brochure is that the FCC proceeding may be the first step toward eventually eliminating freedom of speech from both radio and the press. To substantiate this claim, news clippings introduced as evidence as well as newspaper and magazine editorials which defend the stations are reprinted. Ex- cerpt from the *Congressional Rec- ord* and letters written by civic, in- dustry and church groups are in- cluded.

FCC Studies Boosters

TEMPORARY extension of licenses for 30 days has been granted by FCC for the two 250-w booster sta- tions of WINX Washington, 250-w outlet on 1340 kc owned by William A. Banks. FCC indicated the boost- ers are licensed as developmental units and there has been no definite program of research or experimen- tation conducted by WINX in this respect. The Commission said the boosters are like a big directional array effecting a 750-w station and there is a question of the advis- ability of continuing such an ar- rangement. The license extension was granted pending further tech- nical study, FCC indicated.



GETTING close to his project—Tower Isle, multimillion-dollar resort hotel in Jamaica, British West Indies—is WMPS Memphis Program Director George Faulder. Station is broadcasting a series of 13 programs prepared by Mr. Faulder calling attention to the vacation spot. Station expects to announce sponsor soon.

ROYALTIES

SCOTUS Upholds Hazeltine

THE RIGHT of a patent licensor to collect royalties under a contract with a patent licensee, whether the patents are used or not, was upheld by the Supreme Court last week.

By a 6-2 vote, the Court affirmed a lower court's decision upholding Hazeltine Research Inc.'s suit to collect royalties from Automatic Radio Mfg. Co., of Boston, which had a non-exclusive patent license agreement with Hazeltine covering some 570 broadcasting patents and applications.

The Court majority said, in part:

. . . The mere accumulation of patents, no matter how many, is not in and of itself illegal. . . . Petitioner [Automatic] cannot complain because it must pay royalties whether it uses Hazeltine patents or not.

What it acquired by the agreement into which it entered was the privilege to use any or all of the patents and developments as it desired to use them. If it chooses to use none of them, it has nevertheless contracted to pay for the privilege of using existing patents plus any developments resulting from [Hazeltine's] continuous research.

We hold that in licensing the use of patents to one engaged in a related enterprise, it is not *per se* a misuse of patents to measure the consideration by a percentage of the licensee's sales.

1942 Agreement

The Hazeltine-Automatic agreement was reached in 1942, for a term of 10 years. Automatic acquired permission to use, in the manufacture of its "home" products, any or all patents which Hazeltine held or to which it might acquire rights. In return, Automatic was to pay royalties based upon a percentage of the selling price of complete broadcasting receivers, the sum in no event to be less than $10,000 a year.

The Court's decision was written by Justice Sherman Minton. Justices William O. Douglas and Hugo Black dissented in an opinion written by Justice Douglas. Justice R. H. Jackson did not participate.

RMA Reorganizes

(Continued from page 20)

spending of about $35,000. Expenses included $20,000 accompanying activity to eliminate the 20% federal excise tax on radios, TV sets and phonographs.

Special luncheon guests included FCC Comr. George E. Sterling; Jack Poppele, president of the Television Broadcasters Assn., and former Sen. Burton K. Wheeler, now RMA counsel.

Retiring president Cosgrove, speaking at the luncheon, deplored "political pressure which has been put on the industry to bring out color TV before it was developed." He said "there is no question but that Washington hearings have expedited the research on color TV. It has been extremely unfortunate that some people have mistakenly interpreted the public interest."

He construed public interest to be for better black-and-white reception. He termed color promotion "untimely" because of "aggressive" black-and-white development and 50% set price reductions in the past year.

Predicting use of 9½ million sets by the year's end, Mr. Cosgrove said: "The future looks extremely bright for all of us."

NATIONAL Highway Users Conference is sending factual story of role played by highway transportation in American economy to more than 2,000 agencies, plus many radio stations and newspapers.



MAJOR LEAGUE BASEBALL

Rings the Bell for

LIBERTY!

Millions of people listen to major league baseball over Liberty Broadcasting System . . . and major league baseball has made Liberty the largest baseball network in the history of radio!

LIBERTY BROADCASTING SYSTEM

Dallas, Texas

At Deadline...

AT&T MAY REQUEST SUBPENAS IN TV HEARING

AT&T SPOKESMEN said Friday they will seek subpenas if necessary to secure re-appearance of telecasters who testified in FCC hearing few weeks ago in general favor of requiring AT&T to interconnect its network TV facilities with those of Western Union. Disclosure was made during further sessions of interconnection hearing (early story page 49). Telecasters who testified at previous session were representatives of WOR-TV New York and WOIC (TV) Washington; ABC, CBS, NBC and DuMont network [TELECASTING, May 8].

William G. Thompson, assistant vice president of AT&T, meanwhile testified that requiring AT&T interconnection with WU would increase cost of service without meeting any demand for service which is not already being met. He said by end of 1950 AT&T will have invested almost $70 million in efforts to provide national network service for TV.

CBS TALKS CONTINUE

NEGOTIATIONS for new contract for CBS technical employes in New York to replace contract expired May 28 were continuing Friday, with working conditions a main point of contention although still slight discrepancy between union's money demands and network's offered increase. With no present contract in effect, IBEW can call men out any time without notice. While new contract is for New York only, it will probably set pattern for IBEW contracts at other CBS operating points.

UHF BAND SOUGHT FOR TV

USE OF 470-500 mc by UHF television will serve greater public interest than limited use by various mobile and common carrier services, FCC was told Friday by Dr. Thomas T. Goldsmith, Allen B. DuMont Labs research director, at hearing on proposal to allocate that part of spectrum to mobile group (see early story page 49). Even full use of VHF and UHF channels will still leave scarcity situation in Midwest and Eastern Seabord. This portion of TV proceeding expected to be completed this Wednesday with testimony by F. J. Bingley, Philco Corp. chief TV engineer, and Frank Marx, ABC vice president in charge of engineering, latter appearing in behalf of Television Broadcasters Assn. Question undecided as to further evidence by broadcasters next fall after color decision and UHF data reports.

NEW YORK FORD MOVIES

NEW YORK Ford Dealers, through J. Walter Thompson Co., to sponsor 2¾ hours to present *Ford Movie Night*, effective June 26, on WOR-TV New York. Program will feature J. Arthur Rank movie plus western, comedy short and sports newsreel.

JOINS NEW YORK BOARD

GENEROSO POPE Jr., vice president of WHOM New York, last Friday was sworn in as member of New York board of higher education, by Mayor William O'Dwyer. It is rumored Mayor O'Dwyer will resign from mayoralty to accept offer to head Generoso Pope Foundation, created by late Generoso Pope, at salary said to be $100,000 annually.

'VOICE' HEARINGS PLANNED

HEARINGS will be held by special Senate Foreign Relations subcommittee on resolution (S Res. 243) by Sen. William Benton (D-Conn.) to expand Voice of America and other State Dept. information services, it was indicated Friday. Committee Chairman Tom Connally (D-Tex.) named Sen. Elbert D. Thomas (D-Utah) as chairman and also appointed Sens. Brien McMahon (D-Conn.), J. William Fulbright (D-Ark.), H. Alexander Smith (R-N. J.) and Henry Cabot Lodge Jr. (R-Mass.). Sen. Benton is sponsor of move to set up radio networks abroad.

COHEN RESIGNS FROM FCC

RESIGNATION of Harold J. Cohen as chief of FCC's new Common Carrier Bureau to join New York law firm of Root, Ballantine, Harlan, Bushby & Palmer was announced by FCC Friday, effective today (Monday). Jack Werner, assistant chief of bureau, who joined FCC as attorney in 1946, was designated acting chief. Common Carrier Bureau was first of four functional units to be established by FCC in its functional realignment [BROADCASTING, March 13].

WOR PROMOTES KING

WARREN KING, former assistant sales manager, WOR New York, promoted to radio sales account executive, handling retail outlets in metropolitan area. William B. Jennings, formerly with sales department of Gulf Oil Co., Atlanta, succeeds Mr. King.

CBS ENDS HOWE PACT

EFFECTIVE Sept. 1, CBS terminates its contract with Quincy Howe, at news analyst's request. Mr. Howe becomes associate professor, School of Journalism, U. of Illinois. He will also broadcast news analyses over university's station, WILL Urbana.

TV CENSORSHIP ARGUED

QUESTION whether state board can censor motion picture film used on television reargued Friday before U. S. Court of Appeals for Third Circuit, Philadelphia. Pennsylvania state board argued against U. S. District Court decision which had ruled invalid board's order that film be censored before telecast by TV stations. Court's ruling followed petition by group of Pennsylvania television stations that declaratory judgment be issued to restrain board's order on grounds it conflicted with Communications Act and outside state's jurisdiction.

FOUR CBS SHOWS RENEWED

FOUR CBS shows, three sponsored by Procter & Gamble Co. and fourth by Campbell Soup Co., renewed for 52 weeks. Campbell's *Club 15* renewal date is July 3. P&G shows, *Beulah* and *Jack Smith Show*, effective July 3; *The FBI in Peace and War*, effective July 6.

PABST WRESTLING

PABST SALES CO. (Blue Ribbon beer), through Warwick & Legler, New York, considering sponsorship of TV wrestling matches in about six cities.

TV SPOTS RECOMMENDED

BBDO, New York, has recommended television spot schedule to its client, DeSoto Division of Chrysler Corp.

Closed Circuit

(Continued from page 4)

quarters, acquire any of properties, so realignment might be involved.

BEST FOODS (Nucoa oleomargari through Benton & Bowles, New York, pla ning spot announcement campaign July 10 about 150 stations.

DAVID CARPENTER, first and last gener manager of WCON Atlanta which ceas operation May 31 following merger of Atlan newspapers, has joined Music Corp. of Ame ica as directing head of MGM Radio Attra tions, marketed by MCA as sole distribut MGM programs are packaged throu WMGM New York under executive direct of Bert Lebhar. Crenshaw Bonner, form national sales manager of WCON, will fur tion in similar capacity under Mr. Carpent at MCA.

MAIN POINT to be resolved in move f separation of Broadcast Advertising Bure from NAB is whether membership in NA shall remain prerequisite for membership BAB. If BAB should cut loose entirely, independent organization, it's pointed o some small stations probably could not affo membership in both. Prerequisite patte according to its proponents, is followed newspapers under ANPA and its Bureau Advertising.

SLATED to leave NAB after 12 years service is Arthur C. Stringer, director of a nual equipment and service exposition at dustry convention, author of station manag ment studies and spark behind commerc development of station news services.

FEELING persists that NAB should sh scene of convention, for one year at least. cause of recent Chicago rhubarb there's mou ing sentiment in favor of New York as well Washington.

IN WORKS at Federal Trade Commissi are stipulation agreements in governmen cases against five antihistamine firms charg with "deceptive" ads. Hearings on Brist Myers Co. and Anahist Co. complaints "po poned indefinitely" pending imminent F announcement on "settlement."

FCC PLANNING top-level study of pos bility of assuming jurisdiction over FM a TV receiver design because of interfere from spurious emissions [TELECASTING, Ju 5]. Besides clear warning of Chairman C at RMA convention (story page 20), it's u derstood Law Bureau now is investigating for report to Commission—legal basis for su action. If Commission takes jurisdiction, pr edent of no FCC authority over receiv would be broken.

SERIOUS IMPLICATIONS of FM-TV int ference with other sets and with aviati radio range system (see above) are forese in connection with whole TV allocation pr lem. For example, it's pointed out, whole qu tion of color compatibility could be knoc into cocked hat if alterations in IF circuit were ordered for six million sets now in as well as those on production lines. In t event, some experts aver, adapters for n compatible color also could be ordained, assu ing FCC finally did adopt non-compati standards.

GIESY JOINS RCA VICTOR

DON GIESY has closed his New York public firm to join publicity department of R Victor in Camden, effective June 14.

113% GREATER

Total Weekly Family Audience
DAYTIME
WTAG with 136,570
delivers 113% more families than the closest second station

BMB
Station Audience
Report
Spring 1949

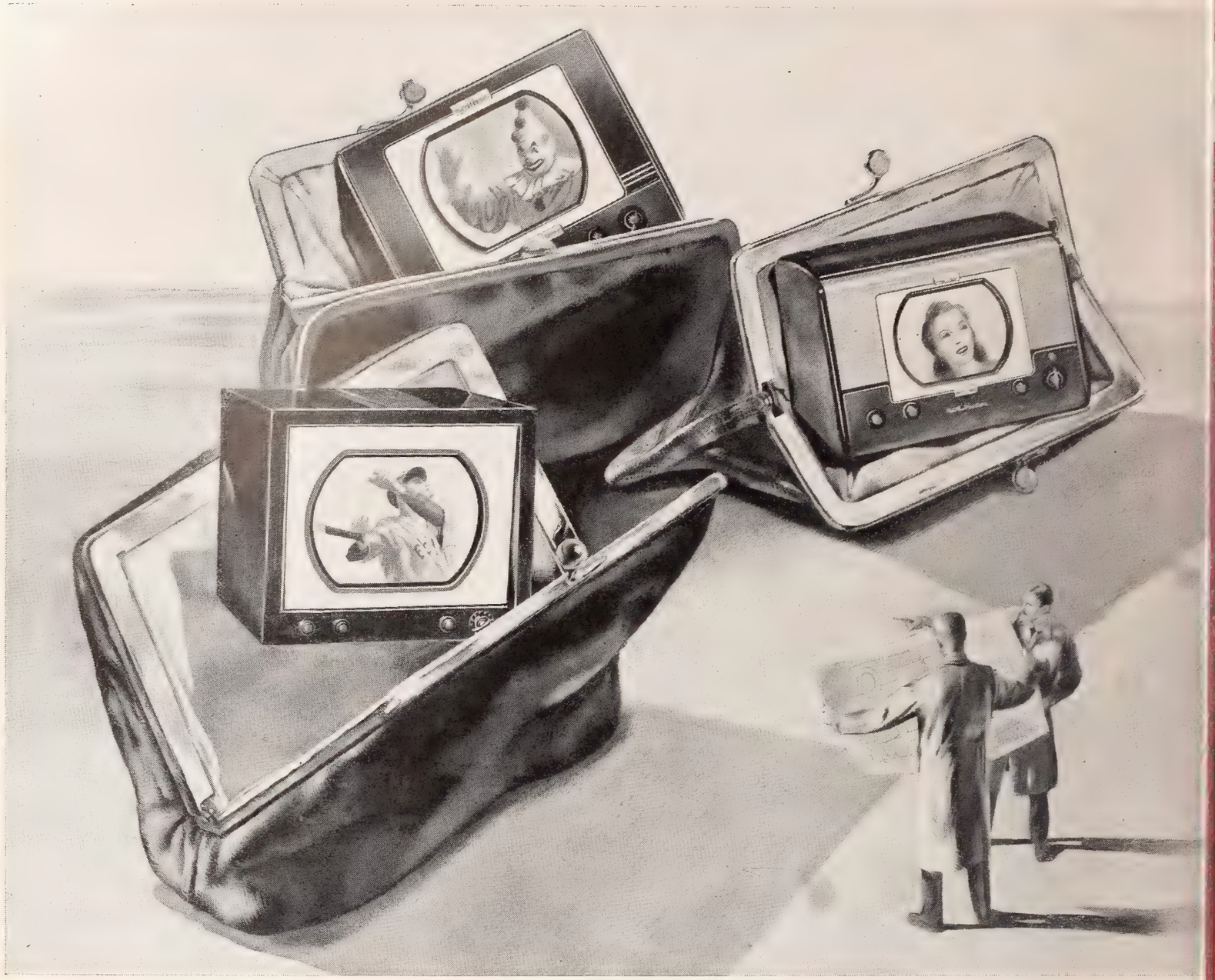
213% GREATER

6 or 7 DAYS Families
WTAG with 102,230
delivers 213% more families than the closest second station

See Raymer for all details

WTAG
WORCESTER
BASIC CBS
580 KC

Industrial Capital
of New England



Developments by RCA scientists have made Television part of family life in homes of all income

How research fits television into **more purses**

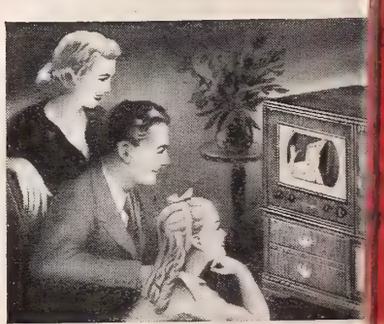
Remember when television was "just around the corner," and guesses at receiver cost ranged to thousands of dollars? Came *reality*, and pessimists were wrong. Home television sets were reasonable in cost, and have grown more so year by year.

A major factor has been research, as conducted at RCA Laboratories. For example: In 1949, RCA scientists perfected the now familiar glass-and-metal picture tube—so adaptable to mass production that savings of 30% in tube cost were made. Again, these scientists and development engineers learned how to replace complex parts with less costly, and more efficient materials. A third contribution was the use of versatile *multiple-purpose* tubes—so that one could do the work of several!

Most important, these savings have been quickly passed on to you, the consumer. RCA Laboratories is known as a great center of radio, television, and electronic research. It is indeed an institution which fits RCA products into more purses!

* * *

See the latest in radio, television, and electronics at RCA Exhibition Hall, 36 West 49th Street, N.Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, N.Y.



New RCA Victor 16-inch home televisi receiver, a leader in the 1950 line.

RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television

JUNE 19, 1950

BROADCASTING TELECASTING

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Charles Warren
Page 18

TELECASTING
gins on Page 47

Newsweekly
Radio and
evision.

00 Annually
cents weekly

Success story:

A large Richmond biscuit company started plugging crackers on WLEE last January.

Results: January sales were 50% better than December. February sales more than double December sales!

The agency account executive writes: "I attribute the major share of this growth to the splendid job that WLEE has done and is doing."

Would you like results like this in Richmond? Call in your Forjoe man and get WLEE on your list today.



WLEE

MUTUAL IN RICHMOND

TOM TINSLEY, *President* ■ IRVIN G. ABELOFF, *General Manager* ■ FORJOE & CO., *Representatives*



DINNER BELLS RING

And on thousands of Midwest farms, the men come in from the fields and the barns to a hearty meal with the family. Even on the most modern farms, the dinner bell continues as more than a tradition, for at certain seasons of the year, especially during harvest and plowing times, the men of the house are often beyond the sound of a voice . . . and so the big, powerful old bell calls them together to eat at noon each day.

Dinner Bells ring in the WLS studios . . . as they have at noon for more than 26 years . . . and with the same regularity with which they sit down around the family table, farm and small town families make sure their radios are set at 890, to listen to the friendly, familiar voices of Arthur C. Page, America's best known farm personality, Dr. John W. Holland, staff pastor at WLS, Chet Randolph, assistant farm program director, and WLS National Barn Dance stars who appear each day as part of Dinner Bell. They hear their neighbors, too . . . for no day passes on Dinner Bell without guest interviews, ranging from top agricultural officials to visiting farm families. Brides come from all over the Midwest to ring the traditional bells that start the program each day. And so the dinner bell symbolizes this WLS kinship between listener and broadcaster...a kinship we believe to be unique in all radio, both as a channel of service and a means of achieving unusual advertising results.



CLEAR CHANNEL Home of the NATIONAL Barn Dance CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

WWSW
PITTSBURGH

5000 WATTS 970 KC.

announces

the appointment of

JOHN BLAIR & COMPANY

as national representatives

Effective June 19th, 1950

WWSW, Pittsburgh's only full time independent station, now brings to the Pittsburgh area a proven pattern of outstanding independent programming—with emphasis on music, personalities and complete sports coverage. Backed by the promotion of the Post-Gazette, Pittsburgh's only morning newspaper, the growth of WWSW's audience—even in the past year alone—has been phenomenal. WWSW now delivers the advertiser really substantial audiences at amazingly low cost per thousand. Ask your John Blair man about it. He's ready with all the facts!

WWSW
PITTSBURGH

JOHN BLAIR & COMPANY

CHICAGO • NEW YORK • DETROIT • ST. LOUIS • DALLAS • SAN FRANCISCO • LOS ANGELES

REPRESENTING LEADING RADIO STATIONS

blished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Closed Circuit

WITH NO desire to scoop our British contemporaries, CLOSED CIRCUIT ventures that next director general of British Broadcasting Corp. will be Lord Tedder, marshal of the RAF now in United States as head of British mission. Lord Tedder, now on BBC board, returns to England after one-year assignment in U. S. at which time it's expected he will succeed Sir William Haley.

U. S. TREASURY expected to renew White House-inspired proposal to apply 10% radio set tax to TV receivers when excise tax bill reaches Senate. Tax deleted by House committee.

GROVE LABS (4-Way cold tablets), through Harry B. Cohen Agency, N. Y., preparing radio spot campaign using about 100 markets starting in October. Few TV markets may be included. Contracts for 22 weeks.

BEN H. BROWN, special administrator for estate of late Thomas S. Lee, and Ray Wright, counsel for sole heir, R. D. Merrill, conferred with FCC Chairman Wayne Coy and Acting General Counsel Harry M. Plotkin for almost two hours Friday afternoon. Subject: Plans for sale of estate's Don Lee Network (see earlier story page 16).

THOUGH NAB remodeling job has been done quietly but firmly under General Manager William B. Ryan, it's anybody's guess what will happen if personality undercurrents heard at recent board meetings come out into open this week, especially since nearly half of faces around directors table will be new.

KELLOGG Co. through Kenyon & Eckhardt, N. Y., preparing daytime strip five-times weekly, network radio show to appeal to adults and television show for children to start in fall.

FCC quietly ferreting out facts on network relations with FM stations desirous of becoming affiliates.

WHILE FORMAL acceptances for reconvening of NARBA deliberations in Washington are not all in from signatory North American nations, date of Sept. 6 has been set with likelihood that deliberations will get under way at that time. It's expected Comr. Rosel H. Hyde, chairman of Montreal conference delegation and of our delegation to Havana earlier this year, will continue as chairman and, it's presumed, will preside over NARBA conference in view of status of U.S. as host nation.

ROBERT L. COE, former general manager of WPIX (TV) New York, has been retained as consultant by Schine motion picture and radio interests, which include WPTR Albany.

LAST TIES with radio being snipped by

(Continued on page 74)

Upcoming

June 19: NAB Board Indoctrination, NAB Hdqrs., Washington.
June 19: FCC oral argument on proposed rules against "trafficking in frequencies," FCC Hdqrs., Washington.
June 20-22: NAB Board of Directors, NAB Hdqrs., Washington.
June 22-23: Kentucky Broadcasters Assn., Hotel Seelbach, Louisville.

(Other Upcomings on page 73)

Bulletins

KROGER Co., Cincinnati, realigning media schedules through Ralph H. Jones Co., that city. Spot announcements may replace *Linda's First Love* and *Editor's Daughter*, transcribed strips sponsored selectively.

BAM INCORPORATORS DISCUSS ORGANIZATION

INCORPORATORS of Broadcast Audience Measurement, projected industry coverage service created as successor to BMB, drew up organization plans at meeting held Friday at NAB Washington headquarters (see NAB board story page 17).

"Great strides" were taken toward setting up corporation, one incorporator said at close of meeting. Names of proposed directors were discussed, along with plan to elect corporation officers. "Everything's going fine," it was added.

Henry P. Johnston, WSGN Birmingham, presided at meeting as chairman of incorporating group. He is working on number of details not completed Friday. Plans for sale of stock in corporation were reviewed.

Under BAM plan its board would consist of 14 broadcast directors: 3 affiliates (large, medium, small); 3 unaffiliates (large, medium, small); 3 TV; 1 FM; 1 each network. In addition advertisers and agencies each would have three directors.

Organization plans expected to be ready for submission to NAB board during its three-day meeting opening Tuesday in Washington.

Attending Friday session besides Mr. Johnston were J. Harold Ryan, Fort Industry stations; Frank M. King, WMBR Jacksonville, Fla.; Robert T. Mason, WMRN Marion, Ohio; Charles C. Caley, WMBD Peoria, Ill.; Don Petty, NAB general counsel.

AMERICAN OIL SIGNS

AMERICAN OIL Co. July 3 starts Edward R. Murrow, 7:45-8 p.m., Mon.-Fri., on CBS stations on eastern seaboard. Broadcasts continue over full CBS network. Agency: Joseph Katz Co., New York.

FENIGER SUCCEEDS LYNCH

JEROME FENIGER, now with Biow Co., New York, will join Cunningham & Walsh, succeeding Tom Lynch, who is with Young & Rubicam (see story page 20).

Business Briefl

PINKHAM PLANS ● Lydia E. Pinkham preparing spot announcement radio campa starting July 31 in 52 markets. Age Erwin, Wasey & Co., New York.

IRONITE VIDEO ● Ironite Corp., for e tric mangle irons, buys 7:30-8 p.m. Mon period on ABC-TV, program to be announ Agency, Brooke, Smith, French & Dorra Detroit.

TRAVEL ACCOUNT ● Crone-Frederi Travel Service, New York, appoints Lawre Boles Hick Inc., New York, to handle its s radio campaign.

MILES RESUMES ● Miles Labs, Elkh Ind., renewing *Quiz Kids* Sept. 10, Sun., 3 4 p.m. on NBC. Agency, Wade Adv. Age Chicago.

B-M VIDEO ● Bristol-Myers Co., New Y placing spot announcements in 8:15 and 8 p.m. station breaks on Arthur Godfr Wednesday night TV show on CBS- Agency, Doherty, Clifford & Shenfield, N York.

SEEDS APPOINTED ● Newly Weds B ing Co., Chicago (ice cream cake), na Russel M. Seeds Co., Chicago, to handle adv tising. TV to be used. Fred W. Swanso account executive.

BROWN RENEWAL ● Brown Shoe Co., Louis, renewing *Smiling Ed McConnell S* Aug. 12, Sat., 11:30-12 noon on NBC. Ag cy, Leo Burnett Co., Chicago.

FALL PROSPECT ● General Mills, thro BBDO New York, plans network televisio autumn for institutional advertising.

BURLINGTON PROJECT ● Burling Brewing Co., Burlington, Wis. (Van Mer beer) contemplating summer TV test in M waukee, using one-minute film spots. Age Goodkind, Joice & Morgan, Chicago.

ABC SIGNS McNEILL TO 20 YEAR CONTRACT

DON McNEILL, *Breakfast Club* master ceremonies for past 17 years, has signed year contract to continue program with A it was announced today by Mark Woods, chairman of network. Contract is effective J 1, 1951. It is believed to be longest continu radio agreement ever signed with a ra personality.

Mr. Woods also announced Mr. McNeill signed exclusive TV contract with ABC become effective this fall. Details not revea but Mr. Woods intimated Mr. McNeill wo be featured in nighttime production wh would utilize present members of *Breakf Club* cast on once a week basis. He ad present *Breakfast Club* sponsors will h first options on commercial TV rights to sh These are Swift & Co., Philco Corp. and G eral Mills.

"The Great Majority of Passengers Enjoy Transit Radio"

—The St. Louis Post-Dispatch

Transit Radio Poll

Public taste is often nebulous. This can no longer be said, however, as to public taste in transit radio. A poll conducted for the Post-Dispatch among 23,000 bus and streetcar passengers by the Bureau of Business and Economic Research, School of Commerce and Finance, of St. Louis University indicates beyond doubt that the great majority of passengers enjoy transit radio. The vote is 74.9 per cent in favor of transit radio, 15 per cent against and 10.1 per cent who have no opinion.

The poll reveals some interesting results. Young people are overwhelmingly for music on the streetcars. Nearly 93 per cent of them favor it. . . . . .

At this point the ayes seem to have it.

Editorial from the
St. Louis Post-Dispatch,
June 1, 1950

TRANSIT RADIO
Now available in
all these markets.

Bradbury Heights, Md. WBUZ
(and suburbs of Wash., D. C.)
Cincinnati, Ohio WCTS
(and Covington, Ky.)
Des Moines, Ia. KCBC-FM
Evansville, Ind. WMLL
Flint, Mich. WAJL-FM
Houston, Tex. KPRC-FM
Huntington, W. Va. WPLH-FM
Jacksonville, Fla. WJHP
Kansas City, Mo. KCMO-FM
Minneapolis-St. Paul
Omaha, Neb. KBON-FM
Pittsburgh, Pa. (Suburbs) WKJF
St. Louis, Mo. KXOK-FM
Tacoma, Wash. KTNT
Trenton, N. J. WTOA
Washington, D. C. WWDC-FM
Wilkes-Barre, Pa. WIZZ
Worcester, Mass. WGTR-FM

It is highly significant that this survey was paid for by the St. Louis Post-Dispatch . . . a newspaper that has opposed Transit Radio in St. Louis. It is equally significant that the survey was conducted by the Bureau of Business and Economic Research, School of Commerce and Finance of St. Louis University employing sound research techniques.

75% OF THE RIDERS APPROVED, 10% HAD NO OPINION, and 15% OPPOSED RADIOS ON BUSES AND STREETCARS—**THUS CONFIRMING THE STARTLING FIGURE OF 85% UNOPPOSED AS SHOWN IN SURVEYS IN TRANSIT RADIO CITIES COAST TO COAST**

During the survey conducted the week of May 1-6, 23,587 interviews were made at streetcar and bus transfer points throughout the City of St. Louis.

This is conclusive proof of Transit Radio's popularity with transit riders. Advertisers, too, have found Transit Radio Fast, Effective and Economical. Call a Transit Radio Representative today for complete details.

TRANSIT RADIO, INC.

NEW YORK: 250 Park Ave.
Mu.H. 8-3780

CHICAGO: 35 E. Wacker Dr.
FIN. 6-4281

CINCINNATI: Union Trust Bldg.
Dunbar 7775

● Advertising that Moves More Merchandise per Dollar Invested is Bound to be the One that Gives You the Most Coverage for the Least Money!



● Covers a 17,000,000 Population Area in 5 States at the Lowest rate of any Major Station in this Region!

"It's The DETROIT Area's Greater Buy"

Guardian Bldg. • Detroit 26,

Adam J. Young Jr., Inc., Nat'l. Rep.

J. E. Campeau, President

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

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WASHINGTON HEADQUARTERS

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NEW YORK BUREAU 488 Madison Ave., Zone 22 *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Gloria Berlin.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1 *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

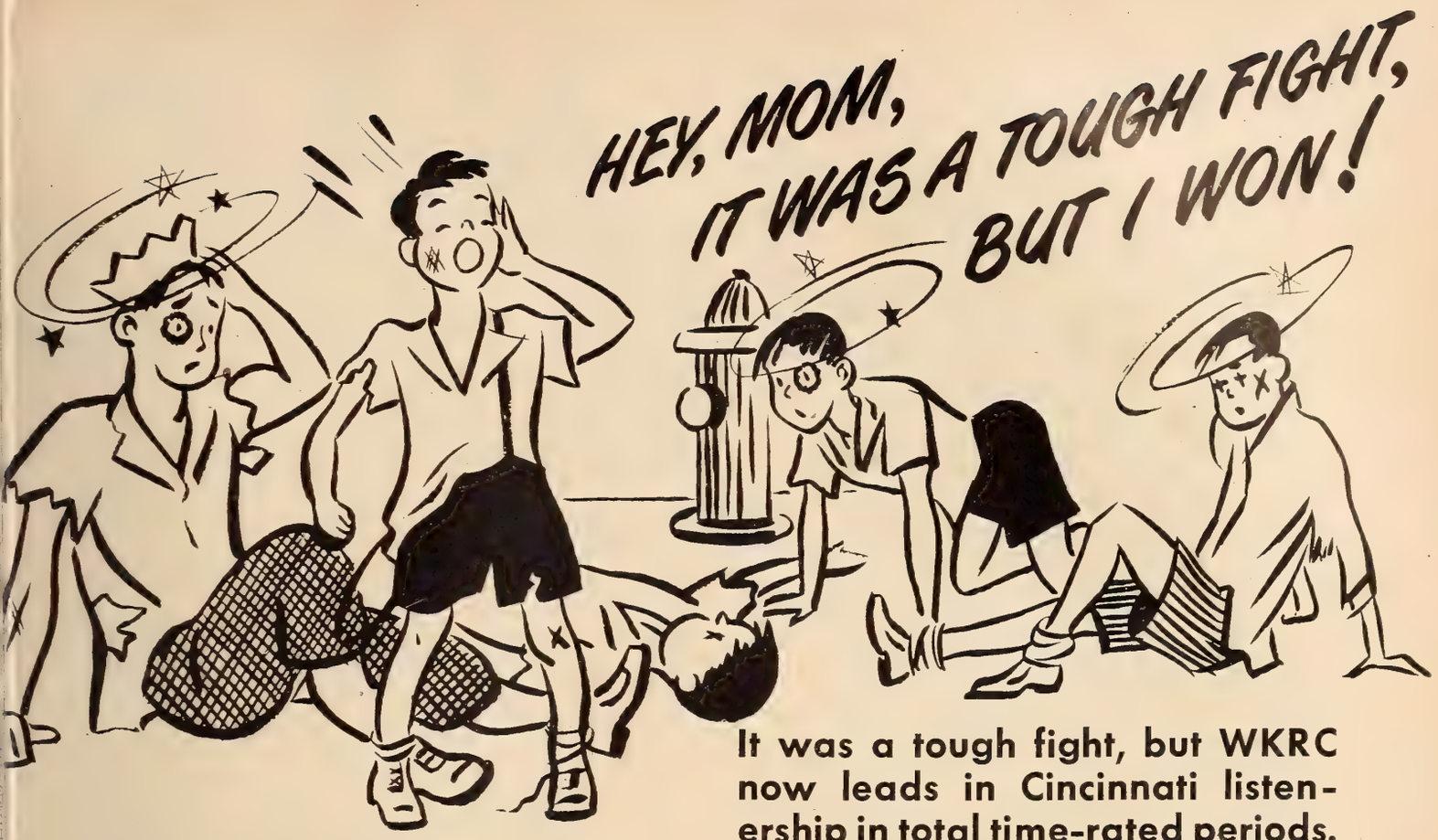
TORONTO: 417 Harbour Commission, *ELgin 0775* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

Copyright 1950 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy



It was a tough fight, but WKRC now leads in Cincinnati listenership in total time-rated periods.
(Hooper Station Audience Index, March-April, 1950)



ADDED TO THIS



the WKRC Key Item Plan Gives You . . .

completely coordinated promotion and merchandising which builds listener-viewer-reader-shopper interest in your program, your sales story and your product.

*Listeners
*Viewers
*Riders
*Readers

More Than 2 Million Impressions Daily!





Get the Complete Story

Radio Cincinnati, Inc.—Affiliated with the Cincinnati Times-Star

Represented By

Katz Agency—WKRC (AM and TV)

Transit Radio Inc.—WCTS-FM

WKRC WKRC-TV WCTS-FM

ON THE WASHINGTON SCENE



Ruth Crane's

MODERN WOMAN PROGRAM

reaches more women than any other woman's participation program in the Nation's Capital*

. . . and these women are the "purchasing agents" for the families in the rich metropolitan area where per family incomes are far above the national average!

Represented Nationally by ABC Spot Sales

*American Research Bureau, April 16—May 5, 1950

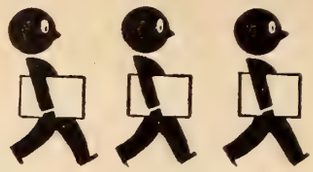
WMAL-TV

WMAL

THE EVENING STAR STATIONS

WASHINGTON, D. C.

WMAL-FM



agency

FRED W. SWANSON to Russel M. Seeds Co., Chicago, as vice pre dent and account executive. Was in same capacity at Goodki Joice & Morgan, Chicago.

JOHN MARISCH, business department Kudner Agency, N. Y., sin August, takes over duties of **MARY KING,** timebuyer, resigned.

LES MOSELY, co-manager Biow Co., S. F. office, to Foote, Cone & Bel ing, S. F., as account supervisor.

JERRY SCHUEPBACH, vice president Jim Baker & Assoc., Milwauke to Garfield & Guild, S. F., as account executive.

PRESCOTT (Bucky) METCALF, independent radio-television produc to radio-TV staff West-Marquis Inc., L. A.

JOHN I. SHIELDS, McCann-Erickson, N. Y., to Wertheim Adv. Asso N. Y., as account executive.

LOCKWOOD-SHACKELFORD CO., L. A., acquires **ROBERT W. BOON ADV.,** L. A. Mr. Boone to L-S as account executive in L. A. offi

VICK KNIGHT purchases stock of **HENRY RUSSELL** in Knight & Ru



on all accounts

ONLY the dwindling unwashed in the land can have failed to hear that "Tide's in." But presumably there are a greater number who are unaware that one of the principals in the detergent's highly successful strike at pay dirt is Alan Sidnam, young, energetic account supervisor for Tide, and recently appointed vice president at Benton & Bowles, New York.

With the agency since 1945, Alan began his association with the product in 1946 as an assistant account executive.

Immediately prior to joining Benton & Bowles, Alan's concern with Tide was of a more literal nature as he piloted a P-38 in more than 100 missions for the Army Air Force.

Born in Kalamazoo, Mich., July 14, 1917, he attended Kalamazoo College. His first contact with advertising came in his senior year when he enrolled for an extra course in the subject under Mr. Staake of the Kalamazoo agency, Staake & Schoomaker.

Upon graduation in 1937 Alan's instructor became his employer. Interested only in the experience, Alan asked and received nothing in salary, and he observes now, "I was worth it."



ALAN

After six months he went o to the *Kalamazoo News* where sold advertising and wrote featu articles—for which he was paid.

In 1938 he went to New Yo to work in the mail room of Wint nitz & Cairns, later to move to t copy department.

One year later when the ager divided into two separate firm Alan emerged as account executi copywriter and media man Robert Winterni Advertising.

It was from th post that he join the Army Air Fo in 1942 as an av tion cadet.

In the early da of Alan's tenure w Tide, the deterg was exploited spots and progra through the count but for the past t years the prod has sponsored J Skelton, Sund 8:30-9 p.m. on C Currently Tide a is using a TV s schedule.

The Sidnams h been married for years—she is the former Shi Meeker. They live in a Manhat apartment house.

Alan disclaims any interest hobbies. He is a member of Little Waccabuk Country Club.

beat



Inc., L. A. Name to be changer to Vick Knight Inc. New firm moves 04 N. La Cienega Blvd.

LLIAM T. TODD, copy director Geyer, Newell & Ganger, and before t vice president in charge of copy Lennen & Mitchll, N. Y., appointed y director Monroe F. Dreher Inc., N. Y.

LES SHERMAN, Deutsch & Shea, N. Y., to Emil Mogul Co., N. Y., as stant production manager.

NRAD W. MIKORENDA to television department William Warren, kson & Delaney, N. Y., as commercial copywriter.

AW & SCHREIBER Inc., Phila., moves to 1420 Walnut St.

L McCRADY, N. W. Ayer & Son and formerly R. S. Durstine, N. Y., Brisacher, Wheeler & Staff, L. A., as account executive.

RRY LEVINE, assistant production manager Reiss Adv., N. Y., to ppe-Wilkes, N. Y., in similar capacity.

E ETTINGER Co., formerly Margaret Ettinger & Co., moves to 40 54 St., N. Y. Telephone: Murray Hill 8-4842.

LE ROBBINS, copy chief Bermingham, Castleman & Pierce, N. Y., opy staff Benton & Bowles, N. Y.

TOR A. BENNETT Co., N. Y., moves to 11th floor, 511 Fifth Ave. ephone: Murray Hill 7-2189.

DIE STANLEY, television entertainer and former production head emount Pictures, L. A., to Vick Knight Adv., L. A., as executive vice sident.

VID BOFFERY, copywriter Geyer, Newell & Ganger, N. Y., since ember 1947, appointed copy group director.

AZIER E. NOUNNAN, publicity department head Henri, Hurst & Donald, Chicago, to public relations at J. Walter Thompson Co., Chi- o.

THARINE de REEDER, public relations, merchandising, publicity sultant, to John Falkner Arndt Advertising Agency, Phila., as director lic relations, publicity.

RRY J. CARTER, president Garry J. Carter of Canada Ltd., in llywood studying TV programming for use in Canada.

GAR M. HUYMANS, vice president-manager Mexico City office Ruth- ff & Ryan, elected president Mexican Assn. of Adv. Agencies. **BESSIE LBRAITH,** regional director Foote, Cone & Belding, elected director. ernate directors include **PAUL B. SCOTT,** vice president-general man- r Grant Adv.; **ARTHUR L. HALLET,** vice president-general manager rcy.

RHAM C. NAHL, associate director of research Needham, Louis & rby Inc., elected president Chicago chapter, American Marketing Assn.

. C. QUINN, vice president Van Sant, Dugdale & Co., Balto., elected sident Maryland Industrial Marketers, Balt. chapter, National In- rial Advertisers Assn. Inc.

ET LOEB WOLFF, copy staff Compton Adv., N. Y., given Tobe- urn Alumni Assn. highest award for "outstanding achievement" in ertsing and fashion.

BLISS, producer ABC *Sherlock Holmes* for Young & Rubicam ywood, returns to work after three months illness.

TTY McCARTHY, timebuyer Ted Bates Inc., N. Y., is mother of boy, r Michael, born June 5. Husband **JACK McCARTHY** is ABC sports- er.

IES M. CECIL, president Cecil & Presbrey, N. Y., elected board presi- t Institute of Psychotherapy, non-profit social service organization.

RIS HERR, Young & Rubicam, Hollywood, and **JACK DELANEY,** ner Bros., married June 3.

AVAILABLE

the top Hooper-rated 9:00 A.M. spot in Rochester, N. Y.



"David E. Kessler

AND THE NEWS"

In ROCHESTER, N. Y., the 9 to 9:15 a.m. period weekdays is Kessler-time. The top spot (Hooper-wise) is David E. Kessler's—and he's had that top spot for a long time now.

Veteran of more than 25 years in Rochester journalism and radio, Kessler is known to practically everybody in the area. He's director of the WHAM News Bureau and also has a once-a-week, night-time spot on television.

In over seven years on WHAM, Kessler retained the same national sponsor for 6½ years; a second for one year. In each case, the sponsor canceled out reluctantly only because of basic changes in policy affecting the client's entire radio budget.

Want to sell Rochester and WHAM's prosperous 15-county primary market? DAVID E. KESSLER AND THE NEWS can do it for you—NOW!

Your nearest HOLLINGBERY representative has the full story.

WHAM

THE STROMBERG-CARLSON STATION



Basic NBC—50,000 watts—clear channel—1180 kc

Look't What We Won!



● Proudly, WTTS accepts the Sigma Delta Chi award for distinguished service in American Radio Journalism.

The national award was won with Indiana University's SCHOOL OF THE SKY NEWS PROGRAM—"IT'S YOUR WORLD." The prize winning show is carried live on WTTS and later rebroadcast over 17 other stations in Indiana, Illinois and Kentucky.

In making the award, Sigma Delta Chi said: "The judges commend the series of educational programs slanted to students of the grammar-school level, for its public service, originality and the value to an estimated listening audience of over 200,000 listeners."

THE SARKES TARZIAN STATIONS

WTTS — WTTV

BLOOMINGTON INDIANA

Represented Nationally by WILLIAM G. RAMBEAU CO. New York, Chicago, Los Angeles, San Francisco

Represented Nationally by BARNARD and THOMPSON, Inc. 299 Madison Avenue New York City

new business



RE-CLEAN Corp., N. Y. (cleaning fluids), preparing extensive rad television campaign using network and independent stations. S tions or time not designated. Agency: Cayton Inc., N. Y.

EMBREE MFG. CO., Elizabeth, N. J., test spot campaign for Liff (f niture and floor polisher) in Milwaukee and Georgia. If successful, v expand. Agency: Metropolitan Adv. Co., N. Y.

SEARS, ROEBUCK & Co., Chicago, (National Retail Div.), to rele 18 one-minute live-action film commercials to its stores through country next fall for local sponsorship. Series, produced by At Films, Oak Park, Ill., features appliance lines.

WAVERLY FABRICS preparing participation radio for September, markets, eight weeks. Agency: Lawrence B. Hicks, N. Y.

SHIFMAN BROS., Newark (Sanotuft bedding), names Max Walter A South Orange, N. J., to direct radio-TV spot campaign.

CASE-SWAYNE Co., Santa Ana, Calif. (canned fruits, vegetables), points Mogge-Privett, L. A. Radio-television to be used.

MARLIN FIREARMS Co., N. Y., appoints Duane Jones Co., N. Y., direct firearms division advertising. Agency has served Marlin Ra Blade account since June 1949.

WILLIAM WARREN, JACKSON & DELANEY, N. Y., preparing ra spot campaigns for three new clients: **Great Kills (Staten Island) Bo of Commerce, Great Kills Boatmen's Assn.,** and **Foot-Ill Co.,** Norwa Conn.

PIERCE BROTHERS Mortuaries, L. A., appoints Erwin, Wasey Co., same city, to direct Pierce Insurance Co. and Valley View Memo Park advertising. Radio, television planned.

FRED W. AMEND Co., Danville, Ill. (Chuckles candy), names He Hurst & McDonald, Chicago, to direct account, effective July 1. Te vision planned.

DELTA PHOTO SUPPLY Co., N. Y. (photographic equipment, film), points Ted Nelson Assoc., N. Y., to direct radio-TV advertising.

Network Accounts • • •

SUN OIL Co., N. Y., to sponsor fall schedule professional football on AB TV beginning Saturday, Sept. 16. Includes 15 national football gam 15-week series *Pro Highlights,* film series of outstanding plays e week's league games. To be carried in non-league cities outside te torial right of member clubs and in certain league cities when ho club is on road. Agency: Hewitt, Ogilvy, Benson & Mather, N. Y.

TRIMOUNT CLOTHING Co., N. Y. (men's clothing), Aug. 26 rene for 52 weeks 8:15-8:30 p.m. portion *Stop The Music* (ABC, Sun., p.m.). Agency: William H. Weintraub & Co., N. Y.

BROWN SHOE Co., St. Louis (Buster Brown Shoes), Aug. 12 for weeks renews *Smilin' Ed McConnell,* NBC, Sat. 10:30-11 a.m. CI Agency: Leo Burnett, Chicago.

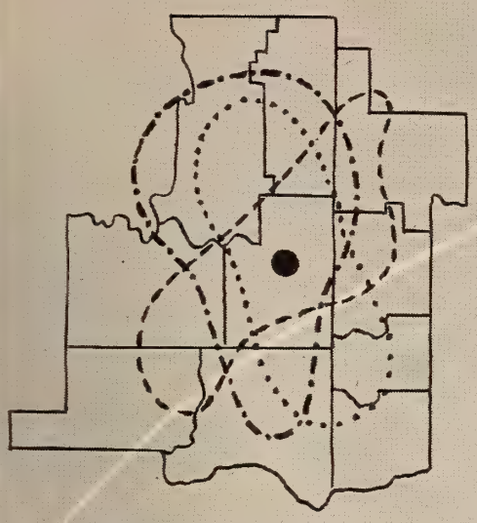
MILES LABS., Elkhart, Ind. (Tabcin, Alka Seltzer, One-A-Day Vitami Bactin, Sept. 10 for 52 weeks renews *Quiz Kids,* NBC, Sun., 2:30-3 p CDT. Agency: Wade Adv., Chicago.

Adpeople • • •

DONALD B. SEEM, assistant advertising manager Electric Auto-L Co., Toledo (*Suspense,* CBS-AM-TV), appointed advertising manage

HOWARD M. CHAPIN, advertising director General Foods Corp., nar by Advertising Council as coordinator of its campaign on governm reorganization, to serve as executive liaison between council, its agen J. Walter Thompson Co., and Citizens Committee for Hoover Report.

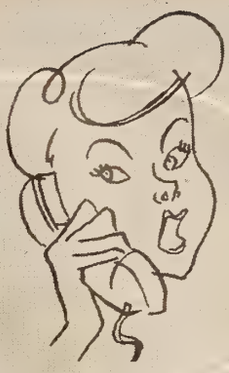
FRED ROPER, Standard Oil Co. (Calif.), re-elected president North California chapter, National Industrial Advertisers Assn.



Signal Strength?



Radio Homes?



Audience Surveys?

Or Traffic



Sales

TRAFFIC-SALES

the language every merchant understands

THE "XL" STATIONS

are proven producers of traffic and sales the tested A R B I * way

write for *Free* summary of 16 A R B I tests

To: The XL Stations—Box 1956-Butte, Montana

The XL Stations

KXL	KXLE	KXLY	KXLF	KXLJ	KXLQ	KXLK	KXLL
Portland	Ellensburg	Spokane	Butte	Helena	Bozeman	Great Falls	Missoula

* Advertising Research Bureau, Inc.

WIBG
EXCLUSIVE!
FOR THE
8TH STRAIGHT YEAR
OF BROADCASTING
PHILADELPHIA ATHLETICS GAMES
FOR THE
1ST TIME
BROADCASTING
ALL HOME AND AWAY GAMES...
OF THE PHILADELPHIA
ATHLETICS
10,000 WATTS
PHILADELPHIA'S MOST POWERFUL INDEPENDENT
WIBG
with
BYRUM SAAM
Outstanding play-by-play Sportscaster
REPRESENTED BY
ADAM J. YOUNG, INC.

feature of the week

RADIO has stepped in to play a leading role in the Youngstown, Ohio, Junior Chamber of Commerce year-round civic program. It's doing so every Saturday at 6:45 p. m. when *Mr. Jaycee Reports* throws the public spotlight on civic issues.

Modeled after the traditional "letter to the editor column," the WKBN Youngstown broadcast goes a bit further than the newspaper treatment. All questions or complaints—which take in the range of local issues such as parking, recreational, and city governmental problems—are answered.

Chief workers on the project are the membership which make up the local Chamber. One person is assigned to report on each complaint. He is given up to two weeks for his interviews of leading city officials or business leaders responsible for the particular department that is involved.

Issues are clarified by Mr. Jaycee (Gray McKenrick of the local chamber) who asks questions of four reporters appearing on the program each week. In addition to the public service provided, the Chamber feels the show has acquainted citizens with the Chamber itself and has built leadership among young members by compelling them to get out and meet local business men and city officials.

Another opportunity afforded the organization is the use of the program to help promote various drives such as the Mile of Dimes, city's annual spring clean up campaign, and other events sponsored by the chamber.



Waiting for "on the air" cue are "Mr. Jaycee" and high school prize winner, Nancy Ann Kosky.

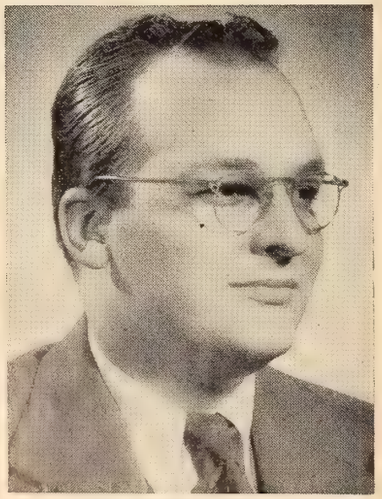
* * *

Most forceful testimonial is the request by three Junior Chambers of Commerce groups of neighboring towns for full particulars in order that they might institute a similar program of their own next fall. For its part in developing interest in the program by holding a contest among high school and junior high school groups on civic improvement, the Chamber and the program were commended by Mayor Charles P. Henderson who has appeared on the program twice. Other local leaders also have been guests.

While some of the topics have been debated before, WKBN and the Jaycees feel that the novel program provides a fresh approach based on a solid, objective presentation.

HOW MUCH DOES
COST TO REAC
RADIO FAMILIES
THE OMAHA AREA
on WOW:
62 Cent
PER 1000 FAMI
Station B:
81 Cent
PER 1000 FAMI
Station C:
89 Cent
PER 1000 FAMI
Based on the new BMB Study N
and published current rates for day
cross-the-board, advertisers.
AND WHAT'S MO
This WOW cost is
less than it was in 1
Write, wire or phone NOW for c
availabilities.
WOW
OMAHA
Owner and Operator of
WOW-TV and
KODY, NORTH PLAT
John J. Gillin, Jr., Pres. & Gen'l
John Blair Company & John Blair
Representatives

strictly business



WELLS BARNETT

SALESMEN for John Blair & Co., think Wells Barnett is a nice man to have around.

As sales development manager, Mr. Barnett keeps them supplied with essential sales tools. Last week, for example, he was putting the finishing touches to a 17-page (single-spaced) detailed analysis of WWSW Pittsburgh, which will be represented by Blair beginning today. He got his material on the Pittsburgh station first-hand as part of a team of Blair men that recently studied every phase of the operation. Copies of the WWSW report will go to the representative firm's salesmen everywhere.

Mr. Barnett keeps busy enough studying competitive factors in various markets, setting up conferences for station managers who visit the home office in Chicago, watching the normal flow of information from stations (like schedules, etc.), and putting out a daily Blair Bulletin to stations.

For nearly five years, Wells Barnett has backed up the company's salesmen from Chicago headquarters, but Aug. 1 he moves to New

(Continued on page 63)

PERPETUAL PROMOTION

wins prizes*
and holds audience loyalty!

The only prize WFBR set out to win was a prize audience, whose loyalty pays off in handsome Hoopers, and, by the same token, in direct and tangible results for WFBR advertisers!

WFBR newspaper advertising is the most consistent of any Baltimore station – 12 months a year – with no time out. WFBR carcards are consistent, too – 12 months a year. And WFBR "extra push" advertising – the special promotions and gimmicks – also goes 12 months a year. All this effort adds up to one big fact: the nearest thing to perpetual promotion is WFBR's advertising plan!

* **BILLBOARD prize winner again!**

WFBR takes first prize in regional channel network affiliate group for outstanding audience promotion in 1949!

AM **WFBR** FM

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY



at KYW
the mailman rings 3,800 times

Every week, on the average, Uncle Sam delivers *3,800 pieces of audience mail* to KYW's door!* Maybe this isn't a world record, but it's proof of consistent letter-writing interest on the part of 1,500,000 radio families throughout KYW-land.. which extends far beyond Philadelphia, and even beyond the limits of the nation's third market!

Just one example: a leading insurance company pulled more than 1,000 requests for a booklet during a single week on KYW's early-morning Musical Clock! For results like this, start promoting now on Philadelphia's 50,000-watt voice of NBC. See KYW or Free & Peters.

* Based on 65,300 pieces of mail tabulated during first four months of 1950.

KYW PHILADELPHIA

50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc **WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV**

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

BROADCASTING
TELECASTING

Vol. 38, No. 25 WASHINGTON, D. C., JUNE 19, 1950 $7.00 A YEAR—25c A COPY

STRIKES BESET RADIO-TV

More Labor Problems Seen

ENGINEER and talent unions last week struck CBS and WMGM New York, and further labor turmoil in radio and television seemed probable.

A two-and-a-half-day strike by 425 CBS technicians, members of the International Brotherhood of Electrical Workers (AFL), was ended when both sides agreed to reopen negotiations under the supervision of a federal mediator.

A strike of the American Federation of Radio Artists against WMGM was resolved within 12 hours when the station agreed to reinstate eight announcers who had been dismissed.

Meanwhile, a National Labor Relations Board field examiner held the first joint conference between the warring Television Authority and Screen Actors Guild, without apparently making any headway toward settlement of the bitter jurisdictional dispute in which they are embroiled.

The NLRB conference, described as an informal and preliminary discussion, included not only the field examiner, Sidney Levy, and representatives of TVA and both the Screen Actors and Screen Extras Guilds but also officials of television networks.

Although no official report on the proceeding was available, it was learned that neither TVA nor SAG gave any indications of yielding in their claims to representation of talent in television.

Seek NLRB Ruling

Both have filed petitions with the NLRB—TVA in New York and SAG in Hollywood—seeking designation as bargaining unit for television. TVA seeks representation for all talent in television. SAG seeks only to bargain for talent in the productions of motion pictures made for TV.

It was freely speculated by authorities, at the conclusion of last Thursday's NLRB meeting, that the TVA-SAG issue would go to an NLRB hearing, a procedure that would take some time.

But whatever the outcome of the jurisdictional dispute, telecasters were confronted with prospects of heavy demands from talent unions. Both TVA and SAG have announced demands for wages and working conditions they will seek.

The strike against CBS last week of 335 IBEW members in New York and 90 of them in Hollywood flared Monday evening after an impasse had been reached in negotiations for renewal of a contract that expired May 28.

The negotiations pertained only to the New York Local 1212 of the IBEW, but the 90 IBEW members in Hollywood walked out in sympathy. Their own contractural arrangements with the network were not involved.

The strike was called despite the fact—which both parties admitted—that basic agreement on wage increases had been reached. CBS had offered wage scales of $135 a week for five-year men, an increase of $6.50 over rates in the former contract, and the union had accepted the new scales, it was said.

Basis of Controversy

The core of the dispute was working conditions. Among the provisions sought by the union but not granted by CBS was additional vacation time, specific period for meal time and rearranged schedules of days off per week.

The strike, which started at 6 p.m. Monday, caused cancellation of nine CBS television shows, five of them commercial. Other television programs and all regularly scheduled radio shows, except some late evening dance band pickups, were broadcast with CBS executive and supervisory personnel acting as technicians.

The TV programs which could not be aired were: Monday—*Kirby Stone Quintet*, a sustainer, 7-7:15 p.m.; *Paul Arnold Show*, 7:15-7:30 p.m.; *The Goldbergs*, sponsored by General Foods, 9:30-10 p.m., and *Studio One*, sponsored by Westinghouse, 10-11 p.m.

Tuesday Shows Stopped

Tuesday: *Suspense*, sponsored by Electric Auto-Lite, 9:30-10 p.m. and the wrestling bouts, cooperatively sponsored.

Wednesday: *Stage 13*, a sustainer, 9:30-10 p.m., and a special UN program, 10-10:30 p.m.

Although its performance was scheduled for Friday, 9-10 p.m., a day after the strike was ended, the *Ford Theatre* was cancelled on order of Kenyon & Eckhardt, Ford agency, because there had not been time for adequate rehearsals while the strike was in progress.

A complicating factor in the IBEW strike was the refusal of some 100 stage hands, members of the International Alliance of Theatrical Stage Employes, to cross the IBEW picket lines in New York.

The absence of both scene handlers and engineers made production of such elaborate presentations as *Studio One*, *The Goldbergs*, *Suspense*, *Stage 13* and *Ford Theatre* impossible.

A few performers also were reported to have refused to violate the IBEW picket lines. The actions of the IATSE and the scattering of actors in respecting the engineers picketing were not official.

Announcement that the IBEW had agreed to return to work was made by J. R. Mandelbaum, U. S. Conciliations Commissioner in New York, at 7 p.m. Wednesday after CBS and the IBEW had agreed to resume discussions today (Monday).

Agreement Terms

Under the strike-ending agreement, CBS guaranteed to re-employ all IBEW members on its rolls before the strike, the IBEW agreed to return to work Thursday morning.

A specification of the agreement

(Continued on page 39)

PRESS DUOPOLY?

Radio Analogy Seen

AN ANTI-TRUST suit which could have far-reaching ramifications in radio—possibly starting with the awaited clarification by FCC of its "anti-trust" policy—was filed by the Justice Dept. last week against the New Orleans *Times-Picayune*, one of the South's top newspapers [CLOSED CIRCUIT, June 12].

Reminiscent of the Commission's duopoly rule in broadcasting, the suit is aimed in part at alleged practices involving "combination rates," charging that the Times-Picayune Publishing Co. used its two local papers in an attempt to attain monopoly.

Though the suit itself does not involve the company's radio interests—WTPS-AM-FM New Orleans—the case is being watched closely by FCC legal authorities and newspaper-owned stations throughout the nation, who number an estimated 25% of the total.

FCC authorities were officially silent on the question, but the first unofficial reaction was a "wait-for-the-outcome" attitude.

FCC Policy Question

Normally, FCC has not acted against licensees charged with anti-trust violations unless the suits ended in convictions or consent decrees—and currently the "action" in those cases has been to hold up action on applications pending a decision, still unreached, on a "uniform policy."

But the uniform-policy issue also raises the question of *alleged* violations and what policy FCC should adopt toward applicants who have been accused of violating any non-radio laws—anti-trust or otherwise—but who have not yet stood trial [BROADCASTING, May 1]. This whole question is still under consideration by the Commission.

The *Times-Picayune* currently has one application on which the Commission might indicate the course it intends to take. That is a pending WTPS request for 5 kw day and 1 kw night on 940 kc, which it currently uses with 1 kw day and 500 w night. There is also a television application which is caught in the freeze. The renewal applications of WTPS and WTPS-FM are not due until March 1953 and March 1951, respectively.

May Cite L. A. Case

For precedent, WTPS if necessary can cite the Commission's Los Angeles television decision of 1946 in urging a grant rather than delayed action in its bid for higher power. In that case FCC granted the application of Paramount Television Productions while recognizing that the company was involved in an anti-trust suit.

The Commission held that "the

(Continued on page 34)



LINEUP at Senate Interstate and Foreign Commerce Committee's hearings on renomination of FCC Comr. George E. Sterling included (l to r) Sens. Homer E. Capehart (R-Ind.) and John W. Bricker (R-Ohio); official stenographer (foreground); Sen. Owen Brewster (R-Me.), Chairman Ed C. Johnson (D-Col.), Sens. E. W. McFarland (D-Ariz.) and Charles W. Tobey (R-N. H.); Ed Cooper the committee's communications expert (in background) ,and Sen. Francis J. Myers (D-Pa.). Sen. Lester C. Hunt (D-Wyo.) also participated but was absen when picture was made.

* * *

STERLING PASSES SENATE GROUP

Unanimous Actio

CONFIRMATION of FCC Comr. George E. Sterling for a new seven-year term was virtually guaranteed last Friday as the Senate Interstate and Foreign Commerce Committee unanimously approved him following a two-session hearing on his renomination.

Committee approval usually is tantamount to Senate confirmation. Action by the Senate is expected early this week.

Despite the barrage of questions levelled at him, with peppery Sen. Charles W. Tobey (R-N. H.) as the chief inquisitor, members of the committee — including Sen. Tobey—at no time left any doubt that their ultimate decision would be favorable. They voted their approval in a brief session after the hearing was completed early Friday afternoon.

Sen. Tobey, who said he had armed himself with "approximately 141 questions," briefly revived the often-waged "Armstrong" fight over FCC reallocation of FM, but centered his major questioning on the handling of a 1947 memorandum to Mr. Sterling which he felt might have averted the present TV freeze.

In the give-and-take, Comr. Sterling indicated:

- He thinks FCC may do "something affirmative" in the long-pending clear-channel case before the end of "this calendar year" [CLOSED CIRCUIT, June 5].
- He does not personally regard VHF television as a temporary or interim service, thinks color TV decision may be ready by September, and estimates the freeze may be lifted by the end of the year.
- He hopes UHF space can be provided for a closely regulated Stratovision service, which he views enthusiastically as a means of taking TV service to broad areas of the nation.

The hearing, which opened Thursday afternoon, was recessed until Friday morning to permit Sen. Tobey, who had not yet completed his questioning, to attend other committee meetings. At the opening session he said he possessed FM evidence that "doesn't smell good," involving purported changes in FCC records, but did not pursue the subject when the hearing resumed Friday.

Both Sen. Tobey and Sen. Ed. C. Johnson (D-Col.), committee chairman, emphasized that the hearing and their questions were "impersonal" and designed soley to elict Mr. Sterling's views on important policy matters. Sen Johnson said he personally was "very friendly" to Comr. Sterling, a Maine Republican. The renomination is for a seven-year term starting July 1.

Home State Approval

Mr. Sterling also had the endorsement of both Senators from his home state—Sen. Owen Brewster, a member of the commerce committee, and Sen. Margaret Chase Smith—as pointed out by Sen. Johnson.

Most of Thursday's questioning related to a "confidential" memorandum on TV allocations sent by E. W. Allen, chief of FCC's Technical Information Division, to Mr. Sterling as FCC Chief Engineer i June 1947.

The memorandum raised th question of tropospheric interfe ence—one of the primary reason for the subsequent imposition o the TV freeze—and suggested tha allocations should take this fact into account.

Comr. Sterling conceded tha adoption of Mr. Allen's recom mendations *en toto* at that tim would have meant, aside from th color television question, that th freeze would not have been nece sary and that accordingly, mo stations could be in operation toda But he insisted that the scientif information then available was i sufficient to permit such action, an that, instead, a "comprehensive i vestigation" was launched to gath the necessary data.

He conceded that he couldn recall having passed the memora dum along to the Commission, b he denied that it was "buried" that Mr. Allen was instructed "pigeon-hole" it. He said Mr. Alle and the chief of the television div sion were told to take it into co sideration in their planning, a that he thought they discussed in staff meetings.

It was only after more and mo

(Continued on page 46)

LEE HOLDINGS

CBS Reportedly Gets KTSL

DESPITE LACK of formal announcement, reports were current last Friday that a tentative understanding had been reached on disposition of the radio and TV properties of Don Lee.

CBS was mentioned as the likely successful bidder for KTSL (TV) Los Angeles and the Don Lee headquarters, with a figure of $1 million reported for the station and in the neighborhood of $2,225,000 for the 1313 No. Vine headquarters.

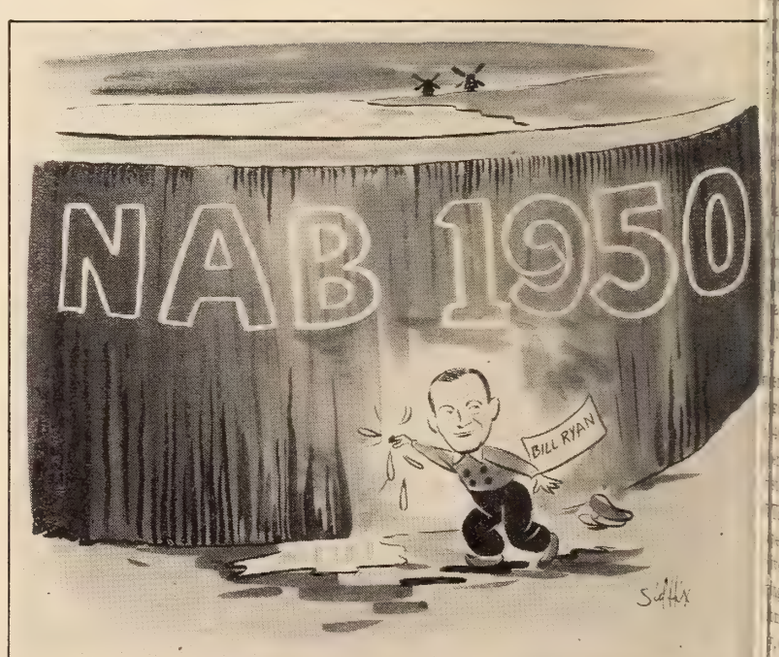
Ray Wright of Seattle, counsel for R. D. Merrill, 83-year old sole heir of Thomas S. Lee, and Ben H. Brown, public administrator of Los Angeles, were in Washington late last week, but refused comment. It is presumed they consulted with the FCC about the transaction. Mr. Wright told BROADCASTING no determination would be reached until their return to Los Angeles this week.

In addition to bidders previously reported, it was understood that a management group in Don Lee, headed by Chairman Lewis Allen Weiss and President Willet Brown, had been formed with a view to acquiring all properties save KTSL and the headquarters. Automotive properties, including several Cadillac agencies, had been disposed of previously.

Other bidders reportedly are Ed Pauley, financier and oil operator; Liberty Broadcasting System, and Floyd Odlum, head of Atlas Corp., giant holding company. In addition to KTSL and the headquarters there are the four owned-and-operated stations of Don Lee, Pacific Northwest Broadcasting Co., and a 19% interest in Mutual.



Comr. Sterling testifying at his confirmation hearing.



Drawn for BROADCASTING by Sid H

NAB BOARD TO TACKLE FUND CRISIS At D. C. Meet

NAB's Board of Directors will decide this week whether to solve the association's money and membership problems by reorganizing once again or by trimming and polishing the present structure.

Though two networks and a sizeable segment of stations have pulled out of NAB since the last board meeting in April, major developments in answering member complaints and solving budget problems are in the making at Washington headquarters.

Things have happened fast around the association offices in the past fortnight. Three key executives have resigned. They are E. Emerson Markham, director of the Television Dept.; Arthur C. Stringer, staff director, manager of the convention exhibits and secretary of the NAB News Committee (CLOSED CIRCUIT, June 12]; Don Petty, general counsel [BROADCASTING, June 12].

General Manager William B. Ryan has completed an extensive study of the whole headquarter's operation and the budget. He was to meet over the weekend with the board's Finance Committee and submit a series of recommendations designed to keep expenditures inside the association's income.

President Justin Miller, Mr. Ryan and staff executives will meet today (Monday) with the 11 new board members for an indoctrination session. The new members will be acquainted in detail with NAB's activities, including the services offered members and the less publicized functions.

Most of the new directors have served on NAB committees and several have sat in past meetings.

Drop in Membership

The Membership Committee was to meet Saturday but instead will meet this week. Confronting this group was the decline in membership from 2,003 at the end of 1948 to 1,767 a year ago and 1,521 at present. This drop is not as serious as it appears at first glance, according to NAB officials, since it reflects the death of large numbers of postwar, FCC-encouraged FM stations and other embryo projects.

While winter-spring resignations have cut sharply into the $780,000 budget for the fiscal year that started last April 1, the membership picture is not entirely dark by any means. The association's membership at this time is the highest in its history prior to '48 and its dues structure has been adjusted to meet mounting costs, NAB officials point out.

The Membership Committee was expected to recommend an active drive to bring in new members and bring back old ones. A program submitted to the board last February, when the network resignations were thought to be imminent, was rejected by the directors but many of its features are likely to be revived.

Board members will be given a preview of a new sales manual for use in soliciting memberships. The manual will show cost ratios in which NAB dues are compared to other station operating expenses.

Brunt of the membership drive likely will be borne by B. Walter Huffington, NAB station relations director, and Mr. Ryan.

Among recent resignations from NAB is that of KVOE Santa Ana, Calif. Ernest L. Spencer, station president, wrote Judge Miller that he felt recent NAB actions were "inimical" to stations the size of KVOE, mentioning specifically the dues cost for smaller outlets and "hiring as your assistant a clear-channel, high-power advocate."

Mutual Stays

Decision of the MBS board of directors last Monday to remain in NAB (story page 36) was described at the association as confirming the belief that NAB has struck bottom and is on the way upward.

The staff situation at NAB headquarters is unsettled as the board convenes but it is believed the major changes have already taken place. Since the April board meeting C. Meryl Sullivan, assistant research director, and Everett E. Revercomb, assistant treasurer, have left the association in addition to Messrs. Petty, Stringer and Markham.

In submitting his resignation Mr. Markham wrote Mr. Ryan that he was leaving effective July 1. Mr. Petty's resignation is effective the same day, he said in a letter to Judge Miller. He plans to devote fulltime to his law practice in Los Angeles and Washington. Mr. Stringer resigned effective June 15.

In reporting to the board on his two months of service as general manager, Mr. Ryan is expected to suggest a program based on refinement of operating methods and raising efficiency in the overall functioning. He was vested with the task of answering criticism based on management methods at headquarters.

Specific departments have been combed for possible savings and ways of raising efficiency, and department heads were directed to suggest 15% budget savings in their funds.

Though recent emphasis has rested on these functioning problems, the board will face an agenda that includes such perennials as proposed separation of Broadcast Advertising Bureau from NAB, and the status of Broadcast Measurement Bureau, Broadcast Music Inc., ASCAP negotiations and modernizing of the Standards of Practice to cover television.

Incorporators of Broadcast Audience Measurement Inc., successor to BMB, were to meet Friday afternoon in Washington to elect directors. In turn the BAM board was expected to take up the election of officers for the project, conceived as a complete industry, audience and program measurement service.

Committees Named

Three standing committees of the board were appointed last week by President Miller in addition to the Finance Committee, whose membership was completed the previous week [BROADCASTING, June 12]. The new groups follow:

By-Laws Committee — Frank U. Fletcher, WARL Arlington, Va., chairman; Harold Essex, WSJS Winston-Salem, N. C.; A. D. Willard Jr., WGAC Augusta, Ga.

Convention Committee — Eugene S. Thomas, WOIC(TV) Washington, chairman; James D. Shouse, WLW Cincinnati; Harold Wheelahan, WSMB New Orleans.

Membership Committee — Clyde W. Rembert, KRLD Dallas, chairman; Charles C. Caley, WMBD Peoria, Ill.; William C. Grove, KFBC Cheyenne, Wyo.; Patt McDonald, WHHM Memphis; Calvin J. Smith, KFAC Los Angeles; Allen M. Woodall, WDAK Columbus, Ga.

One of the board's first jobs when it convenes Tuesday morning will be to elect new directors to succeed Mr. Ryan, who had been elected in February as director-at-large for large stations, and Harold E. Fellows, WEEI Boston, whose District 1 (New England) directorship became vacant when WEEI withdrew from NAB in connection with the CBS resignation.

TALENT BUYS 'Guild' to ABC, NBC Signs 2, Edwards on CBS

ABC LAST WEEK got into the talent-buying spree when it purchased *Screen Guild Players*, which Camel cigarettes recently dropped on NBC, and announced it would begin airing the program next September.

Meanwhile, NBC announced it had signed Kate Smith to a five-year television contract. Miss Smith will begin a Monday-Friday afternoon television show over NBC next fall.

The same day, NBC reported it had signed Ransom Sherman, a veteran comedian, to a five-year television contract. Mr. Sherman will head a summer variety show, replacing *Kukla, Fran & Ollie* in the Monday-Friday 7-7:30 p.m. period beginning July 3.

Program Format

Miss Smith's new program will be produced by Ted Collins and will feature interviews, dramatic sketches, guest stars and human interest stories in addition to Miss Smith's voice, NBC reported.

Mr. Sherman has appeared in supporting roles on the *Fibber McGee & Molly* program, in motion pictures and has appeared frequently in radio for more than 20 years.

In announcing its acquisition of *Screen Guild Players*, ABC said the program was the first of several it intended to buy. Formerly a half-hour show, *Screen Guild Players* will be presented as an hour-long production on ABC and sold in half-hour segments.

At a price said to be "more than $1 million a year," Philip Morris & Co. has bought Ralph Edwards' *Truth or Consequences* for both radio and television starting in the fall.

Programs will not be simulcast, but were purchased as two distinct shows, according to the Biow Co., agency servicing the account. Mr. Edwards will slant each show to the medium over which it is to be transmitted, it was said.

Radio version starts Sept. 5 on CBS, taking Tuesday 9:30-10 p.m. (EST) time. Telecast show will be on CBS-TV starting Thursday, Sept. 7, 10-10:30 p.m. (EST).

First Shows

First two television shows were filmed by Trio Pictures Inc., Hollywood, last Saturday. Mr. Edwards and his troupe are to be in Europe during July and at that time will tape record four radio programs for fall release.

Procter & Gamble Co. sponsored *Truth or Consequences* on NBC for 10 years, but cancelled out following the June 14 broadcast after making Mr. Edwards a TV offer only, which he turned down [BROADCASTING, May 22]. Mr. Edwards said he preferred to sign with an advertiser who would sponsor the program on both media.

NEW MARGARINE

Lever To Use Radio Spots

RADIO spot announcements and newspapers will be used to launch one of the most intensive advertising, merchandising and promotional campaigns ever put behind margarine by a new brand yellow Good Luck margarine made by the Good Luck Products Division of Lever Bros. Co., through its agency, BBDO, New York. The campaign starts July 1, when the repeal of federal tax restrictions on yellow margarine becomes effective.

The new yellow Good Luck—result of a 12 year, $1 million research program on the part of Unilever—is being made by a new secret manufacturing process in a new Hammond, Ind., plant.

The radio schedule of spot announcements starts July 13 in approximately 20 markets in the country, using 25 stations to introduce the new product.

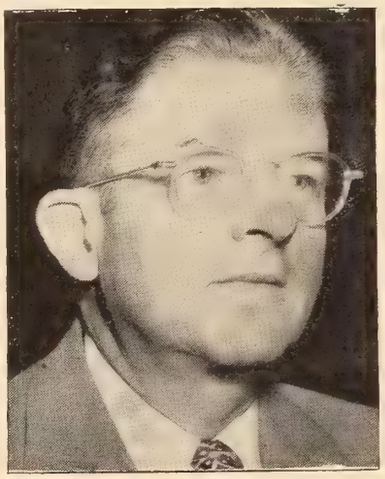
Company officials stated that distribution of the new product will be expanded as soon as increased manufacturing facilities permit. Advertising will increase as distribution expands.

The Good Old Days



By CHARLES C. WARREN

THE FIRST 23 years may be the hardest but Charles C. Warren, general manager of WCMI Ashland, Ky., wouldn't trade his various radio experiences for anything—and he figures he has about 17 stations behind him. Mr. Warren has been general manager of WCMI since April 1947, and associated with the station in one capacity or another since October 1941. In that time, with two years out for Marine Corps service, he also served as sports announcer, program director and salesman. His earlier experience reads almost like a BROADCASTING AM-FM directory. Starting at WJJD (then Moosehart) in 1927, he later joined WIBO WLS WBBM Chicago, NBC New York as special events man in 1935, and moved on to WSMK (now WING) Dayton, WCOL Columbus, WGAR Cleveland (all Ohio), WGRC Louisville—among others. He specialized in sports announcing but also handled copy for Kate Smith and Ted Collins at one time. In this byline piece based on a recent speech, Mr. Warren recalls radio's early days with the humor of the vaudeville circuit he once traveled before embarking on a radio career.



Mr. WARREN

RADIO, one of the miracles of our lifetime . . . indeed, one of the miracles of man's history! You probably look forward, with dubious anticipation, to a lengthy documentation of radio as a potent social force . . . a universal agent of dissemination.

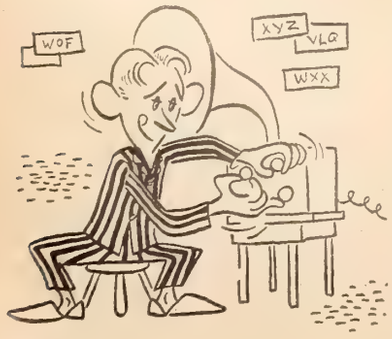
Instead, I'd like to take you behind the scenes of radio . . . the radio industry that I knew during the past two decades. Radio really started in the Garden of Eden, it is said, when a rib was taken from Adam to make the first loud speaker.

Radio is a recent invention by which you are able to give a person the air without hurting his feelings. It is also known as a device to teach mankind the blessings of silence. Radio is still in its infancy, but a lot of its jokes are not. Since radio is now within the reach of all, it is strange more of them are not smashed. What you can get on your radio of course, depends in a large measure on the generosity of your pawnbroker.

But I started to speak of radio as I knew it a couple of decades ago. The days when a deluxe receiver consisted of a crystal and a coil of wire around an oatmeal box. As a matter of fact, for some time I really believed that this whole radio furor was a hoax inspired by the makers of oatmeal just to sell those boxes.

* * *

IF you don't remember you husbands and sons sitting far into the night, you might recall your fathers and mothers doing just that . . . D-Xing— that's what they called it . . . fishing for a far away station. And believe me some of the fish stories for this type of fishing far surpass anything the most avid disciple of Izaak Walton ever dreamed up over a hot fishing rod for the benefit of the lads who stayed home.



There used to be a favorite joke along about this time. I remember it well, because my partner and I in a vaudeville act used it with sensational effect . . . One D-X fan said to another, "Joe, I was up until three this morning and I got England!" The second said, "I was up until four and I got Argentina." The third one said, as he sneezed, "That's not so much! I was up until five, when I stuck my head out of the window and got Chile." This usually brought down the house and sometimes we were able to escape without serious injury.

After several narrow escapes in vaudeville . . . pronounced vodvil at our salary . . . narrow escapes such as I mentioned a moment ago, I graduated into radio. Radio was really in its infancy. Studios were no more than barnlike rooms hung with old drapes or monk's cloth to soften the echoes and reverberations. The control room equipment was homemade, as was the transmitting equipment. The chief component of the latter was haywire . . . or as we called it . . . baling wire, and in all too many instances, another component was a lot of bad debts. This may have led to the famous old saying that, "In the midst of life, we are in debt." I've forgotten who said that and it may be just as well if I forget that, too.

But back to the old days of radio . . . we used a microphone back then known as the "carbon" mike. Its purpose, and by the way, it was guaranteed for this . . . was to distort the human voice beyond any chance of recognition. Every one who spoke over one of these old time carbon mikes sounded like Andy Devine . . . with laryngitis, yet. Very occasionally this little gem of voice transmission refused to work at all and the only thing that could be done when this happened was to thump it against the wall to loosen the carbon granules which had become packed. Sometimes, the announcer also banged his head against the wall . . . also to loosen the granules, and too, because it felt so nice when he stopped.

A radio station manager in those days was a rather industrious soul. He was also the announcer, more than likely the engineer, the sound effects man when needed, the time salesman most assuredly; he talked . . . he sang . . . he playe the piano or organ . . . he gav household hints and advice to th lovelorn.

He drew up horoscopes, read th comics to the children . . . inte preted dreams and all the whil cajoled the creditors and hoped h could stay on the air another 4 hours. He was also ready at an given moment to immediately bo three times and face Washingto the home of the FCC, and cr "Allah! Allah!" if need be.

One of the favorite methods filling time at the irreducible min mum of cost was to put a tel phone line into a dine and dan place . . . to use the term rath loosely . . . a night club of th early era . . . and broadcast t music of the dance band. This w before the tremendous upsurge a certain form of entertainme which has become rampant in t land . . . this was way back B. B before Hillbillies.

I remember one such instance the local night hot spot in t town where I laughlingly held o my hand for a meager pay chec I was that station's announci staff and we had a line into a Chi ese restaurant. The orchestra w a bunch of young fellows getti their start. They were eager a ambitious and if their music was exactly the finest in the land, it w at least characterized by volu and zest. These lads were n happy working for this orient Sherman Billingsley. But th couldn't leave because he ow them several months back pay . So, they ate chop suey for brea fast . . . chow mein for lunch . and egg foo young for dinner in li of pay.

Well, as I said, we put them the air because it was available . and because it was cheap. And

(Continued on page 44)



COUNSEL CLASH

Marks 2d Richards Hearing

NEW CLASHES between opposing counsel marked FCC's hearing on the news policies of G. A. (Dick) Richards as it got under way a second time in Los Angeles last week.

The new start came Wednesday, after the Commission voted 4-to-1 to grant FCC General Counsel Benedict P. Cottone's appeal for authority—which had been denied by Examiner James D. Cunningham [BROADCASTING, June 12]—to present the FCC case against Mr. Richards before counsel for Mr. Richards present their case in his behalf.

First witnesses called by FCC were Robert O. Reynolds, vice president and general manager of Mr. Richards' KMPC Los Angeles, who appeared under subpena, and Dr. Roy E. Thomas, Mr. Richards' physician, who was called after Mr. Cottone refused to accept a written medical statement that appearance as a witness would endanger Mr. Richards' life.

In one of many exchanges, Mr. Cottone charged that Hugh Fulton, chief trial counsel for Mr. Richards, was employing "scandalous and scurrilous" methods and in some instances was being "entirely unethical." Mr. Fulton countered with the accusation that Mr. Cottone himself was guilty of unethical conduct in failing to reveal text of his appeal to the Commission which resulted in FCC being permitted to present its case first.

Mr. Fulton charged at the outset that the hearing is "unnecessary and ridiculous."

Claims Settlement Sought

Mr. Cottone contended Mr. Richards once had been eager to admit guilt and sought to "arrive at a settlement with the Commission" to escape public hearing.

Mr. Fulton denied these claims, asserting Mr. Richards was not prepared to admit the "false and ridiculous charges" leveled by former newscasters. He said Mr. Richards has sought to divest himself of control of his stations—KMPC, WJR Detroit, and WGAR Cleveland, all of whose licenses are at stake in the hearing—and that earlier counsel had had discussions with Commission counsel to "settle" the matter.

Mr. Cottone retorted: "Mr. Fulton's interpretation of what he terms settlement discussions is entirely wrong. Are we going to bargain for the public interest? Is Mr. Richards going to settle for one and one-half stations?"

In the meantime, Joseph Burns, associate counsel for Mr. Richards, charged that the hearing is a "prosecution." He asserted that in the previous hearing [BROADCASTING, March 20, 27, April 3]—the record of which was stricken following the death of Examiner Fred Johnson Jr., who had been presiding—FCC counsel presented only evidence which was damaging to Mr. Richards and withheld any that might be favorable to him.

At another point Mr. Burns asked for a list of witnesses subpenaed by FCC, declaring that one of his reasons "is to find out if the Commission counsel made a false statement to the Commission when it insisted on presenting its case first on the ground that it had gone to considerable expense to subpena witnesses here."

Question of Integrity

Mr. Cottone demanded to know whether Mr. Burns was questioning his integrity. If so, he said, assertions to that effect should be put into an affidavit to the Commission.

Examiner Cunningham provided Mr. Burns with the witness list.

Mr. Reynolds, who was not called by FCC in the first hearing, was questioned closely on conferences with Mr. Richards regarding the proceeding.

"Did he say to tell the truth?" Mr. Cottone pressed.

"He didn't say not to tell the truth," Mr. Reynolds snapped back.

He asserted Mr. Richards might have told him to "get in there and do a good job."

When Mr. Reynolds returned to the stand Thursday, Mr. Cottone wanted to know what he had discussed with Mr. Fulton during the overnight recess.

"We discussed your line of attack," Mr. Reynolds replied, "and wondered why you called Mr. Richards' witnesses before they had an opportunity to testify for him. The conclusion was reached that you don't think you have a case, the way you are proceeding.

"Mr. Fulton said it was obvious that you are attempting to use myself and other people from the station to corroborate records of transcript of witnesses at the former hearing."

Mr. Reynolds said that, as he recalled it, some of the testimony given by witnesses for FCC in the first hearing was false, but that he was unable to point out precisely which portions these were.

Questions Accuracy

Hammering at the accuracy of Mr. Reynolds' recollection, Mr. Cottone asked if he intended to avoid corroborating testimony of the 23 witnesses presented by FCC in the previous hearing.

"Mr. Cottone," the KMPC executive replied, "I am here under oath and I intend to answer you as best I can. I think some of the testimony in the previous record is false or half true. If you point out specific items I will tell you what I believe about them."

He said he wanted to revise any previous testimony which might indicate he had no "personal knowledge" of untruth in evidence

(Continued on page 72)

CONGRESS HITS FCC

On Richards Issue

DEMANDS that FCC account for its conduct in the current G. A. (Dick) Richards case were mounting on Capitol Hill last week as Reps. Anthony F. Tauriello (D-N. Y.) and Hugh J. Addonizio (D-N. J.) leveled new blasts at the Commission involving charges of "ubiquitous interference" and "thought control."

They joined Rep. Stephen Young (D-Ohio) in suggesting that the Speaker of the House name a bipartisan committee to "confer with the FCC immediately and make a full report to this body as to the outcome of such a meeting."

Rep. Tauriello said he had "personally contacted" Senate Majority Leader Scott Lucas (D-Ill.), "so that he would become familiar with the present machinations of the FCC in this case."

He indicated later he may introduce a resolution this week providing for establishment of such a committee. Rep. Young said he has been pressed on other matters and hadn't considered such a move "at this time." Authorities close to Speaker Sam Rayburn (D-Tex.) said he had not been apprised of the suggestion but explained a resolution would be necessary before Rep. Rayburn could take any action.

In a statement inserted in the *Congressional Record* following up the attack he launched a few weeks ago, Rep. Tauriello denounced FCC's so-called "star" witness in the hearing and accused FCC of denying "essential rights" of Mr. Richards thus far in its investigation of his news policies.

He said:

. . . It would seem to me that FCC actually intends to usurp the power of censorship and thought control. It appears that they are trying to persecute and punish a station owner who has dared to have his own private opinions. If successful in this case, what other radio stations are marked for attack? Where will the censorship axe fall next?

As an American citizen, and a Democrat, I believe that everyone should be given a statement of the charges against him and an opportunity to defend himself. My investigation into this particular case shows a denial of these essential rights. The FCC not only refused to furnish a statement of the charges against these radio stations [Mr. Richards owns KMPC Los Angeles, WGAR Cleveland and WJR Detroit] but has fought tooth and nail to prevent the facts from coming to light.

All of our radio stations should be judged by what goes on over the radio and not by what some discharged former employe contends an owner would like to have had go out over the radio. . . .

Hits FCC Action

Referring to the Commission's action in adjourning the hearings pending an appeal by the FCC general counsel on a point of procedure, Rep. Tauriello said the Commission "reached out and interfered" even though it "did not know and did not have before it the oral argument and the facts which their own examiner had before him" when he refused an adjournment.

Although Mr. Richards is accused of having ordered KMPC newsmen to slant news against the late President Roosevelt, the Congressmen noted that "we Democrats are just as much opposed to this kind of ubiquitous interference [by the Commission] as are the Republicans, and we are just as much apt to be the victims of it . . ."

Rep. Tauriello took one of FCC's principal witnesses—Clete Roberts, former news editor of KMPC—to task for what he called "slurs" on the people of southern Italy.

He said Mr. Roberts' testimony under cross examination indicated "that he had been fired from every good job he ever had, that he took papers and files from his employer's station without permission [and] that he intentionally disobeyed his employer's instructions behind his employer's back. . . .

"That such a witness cannot be worthy of belief was so obvious to me that I ask why does the FCC want to use such a man at all?" he asked, asserting that "if this man Roberts is continued to be sponsored and supported by the FCC, we have very definitely not heard the end of it."

Rep. Addonizio charged that Republicans had injected a partisan issue into the way FCC's hearings are being conducted, but made plain he would not "support any agency . . . that has to engage in the use of such a type of witness." Rep. Addonizio told the House Thursday:

"I am now given to understand that these particular proceedings began again in Los Angeles and that FCC refuses to give Congressman Tauriello—and others—any answer as to whether or not it is their intention to put this witness back on the stand."

He called for a "quick determination" on whether or not FCC's conduct in the case "has been beyond reproach" and for a "full, non-partisan report" to the House.

Citing charges by certain Republicans, notably Sen. Homer Ferguson (R-Mich.), that FCC is attempting to control thoughts of station licensees, Rep. Addonizio said that "if FCC hopes to bring about any form of censorship, then, I . . . line up solidly with the viewpoints of my colleagues in the House."



THIRTY years in business for Durkee-Mower Inc. (Marshmallow Fluff, Sweeco), pioneer radio advertiser, and preview of new East Lynn, Mass., plant are marked by (l to r) Karl Frost, pres., Harry M. Frost Agency; Fred L. Mower, treas., and H. Allen Durkee, pres. of firm; James Murley, Broadcast Advertising.

BRONZE plaque, marking 15th anniversary of *America's Town Meeting of the Air* on ABC is presented by Mark Woods (l), ABC vice chairman, to Charles V. Denny Jr. (r), founder and moderator of show. Center is Dr. Ordway Teed, chairman of the Board of Higher Education in New York City.



ON the 10th anniversary of her association with WLW Cincinnati, Madison Heartman is presented with roses by Harry Mason Smith (l), vice president in charge of sales for WLW owner, Crosley Broadcasting Corp. At right is Dwight Martin, Crosley's vice president and assistant general manager.



WHEN the Detroit Floor Covering Assn. held its recent golf outing, James G. Riddell (r), president of WXYZ Detroit, showed how it's done by winning the open division's first prize with a 76. Charles (Chuck) Rosen, vice president, William B. Doner Agency, seems pleased with it all.



SPECIAL George Polk Memorial Award for his series of broadcasts last year, *CBS Views the Press*, goes to Don Hollenbeck (r) of CBS. The citation is conferred by Dr. Tristram Walker Metcalfe (center), as Edmund A. Chester, director of CBS news, holds duplicate plaque to CBS.



CONFERRING before debut of CBS' comedy audience participation program *Hit the Jackpot* are (l to r) James A. Barnett, vice president in charge of advertising, Lever Bros., sponsor; Bill Cullen, m.c.; Bill Todman, producer-director; Fred Burghard, Ruthrauff & Ryan.



FTC ON AGENCIES

Denies Anti-Copy Crusade

SPECULATION that the Federal Trade Commission might embark on a wholesale policy of naming advertising agencies as co-respondents with advertisers in cases involving "false or misleading" ad copy brought prompt denials from FCC officials and one Commission member last week.

At the same time, however, Comr. John Carson, who is charged with responsibility for the commission's anti-monopoly work, admitted the matter "has been discussed in individual cases but no policy has been evolved."

Comr. Carson told BROADCASTING that in one recent case counsel for the commission had made such a recommendation but was overruled. He added, however, while declining to identify the principals that another case "coming down shortly before FTC" involved "flagrant practices" by an advertising agency with respect to commercial copy.

Chairman James Mead, out of the city on a speaking engagement, could not be reached for comment. Two officials of the commission—Richard P. Whiteley, director of litigation bureau, and D. C. Daniel, executive director and secretary—also scotched the report that FTC may shift its policy.

Mr. Whiteley explained that FTC has followed a policy of naming an agency as a respondent "if it appears it is instrumental in boosting a company's advertising—if it is an active party in formation of the advertising."

Mr. Daniel noted a distinction where "agencies have been named when it appeared they had written the copy," though he conceded that in the overwhelming number of cases advertisers alone were singled out in FTC complaints and other actions on the ground they had "accepted" and approved copy "by those who drew it up."

ADMEN MEET

FAAG Opens Talks July 11

BREAD and butter aspects of the advertising agency will be discussed at the 23d national conference of the First Advertising Agency Group, Hotel Lafayette, Long Beach, Calif., to be held July 11-14. Leading speaker, John Orr Young, co-founder of Young & Rubicam, will speak July 11 at a banquet on "Is 15% Agency Commission Enough?" — pointed at problems of the medium-sized agency.

Mr. Young also will be principal speaker July 13 when he will discuss advertising principles. Two days of the convention will be devoted to clinics with members permitted to add views to those expressed by panel "experts." Sessions will cover inter-agency cooperation and expansion through FAAG, cost accounting, new product methods, horizons for advertising, credit insurance, and overhead.

Gene Curtis, Patch & Curtis Adv., guest agency, has announced a California welcome for delegates and wives. Bob Jenkins, Smith, Taylor & Jenkins, Pittsburgh, and Al Aldridge, A. E. Aldridge Assoc., Philadelphia, are program chairmen. Henry Mayers, The Mayers Co., Los Angeles, will moderate at all clinics and Thayer Newman, Newman, Lynde & Assoc., Jacksonville, FAAG president, will preside at business sessions.

LYNCH APPOINTED

Is Y&R Timebuyer

TOM LYNCH, formerly with Cunningham & Walsh (then Newell-Emmett Co.) for the past 16½ years, has joined Young & Rubicam, New York, as a timebuyer.

Among the accounts Mr. Lynch has bought radio time for during his long tenure with C & W are Liggett & Myers (Chesterfield cigarettes), Beechnut Gum, Sunshine Biscuits, Northwest Airlines and Kirkman Flakes.

'Tune-O' Ruling

"THE element of chance in musical *Tune-O* is a dominant element and the game's play is forbidden by our (Nebraska) anti-lottery statues," under a policy in effect in Nebraska. The ruling was issued at the request of the Douglas County (Omaha) attorney on the request of WOW Omaha, according to Bill Wiseman, promotion manager, who added that WOW had rejected *Tune-O* after the ruling.

BBDO SHIFTS

Three Account Executive

BBDO New York, is realigning its account executive staff servicing American Tobacco Co. (Lucky Strike cigarettes), General Electric Co., and General Mills.

Tom Cumings, General Electric account executive for the past three years, was named head account executive on American Tobacco Co. succeeding Jack Denove, who it is understood will take over the General Mills account. Sam Harned who services the Nehi Beverage account, also will handle General Electric. Mr. Harned has been with the agency for the past 20 years.

It is understood that the decision to switch accounts among the executives was made within the agency and not at the request of the clients.

Canada Dry Campaign

CANADA DRY, for its fruit flavored carbonated beverages, will launch a national spot radio campaign next month in 58 cities. J. M. Mathes Inc., New York, is the agency.

FARM RADIO IMPACT *Cited at NARFD Meet*

AMERICA'S progress in agriculture coincides with the development of farm broadcasting, Keith Himebaugh, U. S. Dept. of Agriculture information director, told the annual Washington meeting of the National Assn. of Radio Farm Directors.

Addressing the June 12-13 assembly on its concluding day, Mr. Himebaugh declared broadcasting is "one of the most important means of getting information to farmers." He described the backward condition of agriculture in the Mediterranean countries, based on a recent inspection trip.

Few farmers in Mediterranean nations have radios and the broadcast service that is available offers nothing to aid agriculture, Mr. Himebaugh said, adding that rural areas lack electricity and few persons have seen movies. He said farmers are suspicious of government agents.

Educated persons feel superior to farmers, he said, adding that compulsory schooling is making progress in many areas. In Turkey and Greece the Economic Cooperation Administration is supplying radios to farm villages for group listening, according to Mr. Himebaugh. He declared progress in agriculture, here and abroad, depends on progress in communication.

Battles Presides

The two-day conference opened at the Dept. of Agriculture headquarters with Roy E. Battles, WLW Cincinnati, presiding as NARFD president. Kenneth M. Gapen, assistant director of information of the department's Radio & Television Service, was in charge of programming.

Departmental activities in television, which anticipate growth of the visual medium, were reviewed by Tom Noone and Maynard Speece, of the Radio & Television Service. They have been making extensive studies of TV oprations and outlined this work to the farm directors. They described the department's expanding library of films suitable for TV use and showed four films prepared by the Forest Service.

Secretary of Agriculture Charles F. Brannan addressed the Monday meeting, discussing progress in agriculture and the direction it is taking. James B. Hasselman, director of information, Production & Marketing Adm., took part in a question-answer session on price support.

Delegates held a brief conference with President Truman at the White House Monday noon. They were luncheon guests of Judge Clifton A. Woodrum and Louis Wilson, representing the American Plant Food Council. The Monday program concluded with cocktails at which hosts were the Dairy Industry Committee and National Milk Producers Federation, and followed by dinner with Grocery Mfrs. of America as hosts.

A Tuesday morning breakfast was held, with Agricultural Limestone Institute as host. Speakers at the Tuesday morning meeting, besides Mr. Himebaugh, were Stanley Andrews, director of the Office of Foreign Agricultural Relations, and Byron T. Shaw, deputy administrator, Agricultural Research Adm.

An NARFD discussion of common problems was led by C. W. Jackson, KCMO Kansas City, chairman of the NARFD committee on departmental relations. Delegates asked for more frequent information from the department as well as more up to date reports on research projects.

Give Views on Service

Layne Beaty, WBAP Fort Worth, suggested the department wholesale news and the farm directors retail it. Mr. Battles started a discussion of the department's role in television. Mr. Himebaugh agreed the department might be able to do a better job of reporting on research projects and pressed delegates for their views on departmental service.

General agreement was noted that spot news should be supplied by the industry's news services. Asked about transcription service formerly supplied by the department, Mr. Gapen said it was stopped when the money ran out. The money, he added, came from war food funds.

Herb Plambeck, WHO Des Moines, past president of NARFD, presided at the Tuesday luncheon at which hosts were American Farm Bureau Federation, National Grange, National Council of Farmer Cooperatives, National Farmers Union and National Milk Producers Federation. Mr. Battles led a discussion on common problems of farm organizations and farm broadcasters.

Larry Haeg, WCCO Minneapolis, another NARFD past president, started a crossfire debate among farm organization officials when he suggested they should try to agree on a united attitude toward basic farm legislation and activities.

Last even on the Tuesday agenda was an inspection of NBC's color television facilities at WNBW (TV) Washington.

Other officers of the Association are Phil Alampi, WJZ New York, vice president; Chris Mack, WNAX Yankton, S. D., secretary-treasurer; Mr. Plambeck, historian; Sam Schneider, KVOO Tulsa, editor of *RFD Chats*.

Conference Participants

Taking part in the conference were:

Alampi, Phil, WJZ New York; Atwood, Frank F., WTIC Hartford; Battles, Roy, and Butler, John, WLW Cincinnati; Beatty, J. Frank, BROADCASTING; Beaty, Layne, WBAP Fort Worth; Bond, Al, Washington State College, Pullman, Wash.; Brannan, Charles F., Secretary of Agriculture, Washington; Brightman, M. H., Dairy Industry Committee, Washington; Buffum, Jesse J., WEEI Boston; Byrnes, Francis, Ohio State U., Columbus.

Carroll, Charles R., Carl Byoir Assoc., Washington; Cooley, Frank, WHAS Louisville; Creel, Jack, KFYO Lubbock, Tex.; Doolittle, Lewis, and Doolittle, Ruth, WCMB Lemoyne, Pa.; Durham, Walter, WMC Memphis; Eshbach, Charles E., Extension Consumer Radio & Television, Boston; Farrar, John, Vocational Agriculture Radio, Washington; Fisher, Paul L., WMRC Greenville, S. C.; Galusha, Merl L., WGY Schenectady; Gapen, Kenneth M., Dept. of Agriculture, Washington; Gifford, Claude, *Farm Journal*, Philadelphia; Gray, Cliff, WSPA Spartanburg, S. C.; Glemser, Bernard, British Information Service, New York.

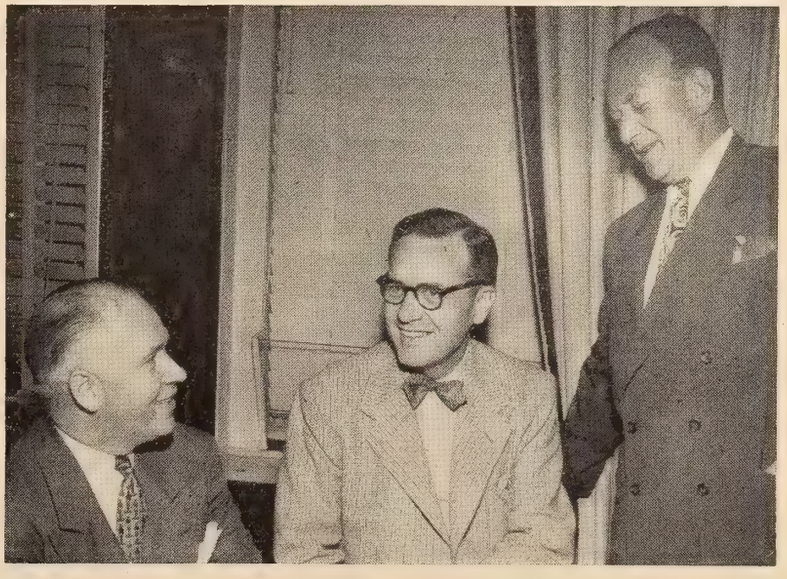
Haeg, Larry, WCCO Minneapolis; Harper, Dix, WIOU Kokomo, Ind.; Herndon, Charles A., and Himebaugh, Keith, Dept. of Agriculture, Washington; Huckle, Don, WGR Buffalo; Huling, J. S., WRAK Williamsport, Pa.; Hyman, Ted M., Virginia Polytechnic Institute, Blacksburg, Va.; Jackson, C. W., KCMO Kansas City; Johnson, Cullen, WRNL Richmond, Va.; Kaiser, Lou, Cornell U., Ithaca, N. Y.; Kathe, Richard L., WGAR Cleveland; Kirby, Amos, WCAU Philadelphia; Lerch, Donald, Agricultural Chemicals, Washington; Leeper, Ted., WVOT Wilson, N. C.; Lewis, Clement B., New England Radio News Service, Boston; Longsdon, Donnafred, National Farm Network, New York.

Mahoney, Claude, CBS Washington; Markham, G. E., NAB; Martz, Homer, KDKA Pittsburgh; McDonald, John, WSM Nashville; McQuay, Joe, WWVA Wheeling; Miller, Henry, Voice of America, New York; Miller, Robert C., WRFD Worthington, Ohio; Modell, Jay, Eastern Broadcasting System, New York; Noone, Thomas, Dept. of Agriculture, Washington; Noordhoff, Lyman, U. of Illinois, Urbana.

Orme, Elvon, KSL Salt Lake City; Page, Tom J., WNBC New York; Parker, Robert E., U. of Connecticut, Storrs; Peach, Don, KOA Denver; Peigelbeck, Will, WNJR Newark; Pitt, Elizabeth S., Dept. of Agriculture, Washington; Plambeck, Herb, WHO Des Moines; Rapp, Dorothy, and Rapp, Murrell, WCOM Parkersburg, W. Va.; Raymond, Frank, WVDA Danville, Ill.; Reynolds, Dana D., Economic Cooperation Adm., Washington; Salisbury, Grant, WKAR E. Lansing, Mich.; Schmitz, Harold J., KFEQ St. Joseph, Mo.; Schneider, Sam, KVOO Tulsa; Seabrook, Paul D., Clemson College, Clemson, S. C.

Seamen, Gerald L., Bert S. Gittins, Milwaukee; Shaver, Carolyn, U. of Maryland, Baltimore; Skelsi, Alice, Dept. of Agriculture, Washington; Slusarczyk, Ed, WIBX Utica, N. Y.; Speece, Maynard, Dept. of Agriculture, Washington; Stewart, John, U. of Utah, Logan; Tait, Elton, Pennsylvania State College; Thompson, Dave, Grocery Mfrs. of America, New York; Tonkin, Joseph, Dept. of Agriculture, Washington; Totten, Hal, WGN Chicago; Van Horn, George, U. of Massachusetts, Amherst; Visser, Paul, NBC Chicago.

Ward, William D., Cornell U., Ithaca, N. Y.; Watts, Lowell, KLZ Denver; Wells, Marshall, WJR Detroit; White, Robert B., ABC, Chicago; Worcester, Charles, WMT Cedar Rapids, Iowa; Zipf, Bill, WBNS Columbus, Ohio.



FINAL approval is given premiere broadcast of Grove Labs Inc.'s national sponsored program, *The Shadow*, on MBS by (l to r) Adolph N. Hult, Mutual vice president in charge of sales; Robert Piggott, Grove Labs advertising director, and Harry B. Cohen, of the Cohen agency handling the account. This marked the first time in the 15-year *Shadow* radio series that the program has been sponsored by one national advertiser. Formerly, D. L. & W. Coal Co. sponsored the show in 68 Eastern markets, Grove taking the rest of the country.

Farmer Truman

PRESIDENT TRUMAN, greeting members of the National Assn. of Radio Farm Directors last Monday, said he is a regular listener to farm broadcasts, around 5:30 and 6 a. m. The delegates, holding their annual meeting at the Dept. of Agriculture, were led by Roy Battles, WLW Cincinnati, NARFD president.

Nielsen Coast Office

A. C. NIELSEN Co., Chicago market research firm, has opened a West Coast office in San Francisco at 1222 215 Market St., with Vice President Franklin H. Graf in charge. Mr. Graf, who has been with the company 15 years, has worked during that time as consultant on marketing problems to manufacturers and distributors of drug and food products. Personnel from production, analysis and client service departments in Chicago will be transferred to the West Coast.

FCC Actions

FINAL decision to grant one new AM station and consent to transfers of two outlets reported by FCC last week. Four AM and two FM stations deleted. Details of these and other FCC actions may be found in Actions of the FCC beginning on page 66 and FCC Roundup on page 71.

MGM SHIFTS

Radio Attractions Staff

APPOINTMENTS in the sales and servicing departments of MGM Radio Attraction, a division of Music Corp. of America, were announced last week by David Carpenter, recently appointed director of the MCA division [CLOSED CIRCUIT, June 12].



Mr. Carpenter

Crenshaw Bonner, who, like Mr. Carpenter goes to MCA from WCON Atlanta, was named national sales manager. The position is similar to the one held in Atlanta, where he worked directly under Mr. Carpenter, then general manager of the station.

Sam Rossant was named manager of the Middle Atlantic Div. of MGM Radio Attractions. He has been with the firm since its inception in the sales and service departments. John Pinto has been named assistant to Mr. Rossant, covering New York state; Hall Hanson, covering Pennsylvania, and Lew Kent, in charge of Delaware, Maryland and the District of Columbia.

Other Appointments

A manager for the New England Div. has not yet been announced, but appointment is expected shortly, Mr. Carpenter said. Gaines Allen, former retail sales manager of WCON, was appointed Southern Div. manager with headquarters in Atlanta.

Representatives serving under Mr. Allen are: Marvin Spivey, for Georgia, Alabama and Florida; Barney Ochs, covering Louisiana, Mississippi, Arkansas and Tennessee; Gene Hogan, covering Texas and Oklahoma. Mr. Carpenter has not yet announced appointments of Carolina and Virginia representatives.

The Central Div. will be under the direction of Irving Mattaway, with MCA for some time, who will make his headquarters in Chicago. Regional representatives of the Central Div. are: Roy Wilson, Ohio, West Virginia, Michigan and Northern Kentucky; Francis O'Driscoll, Indiana and Illinois.

Robert Greenberg has been named manager of the Western Div. with offices in Los Angeles. Representatives for the northwest territory will be appointed within a few weeks, Mr. Carpenter said.

ETHER 'WAR'

Mendoza Fears Results Of U. S.-Cuba Discord

WARNING that failure to establish a new NARBA will result in "revolution," Dr. Nicholas Mendoza, former Cuban radio director, reiterated last week that hopes for U. S.-Cuban accord depend upon the U. S. yielding "part of the privileges a very small portion of its stations" have enjoyed in the past.

This, he said, is "the only means within the limited broadcast band to satisfy that minimum portion of Cuba's requirements which the latter demands as condition to renew self-imposed limitations similar to those under NARBA which facilitated the mushroom growth of the U.S. broadcasting industry."



Dr. Mendoza

Dr. Mendoza said the U. S. must make concessions of this nature "in order to preserve the *status quo* of the greatest majority of its stations." He felt that "some of the privileges which must be yielded are imaginary since they have never been used, which is the case of the so-called clear channels on some of which the U. S. is requested to agree not to use power in excess of the 50 kw now being used."

If the NARBA nations fail to reach an agreement in the overall conferences now slated to resume Sept. 6, he said, "a revolution will ensue which, eventually, will completely alter or destroy the *status quo* of the U. S. broadcasting industry, dragging in its wake all possibilities of regional agreement."

Dr. Mendoza, one of the leaders in the original NARBA movement, called for a concerted effort "to work out some manner of approach which may produce some semblance of law and order in the shared use of the standard broadcast band." He continued:

Stubborn insistence on the retention of non-existing rights; stubborn accusations of frequency-jumping when no treaty prohibits the use of any frequency—yet, in its stead the treaties in force recognize the right of all nations to use all broadcast channels; stubborn denial to others of the toned-down facilities they demand as condition to a new treaty, have proven futile methods and erroneous approaches towards inter-American harmony.

"You can lead a horse to water, but you cannot make him drink."

In their efforts to reconcile their differences during the NARBA conferences at Montreal last fall and again in bilateral sessions in Havana early this year, Dr. Mendoza said, the U. S. and Cuba displayed "two entirely different points of view."

He said the U. S. considers "the only reality" to be "the existence within its boundaries of an industry interlocked with complicated precision, fitted like the pieces of a Chinese puzzle which over-saturates the international sharing possibilities of the limited broadcast band." Thus, he said, the U. S. insists upon "maintenance or extension of that *status quo* created under NARBA, together with its corollaries of clear channels," etc.

Cuba, he said, believes that "the treaty under which those legal fictions existed has expired and therefor does not any longer grant rights nor impose obligations." Since NARBA has expired, he asserted, "there no longer exists any international obligation to abide by those rules, regardless of whether or not the internal laws of the U. S. compel its own stations to comply with those same rules no longer binding on the international level."

LOYALTY OATH

KFI Staffer Dismissed

REFUSAL to sign KFI Los Angeles' loyalty oath, required of employes by Station Owner Earle C. Anthony [BROADCASTING, June 12], has resulted in the dismissal of Charlene Aumack, network traffic manager.

Declaring that she was not a Communist, but a registered Republican, Mrs. Aumack stated that requirement to sign such an affidavit was an "infringement" on her rights as an American citizen. In commenting on the dismissal of Mrs. Aumack—the only employe of the station's 200-man staff to refuse to sign the oath so far—Claude Mills, acting manager said: "We do this regretfully. But we have no choice. Mr. Anthony feels that we must clear our skirts of any suspicion."

Mrs. Aumack, in notifying the station of her refusal, stated that she "was not convinced that the use of dictatorial methods is a sane way to combat undesirable ideologies." She further stated "dictation is an admission that our democratic system cannot survive by democratic methods."

BRUCE EELLS

Forms Recording Service

BRUCE EELLS, Hollywood program library service owner, has announced plans to begin a tape recording program service, operating out of his present headquarters, 2217 Maravilla Dr., Hollywood.

The new organization will be called Tape Broadcasting System Inc. Mr. Eells said he had entered into a contract with Ampex Electric Corp. for delivery of tape recorders to stations subscribing to his service.



THEY like the lobster and in appreciation host Fred Lynds, managing director, CKCW Moncton, N. B., is presented with plaque. L to r: Mr Lynds; W. D. Hannah, radio director, Cockfield, Brown Adv. Agency, and R. J. Judge, manager, Horace N. Stovin & Co., Montreal. CKCW's annual Lobster Party, held in Montreal on June 2, is one of Canadian radio's highlight events. Plaque was signed by nearly 100 guests.

BURNETT ADDS

New Kellogg Co. Account

LEO BURNETT Agency, Chicago has added a $1½ million account to its lineup with acquisition of Rice Crispies for the Kellogg Co., Battle Creek, Mich. Account transfers from Kenyon & Eckhardt New York.

Burnett agency has handled advertising for Kellogg's Corn Soya product since early this year, and is currently testing a new product Corn Pops, on the West Coast.

Billing for Rice Crispies is estimated from $1¼ to $1½ million yearly. No official date of transfer from K & E has been decided by Kellogg officials, and no media plans have been made. Radio probably will be used, and television will be considered.

James E. Weber, who handles the Corn Soya and Corn Pops portions of Kellogg business, is expected to also serve as Rice Crispies account executive. Officials at Leo Burnett and the Kellogg Co. declined comment.

S. C. ASSN. MEET

McConnell Will Speak

JOSEPH H. McCONNELL, president of NBC and a native of Chester, S. C., will be principal speaker at the annual mid-summer meeting of the South Carolina Broadcasters Assn. July 6-8 at the Ocean Forest Hotel, Myrtle Beach.

Officers of SCBA are: Dan Crosland, WCRS Greenwood, president; Frank Best, WRNO Orangeburg, vice president, and Melvin Purvis, WOLS Florence, secretary-treasurer. Members of the program committee for the July session are G. Richard Shafto, WIS Columbia; John Rivers, WCSC Charleston, and Raymond Caddell, WHSC Hartsville.

OVERSEAS NEWS TAPE Bill Would Cut Delay

ACTION on legislation designed to eliminate confusion in the U. S. Customs clearance of overseas news recordings for radio and television broadcast in the U.S.—and allay fears of censorship resulting from past Customs Bureau action—was promised last Wednesday by Rep. Aime J. Forand (D-R. I.).

The measure (HR 8726), now pending before the House Ways & Means Committee, would eliminate perplexing difficulties which broadcasters have experienced with U. S. Customs officials in clearing incoming tape and disc recordings made by news correspondents abroad.

Rep. Forand said he introduced the bill a fortnight ago at the urging of A. A. Schechter, MBS vice president in charge of news, special events and publicity. He told BROADCASTING he would press for action as soon as the committee completes work on its tax bill. He said he felt it has a "good chance" for Congressional approval this session.

The bill would amend the 1930 Tariff Act to include with newspapers and other periodicals "sound recordings transcribed or recorded abroad and imported for radio or television news broadcasts in the U. S."

Rep. Forand said his amendment would revise a statute originally conceived for clearance of musical recordings, with limitations on "dubbing" or resale.

A similar measure, which would exempt State Dept. Voice of America recordings from import duty, currently is being studied by Congress [BROADCASTING, June 5]. The Senate already has approved the legislation which now pends on the House calendar. The State Dept. had complained about the delay in clearance of news discs for use on the U. S. overseas programs.

Meanwhile Mutual, which uses many recorded news reports in its *Mutual Newsreel* and other programs, has experienced repeated difficulties in clearing them through customs, Mr. Schechter said in New York.

Delay Cited

In a letter to Rep. Forand, Mr. Schechter cited several such instances, in one of which a tape recording was held by U. S. Customs at LaGuardia Field, New York, for two weeks while network executives vainly sought to find it.

Under the Tariff Act of 1930, Mr. Schechter pointed out, the customs office was obliged to treat news recordings as it does importations of orchestral recordings or musical scores, on which duty must be paid.

In Mr. Schechter's opinion, news recordings are comparable with copy airmailed to newspapers from abroad and should therefore be exempt from duty.

"Under the present system," Mr. Schechter wrote the Congressman, "news tape recordings are entered under customs Sec. 308 which requires the posting and underwriting of a bond and also requires that the material be either exported or destroyed within six months after date of entry."

This, wrote Mr. Schechter, "is not an equitable system in handling of news, whether it be delivered on tape or records, as against the human voice coming in by shortwave from overseas."

Mr. Schechter said that since World War II the accent has been on feature material rather than spot news and that "we have not found it practicable to have these tape recordings or ordinary recordings flown to us by air mail.

". . . We have actually had instances of what we believe is the U. S. Customs interference with freedom of speech and news material being imported to this country," he added.

Discussed Incident

Mr. Schechter told Rep. Forand that he discussed the LaGuardia incident, involving recordings made in Formosa by MBS' Cecil Brown, and other instances with New York and Washington Customs officials for the past six months and had asked the Treasury Dept. to take action on the basis the incidents "constituted censorship."

He described the matter as one of "great concern to the radio industry and to the public in general because, in my opinion, there is a possibility of it impinging on the freedom of the press or freedom of speech." He said customs officials, attorneys and some radio industry figures all agreed the Tariff Act should be revised. Other networks were reported to be supporting the measure.

FTC VACANCY

Hutchinson Opposed

PRESIDENT TRUMAN's selection of Martin Hutchinson to the Federal Trade Commission met with stiff opposition on Capitol Hill last week as the Senate Interstate Commerce Committee voted, 11-3, to report his nomination unfavorably to the Senate.

The Committee action took place late Thursday following hearing on the appointment the previous day. Mr. Hutchinson was named to succeed the late Ewin Davis for the remainder of a term that expires in September 1953.

Leading the attack on Mr. Hutchinson, 57-year-old Richmond, Va., lawyer, were Sens. Harry F. Byrd (D-Va.) and A. Willis Robertson (D-Va.), the former a competitor in 1946 Virginia primaries against Mr. Hutchinson.

In a letter to the Senate Commerce group, both opposed the Hutchinson nomination charging he is not qualified by "training, experience or competency" for the position, and that his appointment was for "obvious political purposes."

They also claimed that Mr. Hutchinson had been encouraged by William Boyle, Democratic National Committee chairman, to campaign for the appointment, a charge which the nominee denied.

Mr. Hutchinson, a Democrat, has represented such radio clients as WMBG and WTVR (TV) Richmond, Va., and in recent years has directed political activities in opposition to the faction headed by Sen. Byrd. He formerly was secretary to the Democratic Central Committee in Virginia.

1886 John Shepard 3rd 1950

FUNERAL SERVICES for John Shepard 3d, 64, founder of WNAC Boston, WEAN Providence and the Yankee Network, were held last Tuesday afternoon at the First Parish Church in Brookline, Mass. Mr. Shepard died at Brooks Hospital June 11 following a cardiac attack two weeks earlier.

Members of the Yankee Network staff attended the services. That afternoon at two o'clock, WNAC opened a special *Memorial to John Shepard 3d* broadcast with a minute of silence as a tribute to the station's pioneer. A special message was presented on the air by Linus Travers, executive vice president and general manager of the Yankee Network, who was associated with Mr. Shepard for more than 20 years. Organ selections were played by Earl Widener.

Born March 19, 1886, in Boston, Mr. Shepard became nationally known as a department store executive. He entered radio as a hobby, beginning his career in broadcasting in 1922 by opening WNAC in the old Shepard Stores in downtown Boston and WEAN Providence. Later, he acquired WICC Bridgeport, Conn.

Starts Network in 1938

Keenly aware of radio's potential, Mr. Shepard instituted network broadcasting in his stations, duplicating through telephone line facilities a program over WEAN and WNAC shortly after he acquired the stations. He also pioneered in sports broadcasting, personally directing baseball and hockey air descriptions.

Entering the business of big-time broadcasting, Mr. Shepard acquired WAAB Boston and operated it simultaneously with WNAC, the latter becoming the key Yankee Network station. He then organized another New England network, this group bearing the name, Colonial, with WAAB its key station.



Mr. SHEPARD

* * *

Early in the '30s, Mr. Shepard expanded the New England networks into leading regional groups in the country. However, an FCC ruling made it necessary for WAAB to be moved to Worcester, Mass., and the Colonial Network was abandoned with many of its stations merged into a single Yankee Network.

In 1934, Mr. Shepard again was in the broadcasting forefront, placing into operation an independent radio news gathering organization. The Yankee Network News Service, which was patterned by stations in many parts of the country, was instrumental in bringing about AP, UP, INS and other major wire news services to sell news to radio.

Mr. Shepard also was a prime mover in the organization of the Mutual Broadcasting System which today has the greatest number of station affiliates. When FM was born, Mr. Shepard again pioneered, being one of the first to experiment. He opened an experimental station in Paxton, Mass. He also worked close with Dr. Edwin Armstrong, FM's inventor.

Resigns as Board Chairman

When the Yankee Network was sold to General Tire & Rubber Co., the present owners, Mr. Shepard completed his five year contract with the new owners and resigned as chairman of the board of directors Feb. 14, 1949 [BROADCASTING, Feb. 21, 1949]. He remained in the department store business, becoming chairman of the board of the Shepard Stores in Providence. Mr. Shepard also served on the Mutual board, resigning from that position in 1948.

Besides his wife, Mabel, he leaves three daughters and five grandchildren. His only brother, Robert Shepard, of Providence, is president of the Shepard store organization and other family interests.

'RAPID' PROGRESS

CED Looks at Industry

A PROMISING outlook for "rapid" technological progress in key American industries, including radio and television, "which are better equipped than ever before with technical employes and laboratories," was held out by the Committee for Economic Development last Wednesday.

The committee noted that expenditures on technological research have been growing rapidly and that important new areas are being opened up—all because competition among enterprises tends to encourage greater research.

These convictions were expressed in a CED statement which reviewed past progress and future prospects of raising the American standard of living. The views were presented at a news conference in Washington held by CED Chairman Marion B. Folsom of Eastman Kodak Co., chairman of CED's board of trustees, and William A. Patterson, chairman of the subcommittee which drafted the statement and United Airlines president. The subject was "How to Raise Real Wages."

Maintaining that the health of the labor force will continue to improve, the committee noted that training courses within various industries are spreading, and that more companies are providing special training to meet their needs, such as in the mushrooming television industry. Moreover, the training is not confined to manual workers but is being developed for executives at various levels, CED observed.

Risk Capital Drops

But, the committee warned at the same time, "too small a part of the savings of individuals is being put to work financing projects which involve substantial risks."

Urging that the tax system be reformed to make risk-taking more "attractive," the committee felt that investments in new enterprises is "particularly hazardous, however."

"A tax system which artificially causes would-be investors to prefer safe investments discourages pioneering, makes the economy less progressive, and therefore retards the rise in the standard of living," which has made available radio, television, moving pictures and other luxuries, the committee asserted. It pointed to its previous recommendations that enterprises should not be "discouraged" by taxes.

But fortunately, CED added, American conditions and institutions on the whole are favorable to economic progress. The committee stated

"There are a number of large enterprises in industry, particularly in the electrical industry, communications (and others) which are financing research on a considerable scale. The support of research by industry is growing rapidly and spreading to new fields. . . ."

The statement was the 21st on national policy issued by CED's Research and Policy Committee since its founding in 1942. In a report issued last year on "National Security and Our Individual Freedom," CED scored the government for alleged secrecy on security measures and charged that the U. S. program "raises new threats to our freedoms" and poses questions of creeping censorship over radio and other news media [BROADCASTING, Dec. 19, 1949].

Meanwhile, Mr. Folsom and other officials last week denied a report that CED is hearing suggestions, in connection with security measures and civil defense, that certain government agencies be removed from Washington as part of the contemplated industry dispersal plan.

Meanwhile use of radio to promote better economic understanding also has been encouraged by CED, which cited a weekly forum of the air sponsored by the U. of Washington and titled *Think It Over*. An executive committee of community leaders and educators share responsibility for basic policies for the program, which emanates from various communities. Reception to broadcasts, according to CED, has been "so favorable" that experiments will be made to bring listeners into an even more active relation relationship with the university.

Industrial Features

In Colorado, the committee has pointed out, radio broadcasts from industrial plants are helping the people know more about economic conditions of the region and how to improve them.

CED's Research and Policy Committee comprises such members as Philip D. Reed, chairman of the board of General Electric Co.; Philip L. Graham, president and publisher of the *Washington Post*, which operates WTOP-AM-FM Washington, and Eric Johnston, president, Motion Picture Assn. of America.

SHUN RADIO-TV

At PGA Golf Tournament

FEAR of a loss in admissions was cited Wednesday by Mayor James A. Rhodes, general chairman of the 1950 PGA championship golf tournament, as his reason for barring radio and television. The event is scheduled for June 21-27 at Scioto Country Club, Columbus, Ohio.

Mayor Rhodes pointed out that the tournament "is for charity"—proceeds go to the local boys club and city zoo—and that unless the sponsors received "a price that would cover potential admission losses through radio-television coverage," no rights to cover PGA would be released. On-the-scene broadcasts would be limited to material taken from the scoreboard and periodic reports by announcers. Tape and film transcriptions for nighttime playback only would be permitted, he added.

Sees Radio Increase

RADIO SALES will be higher in the next five years than in the prewar 1935-39 period, despite the rapid growth of television, Joseph B. Elliott, vice president in charge of RCA Victor consumer products, declared last week. Speaking at the 42d annual convention of the National Assn. of Electrical Distributors, meeting in Atlantic City, Mr. Elliott said the novelty of TV is wearing off and radio has "a very strong daytime position and a substantial evening audience." He pointed out that the changing patterns in radio-TV distribution will bring "handsome" profits to the industry.

1902 Clyde P. Scott 1950

CLYDE PURCELL SCOTT, 48, general manager of KECA-AM-FM-TV Los Angeles, died June 13 in Hollywood. He was found in his car, apparently the victim of a heart ailment.



Mr. Scott

Mr. Scott studied journalism and advertising at the U. of California in Los Angeles.

Mr. Scott was sales manager of KFI-KECA for the six years preceding ABC acquiring latter station from Earle C. Anthony Inc. He became general manager of KECA Aug. 1, 1944. When KECA-TV started operation in September 1949, he took over general management of that station too.

For 15 years prior to his association with Earle C. Anthony Inc., he had wide experience in radio and general advertising. Joining Dan B. Miner Co., Los Angeles agency as account executive in 1923, he also handled all radio production for local and network accounts, as well as general promotion for Western Auto Supply Co.

He was elected last month, vice president of Southern California Broadcasters Assn., and also was a member of the Hollywood Ad Club.

Mr. Scott is survived by his widow, Vivian, and one daughter, Mrs. W. J. Gowdy Jr.

Says It With Roses

TO celebrate the biggest month (May) of national business sales in the history of the station, KSL Salt Lake City is sending a fresh rose to the entire staff of each Radio Sales office (its station representative) in New York, Chicago, San Francisco, Detroit, Los Angeles and Memphis, for a week.

RENAME WALTER

Heads Wisconsin Networ

JOHN M. WALTER, general manager, WJPG-AM-FM Green Bay, Wis., was reelected president of Wisconsin Network Inc. at its annual stockholders meeting recently at Williams Bay, Wis.

Other officers elected: Earl Huth, manager, WHBY Appleton, vice president, and George T. Frechette, general manager, WFHR-AM-FM Wisconsin Rapids, secretary-treasurer. Mr. Frechette also was re-named managing director of the regional network. Stations include WJPG, WHBY, WFHR, WIBU, Poynette-Madison, WCLO Janesville, WGEZ Beloit, WRJN Racine, WHBL Sheboygan and WWCB Baraboo.

Directors in addition to those re-elected to office are Harold Newcomb, WRJN; Sidney H. Bliss, WCLO and WGEZ; William C. Forrest, WIBU and WWCF; A. F. Lange, KFIZ Fond du Lac, and G. P. Richards, WHBL. At the meeting, the network's management presented stockholders with an optimistic report on future business and operations.

TEST SUCCESS

WEEK Signs Block & Kuh

SUCCESSFUL results of 372 one-minute and 52 chainbreak announcements have prompted a change in advertising policy by Block & Kuhl Co., Peoria, Ill. Firm has signed its first regular radio contract with WEEK Peoria, NBC affiliate, for 90 spots weekly. Test run was held May 1 through June 9, with the contract signed shortly after, WEEK reported.

The Peoria firm is the parent store of the Block & Kuhl group that has retail outlets in 19 cities. According to the station, the Peoria company spent the bulk of its advertising budget in newspapers until it experimented with radio. Agreement was signed by William Flynn, WEEK account executive; Sales Manager George Cremeens and C. Lorraine Anderson, B&K advertising director.

FIRST program in CBS' summer series, *The Starlight Operetta*, was broadcast from Dallas on June 10. Stars and music of productions from Dallas outdoor summer theatre make up half hour show (6-6:30 p.m.) which originates at KRLD. Jay Hogan, of station's announcing staff, officiates.

RTMA PLANS

To Name Reorganization Unit

NEW reorganization committee will be named shortly by Robert C. Sprague, chairman of the board and president of Radio & Television Mfrs. Assn. The committee will tackle the job of selecting a paid president for the newly created $50,000 post.

RTMA, new title of Radio Mfrs. Assn., was revamped at the annual membership meeting in Chicago [BROADCASTING, June 12]. Mr. Sprague is filling the presidency pending election of a paid incumbent.

An entirely new committee is to be named for the presidential project. It will comprise many of the top officials in the manufacturing industry. First job will be to review work of the committee which expired at Chicago. RTMA's Washington operation will be directed until Aug. 1 by Bond Geddes, who retires after 23 years service. James D. Secrest was promoted to secretary and general manager.



Mr. Secrest



Mr. Sprague

Several committee appointments were announced last week. Dr. Allen B. Du Mont, head of Allen B. Du Mont Labs., was named chairman of the Excise Tax Committee replacing Joseph Gerl, Sonora Radio & Television. Mr. Gerl and A. M. Freeman, RCA-Victor Division, were named vice chairmen.

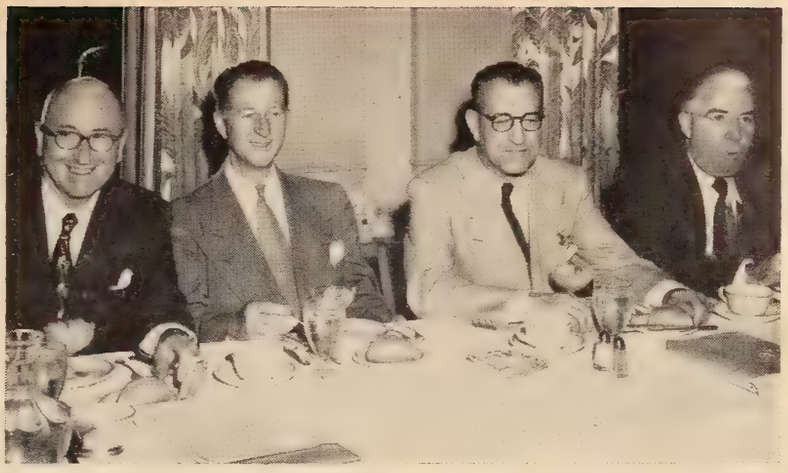
John Craig, of Avco's Crosley Division, was appointed chairman of the Industrial Relations Committee succeeding Glenn W. Thompson, Noblitt-Sparks Inc. Mr. Thompson was elected chairman of the Set Division at the Chicago meeting. Leslie E. Woods, Raytheon Mfg. Co., becomes vice chairman of the committee.

The RTMA labor group is negotiating with the Wage, Hour & Public Contracts Division of the Labor Dept. in connection with application of the Walsh-Healey Act to the manufacturing industry. Subcommittee handling this project is headed by Robert C. Sprague Jr., Sprague Electric Co.

Drops Chairmanship

RTMA President Sprague has relinquished his chairmanship of the RTMA Town Meetings Committee, engaged in extensive projects in 60 cities to aid dealers and technicians in servicing sets. Harry A. Ehle, International Resistance Co., was named successor to Mr. Sprague.

RTMA has been invited by the New York City Better Business Bureau to take part in a June 28 meeting to develop advertising standards for radio and television selling. The New York bureau is pioneering a move to set up voluntary advertising standards for protection of consumers [BROADCASTING, June 12].



THREE OFFICIALS of Radio & Television Mfrs. Assn. sat with FCC Commissioner George E. Sterling at recent set-makers convention in Chicago. L to r: R. C. Cosgrove, retiring president; Comr. Sterling; Dr. W. R. G. Baker, General Electric Co., director of RTMA Engineering Dept., and Paul V. Galvin, Motorola Inc., also a past president.

CARVER ELECTED

Heads Carolina Newsmen

F. O. CARVER Jr., WSJS Winston-Salem, was elected president of the Carolinas Radio News Directors Assn. at the third annual convention held June 9-11 at Myrtle Beach, S. C.

Sessions included panel discussions on "Making the Newsroom Pay," "Gathering Local News," "Gadgets in the Newscast," and a convention dinner address by Phil Newsom, radio news manager of United Press. Gren Seibels, WMSC Columbia, S. C., association president, served as toastmaster.

Other newly elected officers are: Dick Mitchell, WFBC Greenville, S. C., vice president; Bill Melia, WWNC Asheville, N. C., secretary-treasurer; Ed Kirk of WPTF Raleigh, Jim MacNeil of WTSB Lumberton, Elmer Oettinger of WNAO Raleigh, and Mr. Seibels, members of the board of directors.

KSTP STRIKE

Court Order Slows IBEW

MINNEAPOLIS District Court has issued a temporary injunction restraining IBEW technicians on strike at KSTP-AM-TV that city from picketing remote baseball operations at nearby Nicollet Park. This is the second such court order, first of which was dismissed recently when the judge ruled that picketing remote operations was not in violation of the state's anti-secondary boycott rule.

IBEW-KSTP strife over wage increases in the past eight months came to a climax two months ago when 21 union technicians went on strike [BROADCASTING, May 15]. Men are still picketing the main plant, backed by the local American Federation of Musicians union.

Judge Theodore Knudson has 60 days in which to pass a decision on the claim of KSTP and President Stanley E. Hubbard that picketing of remote ball games violates Minnesota's law. Although telecasting of remotes continues with non-union men operating equipment, a union official told BROADCASTING that baseball attendance has been cut "materially" because of the dispute. The judge handling Mr. Hubbard's first petition for an injunction ruled that TV equipment is an integral part of remotes, therefore the site becomes a part of the overall operation and can be picketed legally.

Gipps Sells More

USE of a local tie-in on radio spot announcements, reports Harry J. Krueger, president, Gipps Brewing Corp., Peoria, Ill., has upped his firm's sales 27% the first five months of this year over the same period in 1949. "Invaluable goodwill" is obtained from customers, he says, by mentioning the name, address and food specialty of a retail beer outlet. He credits Robert E. Jackson, vice president, Kaufman & Assoc. Inc., Chicago, for the idea and adds "we intend to channel more of our advertising investment into radio. . . ."

Johnson Heads Ad Club

WALTER C. JOHNSON, assistant general manager of WTIC Hartford, Conn., last week was elected president of the Advertising Club of Hartford for the 1950-51 term. Lester G. Bruggeman Jr., Charles W. Hoyt Co. Inc., was named first vice president. New directors elected for three years: Richard K. Blackburn, technical director, WTHT; Arthur H. Truitt, sales promotion manager, G. Fox & Co.; Edward M. Graceman, Edward Graceman & Assoc. Other directors continue for two-year terms.

BULOVA PLAN

Promotes Radio-TV Talent

AS AN IMPORTANT part of its approximately $4 million radio and TV campaign, Bulova Watch Co., New York, will feature a huge exchange promotion involving some of the most impressive talent names in the two media.

Conceived by Terrence Clyne, account executive on Bulova for the Biow Co., New York, the plan calls for the stars to make a substantial number of the Bulova chain breaks in return for a supplementary mention of the performers' own programs.

Among those already signed for the project in television are Ken Murray, Ed Sullivan, Faye Emerson, Abe Burrows and Garry Moore. Expected to be signed shortly are stars from the *Philco Theatre*, *The Ford Theatre* and *Studio One*.

Bulova will use the exchange promotion plan four nights weekly on television retaining its present format the other three days. Radio schedule, although not set yet, probably will follow the same principle.

Discussing the Bulova policy generally Mr. Clyne told BROADCASTING that as television costs in a market reach substantial proportions "we are finding it necessary in many cases to reduce our radio budget as well as our magazine and newspaper outlay. But Bulova radio expenditure in non-television markets is greater than ever before in the history of the company. Moreover, our radio and television expenditure combined is at its all time high."

INTERNSHIPS

Four Outlets Train Teachers

FOUR broadcast stations, cooperating with the Council on Radio Journalism, will finance news internships for teachers of radio journalism, according to Arthur C. Stringer, secretary-treasurer of the council. The internship movement is designed to improve standards of radio news.

Cooperating stations are KLZ Denver, KNBC San Francisco, WDUZ Green Bay, Wis., and WMAZ Macon, Ga. Journalism teachers will interne in station newsrooms under personal supervision of news directors. The practical knowledge they gain will be passed on to students.

Internships are financed by cash grants given the council by the four stations. The internship project is the sixth in a series developed by the council, which was founded in 1945 by the NAB Radio News Committee and the American Assn. of Schools and Depts. of Journalism.

The 1950 internes and assignments follow: Robert B. Rhode, U. of Denver, to KLZ; Raymond V. Johnson, U. of Oregon, to KNBC; Richard T. Mattauer, Northwestern U., to WDUZ; Mell Lunceford Jr., U. of Georgia, to WMAZ.

FORTUNE POPE
Elected WHOM President

FORTUNE POPE, who was general manager of WHOM New York from the time his father, the late Generoso Pope, bought the station until 1949, last week was elected president of the Atlantic Broadcasting Co., which operates WHOM.

Mr. Pope also is vice president and secretary of Colonial Sand and Stone Co., owned by the family and reportedly the largest of its kind.

His brother, Anthony Pope, was elected president of the Colonial concern.

Assumption of the WHOM post by Mr. Pope, eldest son of the late publisher, marks his active return to the station. His youngest brother, Generoso Pope Jr., editor of the family's Italian language newspaper, *Il Progresso Italo-Americano*, will retain his connection with the station as its executive vice president. He has been with the station since Sept. 6, 1949.

The Pope family has an FM application pending and expects to apply for a TV channel when the FCC freeze is lifted.

NBC-N. U. MEET
70 Students Enrolled

SEVENTY students have enrolled for the ninth annual NBC-Northwestern U. Summer Radio Institute. They will register Friday for six-week classes in professional broadcasting which begins Monday. Judith Waller, NBC director of public affairs and education in Chicago is co-director of the institute. Courses offered this year include a survey of television, program planning, announcing, public service, sales, production, publicity and promotion, music, directing and continuity.

Most sessions will be conducted at NBC Merchandise Mart studios, with some at the N. U. campus in Evanston. Donley Federson, chairman of N. U.'s department of radio and television, is co-director with Miss Waller. He reports that half of the students are from radio stations.

Survey Radio Spots

RADIO commercial has been microscoped by students at San Bernardino Valley (Calif.) College to determine its listenability. Survey found Harlo Wilcox's delivery for Johnson's Wax on NBC's *Fibber McGee & Molly Show* the "Spot Most Likely to Succeed." Runnerups were Newscaster Frank Hemingway's Folgers and White King commercials on Mutual-Don Lee and Gillette's commercials on *Cavalcade of Sports*, respectively. Other categories: Jack Benny's "Sportsmen" on his CBS show, for more than one voice category, Vacuum Cleaner Co. of America commercial as "Stinker for 1950."



GUESTS of Oscar R. Ewing, Federal Security Administrator, at Wardman Park Hotel party in Washington last Tuesday included (l to r) Fortune Pope, WHOM New York; FCC Commission Frieda Hennock; Mrs. Charles F. Brannan, wife of the Secretary of Agriculture; Generoso Pope Jr., WHOM; Mrs. Oscar L. Chapman, wife of the Secretary of Interior; Anthony Pope, WHOM.

LOBBY DATA
Buchanan Modifies Requests To Business Firms

CHAIRMAN Frank Buchanan (D-Pa.) of the House Lobby Investigating Committee, amid continued furore over his use of subpoena power to summon witnesses, last week told the House that he had modified earlier requests for information from over 160 business firms calling for itemized expenses used to influence legislation the past three years [BROADCASTING, June 12].

He said he had sent a further letter to the same corporations which "clarifies the scope" of the original request and seeks "relevant facts . . . without unduly burdening the respondents."

Rep. Buchanan had asked RCA, Westinghouse Electric, General Electric and a host of other firms to compile detailed reports on expenses incurred for trips, advertising and other factors in connection with the purpose of influencing "the passage or defeat of legislation, directly or indirectly" [BROADCASTING, June 5].

Defines Coverage

Last week's statement pointed out that "advertising, of course, does not relate to ordinary business advertising, but to institutional or other advertising dealing with public issues having legislative significance."

Cost of maintaining a Washington office "solely for sales or other regular business operations" also was not to be construed as among the information requested by the committee, Rep. Buchanan added. This item reportedly had been questioned by Frank M. (Scoop) Russell, vice president in charge of NBC Washington operations, presumably at the behest of RCA.

Rep. Buchanan told the House that "early returns on this questionnaire have been good" and that most business organizations "knew what we wanted and were willing to give it to us." Deadline on returns is set at June 30 or "at a reasonable time thereafter."

Simultaneously he revealed that he had sent out similar questionnaires to over 2,000 trade associations in the U. S. The names were lifted from a book published periodically by the Dept. of Commerce. One of these was the Radio Correspondents Assn. on Capitol Hill, according to CBS Commentator Bill Shadel. Members of Congress similarly were approached last year when the lobby group was set up.

Meanwhile, further agitation developed last week over the question of subpoena power which, some Congressional members charged, had been usurped by the chairman without advice of the committee. Leading the attack again was Rep. Clare Hoffman (R-Mich.), sponsor of a movement to set up a special seven-man group to investigate the lobby committee.

Chairman Holds Power

The committee voted last Wednesday, however, according to Chairman Buchanan, to continue vesting in the chairman the power of subpoena in the committee's name without formal committee action if not deemed necessary.

Extension Asked

WIBK Knoxville, Tenn., denied reconsideration a fortnight ago of FCC's earlier order to refuse the station a license [BROADCASTING, June 5], last week petitioned FCC for extension of authority to continue operating until after it has appealed FCC's action to the U. S. Court of Appeals for the District of Columbia according to provisions of the Communications Act. WIBK said it will appeal by June 22.

VISIT TRUMAN
WHOM Executives Guests

THE THREE Pope brothers—Generoso Jr., Fortune and Anthony—operating WHOM New York, called on President Truman Wednesday noon at the White House Executive Offices. They were accompanied by Oscar R. Ewing, Federal Security Administrator, a friend of the late Generoso Pope.

Discussion was purely of a personal nature, Director Ewing said. He added the elder Pope had been a friend of the President. Fortune Pope is president of WHOM, with Generoso Pope Jr. executive president.

Administrator Ewing entertained the Pope brothers Tuesday evening. Among guests was Commissioner Frieda B. Hennock, of the FCC. The brothers are operating their father's properties, including *Il Progresso Italo-Americano* and Colonial Sand & Stone Co. Petition to the FCC for involuntary transfer of control of Atlantic Broadcasting Co., operating WHOM, was filed last month. Anthony Pope is president of Colonial.

MULTIPLEXING
FCC Grants 90-Day Test

MULTIPLEX DEVELOPMENT Corp., New York, last week was granted authority by FCC to field test for 90 days its newly developed multiplex system using the facilities of former WGYN (FM) New York on Channel 250 (97.9 mc).

Under the system, one or more aural FM programs are broadcast by multiplex with the emission of the main aural program. The firm claims this is done without impairing the quality of the main program within the audio-frequency range between 30 and 15,000 cycles and without exceeding the presently assigned channels widths of FM stations.

The multiplexed signal is above audible range around 20,000 cycles and hence cannot be heard on the regular FM program, it was explained. A special filter is used on the FM receiver to obtain the multiplexed program.

Multiplex Development plans to rent facilities of WGNY, which ceased operations April 26 and turned in its license, FCC reported. Multiplex signals of single tone, voice and music are to be aired for observation. No regular FM programs are to be aired however, FCC explained. The Commission indicated the tests operation will be with 4 kw power using a 905-ft. antenna. Test hours are between 1 and 6 a.m. and between 9 a.m. and noon, FCC said.

William Halstead is president of Multiplex Development. Frederick A. Willis is vice president and H. J. Belanger secretary-treasurer. Norman E. Jorgensen is Washington counsel.

IOWA'S MULTIPLE-SET HOMES HAVE ALMOST TRIPLED SINCE 1940!





THE 1949 Iowa Radio Audience Survey* reveals an amazing increase since 1940 in the number of Iowa homes with "two sets" and "three-or-more sets." 33.3% of Iowa homes now have *two* sets whereas in 1940 there were only 13.8% . . . 12.4% have *three or more* against 4.4% in 1940.

Extra sets mean extra listening. Where an Iowa home has four or more sets, 67.7% of the families use two sets *simultaneously* on an average weekday. Where the home has three sets, 44.3% of the families use two sets *simultaneously.* Where the home has two sets, 26.4% of the families use two sets *simultaneously.*

In addition to the extra listening caused by two or three sets being heard at the *same time,* there is a large but unmeasured amount of added listening in cars, offices, barns, etc.

Sets create the 1950 Iowa audience, and WHO *continues to get the greatest share of this audience.* Write to us or ask Free & Peters for your copy of the 1949 Survey. It tells all the facts.

* The 1949 Edition is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University—is based on personal interviews with 9,116 Iowa families, scientifically selected from cities, towns, villages and farms all over the State. It is widely recognized as one of the nation's most informative and reliable radio research projects.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

He Won—But Lost

THERE are times when travel is inconvenient; it was certainly most inconvenient for Walter Robinson of Brockton, Mass. Mr. Robinson was the winner of a week-end in New York for submitting the winning title for an original song played on RCA Thesaurus' recorded program *Claude Thornhill Presents Win a Holiday.* WBET Brockton submitted the winning entry. The station immediately informed the winner—Walter Robinson, an inmate of the Norfolk County Prison Colony in Brockton. As it is inconvenient for Mr. Robinson to leave his home for the next four years, two disabled veterans from Lovell Army Hospital, Ayer, Mass., will substitute for him.

LICENSEE RIGHTS *Controls Its Programs, Fly Tells Court*

JAMES LAWRENCE FLY, former FCC Chairman, last week argued in Federal Court that the Communications Act of 1934 "creates no rights in private parties to compel licensed stations to broadcast particular programs."

Mr. Fly presented arguments in the U. S. Circuit Court of Appeals, Boston, in the suit brought against WLAW Lawrence, Mass., by the Massachusetts Universalist Convention.

The universalists brought suit after the station refused to permit the broadcast, on a regularly scheduled Universalist program, of an Easter Sunday script which denied the validity of orthodox Christian views concerning the Resurrection.

The argument last week was in opposition to an appeal from a lower court decision dismissing the action.

"There is nothing in the [Communications] Act or in the rules and regulations of the [Federal Communications] Commission which in any way purports to confer any private rights upon persons desiring to broadcast over the facilities of licensees," Mr. Fly argued.

Mr. Fly pointed out that the FCC has repeatedly made it plain that "the right to determine, select, supervise and control programs is to be exercised by the licensee and the licensee alone."

Indeed a licensee violates the obligation of its licensee "if it enters into any contract that disables it from making the final decision as to what material shall be accepted or rejected," he said.

"In this case," he said, "it was the right and duty of the management of WLAW to determine whether the proposed Easter Sunday broadcast should be accepted or rejected."

The argument of the Universalist Convention that it had the right to demand the disputed sermon be broadcast is "tantamount to imposing a public utility status upon broadcast stations," Mr. Fly said.

WORLD RADIO

Senate May Begin Study

CONSIDERATION of a proposal by Sen. William Benton (D-Conn.) to set up a world-wide radio network for the purpose of parrying Russian "jamming" thrusts may be taken up initially by Sen. Elbert D. Thomas (D-Utah) and his newly-created five-man Foreign Relations subcommittee sometime this week.

The group was named by Committee Chairman Tom Connally (D-Tex.) to make a study of the Benton resolution (S Res 243) looking toward a general expansion of U. S. information services overseas and specifically implementation of present Voice of America operations [BROADCASTING, June 12].

Sen. Thomas was reported to have conferred last week with Sen. Benton, who is pressing, along with at least 12 co-sponsors of his plan, for a hearing before Congress adjourns. Whether such a hearing will be held, authorities indicated last week, will depend on how soon the committee can clear its decks for action. Many of its members serve on at least two or three subcommittees.

Sen. Benton's proposal, backed by Sens. Charles Tobey (R-N. H.), Karl Mundt (R-S. D.) and others, envisions a "Marshall Plan of ideas" with provision for relaying a signal by shortwave, long wave and medium wave "into every radio receiver in the world . . . in a full-throated voice instead of a whisper. . . ."

Sen. Benton also would step up work being done by UNESCO and expanded use of radio in the international organization. He returned last week from the General Conference of UNESCO held at Florence, Italy.

Other members of the subcommittee, who would sit in on the proposed plan to extend the Voice, are Sens. Brien McMahon (D-Conn.), J. William Fulbright (D-Ark.), H. Alexander Smith (R-N. J.), and Henry Cabot Lodge (R-Mass.).

AS OF May there were 78,000 sets capable of receiving FM in use in Washington metropolitan area, according to report released by American Research Bureau. Figure is based on extensive cross section sampling conducted as part of ARB's regular radio and television audience measurement service.

In Buffalo you can go places fast with WGR



---AND ITS HIGHER-THAN-EVER HOOPER RATINGS

EDGAR BERGEN · ARTHUR GODFREY · BOB HAWK · SUSPENSE
LUX RADIO THEATRE · MY FRIEND IRMA · BUDDY CLARK
LOWELL THOMAS · HALLMARK PLAYHOUSE · JACK SMITH · THE F.B.I.
DICK HAYMES · EDWARD R. MURROW · SING IT AGAIN · BEULAH
MR. & MRS. NORTH · THE GOLDBERGS
LUCILLE BALL · ABE BURROWS
MR. KEEN · CRIME PHOTOGRAPH
JOAN DAVIS · GROUCHO MA
MR. CHAMELEON · DR. CHRISTIAN
BING CROSBY · BURNS & ALLEN
EVE ARDEN · AMOS 'N' ANDY
JACK BENNY · INNER SANCTU
RED SKELTON · HELEN HAYES
HORACE HEIDT · MYSTERY THEA
PHILIP MARLOWE · GANG BUSTERS · DINAH SHORE · GENE AUTRY
HIT THE JACKPOT · WE, THE PEOPLE · VAUGHN MONROE · CONTENTED HOUR
FAMILY HOUR OF STARS

NOW ON WGR CBS 550

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

WGR 550 Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

G-E RECTIFIER TUBES

BASIC IN BROADCASTING



They're dependable!

YOUR supply of d-c power ranks high among requirements for signal power and continuity. By installing rectifier tubes that serve reliably, you've taken a big step toward peak transmitter output with minimum time off the air. *Assure tube reliability by choosing General Electric!*

Here are products pre-tested for quality (built of selected materials by the most modern manufacturing methods, with inspection at every stage), and pre-tested for performance in two important ways: (1) as tubes, after manufacture, (2) as types, by use in broadcast stations from coast to coast, where G-E tubes enjoy a none-better record.

General Electric also brings you constant design improvements. *Example:* the straight-side bulbs of the GL-8008 and GL-673 give an increased temperature margin of safety, make these tubes easier to handle and install. *Example:* future heavy AM-FM-TV power requirements are anticipated by new G-E tube developments such as the GL-5630 ignitron, which will supply direct current in impressively large amounts.

If you build or design transmitters, phone your nearby G-E electronics office for expert counsel on rectifier tubes. If you are a station operator with tube replacements in mind, your G-E tube distributor will be glad to serve you promptly, efficiently, out of ample local stocks. *Electronics Department, General Electric Company, Schenectady, 5, New York.*

GENERAL ELECTRIC

180-J4

Type	Cathode voltage	Cathode current	Anode peak voltage	Anode peak current	Anode avg current
GL-866-A	2.5 v	5 amp	10,000 v	1 amp	0.25 amp
GL-8008	5 v	7.5 amp	10,000 v	5 amp	1.25 amp
GL-673	5 v	10 amp	15,000 v	6 amp	1.5 amp
GL-869-B	5 v	19 amp	20,000 v	10 amp	2.5 amp
GL-857-B	5 v	30 amp	22,000 v	40 amp	10 amp

THE LATEST WCKY STORY

DO YOU KNOW THAT MORE FAMILIES LISTEN TO WCKY REGULARLY AT NIGHT (3 to 7 TIMES A WEEK) THAN LISTEN TO ANY ONE OF THE FOLLOWING 50,000 WATT STATIONS?*

KYW Philadelphia
WWL New Orleans
KMOX St. Louis
WSM Nashville
WHO Des Moines
WSB Atlanta
KWKH Shreveport
WRVA Richmond
WBT Charlotte
KVOO Tulsa
KOA Denver
WGY Schenectady
WHAM Rochester
KGO San Francisco
WTIC Hartford
KRLD Dallas
WTOP Washington, D. C.
WLAC Nashville
WWVA Wheeling
WPTF Raleigh
KOMA Oklahoma City
KFAB Lincoln

(— BMB 1949)*

WCKY IS ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

AND—DO YOU KNOW THAT WCKY COSTS LESS PER THOUSAND BMB FAMILIES THAN ANY OF THESE 22 FIFTY THOUSAND WATT STATIONS?*

YOU CAN BUY a 1-MINUTE PARTICIPATION IN WCKY's FAMOUS "JAMBOREE" PROGRAM FOR ONLY $50.00 (open rate).

WCKY IS YOUR BEST BUY!

Call Collect Thomas A. Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Ci 281

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

TV Labor Pains

TELECASTING, which recently has begun to reduce the harrying discrepancies between high costs and low revenues, is now confronted with a new and vexatious financial problem—a rise in labor overhead.

The strike of the IBEW against CBS emphasizes that the end of a period of comparative peace in television labor relations is at hand. It is true that both radio and television engineers struck the network for three days last week, but of the two services television suffered the more.

In the few years of rapid but as yet unremunerative development of telecasting, most unions have wisely been content to withhold demands for contracts comparable to those they hold with more mature enterprises.

Doubtlessly the talent and technicians unions have read with interest recent statements by some telecasters who have announced they were in or approaching the black. It was inevitable that labor's policy of moderation would end with such reports.

It would be well at this moment if there were clarification of what telecasters meant when proclaiming they had attained profitable operation. We doubt that any one of them who has made such announcements means that he is so deep in the black that an increase of costs could be absorbed without a re-immersion in the red. We doubt indeed that any telecaster can afford at this point to write a labor contract guaranteeing minimum wages and conditions on anything like the levels that are or are about to be sought.

We venture that those profits being talked about are operating profits last month or this month, with no accounting of investment, amortization or previous operating deficits—or of the summer doldrums ahead.

The demands that can be expected to be made by the Television Authority or the Screen Actors Guild, or both, as soon as the jurisdictional wrangle between the two unions is resolved, are for minimum wages that unquestionably could not be borne by TV.

It is probably inexorable that this vacuum will be filled, and soon. The challenge to both telecasters and to unions is to fill it with contracts that can be lived with. An exorbitant drain on their resources by labor could very easily arrest television development.

Fair and Warmer

STORM CLOUDS of violent intensity have hovered over the radio media since the war's end. Many in AM looked for cloudbursts and inundations. Some ran for cover by selling out. Others took it in stride but kept within distance of economic shelter, by trimming overhead and staff. Some were prudent; others foolishly pulled in their horns, and were easy prey.

In recent months the economic skies have cleared somewhat. TV is still making its Gargantuan strides. But most broadcasters are finding that business isn't too bad and that TV isn't spelling the "doom" of ear radio.

To be sure, there are readjustments which have been made, and which are indicated for the future. No art or industry remains static.

Current economic studies made by Dick Doherty of NAB show that radio's economic structure, by and large, is healthy. In the South Atlantic states, 62% of the stations showed gross revenue increases, averaging 11%, in 1949 over 1948. Only 38% showed a decline—and most of them were postwar newcomers. The pattern probably will fit the entire country. Operating costs likewise are leveling off.

There will be failures. That's inescapable, what with 3,000-odd stations on the air, or more than triple the prewar population. But those who remain will be in good health, and perhaps better off because they knew how to cope with the postwar uncertainties and that TV tidal wave.

Bruce Barton, philosopher and advertising man, the other day called radio "the mightiest force in existence for spreading information and entertainment throughout the world." As to TV, he said people ask him "will television kill radio?"

"I ask them, did radio kill the newspaper? Nothing can kill either. . . . Radio will grow to enormous proportions. Radio will always be 'first' in giving the news, and in providing entertainment."

Charles W. Shugert, Shell Oil promotion-advertising executive, sees radio on the threshold of a "golden era" in both TV and non-TV homes. Good promotion and programming can mean more radio sets manufactured and sold, more listening, more revenue, more product brand acceptance and more all-round value per advertising dollar for the radio sponsor.

There are dozens of researches in recent months that buttress these views. But these things won't just happen. It takes ingenuity and planning and affirmative selling.

The storm clouds are passing. Now is the time to till the radio soil and reap the harvest fostered by free competition in the American tradition.

John Shepard 3d

WHEN JOHN SHEPARD 3d slipped away the other day into radio's Valhalla, it marked the end of an era. John Shepard constituted a radio era himself.

He died of a heart condition less than two years after he had retired from radio. He was 64. He had spent more than a quarter century in radio, with the Yankee Network he had founded and its precursors—WNAC Boston and WEAN Providence—both of which began operation in 1922.

A statistic, however, cannot depict John Shepard's legacy to radio. He was born to the purple of the Shepard Department Stores family, which had its antecedents in New England before the Civil War. He started radio as a public service adjunct of the stores.

In those early days, John Shepard 3d, with acumen and foresight, linked his two pioneer stations by telephone lines. He inaugurated baseball play-by-play, as well as hockey broadcasts, and he initiated the Yankee Network News Service—perhaps the beginning of original news reporting for radio. And he started —"editorializing" on the air—leading to the Mayflower Decision which originally banned editorial comment in behalf of station ownership. He saw the rule rescinded. He was one of the founders of Mutual.

Those are a few of the tangibles for which John Shepard, incidentally, never claimed credit. His native Yankee intelligence and tenacity resulted in the driving of many a shrewd bargain for radio—with the copyright owners, with the networks and others.

It was in 1944 that the Yankee Network was sold to General Tire because the octogenarian John Shepard Jr. wanted to have his estate in order. John 3d continued as board chairman of Yankee for several years and in 1948 retired from radio.

John Shepard 3d, the one-man radio era, can look down upon a healthy, wholesome American radio which he, to a large degree, helped make that way.

Our Respects To —



LEWIS HAVENS AVERY

WHEN at the end of this month the station representative firm of Avery-Knodel Inc. moves its New York headquarters into new and larger space at 608 Fifth Ave., at least one member of the staff will take the move in his stride.

Motion is a natural state for the company's president and founder, Lewis Havens Avery. Physically and mentally, Mr. Avery abhors inactivity as intensely as the devil is reputed to dislike holy water. In the almost 25-year span of his radio career, Lew Avery has tackled almost every aspect of radio except engineering—and has steered clear of that only because three years of struggling with an electrical engineering major in college convinced him once and for all that his talents lay in other directions than those charted for circuits and tubes.

Given his restless nature, it was probably inevitable that Mr. Avery would be in the forefront of most broadcasting industry movements.

In 1936, with a group of other commercially minded station executives, Lew Avery, then director of sales for WKBW and WGR Buffalo, helped form the Sales Managers Executives Committee of NAB. Organized at the NAB convention in Chicago, the SMEC held its own convention in that city the following January, formulating industry business promotion policies that today are being pursued by BAB.

Mr. Avery was also on the committee in charge of the industry Retail Promotion Committee, whose efforts awoke many broadcasters

(Continued on page 36)

Static & Snow

By AWFREY QUINCY

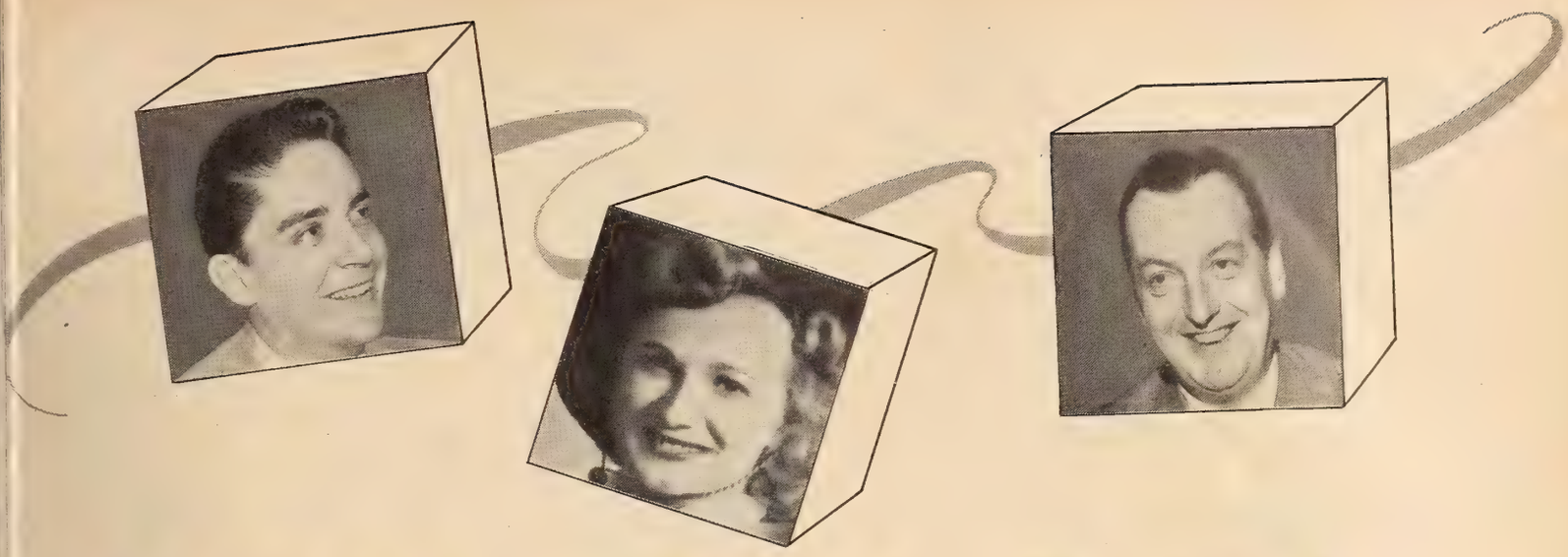
IT MUST be coincidence but just as Comr. Jones starts hunting the fox we read in the current installment of the Duke of Windsor's memoirs that as Prince of Wales he had to give up fox-hunting because he couldn't stay in the saddle.

Now that the color hearing is over at last, the contestants soon will be developing facial red, spirit blue and finally, envy green. But one color this industry will never show is yellow.

Perhaps when the census returns are in, the present crop of bargain hunters will regain their senses.

With Groucho in the fold, the lads at NBC are hopefully humming "Oh, bring back my Benny to me." At CBS "Whispering Hope" has died down to something less than a whisper.

The league of indoor bird watchers has identified a Hopalong Cassowary. Of course it's William Boyd.



WOV's "Daily Triple"

Delivers an UNDUPLICATED audience of 971,520 PEOPLE weekly!

The "DAILY TRIPLE" provides, in a single unit purchase, participation in WOV's 1280 CLUB, PRAIRIE STARS and RAMBLE IN ERIN PROGRAMS — one broadcast in each program daily . . . a total unduplicated audience of 971,520 PEOPLE at a cost of only 27 CENTS PER THOUSAND people reached.

In New York the big swing is to the independents, and WOV's nighttime audience is up 39%.* The WOV "DAILY TRIPLE" is your best bet for sales impact, market coverage and an unbeatable unit rate.

*Source: The Pulse, Inc.

THIS IS THE "Daily Triple"

Each program reaching a large, distinctive and different audience.

★ **1280 CLUB** — with Bill Williams. 1 ½ hours of fun and music with America's best bands to entertain you.

★ **PRAIRIE STARS** with Rosalie Allen — Unchallenged queen of American Folk, Western, and Mountain Music. Elected America's No. 1 feminine disk jockey for 1950 — Western Life Poll.

★ **A RAMBLE IN ERIN** with Pat Stanton — Authentic Irish music and folk songs, with celebrities and guest stars.

Originators of *Audited Audiences*

WOV NEW YORK

5000 WATTS

Rome Studios: Via del Bufalo 126

National Representative ***John E. Pearson Co.***

Management

E. ANSON THOMAS, formerly vice president and manager of KGFW Kearney, Neb., named general manager of KFXJ Grand Junction, Col. He joined KGFW in 1940. Prior to that, he was with stations in Illinois, Iowa and Minnesota. **REX HOWELL,** KFXJ president, has supervised station's management since opening 24 years ago.

ROBERT ENOCH, formerly general manager of KTOK Oklahoma City and NAB director, effective June 15, appointed general manager of WXLW Indianapolis, independent outlet with 1 kw on 1590 kc.



Mr. Enoch

WILLIAM L. LIPMAN, owner of WLIP Kenosha, Wis., is the father of a girl, born June 14.

FRED L. BERNSTEIN, assistant general manager and sales manager of WTTM Trenton, N. J., and Anita Kahn were married June 4.

SAMUEL R. SAGUE, president and general manager, WSRS Cleveland, elected vice president of Foreign Language Quality Network.

HOWARD CHERNOFF, former managing director of West Virginia Network and for past two years general manager of *San Diego Star-Journal,* recently sold to Copley interests, is winding up affairs of the newspaper. He has not announced plans other than contemplated trip to Europe this fall.

J. R. POPPELE, vice president, WOR-AM-TV New York, and president, Television Broadcasters Assn., will serve as member of National Radio and Television Committee for United Nations Day (Oct. 24).

SIMON GOLDMAN, vice president and general manager of WJTN-AM-FM Jamestown, N. Y., elected president of Little Theatre of Jamestown Inc.

DANIEL W. KOPS, vice president and general manager of WAVZ New Haven, Conn., is the father of a girl, Cynthia Anne.

Press Duopoly?

(Continued from page 15)

nature of the charge . . . does not appear to be such as to require a denial of a grant," but said further consideration would be given at renewal time if trial of the charge developed justifying facts [BROADCASTING, Dec. 23, 1946].

The suit against *Times-Picayune* was labeled the first of its kind—that is, a civil suit brought by the Government charging a newspaper with injury to a newspaper competitor.

Aside from the details of the charges, the suit is different from the current *Lorain* (Ohio) *Journal* case in at least two respects: (1) the *Journal* is accused of conspiracy to injure a radio station, WEOL Elyria-Lorain, and (2) FCC had already denied a *Journal* application for a radio station, on grounds of unfair competition, before the Justice Dept. filed its suit.

The Lorain suit currently is under advisement in a Federal Court in Cleveland.

The complaint against the *Times-Picayune* charged that the company required classified and national advertisers to buy space in both its morning and evening papers — *Times-Picayune* and *New Orleans States,* respectively — as a unit under a combination rate.

Inducement Charged

Local advertisers, the suit claimed, were induced to refrain from advertising in the competing evening paper, *The Item,* by the offer of arbitrarily low rates in the *States* based upon the volume of their advertising in the *Times-Picayune.*

The suit also charged that the company increased the page content of the *States* without any corresponding increase in revenues, recouping from the profits of the *Times-Picayune.*

The company was accused of acquiring the *States* in 1933 under certain restrictive covenants to prevent competition and of entering into an agreement in 1941 which provided for another competing newspaper to discontinue publication of its Sunday edition. Additionally, the company was charged with refusing to permit newspaper vendors to sell its papers if they also sell *The Item.*

In announcing the suit, Attorney General J. Howard McGrath and Assistant Attorney General Herbert A. Bergson both stressed competition as vital to continuation of a free press. The complaint, filed in Federal Court in New Orleans, seeks "such relief as [the Court] deems appropriate and necessary to prevent the defendants . . . from continuing to violate . . . the Sherman Act, and to dissipate the effects and to prevent a recurrence of their unlawful conduct."

Announcement of the suit brought a prompt reply from *Times-Picayune* officials. President L. K. Nicholson, named as one of the defendants, issued this statement:

"A substantial part of the charges made by the Government are incorrect. Those which are true involve practices followed by many newspapers of this country for years and their legality has never heretofore been questioned.

"We are prepared to meet the issues on the trial of this case and are confident that the court will hold that we have not violated the Sherman Act."

Other *Times-Picayune* officials named defendants: John F. Tims Jr., vice president and business manager; Aubrey F. Murray, advertising director, and Donald W. Coleman, circulation manager.



AT ceremonies held in Denver, Rex Howell (l), general manager of KFXJ Grand Junction, Col., and Hugh B. Terry (r), vice president of KLZ Denver, are cited for their contributions to radio by the U. of Denver chapter, Alpha Delta Sigma advertising fraternity. Jim Woods, U. of Denver student, makes the awards.

LIBEL SUIT

Verdict Favors WLBJ

UNANIMOUS verdict favoring Bowling Green Broadcasting Corp., Bowling Green, Ky., in an $80,000 libel suit was returned June 2 by a Warren County Circuit Court jury. Plaintiffs were four ballot box guards in the Aug. 6 Democratic primary who alleged that the making and playing of a transcription by Bowling Green's WLBJ and WBON (FM) had called into question their good names and caused them "shame and humiliation."

The transcription, the court was told, was made approximately 3:15 a.m., Aug. 7, in the county court room where uncounted ballot boxes were held for tabulation on Monday. Testing equipment in connection with a WLBJ leased wire, Chief Engineer Rondal Miller recorded five minutes of "what sounded like unusual noises."

Two defeated candidates contested the election on the grounds the ballot boxes were tampered with and cited the recording as evidence. WLBJ put the recording on the air for public judgment and to prove the station was not involved with a political clique. It was then that the plaintiffs filed suit.

In addition to Mr. Miller, key witnesses for WLBJ were Manager Ken Given and William Kuznitsof, chief announcer.

Election Expenditures

RESOLUTION to set up a five-man group to probe radio, television and other media expenditures of all House members campaigning for re-election this fall [BROADCASTING, June 12] has won approval of the House Rules Committee and is slated for consideration by the lower chamber at the next calendar call. The proposal (H Res 635), sponsored by Rep. John McCormack (D-Mass.), was reported favorably last Tuesday by Rep. Adolph J. Sabath (D-Ill.), chairman of the powerful rules committee.

CHIPP ELECTED

Named N. Y. Head of IRE

RODNEY D. CHIPP June 7 was elected chairman of the New York section of the Institute of Radio Engineers. Mr. Chipp, engineering director for DuMont Television Network, has held the offices of treasurer, secretary and vice chairman for the New York chapter of IRE.

Others elected were: J. H. Mulligan Jr., assistant professor of electrical engineering at New York U., vice chairman; H. T. Budenbom, member of the technical staff of the Bell Telephone Labs., secretary; and H. S. Moncton, assistant to the manager of the physics labs, Sylvania Electric, treasurer.

BMB PROVES IT! WCKY HAS THE LISTENERS

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER



MODERN 5kw. BROADCASTING

GATES



If you like your transmitters built big and husky, look sleek and distinguished, sound rich and full or—if you are one of those chaps that wants nothing but the best and the latest—as modern as that bobby sox daughter of yours—why, of course, you want Gates. Take the new Gates Five, for instance—

Modern Tubes. The new 3X2500 air cooled, single phase tungsten filament construction assures lower noise, lower distortion and longer life at less cost. 100% tube set is only $695.00.

Modern Installation. No days of cabling when installing the Gates BC-5B. In fact, no cabling at all. One cubical slips into line with the next and a few simple jumpers finish the job.

Modern Design. Dead front design. Open any front door, tune any current, attend relays, even adjust crystal air gaps without disengaging a door interlock.

Modern Walk-in Construction. Open the back doors and walk in. No hodge-podge of parts here, there and yon. The smoothest construction job you ever looked at.

Modern Performance. Gates makes nothing that is second best. Gates BC-5B performance is definitely best in the 5KW field, catalog specifications are not laboratory results but expected results at your transmitter location. Lower noise, lower distortion and greater dependability.

Modern Prices. Pace setter in quality and selling price, Gates Fives are modest indeed for 1950 designs. The latest, the best, the modern in Fives costs no more than older designs—marked down, of course.

2
Leading TV Transmitters

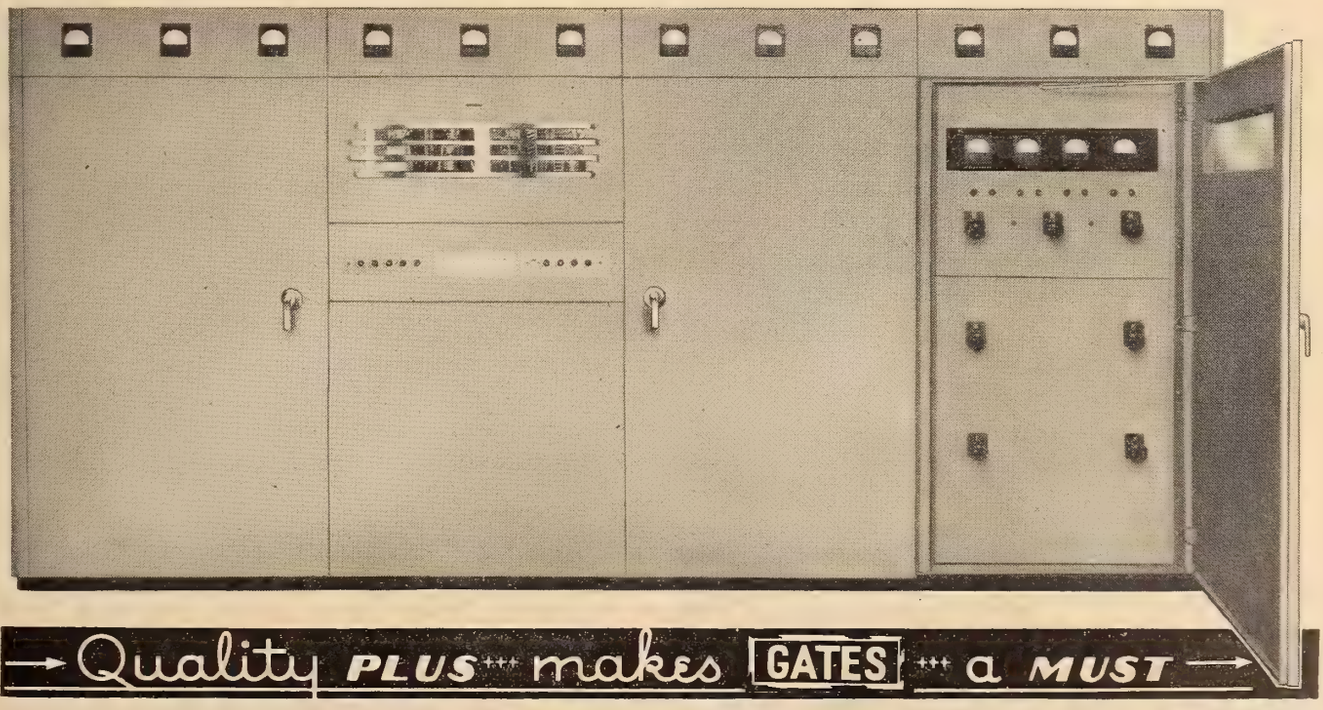
Yes, two of the nation's leading 5KW TV transmitters now use 3X2500 tubes in their output stage, the same tube as in the Gates BC-5B Five KW. AM.

Warner Bldg., Washington, D. C.
2700 Polk Ave., Houston, Texas
Canadian Marconi Company, Montreal
Rocke International, New York City

GATES RADIO CO.

MANUFACTURING ENGINEERS SINCE 1922

QUINCY, ILLINOIS, U.S.A.



Quality PLUS +++ makes GATES +++ a MUST

Respects

(Continued from page 32)

to their first awareness of the great volume of retail advertising which had been largely neglected by radio up to that time. Although the film presentation produced by the committee evoked somewhat less than overwhelming applause at the time, there is no doubt that it played a part in the development of retail business on the air which in recent years has passed both network and national spot business in total volume.

It was only natural that Mr. Avery should be a member of the All Radio Presentation Committee which developed the industry film "Lightening That Talks." He was also one of the moving spirits in the organization of the National Assn. of Radio Station Representatives and is this year's president of NARSR, after having served as treasurer during its first two years. And he has just completed his second term as treasurer of the Radio Executives Club of New York.

Born July 18, 1902, in Seneca Falls, N. Y., Lew Avery got his education at Mynderse academy in that city and at Union College, Schenectady. It was there that he struggled with watts and ohms for three years before admitting that an engineer's life wasn't for him.

Studies Business Administration

He then switched to business administration. When an illness took him out of the classroom in the spring of his senior year he never got around to going back.

While at college he had earned his own way, first by firing furnaces, a chore that got him up at 5:30 each morning and gave him a distaste for early rising that persists to this day. As a freshman he tried out for the school paper and showed an aptitude for journalism that he soon used to free himself from furnace feeding by becoming campus correspondent for the *Schenectady Gazette, Union Star, New York Times, New York Herald* and *New York World.*

His first fulltime job was in the publicity department of General Electric Co. in Schenectady. That is, it would have been a fulltime job for anyone else, but as soon as he learned the rountine, Mr. Avery began looking for something to occupy his spare time. In April 1926 he became an announcer at WGY, the GE station in Schenectady, in addition to his publicity duties.

"I thought I knew something about diction and pronounciation from my college dramatics," Mr. Avery says, "But after a few hours with Kolin Hager, my boss and a perfectionist if there ever was one, I realized how much a good announcer had to know. I really learned about radio from Kolin and nobody ever had a better teacher."

In January 1928, young Avery left GE to become assistant advertising manager of Mohawk Hudson Power Co. But the move did not mean leaving radio. He soon had a home economics program on WGY five noontime quarter hours a week, with the Mohawk Hudson home economist as talent. "It was one of the first domestic science programs on the air," Mr. Avery says.

Moves to New York

Two years later he transferred to the Mohawk Hudson agency, BBDO, spending six months in New York learning how an advertising agency radio department functions under the guidance of Arthur Pryor Jr. In July 1930, Mr. Avery was sent to BBDO's Buffalo office, handling all local radio activities of the agency's clients from Albany to Detroit.

By this time Lew Avery's two-year-to-a-job timing had become a habit and in January 1940 he left BBDO to enter the representative field as sales manager of the Chicago office of Free & Peters. This time he stretched it a little, staying with F & P until August 1942 before leaving to become director of the Division of Broadcast Advertising of NAB, replacing Frank Pellegrin, who had entered the Army. This was a wartime draft, Mr. Avery considered, so he stuck it out with the NAB until September 1945, when Mr. Pellegrin returned from service.

Apparently his three years with NAB broke the two-years-is-enough-of-any-job routine for good.

In the fall of '45 he went into the station representative business for himself as Lewis H. Avery Inc. A year later this was changed to Avery-Knodel Inc. when he was joined by J. W. Knodel with whom he had worked at Free & Peters.

Today, nearly five years later, he is happily active as president of Avery-Knodel, where, he says, by delegating most of the work he manages to get by with a work week of 60 hours—five 12 hour days.

Mr. Avery's home is in Scarsdale, a suburb aptly described by *Time* as "Manhattan's upper middle-class bedroom," where he relaxes weekends and an occasional evening with his wife, the former Helen Elizabeth Smith whom he married April 16, 1927, and their two children, a 15-year-old daughter, Aliph and a nine-year-old son, Jared.

No Radio Blues

Mr. Avery says he has no hobbies, avoiding all forms of physical exercise such as tennis, golf, and other sports and playing bridge "very badly and only under compulsion."

He says he has had, and is having a lot of fun in radio and looks forward to a lot more in television. Avery-Knodel already has four TV stations on its list along with 39 AM stations and probably will have more as TV develops.

He sees no need for radio to sing the blues over television. "Spot radio business in the first quarter of this year is up over the same period of last year," he says, "and there's no reason why 10 years from now AM broadcasting won't have as big or bigger billings than it has today. Meanwhile, television has the potentiality of becoming the nation's leading advertising medium.

"But," Mr. Avery declares, "every element of the broadcasting industry has got to sell and sell hard to accomplish that goal."





A SILVER tea and coffee service is presented to Marie H. Houlahan (l), director of publicity and public relations for WEEI Boston, on completion of her term as president of the New England Woman's Press Assn. With her is Mrs. John E. Roberts, second vice president-elect, who made the presentation.

PHILCO Corp.'s convention at Atlantic City opened today (Monday) with some 5,000 appliance dealers and 1,000 distributors from all over nation in attendance. New 1951 line of Philco TV and radio models is being shown in addition to new promotion and advertising plans.

MUTUAL STICKS
Will Not Resign From NAB

THE MBS board of directors, at a regular quarterly meeting, voted last week to continue the network's membership in the NAB.

The action assured the continued NAB membership, for the time being at least, of two of the four major networks, Mutual and NBC. ABC and CBS have withdrawn their network and owned and operated station membership within the past month. NBC has announced it has no intention of resigning.

It was pointed out that the Mutual NAB membership contributes $5,000 annually to the NAB.

At the same Mutual board meeting, held in New York Monday, Frank White, network president, reported that a total of $4,800,000 in new and renewal business had been signed since May 1.

Members of the board at the meeting were Theodore C. Streibert, WOR New York, chairman; J. R. Poppele, WOR New York; Lewis Allen Weiss, Don Lee Network; H. K. Carpenter, WHK Cleveland; Benedict Gimbel Jr. WIP Philadelphia; J. E. Campeau, CKLW Detroit, and Thomas O'Neil, Yankee Network, and Mr. White.

WCPO EXCLUSIVE
Starts Government Probe

WCPO Cincinnati's news department last week claimed credit for picking up a news tip which led to an exclusive story for both the station and the *Cincinnati Post*, Scripps-Howard newspaper affiliate and licensee. Story dealt with the wreckage of part of a Voice of America transmitter at Bethany, Ohio, last month.

Bob Otto, WCPO news director, broke the story over the air June 6 while the *Post* carried the news beat in its final edition. The blast touched off an investigation by the State Dept. and the FBI, whose preliminary laboratory tests reportedly indicated the blast last May 21 was caused by an explosion rather than lightning. A full report will be ready sometime this week, according to State Dept. officials.

Canada Advertising

CANADIAN GOVERNMENT advertising on radio is being reduced this year, it was reported in the House of Commons at Ottawa June 12. Last year different government departments spent $520,335 on radio on Canadian stations. This year they will spend $283,344. The heaviest spender is the Dept. of National Defense which this year will spend $138,000 on radio, last year spent $315,953. Dept. of Finance, government saving bond campaigns, will spend $90,000 this year on radio advertising, spent $91,590 last year.

Commercial

RAYMOND RUFF, of KOMA Oklahoma City sales staff, appointed sales manager, replacing **W. L. BENHAM Jr.,** who resigned to enter food and merchandise brokerage business. Mr. Ruff previously was program director, traffic manager and with promotion department of KOMA.

BURYL LOTTRIDGE, formerly program and installation consultant with Midwestern stations, joins KVOE Santa Ana, Calif., as business manager. He is 25-year radio veteran. Past affiliations include: WHO Des Moines, WOC Davenport, Iowa; WBEL Beloit, Wis.



Mr. Lottridge

JOHN P. WILEY, WCAU-TV Philadelphia sales service representative, named radio and television commercial representative. He joined WCAU in September 1949.

SIDNEY H. TEAR, formerly with WCYB Bristol, Va., and WWNC Asheville, N. C., appointed sales manager of WYVE Wytheville, Va. He replaces **MAURICE C. BROWNE,** resigned.

JOHN J. WHITEHEAD appointed sales representative for WCTS (FM) Cincinnati.

J. B. RIBAS appointed commercial manager for WBYS-AM-FM Canton, Ill. He has record of 30 years in merchandising.

DAN SCHMIDT III takes charge of TV operations at New York offices of George P. Hollingbery Co., station representative. **DICK HUNTER,** formerly at Chicago, now is in charge of firm's Atlanta office.



Mr. Schmidt

FRANK JOHNS, Minneapolis, named to represent KOTA Rapid City, S. D., in Twin Cities. Address: 2647 Bryant Ave. North.

AVERY-KNODEL Inc., Los Angeles, changes phone number to Tucker 2435. Address remains 315 West Ninth St.

LOUIS PETYKO, member of WGN Chicago traffic department for 15 years, resigns to move to Arkansas.

WEXL Royal Oak, Mich., suburban Detroit station, appoints **HIL F. BEST** as national representative.

WCAM CAMDEN, N. J., appoints **Schepp-Reiner Co.,** New York, as national sales representative.

PARKER SMITH, former WKYW Louisville commercial manager, named commercial manager of WXLW Indianapolis.

JAMES FORSYTH, formerly of KIST Santa Barbara, Calif., and **PAUL BOUTHILLIER,** new to radio, join sales staff of KEEN San Jose, Calif.

GEORGE E. LINDMAN, formerly general and commercial manager of KITO San Bernardino, Calif., named commercial manager and assistant general manager of KPOA Honolulu.

KALI Pasadena, Calif., appoints **Schepp-Reiner Co.,** New York, as representative.

DANIEL McGUIRE, former vice president of Beloit Dairy Co., Chicago, joins NBC-TV network sales staff in Chicago. **JUNIUS ZOLP** named sales service manager in that department, with his former position as NBC radio recording representative being taken over by **J. RICHARD LOUGHRIN,** transferred from AM production staff.

J. HOWARD ENGLE, for five years with KOME Tulsa, joins KVOO Tulsa as account executive. He will service local accounts.

WBT CHARLOTTE, N. C., issues new rate card No. 19, which becomes effective July 1.

GEORGE WHITNEY, general sales manager, Don Lee network, Hollywood, is on month's business trip, planning stops in New York, Chicago, St. Louis, Kansas City, Minneapolis and other major cities.

J. RICHARD LOUGHRIN, NBC Chicago radio recording representative, is father of a son, Benjamin Smith Loughrin.

RICHARD J. MONAHAN, commercial manager of WAVZ New Haven, Conn., and Marilyn Alice Petrie were married June 10.

JOSEPH T. MATHERS, commercial manager of WLAD Danbury, Conn., named to head radio division of Connecticut's Cerebral Palsy Drive. Appointment made by state chairman of drive, **FRANK H. LEE,** sponsor of Bob Montgomery's ABC show.

JOHN H. SLAYTON, salesman for KXOK-FM (Transit Radio) St. Louis, and Rosemary Carter, were married June 4.

DAVE FINDLAY, for past 16 months member of WRVA Richmond's announcing-production staff, transfers to station's sales department as account executive. He will be primarily responsible for liaison between local representatives of national accounts and maintaining contact with city's food and drug business. Prior to joining WRVA, he was announcer at WDBJ Roanoke, Va.



Mr. Findlay

JOHN WHITE, in charge of KXOK-FM St. Louis Transit Radio sales, is the father of a boy, John Jr.

KSYC Yreka, Calif., has received award from National Board of Fire Underwriters "for outstanding public service in the field of fire prevention."

ONLY ONE STATION **COVERS**

THE SOUTH BEND MARKET—

AND WHAT A MARKET!

Right! Only WSBT *covers* the great South Bend market. No other station, Chicago or elsewhere, even comes close. Look at the latest Hooper—look at any Hooper—for eloquent proof.

The South Bend market is far-reaching, prosperous, and growing fast. Its heart is *two* adjoining cities—South Bend and Mishawaka—with a combined population of 157,000. Total population of the *entire* South Bend market is over half-a-million. Total retail sales in 1948 exceeded half-a-*billion* dollars! The rest of WSBT's primary area gives you another million people who spent 911 million dollars in retail purchases in 1948.

You *must* cover the South Bend market. You *do* cover it with WSBT—and only with WSBT.

WSBT

WSBT SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Production



ED DAVIS appointed program director of WFPG Atlantic City, N. J., where he has been for four years. **FRED HAGGERTY,** with station since 1948, appointed assistant program director.

TED NELSON, formerly publicity director of WHYN Holyoke, Mass., appointed program and production manager of WMON Montgomery, W. Va. Prior to his three year association with WHYN, he had been assistant manager of KPAB Laredo, Tex. He is succeeded at WHYN by **FRED PEACH.**

LT. TIM TIMMINS, formerly personal aide to Admiral Paul Hendren, Long Beach, Calif., Naval Station, joins KLAC-TV Hollywood as production liaison executive.

RON DAVIS, recent graduate of Ohio U., joins announcing staff of WOHI East Liverpool, Ohio. **LOIS FREDRICK** joins station as traffic manager.

ALAN PAUL RHONE, former director of film programming at WBKB (TV) Chicago, effective June 26, joins WOR-TV New York as manager of film department.

HAL DAVIS, formerly with KCMJ Palm Springs, Calif., and KRAM Las Vegas, Nev., joins KHUM Eureka, Calif., as program director.

ROD MITCHELL and **WILLIAM PATTERSON,** both former associate directors of CBS-TV, join program staff of WCBS-TV New York, network's key station. Mr. Mitchell formerly was program manager for WLAN Lancaster; Mr. Patterson was television producer at WBEN-TV Buffalo.

LEE LIVELY, formerly with WLOW Norfolk, Va., joins announcing-production staff of WRVA Richmond. **MARK ROGERS** also joins staff as announcer-producer. He previously served at WGBR Goldsboro, WEED Rocky Mount and WSJS Winston-Salem, N. C.

BOB KOOLAGE, formerly with WGH Newport News, Va., and WCAV Norfolk, and during past year with WMBR and WHJP, both Jacksonville, Fla., rejoins WCAV as disc jockey.



Miss Carr

DOROTHY CARR, director of radio and television continuity for WMAL-AM-FM-TV Washington, elected president of Women's Advertising Club of Washington. She has been with WMAL since August 1942.

RAY PENNER, former program director at WLOW and WNOR, both Norfolk, Va., joins WCAV Norfolk.

ROBERT BACON, of West Hartford, Conn., who enters Trinity College senior class in fall, is summer replacement announcer at WDRC Hartford.

BILLY GOULD, CBS Hollywood sound effects man, has started 35-minute weekly *Bill Gould's Melody Diner* on KNX Hollywood.

RALPH MOFFATT, m.c. of *Midnight in Munich* show over AFN, and after that with Radio Luxembourg, starts *Midnight in Minneapolis* over WCCO Minneapolis, where he has been for past year.

KATHLEEN HITE, on writing staff of Columbia Pacific Network, Hollywood, named script editor on network's *The Whistler* replacing **ADRIAN GENDOT,** resigned. **GIL THOMAS,** formerly of KCBS San Francisco writing staff, named writer on *Jeff Regan* show, replacing **WILLIAM FIFIELD,** resigned.

MICHEAL CASHIN, formerly of CKVL Verdun, joins announcing staff of CKEY Toronto.

ROBERT PRESTEGAARD replaces **PATRICIA ROGERS** on continuity staff at WGN Chicago.

BILL POWELL, Negro disc jockey, joins WIRE Indianapolis as m.c. of *Ebony Etchings* disc show.

BARBARA SIMS, lyric soprano and pianist, joins music staff at WBBM Chicago.

ELLA (Little Eller) WARD formerly with Olson and Johnson's "Hellzapoppin" show for two years and star of CBS' *Renfro Valley Barn Dance* for five, rejoins radio in *WPFB Jamboree,* sponsored by WPFB Middletown, Ohio.

CHARLES C. MAXWELL, formerly announcer at WREN Topeka, Kan., joins KCMO Kansas City announcing staff. He previously was with KFDX Wichita Falls and KGNC Amarillo, both Texas. Another new KCMO announcer is **HUGH BOWEN,** formerly of KWDM Des Moines.

DWIGHT NEWTON, San Francisco radio columnist and m.c. of *Schoolcast,* thrice-weekly quiz program on KGO San Francisco, commended by San Francisco Public Schools Week Committee for publicizing recent Schools Week observances.

BOB FALCON, formerly of WGAY Silver Spring, Md., joins announcing staff of WFMD Frederick, Md.

FRANK ALLEN, formerly with WREN Topeka, Kan., rejoins ABC outlet emceeing *Variety Matinee* and *Night Watchman* spots.

BOB MACK, on staff of WMTR Morristown, N. J., last summer, rejoins station as announcer.

VERA GROVE, m.c. of *Vera And Her Mike,* homemaker's program on WCNR Bloomsburg, Pa., left June 15 for England to do series for station. She will interview British housewives and also attend U. of London, returning during August on Queen Mary, passenger liner. During tour, programs will be recorded on special portable machine and tape flown back to U. S. for broadcast. Also, BBC will originate regular program from a London studio.

JILL JACKSON, WWL New Orleans' "Safety Lady," named to receive annual "personal" award from Safety Committee of Lakeview Unit 229, American Legion Auxiliary, for "her many activities along lines of safety."

BOB PIERRON, NBC Chicago script writer, and **KATHERINE HARRINGTON,** member of radio department at Schwimmer & Scott, Chicago, are to be married July 8.

BOB SHEA, KXOK St. Louis announcer, is the father of a girl, Joan.

WILLIAM H. RAMSEY, assistant director, KCVN Stockton, Calif. (College of Pacific), is the father of a girl, Marilyn Louise.

ROBERT MONTGOMERY, NBC television producer, radio commentator, and screen star, named chairman of National Reorganization Crusade of Citizens Committee for Hoover Report.

DON BALL, WCBS New York program director, is author of book entitled *You Can Play Ukulele.* Foreword written by **ARTHUR GODFREY.** Published by Broadcast Music Inc. Retail price, $1.00.

GARY MILLER, continuity writer at WBBM Chicago, is the father of a girl Margo, born June 5.

GEORGE SNELL, program director at KEEN San Jose, Calif., named radio chairman, Santa Clara County Chapter, Red Cross for third consecutive year.

LARRY ALEXANDER, announcer-newscaster at WBBM Chicago, is the father of a girl, born June 2.

EILEEN KILROY, CBS Hollywood script secretary, and **JOHN PALUMBO,** manager of network's Hollywood supply department, were married June 10.

BOB POLLARD, of KTAR Phoenix staff, returns to work following recuperation from major surgery.

TINY LAMB, of NBC Hollywood sound department, and **NELSON ROBINSON,** of network recording department, are recuperating at Santa Monica Hospital following injuries suffered in recent automobile accident.

LARRY PIKE, supervisor of television operations at WJBK-TV Detroit, given 1949-50 United Foundation Leadership Award for "outstanding personal contributions to metropolitan Detroit's annual U.F. torch drive."

ROBERT STEPHANOFF, continuity writer for WLAW Lawrence, Mass., awarded B.S. in radio broadcasting from Boston U.

PETER P. SLACK, KGER Long Beach, Calif., staff organist, awarded Doctor of Music degree from John Brown U., Siloam Springs, Ark.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

1949 BMB

Day—**110,590** *families in* **36** *counties*

Night—**85,830** *families in* **31** *counties*

and

3 to **7** days weekly:

Day—**90,320** *families*

Night—**66,230** *families*

(Retail sales in the area are over $600 million yearly)

WDBJ CBS · 5000 WATTS · 960 KC
Owned and Operated by the TIMES WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC. *National Representatives*



WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD



WEVD
117-119 W. 46 S
HENRY GREENFIELD, Mg. Director N.Y.19

Strikes Beset Industry

(Continued from page 15)

was that the discussions that were to begin today would continue for 30 days, if necessary, under Mr. Mandelbaum's supervision, and that any wage scales that were settled would be retroactive to May 28, date of expiration of the old contract. CBS emphasized that it agreed to retroactive wages before the strike was called.

The AFRA strike against WMGM was called Monday afternoon over what the union characterized as a "mass lockout" of eight staff announcers.

According to the union, the eight announcers were given notice after AFRA had requested arbitration on AFRA demands for salary adjustments for three disc jockeys.

A joint announcement of the settlement of the dispute, some 12 hours after it began, was issued by the station and the union. The statement read in part:

The agreement reached gave AFRA the full reinstatement of the eight announcers, previously discharged, based on the company's willingness to recognize their general competence, which was never denied, and based on the company's further willingness to waive discharge rights based on major changes in operations for the balance of the current agreement with AFRA which expires in October 1951.

The station received from AFRA a waiver of all previous claims for retroactive pay due Disc Jockeys Ted Brown, Ken Roberts and Hal Tunis, but agreed to accept AFRA's interpretations of applicable rates on all future broadcasts.

News Value

REFLECTING at least one editor's views of relative news value, the *New York Herald Tribune* last Tuesday ran the story of the IBEW strike against WCBS-TV New York on page 1, the story of the walkout of editorial workers of the *New York World-Telegram* on page 19.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

BEFORE YOU BUY IN HARTFORD . . .

See WDRC's new Market Study . . . for Hooper ratings, coverage, market figures. WDRC is your best buy! Write Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.

CBS

News

JOHN MacVANE, NBC commentator, appointed advisor on press and radio relations for U. S. mission to United Nations. He has covered UN for NBC and has been president of Assn. of Radio News Analysts, professional organization of radio commentators, since April 1949.

MARVIN ALISKY, journalism instructor at Trinity U., San Antonio, appointed news director of KEYL (TV) San Antonio. He previously was newscaster with WOAI San Antonio, KPRC Houston and KMAC San Antonio, while teaching at Trinity.

HARRY REASONER, formerly assistant publicity director for Northwest Airlines, joins news staff of WCCO Minneapolis.

GUNNAR BACK, Washington newscaster and commentator, starts 7-7:10 a.m. Monday-Friday summary of night's news events over WMAL Washington.

HELEN HENNESSY, of KXOK St. Louis' news department, resigns after six years of reporting to devote full-time to home duties. Husband **JAMES HENNESSY** is announcer at station.

JACK CHASE, WCOP Boston day news editor, this month received BS degree from Boston U.'s school of public relations radio division and took top honors, summa cum laude.

Dr. J. S. Nathaniel Tross, conductor of a Sunday morning show on WBT Charlotte, N. C., was given a 1950 Studebaker on the occasion of his 10th anniversary with the station.

TRAFFICKING

FCC to Hear Rule Opponents

A LINEUP consisting solely of opponents of FCC's proposed new anti-trafficking rules is slated to be heard by the Commission today (Monday).

FCC said last week that five groups had asked to participate in oral argument on the proposals, which, with limited exceptions, would require automatic forfeiture of the construction permit for any station which is sold before program tests commence [BROADCASTING, Jan. 16, June 5].

All five oppose the proposal. FCC said they will be heard in the following order:

A group of 13 stations represented by Vernon C. Kohlhaas of the Washington law firm of Pierson & Ball; a group of 13 other stations represented by Attorneys George Sutton and William Thomson; NAB, represented by Don Petty, Vince Wasilewski and Sidney Farr; Andrew G. Haley, James A. McKenna Jr. and Vernon L. Wilkinson of the law firm of Haley, McKenna & Wilkinson, appearing as amicus curiae; Federal Communications Bar Assn., represented by Percy H. Russell Jr., chairman of the FCBA Committee on Practice and Procedure.

Here's the Sensational LOW-PRICED WESTERN That Should Be On Your Station!

PROVED FOR 3 YEARS! . . .

RENEWED FOR 6 YEARS!

"THE CISCO KID"



AMERICA'S GREATEST SALESMAN!

Pays off with the very first broadcast!

Most Sensational Success Story Ever Offered for Local Sponsorship!

Interstate Bakeries (Annual Gross Sales: Over $58,000,000) say: "The CISCO KID has certainly sold a lot of bread for us. We have never seen our sales force more enthusiastic. This applies to our grocers also. Enclosed find our renewal for 6 additional years."—Roy L. Nafziger, Pres.

Sensational Promotion Campaign—from buttons to guns—is breaking traffic records!

This **low-priced** ½-Hour Western Adventure Program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship. Write, wire or phone for details.

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK HOLLYWOOD



Allied Arts



RICHARD G. SUTHERLAND, formerly in public relations work in radio, TV and newspapers, who taught newspaper management at Indiana U. this past year while earning his master's degree, appointed national representative for *Quizdown*, syndicated radio-TV program for school children. **MRS. CAROL MOODY,** creator of *Quizdown*, is currently touring New England and mid-Atlantic seaboard arranging broadcasts for coming season.

H. McLEAN SMITH, formerly with Lambert & Feasley, New York, joins copy staff of O'Brien & Dorrance Inc., New York.

JOHN COBURN TURNER, former manager of script and program promotion division of ABC, effective today (June 19) becomes director of programs for Goodson-Todman Productions, New York. He will supervise all radio-television operations for package production firm owned by **Mark Goodson** and **Bill Todman.**

COFFIN, COOPER & CLAY Inc., Los Angeles, announces effective this month subscribers to Tele-Que audience analysis service may secure pre-releases of their television show ratings within seven days following survey. Complete report on ratings will be available at end of same month, according to **Joseph Coffin,** president.

ROBERT F. KLIMENT, formerly general manager of WJJL Niagara Falls, N. Y., joins sales staff of Richard H. Ullman Inc., radio production firm. He will represent company in Midwest. Appointment is in line with general expansion of firm's sales organization from coast to coast.

JAMES R. CUNNISON, former sales manager of Selective Radio Adv. Inc., and before that account executive for The Bolling Co., appointed sales representative for RCA Victor custom record sales division, Camden, N. J.

JULES MARSHALL ZISSEN, formerly head of own public relations office in Miami and New York, joins Melvin, Newell & Rector Inc., Hollywood (public relations), in charge of copy production and research.

KENNETH A. HARWOOD, radio instructor and researcher, U. of Southern California, Los Angeles, named assistant professor of radio at U. of Alabama, Tuscaloosa, effective Sept. 15.

TRANSCRIPTION Sales Inc., Springfield, Ohio, announces new series of 260 quarter-hour transcribed programs for local station programming. Series features Golden Gate quartet, who will make one free appearance at each station buying 52-week package sometime during series.

GEORGE HEID PRODUCTIONS Pittsburgh, Pa., announces removal of studios and offices to Club Floor of William Penn Hotel. Telephone remains: GRant 1-3696.

CHARLES MICHELSON Inc., New York, preparing *Coney Island*, new live TV show, for presentation to agencies. Program to originate at Steeplechase Park on boardwalk at Coney Island. **BARRY GRAY** probably will serve as m.c.

RICHARD TUKEY, former director of Cigar Institute of America, named vice president in charge of eastern operations of Margarett Ettinger Co., New York public relations firm.

Equipment

W. S. HARTFORD, general sales manager, named vice president in charge of sales of Webster-Chicago Corp., with **C. B. DALE,** research director, named vice president in charge of research.

WILLIAM HATTON and **FRANK P. POWERS** made vice presidents of Federal Telephone & Radio Corp., Newark manufacturing affiliate of IT&T. Mr. Hatton, previously IT&T manufacturing and engineering director, is known internationally as engineer in telephone communications field. Mr. Powers joined Federal last year as director of manufacturing operations.

BRIG. GEN. TOM C. RIVES (USAF Ret.) joins Commercial Equipment Div., GE Electronics Dept. at Electronics Park, N. Y. He will handle special assignments for manager of engineering of Commercial Equipment Div. Gen. Rives served in electronic capacity at Wright Field, Dayton, Ohio, following World War II and last year joined U. of Illinois Electrical Engineering Dept. as associate professor.

FLEET ADMIRAL WILLIAM F. HALSEY Jr. (USN Ret.) elected chairman of board of directors of All American Cables & Radio Inc., subsidiary of American Cable & Radio Corp. All America is affiliated with IT&T. Adm. Halsey replaces **John L. Merrill,** deceased.

ASTRON CORP., manufacturer of filters and capacitators, moves to new plant at 255 Grant Ave., E. Newark, N. J.

NEW 28-page catalog published by Fischer & Porter Co., Hatboro, Pa., describing new developments in exhibiting and controlling flow instruments for all industries. Illustrated and described are flow indicators, recorder-integrators and new pneumatic controller unit. Copies may be obtained by writing firm at 50 County Line Rd.



1950 MARKET BOOK

radio's most authoritative fact book now in production

There is no single volume so completely designed for the radio buyer. The '50 Marketbook features the copyrighted "Spot Rate Finder," which in minutes figures the entire cost of spot campaigns. It includes every needed 1950 market-fact for fall placements. 16,500 circulation guaranteed.

• Please ☑ and mail now for best position!

- ☐ Double page spread
- ☐ Full page
- ☐ Single col.
- ☐ One-half page
- ☐ One-quarter page
- ☐ One-eighth page
- ☐ One-sixteenth page

PLEASE RESERVE the space checked for the 1950 BROADCASTING MARKETBOOK. Deadline July 15, 1950. Regular rates prevail.

FIRM ADDRESS .....

ADDRESS .....

CITY ..... ZONE.....

STATE .....

PER .....

AGENCY, IF ANY .....

SPACE RATES

Page	1/2	1/4	1/8	1/16
1	$350	200	120	70	45
7	325	185	110	65	42
13	290	170	100	60	40
26	260	150	90	55	35
52	230	130	75	45	30

Extra Color: $110 per page • Bleed: $40 per page

FCC BUDGET

May Drop Hearing

URGENTLY pressed for time in this Congressional session, a Senate Appropriations subcommittee indicated last week it may abandon plans to invite FCC testimony on the current single-package funds bill for the fiscal year beginning July 1.

Committee authorities for the independent offices subcommittee said last week, that unless the Commission makes any "unusual appeals" from the House-passed bill, it will forego hearings. If sessions are slated, however, they probably will be held sometime late this week, authorities said.

The subcommittee had asked FCC to file "changes" it would like to see made from the present bill which would allof the Commission $56,600,000—about $287,000 less than the President's budget estimate—roughly the same overall appropriation as for this year. FCC's effective operating budget for 1950-51, however, would be cut an estimated $227,000 below this year's.

FCC Replies

The Commission, in its reply filed late last week, was seeking presumably the $287,000 lopped off the budget estimate by the House. It also was understood FCC might appeal a current amendment, now being studied, which would forbid transfer of funds among certain departments and thus curtail personnel operation.

The question of a hearing will be referred to the full committee, headed by Sen. Kenneth McKellar (D-Tenn.), in a meeting slated early this week.

LOS ANGELES *Times* (KTTV) has introduced full radio and television pages into its daily and Sunday issues. Logs and news are contained in Monday through Saturday editions, with Sunday issue containing not only that day's radio and TV logs but television logs for coming week, in addition to last minute news of both media. Walter Times is radio and TV editor.

Technical



JAMES BOYDON appointed transmitter operator for WYVE Wytheville, Va. He is 16 years old.

WALTER THOMPSON, president of IBEW Local 1220, takes leave of absence from WGN Chicago to devote full time to union activities. He has been union officer for six years, broadcast technician for 20 and associated with WGN for 10.

RADIO Engineering Labs, Long Island City, N. Y., producing new FM relay receiver Model 722 for 88-108 mc band. Model is rack-mounted single frequency, crystal-controlled double IF superheterodyne, and supersedes REL 670 receiver now used on FM regional networks. Performance, according to firm: distortion 50 to 15,000 cycles less than ½% sensitivity noise factor better than 6 db, sputter point less than 2 mv, intelligibility less than 1 mv.

TELREX INC., Asbury Park, N. J., manufacturer of Conical-V-Beams, releases for distribution its Clover-V-Beam, high gain, stacked, bi-directional array for both TV and FM reception.

STRANDBERG Recording Co., 705 Woodland Drive, Greensboro, N. C., now making available new instrument for resharping sapphire, stellite, and steel recording styli. Called "sapphire tip cleansing instrument," new development said by company to aid in preserving life of recording needles.

SUN RADIO & Electronics Co., New York, announces addition of two new models of its Sun Radio all-triode audio amplifier — CR-10-P and CR-10-Q — adapted from circuit designed by Consumers Research, Washington. Both utilize Peerless transformers throughout.

PETER KIRK

WPTL (FM) Manager Dies

FUNERAL services were conducted June 9 for Peter Kirk, 46, manager of WPTL (FM) Providence, Rhode Island's pioneer educational FM station, who died there June 6. Mr. Kirk began his lifetime career as a radio writer in the early 1920's, and originated formats for *Fibber McGee & Molly, Suspense* and *The Greatest Story Ever Told.* He also contributed scripts to *Amos 'n' Andy, Cavalcade of America* and *Man Behind the Gun.*

Always interested in educational and religious broadcasting, Mr. Kirk worked at WMBI Chicago, Moody Bible Institute station, and he and his wife later organized the Green Mountain Writers Group in Vermont when he taught at the state university there. He went to WPTL in 1947 to direct its religious and educational operation.







not one, but SEVEN

Seven major industries, we mean. Mining, cattle, lumbering, electric power, farming, sugar beets, meat packing. Diversification which means sales stability all year around.
Add 'em together. They tote up a Montana per capita income of $1641—$318 above the national average. KGVO-CBS for 85 thousand Montanians adds to sales, too. For you?



The Art Mosby Stations
CBS KGVO · KANA
5 KW DAY—1 KW NITE MISSOULA
ANACONDA BUTTE 250 KW
Know MONTANA ★
★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

Promotion



W. T. McCLARIN, KVOO Tulsa account executive, becomes promotion and merchandising manager. **CHARLES McKINNEY,** formerly in charge of promotion, named to KVOO news department.

GRAHAM EDELBLUTE, NBC Hollywood press representative, named assistant manager of press department of network's Western Division. **CHRISTY WALSH JR.** joins same deparment as press representative.

BEN H. HOLMES, KOMA Oklahoma City news director, named sales promotion manager. He will continue to supervise news department until successor is named. **JACK C. WALLACE,** acting sales promotion manager, named sales representative.

BILL CUNNINGHAM, who started with KCMO Kansas City three years ago as mail room clerk, returns as researcher on audience mail. He received Bachelor of Journalism degree from U. of Missouri School of Journalism and Kappa Tau Alpha award this month.

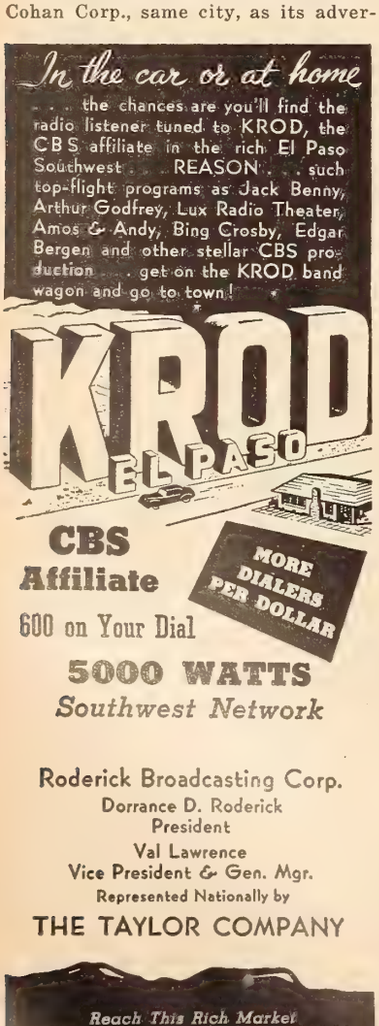
ANN EVANS, promotion director at WPAY-AM-FM Portsmouth, Ohio, joins promotion department of WBNS Columbus.

DICK WINTERS, formerly with Frank Law Publicity office, joins WINS New York, as assistant to **JOSEPH G. BESCH,** director of promotional activities.

CHARLES MARTI named WEBR Buffalo promotion manager and **BILL SCHWEITZER,** formerly promotion chief, moves into station's sales.

JAMES TYLER, MBS manager of advertising and promotion, New York, is the father of a girl, born June 12.

WNEW New York names Arnold Cohan Corp., same city, as its advertising agency. **ARNOLD COHAN** account executive.



Preview for Sponsors

DESCRIBED as "novel plan," new program-promotion series titled *Preview Time* was scheduled to start today (June 19) on WLAD Danbury, Conn. Show is to be aired 7:30-8 p.m. Monday, Wednesday and Friday. By arrangement with Charles Michelson Inc., New York transcription program producer, WLAD will present previews of various Michelson half-hour mystery transcription shows. Commercial portions will be devoted to calling attention of local merchants to availability of programs for sponsorship. Further WLAD promotion calls for listeners to write in comments on various programs. Winning letters receive pair of tickets to New York's Radio City Music Hall.

Battery 'Circus'

RCA TUBE DEPT. launches battery "circus" promotion to include containers which can be converted into colorful circus wagons for children, and which are used to enclose RCA portable-radio batteries. Battery promotion features series of four containers which, when cut with scissors, become brightly-colored circus wagons, lions, monkeys, bears and pandas, and is timed to coincide with peak selling season for portable-radio batteries. Promotional kit being made available to dealers through distributors.

WDRC Sponsors Team

WDRC Hartford is sponsoring junior baseball team in city this year, station reports. Team is entered in JC League, set up by Hartford Junior Chamber of Commerce and *Hartford* (Conn.) *Courant's* sports department. Various business concerns in city also are financing individual teams.

'Miss New York'

EXCLUSIVE franchise to select New York entry for "Miss America" pageant held again this year by WKBW Buffalo in cooperation with Buffalo Junior Chamber of Commerce, according to station. Girls between 18 and 27 are eligible to compete. Finals will be held for New York State contestants Aug. 10-11 at Crystal Beach.

Endurance Swim

STUNT which created wide interest in area and much publicity for station, reported by WPLH-AM-FM Huntington, W. Va., which sponsored endurance swim in Ohio River. George Holderby, representing WPLH, attempted to swim 165 miles from Huntington to Cincinnati, but icy waters forced him to give up project after 27-mile swim. He will make another attempt later in summer, WPLH said. Information on progress was relayed by phone to WPLH studios and listeners were given reports at 10-minute intervals. Station estimates over 1,300 calls from listeners were accepted on day of event.

Good Fishing

MAIL SHEET with catch-line, "The fishing's good in Westchester," is latest promotion of WFAS White Plains, N. Y. Piece includes facsimile of letter received from satisfied tropical fish dealer who advertised wares on WFAS as well as statement from WFAS that its 450-foot "steel rod" casts "your message into Westchester's pool of more than 165,000 radio families; not to mention additional thousands in Rockland County and other environs."

WTIC Safety Drive

WTIC Hartford, Conn., has inaugurated farm and home safety contest which makes entrants practice before they preach. Eligibility for competition is conditioned upon actual elimination of accident or fire hazard in home or on farm since last July. Entrants must have carried out own ideas before writing WTIC telling what hazards have been eliminated. Contest runs through July 21 and more than $1,000 in prizes will be awarded on July 29, final day of National Farm Safety Week.

KFRO Postcards

SEVERAL thousand picture postcards showing front and side view of its home, James R. Curtis Bldg., and carrying brief history of station on writing side, have been issued by KFRO Longview, Tex. Besides out-of-town clients, cards are freely passed out to local civic groups and all people visiting station's studios.

KEPO Voice

EL PASO's Home Show had as its official voice KEPO there last month in promotion through booth displays as conceived by Willard Kline, station manager, and Howard Baldwin, sales director. KEPO reported every one of 200-odd accounts on outlet received mention, with over 300 diversified products being represented. As tie-in, KEPO issued four-page schedule covering station's complete program listings during show.

'Tiny Tot Time'

YOUNGSTERS, 10 years old and younger, were guests of "Uncle" Stu Wayne, m.c. of WPEN Philadelphia's *Tiny Tot Time* on June 3. At party, children played games and sang "alphabet" and "counting songs." After air show, puppet play was presented for kiddies. Refreshments, whistles and balloons were among gifts given out by "Uncle Stu." Show is heard for last 15 minutes of Mr. Wayne's daily 6-9 a.m. program. *Big Tiny Tot Time* is a special Saturday 9:30 a.m. feature for children from 5 to 10 years old who miss program during school week; daily show is for children 1 to 5 years old.

Spots for Radio

USE of complete spot coverage throughout day and night to promote radio listening and use of radio as best medium of advertising is reported by WOHI East Liverpool, Ohio. Campaign was opened by series of 20-second announcements distributed by NAB. Slogan used is "Your favorite spare-time activity is radio listening."

'Little Nipper'

AUTO RACER, titled "Little Nipper Special," marked on sides and hood with legend "RCA Victor 45 rpm," won race in Yellowjacket Speedway in Philadelphia fortnight ago. Entered as promotion stunt by Raymond Rosen & Co. Inc., Philadelphia RCA Victor distributor, car had "Little Nipper" perched on top of roof in form of 12-inch rubber model of famous trademark.

'WFIL Day'

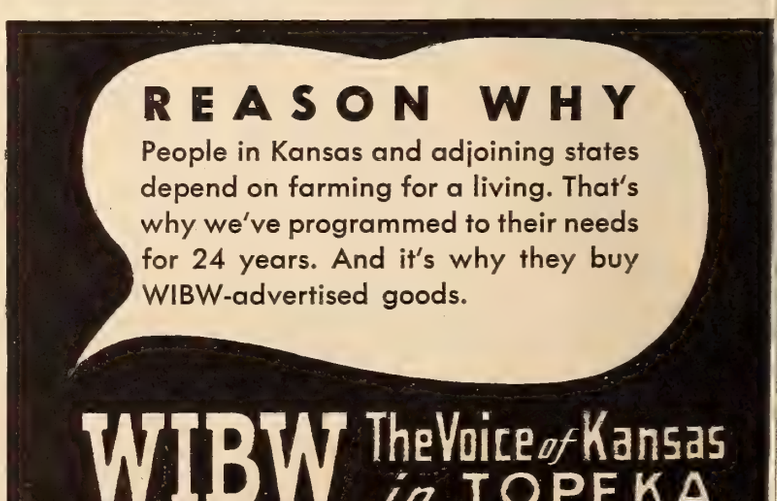
WFIL Philadelphia, for fourth consecutive year, will play host to thousands of men, women and children at outlet's annual "WFIL Day" outing at Woodside Park, on Saturday (June 24). In cooperation with Frank & Seder department store, Parkway Baking Co. and other business firms, WFIL is distributing tickets good for free and half-price rides on park's various amusement devices. Each of 100,000 tickets will entitle bearer to chance in drawing for hundreds of prizes. WFIL-AM-TV is giving event heavy advance promotion by spot announcements.

Tour WTAM-WNBK

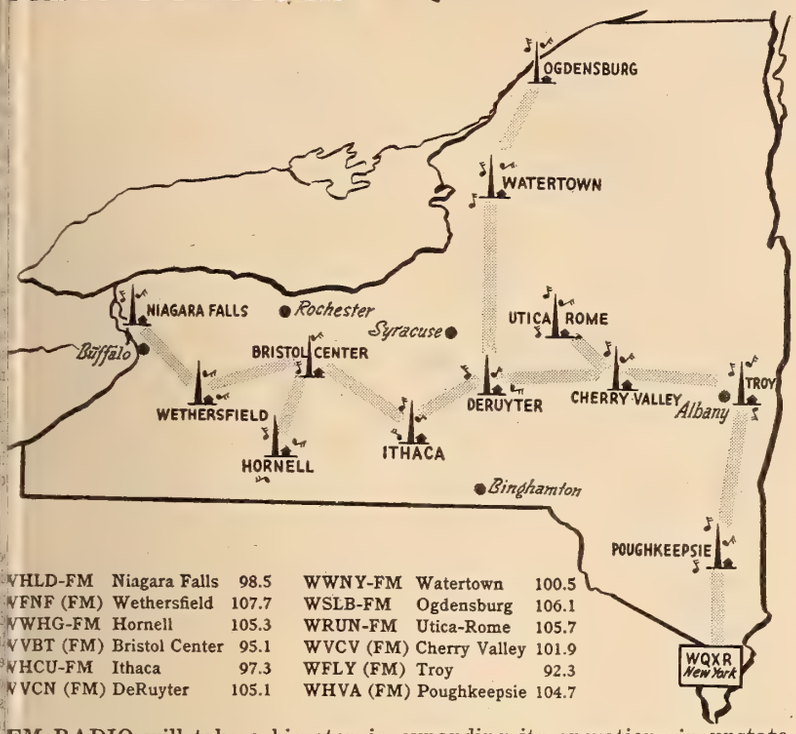
FIRST-HAND view of radio and television operations in this country was given 17 young men and women from 14 different countries on recent visit to Cleveland's WTAM and WNBK (TV). Guided by group leader from U. S. Dept. of State, visitors had opportunity to see operations from top to bottom. Joseph Polakoff, group leader and two of visitors, Francisco Zaldarriga of Manila and Mrs. Jeanne Bocca of Paris, appeared on a TV show, *The Idea Shop,* with Mildred Funnell and Gloria Brown.

Summer Perk-Ups

TO "PERK UP" summer audiences WENR-AM-TV (ABC) Chicago carrying specially-recorded station breaks of name talent from five to eight times daily. Central Division Program Director Leonard Blair started campaign fortnight ago, and expects to continue it until fall with local and network stars delivering personalized messages and plugs for their own



NEW YORK FM *Rural Radio Network Relays WQXR Music and News*



WHLD-FM	Niagara Falls	98.5	WWNY-FM	Watertown	100.5
WFNF (FM)	Wethersfield	107.7	WSLB-FM	Ogdensburg	106.1
WWHG-FM	Hornell	105.3	WRUN-FM	Utica-Rome	105.7
WVBT (FM)	Bristol Center	95.1	WVCV (FM)	Cherry Valley	101.9
WHCU-FM	Ithaca	97.3	WFLY (FM)	Troy	92.3
WVCN (FM)	DeRuyter	105.1	WHVA (FM)	Poughkeepsie	104.7

FM RADIO will take a big step in expanding its operations in upstate New York on July 1.

A joint announcement today (Monday) by Michael R. Hanna, general manager of Rural Radio (FM) Network, and Elliott M. Sanger, WQXR-AM-FM New York executive vice president, disclosed plans for an FM radio relay hookup that will bring classical music and news to upstate listeners.

The all-FM radio relay hookup, serving 85% of New York state with a population of more than six million, comprises nearly 550 miles of circuit paths, Messrs. Hanna and Sanger said.

Balance Design

These broadcasts, duplicating nighttime and Sunday programs from WQXR-FM, are expected to fit in with a new phase of the network's expansion, the announcement said. They are designed to supply to the potentially vast FM audiences of the 42 upstate counties served by the 12-station network a balance in variety programming. In addition to regular music, news, special events programs, RRN supplies the area with specially tailored weather, market, agricultural and service programs.

WQXR reported the new setup as an opportunity to grow as an outlet for classical music programs, which in the past 14 years have appealed to specialized tastes of the metropolitan area's lovers of fine music.

Through the FM relay, the station now will be able to deliver its programs to the big population centers around Buffalo, Albany, Syracuse, Rochester, Rome, Utica and other suburban and rural areas in the state.

A sustained trial period during which WQXR programs were relayed through the FM network 2:30-4:30 p.m. daily proved them acceptable to the upstate audience and feasible from the technical standpoint, RRN said.

According to the network, tests brought forth an abundance of mail from listeners not only in the upstate area but also from regions in southern Canada, New England and northern Pennsylvania.

Aid Set Buying

Both network and WQXR executives expressed hope that this expansion of FM broadcasting—RRN will boost its daily operation from 7:30-11.06 p.m. and begin Sunday broadcasting from 3 until 11 p.m. —will prove a stimulant to FM set buying. Mr. Hanna said RRN would back its move with "one of the most intensive promotion campaigns FM has ever enjoyed."

The rural network, formed by six FM stations in the upstate region two years ago, has undergone an expansion program the past 18 months under direction of Mr. Hanna. In that time, the number of stations has doubled.

Donald K. de Neuf, assistant general manager of RRN in charge of engineering and station relations, engineered the radio relay project. He had developed and installed the micro-wave link between New York and Boston for Raytheon Mfg. Co.

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shows. "Interest builders" are being used also, mentioning exchanges of ABC talent on various shows. Local stars include Johnny Desmond, Don McNeill, Beulah Karney, Mary Hartline and Bob Murphy. Plans being made for breaks from Walter Winchell, Bert Parks, Edward Arnold and Jackie Robinson.

WPTZ Display

WPTZ (TV) Philadelphia installed television studio in Convention Hall, Atlantic City, N. J., as feature in equipment and merchandise display exhibited during Philco Corp.'s distributor and dealer convention June 17-22. Studio equipped with cameras, special lights and audio gear. Control room and artists' dressing room also shown. Special closed circuit telecasts were held.

ONE MAN HOOPER
WBIR Reports Service

SOMETHING unusual in radio reports, in which a motorist uses postcards to keep sponsors informed about their programs' reception, has been reported by Jim Pitts, promotion director of WBIR Knoxville, Tenn.

The sender is L. T. Shoemaker, whose public service broadcast, *Mr. Civic Pride*, is heard weekly on WBIR. He calls himself a committee of one for the motorists who receive a certain amount of comfort, companionship and entertainment from radio "as we move from place to place."

Mr. Shoemaker's cards, which he keeps in the glove compartment of his car, contain space for date and time the particular program is heard, name of the program, station it is heard over, location it is heard in, weather, driving conditions and remarks on quality of reception. And he usually concludes with the cheerful message: "May your Hooper increase!"

CANADIAN radio manufacturers are selling more receivers in Canada this year than last. Latest figures, for first four months of 1950, show sales of 199,944 receivers as against 186,662 in the same period last year.



Your recordings deserve RCA quality

dubbings
spots
pressings

RECORDING • PROCESSING
PRESSING

You get the kind of service you want and the *quality* you need at RCA! Records and transcriptions of every description...slide film and promotion recording facilities. Careful handling and prompt delivery. Contact an RCA Victor Custom Record Sales Studio, Dept. 6-B

120 East 23rd Street
New York 10, New York
MU 9-0500
445 North Lake Shore Drive
Chicago 11, Illinois
Whitehall 4-3215
1016 North Sycamore Avenue
Hollywood 38, California
Hillside 5171

You'll find useful facts in our Custom Record Brochure. Send for it today!

First in the Field!

RCA custom record sales

Radio Corporation of America
RCA Victor Division

Good Old Days

(Continued from page 18)

took our money in the same way . . . in Chinese food. I ate so much Chinese food I was announcing the show in pidgin English. Finally the band, overstuffed with the Chinese chow and understuffed with the Chinese proprietor's money, got another job and left and we discontinued the broadcasts. I was later pleased to hear the band did real well for themselves. You have just possibly heard of them . . . a chap by the name of Kay Kyser is still the leader.

Actually, we never knew where our next program was coming from. Anyone who walked into the radio station was welcome to go on the air, do whatever he liked and stay on as long as he held out. We would put anything or anybody on the air as long as it didn't cost us any money, because of that commodity we had none. I remember one lad who believed himself to be a budding Noel Coward. He had written a mystery play and asked us for time on the air to present it. He was a member of a little theatre group. We said, "Fine . . . go ahead."

Well, after a short rehearsal they took to the air, and it really wasn't too bad, considering what we ourselves were regularly assaulting the ether with. But there was one point in the script that really intrigued me. The plot led up to a murder. The villain and the hero were locked in a death struggle . . . three shots rang out . . . bang . . . bang . . . bang . . . "Help! Help!" yelled our hero, "he's knifed me!"

After the show, I asked the author if he hadn't made an error about the shots. "No," he said, "but I couldn't figure out any way to put the sound effect of a knife on the air, so we fired the shots!" It's no wonder there was a standing joke at the time that went like this: "Will the radio ever replace the newspaper?" I still remember the answer, "Nope, because you can't swat flies with a radio!"

* * *

THE wonderful thing about radio in those days, I guess, was its absolute unpredictability. We had, I'm positive, a corner on all the crackpots in the world. One day a man came into our station and threatened us with a suit. It seems that his farm was located right next to our transmitter and whenever our station took the air he could hear our programs in his head . . . without benefit of receiving set. This really startled us and we were about ready to call for the white coated man with the restraining net when the engineer had an idea. He asked the man if he had had any dental work done lately and the man admitted he had a new bridge inlay.

Well, so help me . . . and you are welcome to a big hunk of skepticism if you like . . . but the man



was not crazy. The combination of a metal inlay, the natural moisture of the mouth and the close proximity of the transmitter had simulated a receiving circuit in this man's mouth. Finally the man went away satisfied when we promised to have more of his favorite programs on the air. In this case, he really got it into his head to listen to us . . . he couldn't help it!

Announcers worked a lot harder in those days, too. Written copy was an unattainable luxury, unless the announcer wrote it himself . . . and I'm honestly afraid some of them were unable to write. Usually you went on the air and talked and talked and talked. Sometimes there were errors . . . some funny . . . some tragic and some painful. Like the chap, a very famous announcer, who had the task of announcing a very important network show. In introducing the speaker of the evening this announcer stepped to the microphone and said, "We present the speaker of the evening . . . I mean Heevert Hoober . . . I mean . . . Herbert Hoover."

* * *

THEN there is the most unpleasant time when I stuck my size 10 foot right squarely into a mess by reading a newscast concerning our late President. This newscast was sponsored by a very staunch, loyal Roosevelt admirer. As a matter of fact, this wasn't too many years ago and the memory is still painfully vivid. This sponsor was one of our best accounts and bought four 15-minute newscasts daily, seven days a week.

I had the task of doing the first newscast of the day for this lad. He always listened to this one at 7:15 a.m. as he was shaving. I got along fine until I came to a dispatch that mentioned the President. I waded into it with my ears flapping and said loud and clear, "So, we have this report from the nation's Cheap Executive" . . . and so on. Well ,it was too late to call it back. It had been said. I really didn't think too much about it as it was only an accidental slip of the tongue. One that could happen to anyone.

But before I had gone 15 words further I noticed smoke coming up from the switchboard in the hall, which I could see through the studio window. The sponsor was really giving the engineer who had answered the phone hell for leather. He talked to me after I got off the air and I never received such a tongue lashing in my life. He was sure I had done it deliberately to cast aspersion on the President. He was also sure that I was at least a Republican if not an anarchist. He ended by saying that we could consider all his programs cancelled as of that moment.

I phoned the manager and after three hours of pouring oil on the troubled waters and another hour of abject apology on my own part, the sponsor very reluctantly said he would continue on the air . . . but only on the understanding that I would not even pollute the air around the studio by my unwelcome and dishonored presence until at least 15 minutes after someone else had done his newscast in the morning.

Yes, it was great experience—early radio. It had just about everything, excitement, laughs, drama, thrills, and the exhilaration of being part of a great new medium of public expression. Yes, it had everything—everything, that is, except money. I may get nostalgic for the "Good Old Days," but twice a month—on the first and the 15th—I think I like it better this way!

GLADYS L. HALL

Joins 'Broadcasting' Staff

GLADYS L. HALL, former secretary to executives at CBS and NAB, joined BROADCASTING-TELECASTING last week as secretary to Sol Taishoff, editor and publisher, succeeding Eleanor Brumbaugh. Mrs. Brumbaugh, who has been in Mr. Taishoff's office for five years, is moving to Lakeland, Fla., where her husband has entered business.

Miss Hall was secretary to Harry C. Butcher, now owner of KIST Santa Barbara, when he was CBS Washington vice president. She served in the same capacity with his successor, Vice President Earl Gammons. She became secretary to A. D. Willard Jr. in 1946 when he was executive vice president of the NAB. When Mr. Willard left NAB last summer to become president-general manager of WGAC Augusta, Ga., Miss Hall joined the Washington firm of Dow, Lohnes & Albertson as secretary to Fred W. Albertson.

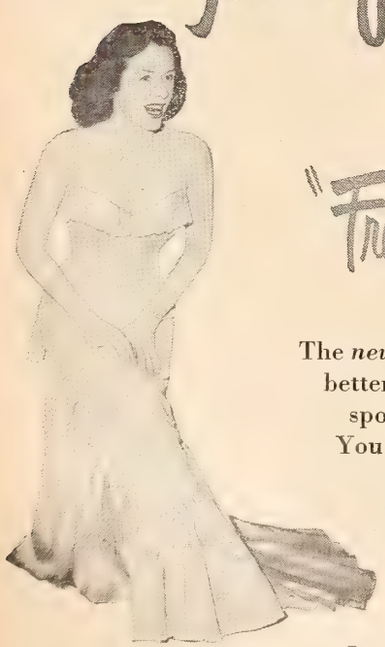
The stars of today and tomorrow are

Yours for more Sales

. . . with the *new era* in

Thesaurus

"Fran Warren Sings"



The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal . . . top name artists! You get *comprehensive* programming, promotion, publicity . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

In

Altoona, Pa.,

It's

ROY F. THOMPSON

and

WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by
ROBERT MEEKER ASSOCIATES

Open Mike



(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Cites Coverage

EDITOR, BROADCASTING:

The latest issue of your valued trade paper, BROADCASTING-TELECASTING, is well written. The news coverage is more comprehensive and the editorials are objective and reflect clear thinking.

It is my pleasure to enclose subscription renewal check.

Jacob Brenner
Pres.-Gen. Mgr.
Armstrong Daily Sports Inc., New York

* * *

Man Hunt 'Scoop'

EDITOR, BROADCASTING:

Emphatically protest statement June 12 issue regarding WDMJ Marquette "exclusive" of Russell Brothers capture. WDBC Escanaba, with coverage of entire upper peninsula and northern lower Michigan, aired first news of capture with on the spot interview with Trooper John Shewshuk, capturing officer, one hour and 45 minutes before any other station and 35 minutes before United Press bulletin announcing capture. Our broadcast done by Newsman Al Laguire by direct telephone hookup from Shingleton at 12:22, less than an hour after actual capture. Had follow-up broadcast again via telephone at 2:00. Believe scoop credit goes to reporter reaching public with news first. Proof available.

John P. Norton
President
WDBC Escanaba, Mich.

[EDITOR's NOTE: Story of WDMJ Marquette, Mich., coverage of man hunt and capture was not intended to minimize job done by other stations in the area. BROADCASTING made no claims for "firsts" or "exclusives" but did quote station manager Raymond G. Ulbrich on his opinion of the job done. Our congratulations to Mr. Norton and his crew at WDBC Escanaba for their energetic coverage.]

* * *

'Radio's Own Voice'

EDITOR, BROADCASTING:

After all these years, I've finally learned the meaning "to damn with faint praise." The half-hearted, embarrassed, mumbled comments of those who have just seen "Lighting That Talks" (and which should have kept its big mouth shut!) explain the phrase perfectly.

Seems as if our industry's "Big Brains" have fallen flat on their faces. . . .

Shortly after the good Judge was installed as NAB president (one of the very few smart moves the "Big Brains of the Inner Circle" have ever made)—and back in the days when Ed Kirby was public relations consultant to the NAB, I timidly suggested that radio, as an advertising medium, should quit feeling sorry for itself—quit reacting, childishly, to the attacks of other media—and start selling itself, to advertisers and listeners, by taking advantage of advertising's most powerful voice—radio's own voice.

The Judge wrote me a note of thanks and assured me the project was one of the first that would be taken up with Ed Kirby. So, what happened? For several years, nothing. Then, "Lightning That Talks," God help us! . . .

Doesn't radio have the finest production and programming brains in the country? Then let's put 'em to work. . . . Let's put the Crosbys and Hopes and Bennys and Godfreys to work, selling the power of radio advertising. If it weren't for radio advertising dollars paying the freight, those "big names" would still be playing the tank towns. . . .

When newspapers, magazines, outdoor, etc., start using radio advertising, to sell their effectiveness, to present and prospective customers, then radio can reciprocate. Until that happens, let's quit being the world's champion umpchays. Let's use ourselves, to sell ourselves.

What say Mitch?
How about it, Judge?

G. F. Bauer
Sales Manager
WINN Louisville

* * *

Stork Busy at KIMA

EDITOR, BROADCASTING:

We think the stork has credited KIMA with some sort of a record. The famous bird paid a triple-header visit to the station the week of May 22, with three staff members turning up as proud papas that week.

Elizabeth Sue Bostic checked in with her parents, Mr. and Mrs. Tom Bostic, at 9:32 p.m. Monday. Her father is director of KIMA operations.

An hour and 40 minutes later, KIMA Engineer and Mrs. Dow Lambert welcomed McKinney Dow Lambert Jr.

And Sunday morning, May 28, at 2:00 a.m., the stork completed his triple play with the birth of Jan Marie Horn to KIMA Engineer and Mrs. Bob Horn.

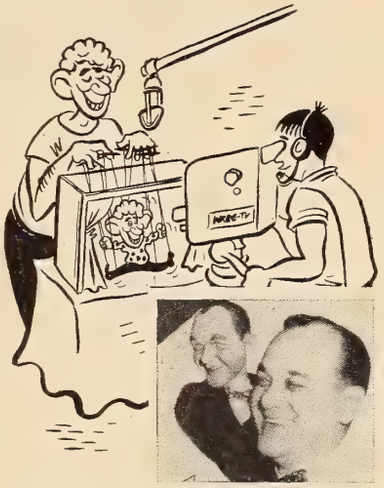
As result, we're just about ready to set up a candy and cigar concession on the side.

Jane Mogren
Promotion Manager
KIMA Yakima, Wash.

Clarke Coincidence

EDITOR, BROADCASTING:

Now looka here—stop it! What I wonder is, Mr. Anthony, can I sue you?



Congrats and best to fine magazine absorbed (4 & aft) weekly.

Johnny Clarke
10 W. 61st St.
New York

[EDITOR's NOTE: Artist John Ziegler's cartoon in the Feb. 27 TELECASTING (above) was sketched without knowledge of the fact that real-life entertainer Johnny Clarke actually had used his own facsimile in Johnny Jr. (inset).]

* * *

Warns of Censorship

EDITOR, BROADCASTING:

Bill Wheeler's (of WINR Binghamton, N. Y.) cartoon in your OPEN MIKE of May 22 should cause, I hope, considerable thought along the lines I'd like to point out. The cartoon, showing a decrepit stock-type out-building with an assortment of the very latest television aerials affixed thereto, aroused in me three reactions:

1. A very funny cartoon.
2. A symbol of the feverish growth and spread of TV to all type audiences.
3. A tacit, or subconscious, belief that TV programs are intended for outhouse reception. This may seem like a ridiculous assertion at first glance, but judging by the presentations of an alarmingly large number of TV producers it is not so ridiculous at it sounds.

As a frequent viewer, it has appeared to me that many of the things acceptable on the stage, in the night club, at the corner bistro, or even at the local motion picture theatre are not acceptable in the home. And I refer not only to facetious and off-color remarks . . . but also to the selection and presentation of horror and violence.

Such offenders are in the minority, but that minority is much too large. I frankly believe that unless many more TV producers exercise better taste and a certain amount of voluntary censorship, a formal type censorship from without the industry will necessarily be established.

TV is an enthusiastic, lusty, almost unbridled youngster at present. Let's hope he develops mature judgment and control of himself before he becomes a delinquent.

W. James Bastian
District Heights, Md.

BLESSED EVENT
WKBN Move Delayed for Stork

WHEN WKBN Youngstown, Ohio, moved its transmitter from the old location into its new building, the occasion became a special event for the station. Moving was late, however, because of the stork.

The date was set and construction on the building was pointed toward the move. As the day approached, however, it was learned that Jerry Jones, WKBN engineer, was expecting to become a father momentarily.

So, in view of Mr. Jones' nervous condition and the fact that his services in moving were invaluable, it was decided to postpone the move one week. Mrs. Jones obliged with a 7½ pound girl, and the following week the transmitter was moved successfully.

We don't sell *"time"!*

We USE time to increase your sales and profits.

WGRD Grand Rapids, Michigan

BMB PROVES IT! WCKY HAS THE LISTENERS

•

See Centerspread This Issue

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Sterling

(Continued from page 16)

TV stations went on the air and encountered tropospheric effects that actual evidence became available, supporting Mr. Allen's theoretical conclusions, he asserted.

When Sen. Tobey continued to charge that Mr. Allen's recommendations were "ignored," Comr. Sterling reiterated his plea of "a dearth" of essential information at the time.

He agreed that failure to adopt Mr. Allen's suggestions would be "regretable" if enough information had been available to permit more affirmative action, but insisted FCC did not have enough valid data "to put your teeth into."

Sen. Tobey was concerned over possible monopoly in TV and asked when there would be an equitable distribution of channels over the country. He noted that consideration of tropospheric effects in the reallocation would reduce the total number of possible VHF stations.

Comr. Sterling relied FCC "does not contemplate taking any stations off the air" and cited the new facilities to be made available in the UHF. He pointed out the interference-free characteristics of the UHF and indicated he was pleased with UHF tests being made at Bridgeport and those which had been made in Washington.

Johnson's Question

To Chairman Johnson's query as as to whether the U. S. was going to have a "two-headed system" in television, Comr. Sterling answered affirmatively and explained the VHF would assure service to rural areas. He doubted if "slave" or satellite stations would work in very small communities, because of economic factors.

Sen. Johnson asked the Commissioner if the VHF allocation really is a just temporary thing until TV "finds its ultimate home" in the UHF. Comr. Sterling replied he had made an exhaustive study of FCC records on this matter and had found nothing to affirm any conclusion that the Commission intends the VHF to be only an interim TV service. He said he didn't know if other Commissioners or the legal and technical staffs of FCC agreed with him, however.

To further questioning on the TV situation, Comr. Sterling said FCC has scheduled a staff meeting July 11 to consider the findings to be filed by participants in the color case by July 10. He indicated that when agreement is reached within FCC on the decision, it could be written within 30 days. He added his guess to those estimating the color decision would be out by September.

Concerning the Bell Telephone Labs. bid for 470-500 mc, part of TV's UHF spectrum (see story page 51), Comr. Sterling testified he felt this proposal required the "most cautious looking into by the Commission" since it would be a unique extension of monopoly powers in telephone communication for the Bell System.

Sen. Johnson said he was glad to learn that he was wrong in believing Comr. Sterling had told a Canadian audience that he thought color television is 20 years away. Comr. Sterling said he made no such prediction and related examples of his particular interest in color TV over the past few years.

Questions Sterling

Sen. McFarland briefly questioned Comr. Sterling on his work load, need for personal staff aid and dependence on Commission staff advice. Comr. Sterling said he does much "homework" on Commission matters and would like to have a personal staff to help him function better as an independent Commissioner. He indicated all Commissioners are quite independent in their thinking although they may receive staff help in various matters. He said they are not influenced by outside "selfish interests," either.

On the NARBA question, Comr. Sterling observed that Cuba appears to have an "insatiable demand for channels" and agreed with Chairman Johnson that NARBA negotiations must include all the countries involved rather than unilateral action.

While declining to crystal-ball the clear channel decision for the committee, Comr. Sterling agreed with Chairman Johnson that the question of "super-power" is more than an engineering consideration and "certainly is" one of public policy.

In the Thursday exchange with Sen. Tobey, Comr. Sterling denied that the original television allocation was an engineering "blunder" and said he thought Sen. Tobey was referring to FM, not TV, when he spoke of the role of K. A. Norton, former FCC engineer now with the Bureau of Standards, in FCC allocations activities.

Mr. Norton has been a prime target of FM Inventor Edwin H. Armstrong, Sen. Tobey, and others opposed to FCC's reallocation of FM from the 50 mc to the present 88-108 mc band. The so-called "Norton curves" were a factor in the reallocation.

Sen. Tobey reiterated charges that FCC sided with Mr. Norton against "leading" experts and that Mr. Norton admitted he had erred "after it was too late," but Comr. Sterling insisted that FCC's FM decision came after Mr. Norton had "corrected" his calculations.

It was at this point that Sen. Tobey promised to bring out "something that doesn't smell good." He said the odorous evidence would show FCC records had been "changed" to "flim-flam the public" and that the chairman and counsel of FCC had admitted in his office that the records had been changed.

His reference apparently was to charges made by Prof. Armstrong, in House committee hearings in 1948, that a secret allocations report in 1945 recognized a basic error by Mr. Norton while the public report denied any error.

In 1948 Hearing

Comr. Sterling represented FCC in the 1948 hearing and relayed at that time a statement by Chairman Wayne Coy asserting that he found "difference of opinion and judgment on the technical matters involved, but [no] evidence of dishonesty."

Chairman Coy's statement had been submitted to Sen. Tobey, accompanied by a memorandum from FCC General Counsel Benedict P. Cottone asserting that "we have found no evidence that the transcript of testimony, the exhibits, or any other data or records upon which the Commission's reports were based have in any way been tampered with or altered" [BROADCASTING, April 5, 1948].

Sen. Lester C. Hunt (D-Wyo.), forced to leave the hearing early to attend another meeting, said on departure that he thought Comr. Sterling was "exceptionally well qualified."

Sen. Hunt had asked two questions: (1) Why had FCC not acted upon KFBC Cheyenne's application for increased power, on which he had testified more than two years ago, and (2) why would FCC not permit Rocky Mountain stations to use Eastern clear channels which, he felt, could be used in the Rockies without interference?

Comr. Sterling promised to comply with Sen. Hunt's suggestion that he make a written report on the status of the KFBC application. The other question involved the clear-channel case and he thought FCC would act affirmatively before the year is out.

Comr. Sterling, who will be 56 on Wednesday, assumed office as a Commissioner on Jan. 2, 1948, when he was advanced from chief engineer upon the resignation of Comr. E. K. Jett. He has been in federal service since 1923, having served with both the FCC and its predecessor Federal Radio Commission, and, earlier, in the radio regulatory activities of the Dept. of Commerce.

Committee members participating in the hearing included Chairman Johnson; Chairman E. W. McFarland (D-Ariz.) of the radio subcommittee; and Sens. Francis J. Myers (D-Pa.), Hunt, Tobey, Brewster, Homer E. Capehart (R-Ind.), and John W. Bricker (R-Ohio).

Milestones

► The Women's Advertising Club of Washington celebrated its seventh anniversary with a birthday party and annual meeting last Wednesday evening on the Washington Hotel roof garden. Election of officers and annual reports followed the buffet supper.

► WPIX (TV) New York marked its second birthday last Thursday. Station, which has been on the air since June 1948, is New York's only independent TV station. It received the Alfred I. du Pont award for public service in news coverage last January. On the second anniversary, Mayor William O'Dwyer of New York began his series of half-hour public service programs. G. Bennett Larson is vice president and general manager of the New York *Daily News* station.

► Special program over WAVE Louisville hailed the 10th anniversary this month of sponsorship of Clayton McMichen and his Georgia Wildcats by The Howell Furniture Co., that city. Howell, by advertising exclusively on the station, expanded from a side-street location to three prominently situated stores. Employes increased from the original four to some 80. Firm sponsors 1¼ hours daily on WAVE and a 30-minute TV show on WAVE-TV.

YOU CAN CALL YOUR SHOTS ON THE ARROWHEAD NETWORK



To cover the rich dairyland markets of Wisconsin; the industrial centers of Northern Minnesota . . . use the Arrowhead Network. You're interested in sales—and that's what we deliver!

ARROWHEAD NETWORK

WMFG HIBBING | WHLB VIRGINIA | WEBC DULUTH | WJMC RICE LAKE | WEAU EAU CLAIRE | WISC MADISON

Represented nationally by RA-TEL Reps., Inc. and regionally by BULMER-JOHNSON, Inc. Mpls.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO.

WBAL

JUNE 19, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

IN THIS ISSUE:

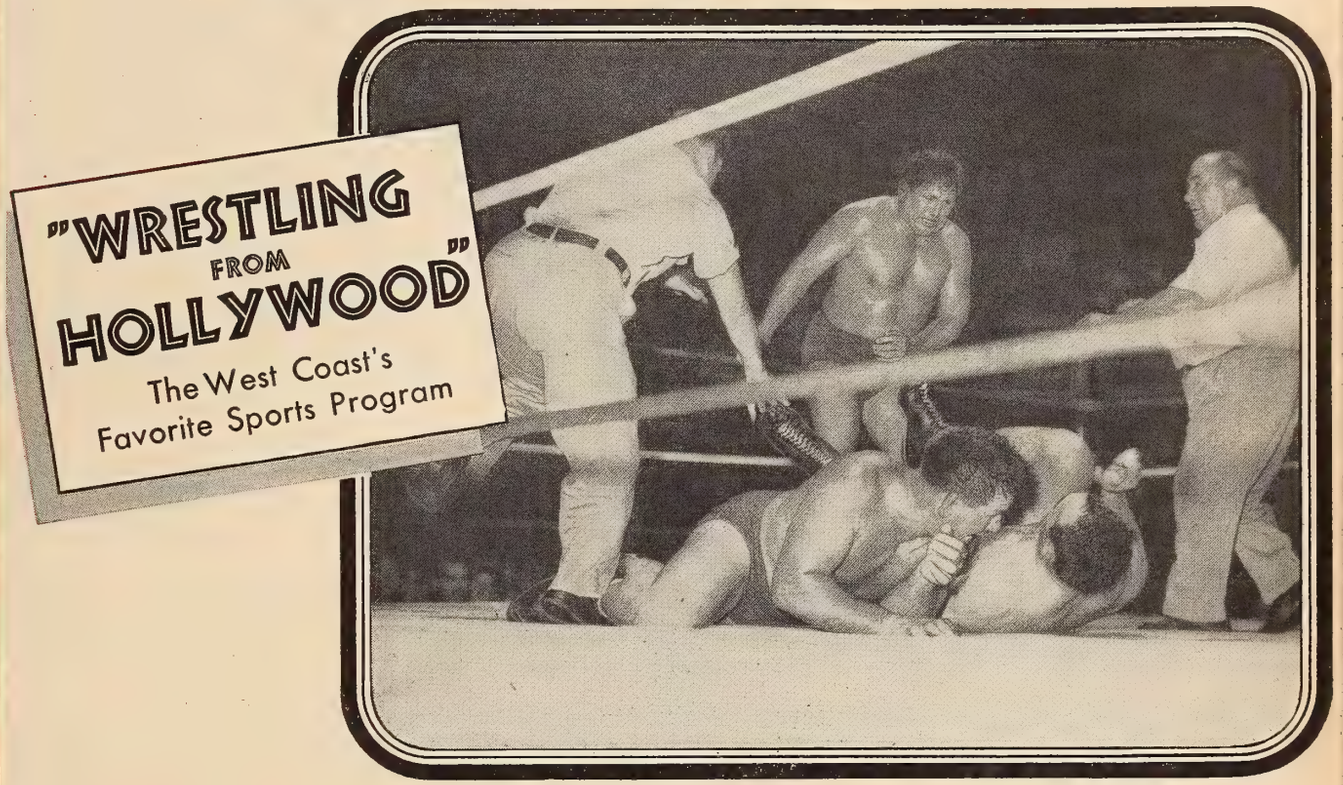
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Telefile: WBZ-TV
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evision's Challenge To Banks
Page 5

Latest Set Count By Markets
Page 12

ADVERTISERS: Now, you can buy Hollywood-produced, audience-tested, high-Hooperated TV shows on a spot basis at prices you can afford!



One of *Paramount's* TRANSCRIBED SHOWS: 50- to 70-minute matches, once a week. Red-blooded Main Events and Semi-Finals as only Hollywood can stage them. Nationally-known mat stars in bone-crushing action and Gargantuan hilarity from leading Los Angeles arenas with commentary by movie veteran Dick Lane (just voted "King of Hollywood TV" by West Coast televiewers). Film-recorded as telecast over KTLA; open-ended for commercials. Syndicated throughout U. S. . . . **with some good markets still open.**

RATINGS: April-May Hooper for Los Angeles—38.8 Telerating, semi-final period. Top Pulse ratings for May: 14.5 Chicago; 32.5 Cleveland; 21.0 Cincinnati; 12.5 Washington; 20.0 Philadelphia. No ratings available in other markets where program is telecast regularly. Ranked among "Top 10 Most Popular Shows on West Coast" throughout 1949, frequently placing in "Top 3."

KTLA Paramount Television Productions, Inc.

Paramount transcribed programs are available to advertisers in one or all TV markets on a spot basis. Also available to TV stations with privilege of resale to local advertisers.

KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOllywood 9-6363
Eastern Sales Offices • 1501 Broadway, New York 18 • BRyant 9-8700

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK

What's New in Television? **Take a Look at WPTZ!**



Charm . . . leads them to the cash register!

A FEW WEEKS AGO when WPTZ took the plunge into afternoon programming, the "Charm Clinic" was scheduled as the Friday edition of our 3:00 P.M. home economics strip.

Featuring Miss Doris Hackett, Philadelphia's Dean of Charm, and an outstanding panel of guest experts such as Frances Burke Kenney, former Miss America, Suzanne Finneran, international model and Joseph of Vincent & Joseph, hair stylists—the program was an immediate success with the distaff side of the Philadelphia television audience.

As you might expect, the "Charm Clinic" was picked up for sponsorship in short order by Oppenheim Collins & Company, one of Philadelphia's smartest specialty stores. And the program is charming customers right up to the cash register!

Like all the other programs in WPTZ's highly successful afternoon schedule, the "Charm Clinic" was designed to render a real service to women and thus develop a "commercially interesting" afternoon audience. That WPTZ has been successful in achieving such an audience, is borne out by such advertisers as these, all of whom are buying *afternoon programs* on WPTZ:

RCA-Victor • Philadelphia Gas Works
Gimbel Brothers • Sealtest Corporation
Oppenheim Collins & Company
Philadelphia Electric Company
Sylvan Seal Milk Co.

If you have a product which is purchased by housewives—and what isn't?—and want to reach the half-million television homes in the Philadelphia area, drop us a line or see your NBC Spot Sales representative for program and spot availabilities.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.

WPTZ **FIRST IN TELEVISION IN PHILADELPHIA** NBC TV-AFFILIATE

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

JUNE 19, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

TV-SPORTS SPLIT

L. A. Chamber Urges Unity

THREE-WAY effort by sports management, television interests and the general public was advocated by the Los Angeles Chamber of Commerce today (Monday) to repair existing or threatened sports-video splits and to create both increased box-office support and expanded sports telecasting.

A three-month study of sports-television problems indicates (1) evidence that TV in certain but not all cases can justifiably be accused of cutting attendance and (2) beneficial powers of video have not been fully utilized, according to Richard W. Millar, chairman of the Chamber's TV committee. He announced a Sports-Television Council is to be formed to tackle the critical problem in Southern California.

Its job will be "to foster understanding of common problems, analyze successes or failures and seek workable telecasting formulas for various types of sports events," he said.

Results of the Chamber's sports-TV investigation, handled by a special sports-TV-public subcommittee headed by Arthur F. Kelly, vice president of Western Airlines, were contained in a report which summarized facts and opinions presented to the group by top ranking Los Angeles sports and video executives.

The summary, *Television's Effect on Sports—and What to Do About It*, was compiled by a layman board of public relations and fact-finding men not associated with sports or TV.

Besides calling for closer sports-TV collaboration, the report urged video set owners to attend their favorite sports events whenever possible.

Cooperation Necessary

Adopting the premise that mutually sound and satisfactory operating conditions for both sports and television will benefit the community by creating employment, increasing commerce, promoting team and competitive spirit, combatting juvenile delinquency and providing wholesome entertainment, the study concluded that:

"Neither sports nor TV interests nor the public single-handedly can keep sports on television. . . . Three-way cooperation is a 'must.'"

Warning sports organizations against banning TV, the report suggests promoters might better exploit the medium's promotional qualities in building attendance. At the same time, it called upon TV station executives and sponsors to cooperate with promoters to the limit in spurring "in person" attendance and building public understanding of sports-TV problems.

Among other suggestions to sports interests were:

1. Seek to correct other factors—besides TV—crimping attendance.
2. Use TV to educate new fans, promote coming games, acquaint fans with players, inform about ticket availability, etc.
3. Understand TV's strong novelty grip on new set owners, who in surveys have been found to go to fewer games when sets are new but more games when sets have been in the home from one to two years.
4. Regard TV as a selling, demonstration and showmanship medium rather than purely as a communications instrument. Use it to sell admissions.
5. Recognize that TV's advent has brought new competition for the public's recreation dollars and entertainment hours.
6. Realize that TV requires special promotional know-how.
7. Carefully investigate all angles of such ideas as proposed pay-as-you-see TV, postgame motion pictures, etc., keeping in mind need for immediate and sure revenue.

Suggestions for TV

Suggestions to TV interests included:

1. Respect the public service aspects of sports programming ahead of commercial opportunities.
2. Offer all possible extra TV boosts for telecast games, through special programs, professional counsel, fan clubs, etc.
3. Play up the all-around advantages of TV ownership, toning down emphasis on "see-the-game-at-home" advertising.
4. Develop inter-station cooperation to help sports promoters.

The report also includes results of a Los Angeles survey conducted for Walter McCreery Co. by Facts Consolidated at the Southern California-UCLA game Nov. 19, 1949. The survey showed 22% of 805 ticket-holders owned TV sets, higher than the county average. Among 23% who admitted attending fewer games that season only 12% blamed TV, with 31% mentioning "less leisure time," 23% "too expensive" and 17% "out of town more."

Board compiling report included Charles L. Bigelow, Facts Consolidated; Robert Speers, president, Executive Research; H. H. Roberts, director of public relations, Standard Oil Co.; Bert D. Lynn, director of advertising and publicity, Western Air Lines; John McCarty, The Rule Co.; M. B. (Mickey) Finn, Los Angeles Police Dept., and Mickey Finn Youth Clubs.

GRID TV

Wins Pacific Coast Okay; Opposition Elswhere

ACTION last week by the Pacific Coast Conference in opening its gates to television overshadowed other news of anti-TV bans set by footballers in the past fortnight.

At its annual summer session held in Victoria, B. C., the conference agreed on a policy to permit live telecasting of 1950 conference football games and scheduled a meeting of its athletic directors for July 2 in San Francisco when details will be worked out.

The policy decision affects five schools in Los Angeles, the San Francisco Bay area and Seattle. All conference games in these areas must be telecast. Other conference schools share in profits from games telecast, the agreement pointed out.

Reservations Outlined

Reservations are: If agreement can not be reached on the telecast of one conference game, telecasting is out for the entire schedule and TV sponsors must "guarantee" a gate. Schools competing will estimate the minimum attendance and the telecaster must assure an equivalent return, it was understood.

Meanwhile, other groups in the country saw the TV picture in a different light.

The action of the Southwest Conference against live telecasts of its football games [TELECASTING, June 5] has been followed by at least one letter questioning the manner in which faculty representatives handle conference athletic business, according to the Fort Worth *Star-Telegram*, owner of WBAP-AM-FM-TV Fort Worth.

Written by a board member of one of the conference's member schools, the letter points out that the (faculty) committee is set up as:

> The sole governing body of the Southwest Conference and yet it refuses to permit any witness or argument before it other than another faculty member. If the committee is composed of uninstructed members and acts as an independent governing body, then I think it should set up procedures whereby cases may be heard in full and from any source desiring to state a complaint or be heard as a defendant on any ruling.

The Rocky Mountain sector's Skyline Conference voted in Salt Lake City June 12 to prohibit live telecasting of football and baseball games, according to Commissioner E. L. (Dick) Ronney. Comr. Ronney said the ban was similar to that imposed by the National Collegiate Athletic Assn. and the Big Ten Conference. Games, he explained, may be filmed and telecast the next day.

AWARD TO GROSS

Cited for Hanley TV Spots

NATIONAL Advertising Agency Network's premier awards for television commercials and the 1950 award of excellence for point-of-sale material have been presented jointly to the James Hanley Brewing Co. of Providence, R. I., and the Julian Gross Advertising Agency of Hartford, Conn.

The award cited the Gross agency for its new advertising and marketing campaign created and conducted for the brewing firm. The Gross material competed for honors with more than 275 entries. The TV commercials were created by the Gross agency and produced by Bay State Film Productions Inc., Springfield, Mass.

Hearing Delayed

FURTHER hearing in FCC's investigation to determine whether or not to give Western Union authority to interconnect its intercity TV relay facilities with those of American Telephone and Telegraph Co. was postponed by the Commission last week from June 15 to June 20 [TELECASTING, June 12]. FCC indicated WU requires more time to prepare its rebuttal.

Telefile:

WBZ-TV

Boston's First TV Outlet Reaches Maturity in Two Years

BOSTON is a city of complex personality.

As the traditional hub in American history, it is steeped in the environment of 17th-18th Century Yankee Boston. As the financial capital of a mighty industrial area, it has welcomed the quickening beat of 20th Century progress.

On May 29, 1948, at 5:41 p.m., Boston and its metropolitan area of 2½ million people were given their first glimpse of television when WBZ-TV, first commercial sight and sound station in New England, went on the air with test patterns.

On June 9, official dedication ceremonies were held at WBZ's newly-constructed Radio and Television Center.

In the two years since then, the station has reached maturity in over-all performance. Financially speaking, too, WBZ-TV has come of age. Within a year and a half, in October of 1949, it first began to ease into modest monthly black figures.

From its Westinghouse radio parentage, the video station has inherited a rich past of its own to parallel that of the community. It can look to its own AM station, WBZ (then Springfield, Mass.), as the second station in the country to offer regularly scheduled programs.

It inherits a pioneering tradition, too, from men such as Walter Evans, president of Westinghouse Radio Stations Inc. and vice president of Westinghouse Electric Corp., from Walter Benoit, WRS vice president, and J. B. (Steve) Conley, WRS manager.

WBZ-TV, as the sole Westinghouse video outlet, has received much personal direction from this trio and has reaped from the wisdom of their long experience. More than a century of service to Westinghouse is combined in the careers of these men and the station's own top executives, headed by W. C. (Bill) Swartley.

* * *

MR. Swartley, manager of WBZA Springfield and short wave station WBOS, as well as WBZ-AM-FM-TV, has been with the company since his graduation from Cornell U. After serving as staff assistant in the office of vice president and then administrative assistant in the office of president of Westinghouse Electric Corp., he joined WOWO and WGL, both Fort Wayne, Ind., as manager in 1938, going to the Boston stations in the same capacity in 1940.

W. Gordon Swan, program manager, has been with the Boston and Springfield stations for 25 years. Other veterans are W. H. Hauser, chief engineer, and S. Herbert Masse, sales manager.

Only the program and engineering departments have been separated from the AM operation thus far. Iran Berlow, former New York radio, theatrical and agency TV producer, is TV program supervisor under Mr. Swan. Sidney V. Stadig, recruited from the WBZ technical staff, is TV technical supervisor under Mr. Hauser.

* * *



MODERN Radio and Television Center houses all WBZ-AM-FM-TV studios and offices as well as video and FM transmitting facilities.
TOP PHOTO: Exterior view of the Center, which is located on Soldiers Field Road four miles from downtown Boston.
BOTTOM PHOTO: WBZ-TV's "T" studio, measuring 45 x 50 x 25 ft., accommodates seven sets and has a peripheral catwalk.

* * *

THE WBZ-TV management has placed much emphasis on local shows, using local personalities, and thus has increased its identification with the community.

Now on the air an average of 72 hours a week, 15 hours are devoted to 43 live, local, studio productions.

Network time is 4¼ hours sus-

(Continued on Telecasting p. 10)



W. C. Swartley
Manager



W. H. Hauser
Chief Engr.



C. Herbert Masse
Sales Manager



W. Gordon Swan
Program Mgr.



Walter Evans
Pres., WRS

470-500 MC CASE

Hearing Recessed to Fall

PRINCIPAL case of telecasters against proposed common-carrier use of the 470-500 mc band—at the lower end of TV's UHF spectrum—is to be presented this fall with completion of FCC's overall TV reallocation proceeding, the Commission ruled last week.

TV spokesmen, who asked for delay in the presentation of their chief evidence because of its interrelation with other factors in the general TV hearing, have contended the full 470-890-mc band is needed to meet minimum requirements for a fully national, competitive TV system.

Recessing the 470-500-mc hearing last Wednesday until autumn, Comr. Paul A. Walker, presiding officer, also ruled the further television testimony will be subject to usual cross examination at that time. Common carrier interests will be allowed to submit relevant rebuttal evidence, too.

Part of UHF Hearing

Last week's one-day session was part of the hearing begun a fort night ago on the Bell Telephone Labs petition to sever 470-500 mc from the Commission's proposed allocation to UHF television and designate it for a multi-channel, broadband mobile radio common carrier system now under development [TELECASTING, June 5, 12]. FCC has taken no position in the matter other than to designate the hearing to obtain pros and cons.

Dr. Thomas T. Goldsmith, Allen B. DuMont research director, who testified June 9 that television's use of the 470-500-mc band would serve greater public interest than limited common carrier use, returned to the stand Wednesday for cross examination. He told the Commission that UHF television is on the verge of quantity production with tubes available to provide powers up to 5 kw all through the UHF band.

On the other hand, Dr. Goldsmith said, the Bell System technical presentation on its proposed 105 channel multiplex system is insufficient to determine whether such a system can be accomplished at the present time. Citing the many UHF propagation studies by DuMont and others as indication that the common carrier service can be developed in another part of the upper spectrum, Dr. Goldsmith said he could not be specific as to where this might be, but 3500 mc was one area mentioned.

Could Use 88-108 mc Band

Asked by DuMont counsel W. A. Roberts if a mobile service could make good use of 88-108 mc (FM's band), Dr. Goldsmith agreed it could.

John G. Preston, chief allocations engineer for ABC, appearing for the engineering committee of Television Broadcasters Assn., contended the competitive situation in television must be maintained. The need for sufficient channels has been shown in AM experience, he said.

TBA's sample allocation study in the East will be ready by next fall's session, Mr. Preston indicated, when other details on commercial utilization of the UHF by television are available. He explained that to assure competition a minimum of four channels will have to be assigned each major metropolitan area and no mixture of UHF and VHF channels should be allowed unless absolutely necessary.

F. J. Bingley, in charge of television research for Philco Corp., cited TV's rapid growth, wide public interest and demand as reasons for not giving up the 470-500 mc band. He said the five channels contained in this band are those immediately usable in the UHF. He explained these five channels are in that portion of the band where experimentation has been going on and where equipment and sufficient power are available now.

Service Covered

Mr. Bingley observed that with these five channels, representing 10% of the UHF TV proposal, service could be made available to 50% of the U.S. He estimated three to four years may be required to get a broadband telephony system into operation in one area while during the same time technical advances may be made which could accommodate the service elsewhere, thus retaining TV's allocation.

George W. Gilman, director of transmission engineering for Bell Labs, returned to the stand to present an exhibit giving further technical details on the Bell proposal. He refuted contentions the mobile service could be developed with equal effort and success in the higher frequencies at the present time and cited several technical considerations involved.

E. W. Chapin, chief of FCC's Laboratory Division, introduced a new exhibit summarizing experimentation and findings by the Commission on intermodulation effects in a TV receiver operating on 500 mc. The report showed that when two or more undesired signals are operating on frequencies near the vicinity of the channel being received, these signals can act together to cause intreference within the desired channel.

In addition to Comr. Walker, Wednesday's session was attended by Comrs. E. M. Webster and Rosel H. Hyde. FCC counsel was Arthur A. Gladstone. Other attorneys participating included Thad H. Brown for TBA; Henry Weaver, Philco, and John H. Gepson, Bell Labs.

Omar L. Crook, counsel for Mutual Telephone Co. of Hawaii indicated he would petition FCC to allow immediate use of 470-500 mc for inter-island and other common carrier uses in that area since present VHF channels will more than supply Hawaii's TV needs.

ACME 'HOT SPOT'

Offers Newsphoto Spots

EFFORT to give television spot commercials a more attractive appeal to viewers is reported by Acme Telectronix with its announcement of a new "Hot Spot" service. The new Acme spot programs are available every hour on the hour in any Acme bureau city (the NEA Service Inc. division operates bureaus in 17 major cities), according to Meade Monroe, Acme Telectronix business manager in Cleveland.

The spot shows are made up locally in the bureaus, complete with commercial and are delivered to the station ready to go on the air. Spots combine news pictures and sponsor's message in package form. Each announcement contains last-minute newspictures and is tailored with sponsor's advertisement for any time segment between 20 and 60 seconds. One-minute spot contains about 25 seconds commercial plus five news pictures; 20-second has eight seconds commercial, two or three pictures. Spots are being offered to stations, advertising agencies and sponsors.

HAZELTINE COLOR

Uses 'Dot-Sequential'

WHAT was claimed to be an improved system color television, based on the "dot-sequential" system proposed to the FCC by RCA and adding a "constant luminance sampling" method developed by engineers of Hazeltine Electronics Corp., was shown to newsmen in a demonstration held Wednesday at the Hazeltine plant in Little Neck, L. I.

The system had previously been demonstrated to the FCC, the Condon Committee (advisory body to the Senate Committee on Interstate Commerce), the Hazeltine licensees (about 130 companies, chiefly set manufacturers) and to the participants in the color hearings before the Commission.

Hazeltine's purpose in submitting its developments to the FCC is to see that they are included in the color standards to be set by the Commission, or at least that these standards do not preclude the use of the constant luminance sampling technique, according to Charles J. Hirsch, chief of the Hazeltine engineering research division, who conducted the demonstration.

Using three photographs and the RMA test chart as subject matter, the Hazeltine engineers compared TV color pictures transmitted by the line-sequential and dot-sequential (both alone and with the addition of constant luminance) methods with monochrome pictures and with an "ideal" color system giving each color the full 4 mc channel now assigned black-and-white TV stations and therefore requiring a band width of 12 mc for full color transmission. Mr. Hirsch explained that Hazeltine adopted the dot sequential system in order to maintain compatibility and permit present owners of black-and-white receivers to receive color telecasts in monochrome without any change in their sets.

Fluctuations Change

Mr. Hirsch said that the Hazeltine "improvements" in the dot-sequential system as demonstrated by RCA stem from the "well-established optical principle that the eye sees detail through brightness, not through color." The Hazeltine system, he said, "reduces the beat note interference by changing the fluctuations in brightness to fluctuations in color, without any fluctuation in brightness."

Use of the constant luminance system also reduces the shimmer in broad color areas and the crawl in fine picture detail, he noted.

Mr. Hirsch explained that the Hazeltine process involves weighting the color intensity so that three colors appear of equal brilliance to the eye, allotting 60% of the total brightness to the red signal, 33% to the green and 7% to the blue, instead of dividing the brilliance equally among the three.

Quality Color Seen

A. V. Loughren, Hazeltine vice president in charge of research, said that although none of the color systems proposed to the FCC provides pictures of as good quality as today's black-and-white pictures, his company's investigations indicate that color TV can be put in the present black-and-white channels with "substantially as good quality in all respects as we presently obtain in monochrome."

Noting that more development work is needed, particularly in field testing, Mr. Loughren said that "the fundamentals of the dot-sequential system proposed by RCA, offer at this time the most attractive approach to a solution of the problem."

Hazeltine is keeping its licensees informed of its work in color, and by the time standards have been set, it will have complete circuit diagrams in the licensees' hands so that they may begin the production of color receivers with a minimum of delay, company executives said.



RENEWAL contract for 52 weeks of *Chevrolet Newsreel* and *Chevrolet Western* over WRGB (TV) Schenectady, N. Y., is set by Joseph Harriden (seated), president of Tri-State Advertisers and owner of Mohawk Chevrolet. Standing are (l to r) R. B. Hanna, WGY-WGFM (FM)-WRGB stations manager; George Hunt, vice president of Mohawk Chevrolet, and E. P. Weil, supervisor of sales for WGY WRGB. Tri-State Advertisers represent 29 Chevrolet dealers in WRBG service area.



POSTER used to promote *The World of Yesterday*, 15-minute, once-a-week film seen on WNBK (TV) Cleveland and sponsored by Hudson automobile dealers in Cleveland-Akron area, is inspected by (l to r) A. S. Nelson, TV director, Fuller & Smith & Ross Inc.; Robert Miller, NBC sales, and Harry O'Grady, Fuller & Smith & Ross. The show opens with an animated film showing the 1950 Hudson and then goes into the documentary, covering important history-making events dating as far back as the San Francisco fire of 1906. Program and promotion were planned and executed by Fuller & Smith & Ross.



PLANS to sponsor audience participation show *Everybody's Doing It* on KPIX (TV) San Francisco are made by Carl Schuster (seated), pres., Acme Breweries. Standing (l to r): Sherwood Anderson, George Richardson, Foote, Cone & Belding; Eliot Stautenburgh, Acme prom. mgr.; Lou Simon, KPIX coml. mgr.; Ben Alexander, show's star.

CONTRACT for purchase of *Cisco Kid* television series, scheduled to start on NBC's WNBW Washington in the fall, is completed by WNBW General Manager William R. McAndrew (seated). With him are Bud Rifkin (l) of Ziv, packager of the series, and Charles de Lozier, WNBW sales manager.



BOX OFFICE TV

Skiatron Proposal Filed, Rivals Phonevision

SECOND pay-as-you-see television system—a competitor to Zenith's Phonevision technique—was disclosed to FCC last Tuesday by Arthur Levey, president of Skiatron Corp., New York.

Indicating Skiatron's "Subscriber-Vision" method "will dissipate the menace of monopoly by Zenith's Phonevision, which has doubtless been a source of concern to the Commission," Mr. Levey told FCC a pilot receiver would be ready for demonstration sometime this fall. He said Skiatron also would request FCC for "the same experimental public test privilege in New York City as Zenith has obtained in Chicago."

Chief feature of Subscriber-Vision, it was explained, is that all picture elements can be broadcast over the air "without the necessity for any intervening telephone connections." A special key inserted in the receiver supplies the code to unscramble the picture, Skiatron explained. The key would be replaced periodically. Zenith's Phonevision technique requires a telephone line to supply a signal which unscrambles the telecast picture.

Meanwhile, on Thursday the Skiatron development drew from Commdr. Eugene F. McDonald Jr., Zenith president, the comment, "We are glad to see that others have recognized the need of a box office for home television to provide programs which are too costly for advertising sponsorship.

Commdr. McDonald explained Zenith has experimented with various types of TV decoders for 19 years and observed a subscriber to a system such as Skiatron's is "limited either to a subscription system, in which he pays a fixed charge for available programs, or to special shows for which he gets the key in advance."

Services Compared

The Zenith president said he believes Phonevision, as a wire-service "already available in the average home," has more flexibility in selection of programming and charges only for shows which the viewer orders from the telephone operator. Regarding Skiatron's method, Commdr. McDonald said that "if the subscriber were compelled to secure his key for special programs in advance, then he would have to decide several days ahead of time what TV programs he was going to watch."

The Zenith executive indicated it would be unfair to entertainment producers and the public "if every subscriber were charged the same fee . . . since a $5,000,000 motion picture or an opening night at grand opera certainly warrants a higher admission price than run-of-the-mill theatrical entertainment."

Skiatron indicated its Subscriber-Vision is based on U. S. Patent 2,251,525, issued Aug. 5, 1941 under the title "secret television system" and with Adolf Heinrich Rosenthal of London listed as inventor.

Mr. Levey wrote to the Commission that "in view of FCC's recently expressed attitude on Zenith Corp.'s premature exploitation of Phonevision [TELECASTING, June 5], you may be pleased to hear that we are proceeding energetically on a pilot model of our Subscriber-Vision system." He continued, "We believe Skiatron Corp. owns the only practical, patented system for providing a special TV service to paying subscribers."

He explained Subscriber-Vision "does not depend on telephone lines or cable and therefore requires fewer electronic circuits. As a result, this system is much simpler and more economical than any method which proposes to use telephone wires." Mr. Levey noted that Zenith previously told FCC "it would prefer to deliver the entire television signal over the air, without the necessity for utilization of the telephone plant, if it could devise a feasible method of employing 'pay-as-you-see' television in this manner. . . ."

Will Offer Licensing

The Skiatron president told the Commission his firm "will of course offer other manufacturers in the TV industry licensing arrangements at a reasonable royalty in accordance with the terms of the consent decree under which Paramount Pictures Inc. and General Precision Equipment Corp. (20th Century-Fox) were divested of their interests in our patents precisely because the Government charged them with suppression and refusal to permit broad licensing of these unique devices."

Mr. Levey noted that Commdr. McDonald stated Zenith's only purpose in asking manufacturers to include Phonevision decoder outlets in new receivers was that otherwise "it would cost the public millions of additional dollars to have their sets accommodated to Phonevision." Skiatron president commented that Subscriber-Vision "will entail merely the replacement of a simple inexpensive receiving tube (for synchronization) in the millions of TV sets already in use."

Los Angeles TV Month

IN RECOGNITION of what is termed the "fastest growing industry in this area," Mayor Fletcher Bowron of Los Angeles proclaimed the period from June 15-July 15 as "Television Month" in the Los Angeles area. Event is sponsored by the Electric League, television trade association.

TV IS CHALLENGE TO BANKS

Re-examine Radio–Barry

ELEVISION will offer a challenge non-radio advertisers among nking institutions as well as to aditional users of the medium, id many firms in TV areas are tting into the new medium sooner an they did in radio broadcast-g's early days.

That conviction was expressed hursday by John J. Barry, vice esident of National Shawmut ank, Boston, Mass., at the golden niversary convention of the Am-ican Institute of Banking in Min-apolis.

Addressing a Business Develop-ent and Advertising Conference the Radisson Hotel, Mr. Barry lled on banks which put all or art of their advertising funds into dio to "act now to prevent liquid-ion of that investment." Stress-g need for an analysis of the ad-rtising picture as a whole and of levision and radio taken together, e asserted:

"Any advertiser in radio, whether e contemplates using television or ot, has got to face up to the chal-nge . . . whether he likes it or ot. A re-examination of any radio schedule right now is a matter of self-preservation."

Mr. Barry said he could not agree that TV offers no such challenge to non-radio users and cited TV's revolutionary effect on everyday living habits, including newspaper reading, movie attendance, etc.

The pattern thus far suggests that banks are accepting this challenge and "are not going to wait as they did in radio," he said, pointing out that in nearly every TV market, banks are "either in or heading in"—an early participation "contrary to the pattern" of bank radio advertising.

Mr. Barry pointed out that while "85 million standard radio sets as opposed to 5 million TV sets in America is a potent argument to present to network advertisers," the ratio of radio to TV receivers in Boston is only 2 to 1.

"As a radio advertiser, I would have lost half my audience in two years, provided that I was dependent upon standard radio to carry my message . . . I am in television; and instead of losing my audience, I have increased it," he explained.

Mr. Barry predicted that radio will supplement TV, rather than vice versa, and that it will develop less expensive, more locally-originated programs for advertisers seeking to reach "remnants of the present radio audience."



INSTALLATION of RCA Victor sets on Airline Bus Co.'s Los Angeles to San Francisco "Short Line" runs marks inauguration of transit TV in California. Gladys Hoffman, of San Francisco, adjusts set prior to the bus line's first TV trip. Line reported receiving programs up to 75 miles from point of origination on the initial run.

V POTENTIAL

Atlanta Admen Hear Swezey

ONTINUED large scale transfer successful radio formats to tele-sion will restrict video's real po-ntial, Robert D. Swezey, general anager, WDSU-AM-FM-TV New rleans, told a luncheon meeting Emory U.'s first annual adver-sing institute in Atlanta a fort-ght ago.

Mr. Swezey declared that there e thousands of new TV tech-ques and effects waiting to be scovered and perfected. "Let's ot be afraid to explore them . . . nd let's not be too easily satisfied ith the results," he said.

Many an advertising man, he id, has thrown to the winds his ool, logical reasoning which has ood him well in other media," ecause of the wealth of TV suc-ss stories. While the stories are lid, Mr. Swezey continued, they ust not "stampede" the adver-ser to enter the field without first dging what type of program he ishes to sponsor in what kind of arket.

It is important for advertisers ho "belong in television," he said, enter the medium on a "sound asis." Mr. Swezey qualified his rms to mean that each advertiser ould take advantage of qualities eculiar to TV in order to promote nd sell his product economically, nd find out just how most effec-vely he can use this medium (size budget and type of product).

"Then adopt a format that will ot be subject to change from day day or week to week," he said.

R&R TV MONEY

$3 Million Budget Set For Fall Spending

WITH an estimated $3,010,000 of new television money being readied for fall spending the New York Ruthrauff & Ryan radio and television department is embarked on a production thrust that promises to raise that agency to among the big 10 in video outlay next season.

Accounts expected to be included in the new schedule, TELECASTING learned, are American Safety Razor, Heed Deodorant, Chrysler Corp. (Dodge) and possibly Lever Bros.

Split Sponsorship Set

As part of the new R&R campaign, American Safety Razor and Heed Deodorant will share sponsorship of a half-hour TV show called *The Sugar Bowl* featuring Chico Marx. Although the network has not been definitely decided upon, it was understood that ABC, Sunday nights, probably will be the choice.

Dodge, it was understood, will sponsor an hour-long TV dramatic show, featuring ANTA (American National Theatre & Academy) stars. The program will be telecast either once a week or semi-monthly. Negotiations are now underway and decision should be forthcoming next week. Network is still undetermined.

Lever Bros., too, is expected to make its agency reassignment sometime this week. It was understood that R&R may service one of the half-hour TV shows on CBS.

AMA AWARDS

Dr. Coffin Is Cited

AT THE FIFTH annual awards luncheon of the New York Chapter of the American Marketing Assn., Dr. Thomas E. Coffin, NBC television program research director, last Thursday received one of four awards for the Hofstra College-NBC study on the sales effectiveness of television advertising [TELECASTING, May 8].

Other recipients of awards were Dr. Sydney Roslow of *The Pulse* and Claire Himmel, WNEW New York director of research, for their combined efforts in preparing a study of "Out of Home Listening Habits."

American Marketing Assn. presents awards annually for major accomplishments in marketing.

GLOBAL TV

Mundt Proposes Study Group

LEGISLATION to create a "Hoover-type" bipartisan commission to study and recommend specific activities in foreign countries, including the utilization of television, was proposed last Thursday by Sen. Karl Mundt (R-S. D.).

The bill was a follow-up to Sen. Mundt's plan, revealed a fortnight ago, to create global TV networks abroad for the purpose of combatting Russian propaganda and to implement State Dept.'s Voice of America with a so-called "Vision of America" program [TELECASTING, June 12].

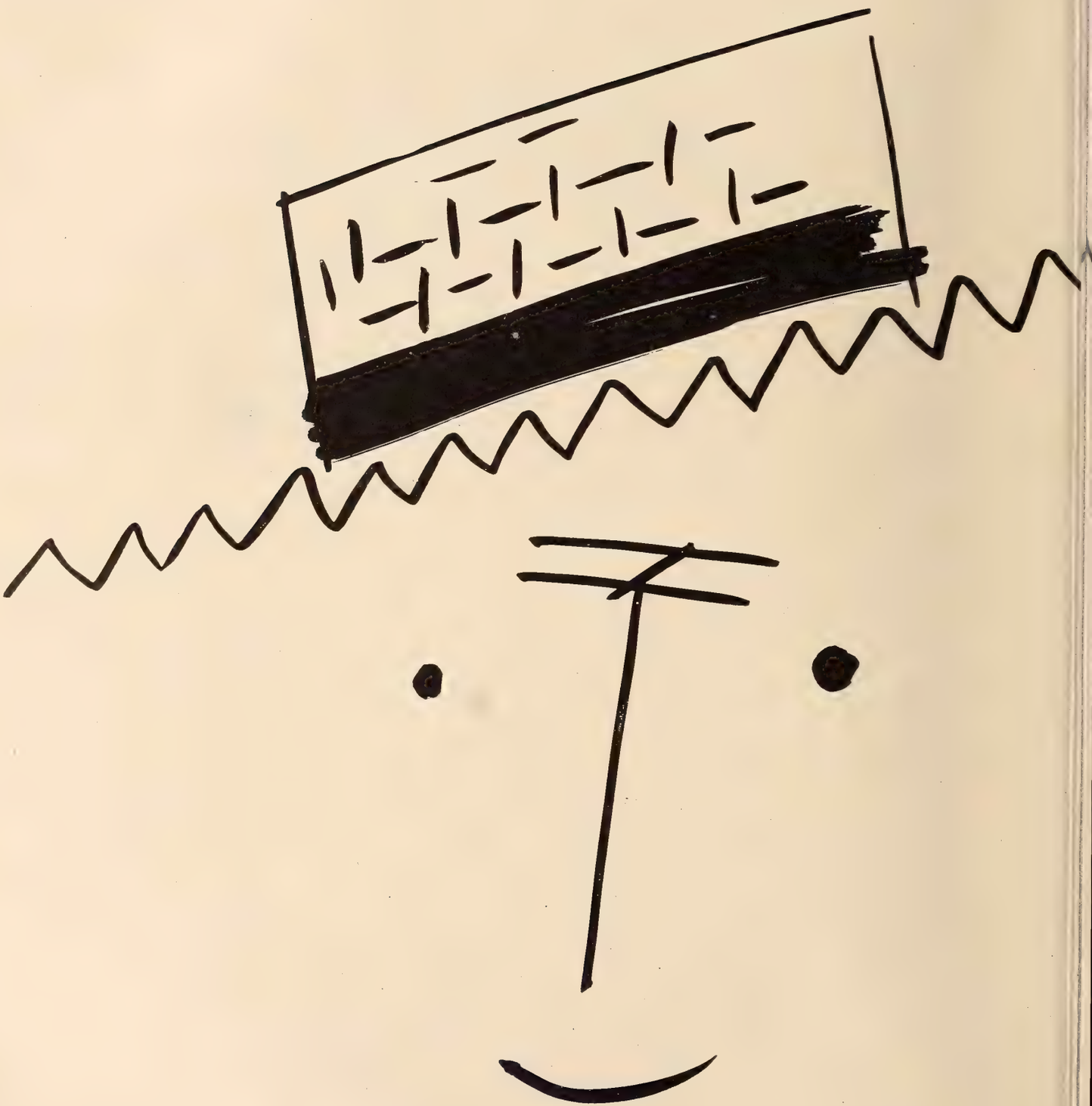
His new bill would provide for a 12-man group consisting of six Republicans and six Democrats—four appointed by the President, and a like number by both the president of the Senate and House Speaker. The commission would make its recommendations to the President and Congress by Feb. 1, 1951. It would also call on government agencies for suggestions.

Among other things, the group would "appraise the adequacy and effectiveness of existing programs in this field, particularly with a view to utilizing new techniques and facilities, with emphasis on the possible utilization of television techniques."

Meanwhile, State Dept. is "considering" television's potential for propaganda purposes overseas. This was confirmed last week by a State Dept. official, who disclosed that "at least one plan has been submitted from private enterprise sources" for consideration by Edward W. Barrett, assistant secretary of state for public affairs, charged with supervision for Voice of America operations.

He declined to be quoted or to identify the individual or firm which submitted the plan, but thought it similar to that offered by Sen. Mundt.

the NBC



straw hat plan

. . . more sales for less money through NBC summertime television.

39% more TV families than last winter
on the NBC interconnected television network alone . . . and this is a *net* figure. (Seasonal decline in viewing taken into consideration.)

27% lower cost per thousand
. . . the lowest in television history.

an 8-week hard hitting campaign
. . . instead of the usual 13-week cycle. This makes it possible for you to enjoy the prestige of NBC network television on a limited budget.

NBC's choice productions
. . . priced for summertime budgets.

a warm weather welcome lift in sales
If yours is a seasonal summer product, here's a way to quick sales. If yours is a year-round product, here's a boost for sales through the summer—a head start for fall business. Whatever you sell, the NBC Straw Hat Plan offers you the largest TV audience in history, at the lowest cost per thousand—top-ranking NBC-produced television shows—all on a special, economical 8-week basis. Get your order in before July 1 to take advantage of present low rates. For complete details and program descriptions, send for our booklet, "The NBC Straw Hat Plan".

NBC **TELEVISION**

Telefile

(Continued from Telecasting 4)

taining, 21¾ hours commercial, for a total of 26 hours. Local and national spot film and local live remotes account for 31 hours. Of 46 non-network hours, 20 hours, 5 minutes are sustaining; 25 hours, 55 minutes commercial.

A natural consequence of the over-all programming policies has been increased revenues and expanding service. With 12 local and 8 network advertisers to start with, WBZ-TV today has a total of 120 sponsors. Of these, 44 are local, 36 national spot and 40 network.

Among those to take advantage of the station's local productions are Chevrolet Dealers, who sponsor a 15-minute strip of station-built packages five evenings weekly. In addition, Chevrolet sponsored home hockey games of the Boston Bruins last winter and is now co-sponsoring with Narragansett Brewing Co. the home games of the city's baseball Braves and Red Sox.

Another client to use a WBZ-TV-built show is the C & L Tire Co., which sponsors *The Song Shop*, a piano and vocal offering. As a test, the company ran a mystery tune contest. Over a six-week period an average of 2,700 letters were received weekly.

Through Alley & Richards Inc., the state of Maine ran 13 one-minute film spots this past April promoting Maine as a vacation spot and suggesting its Vacation Planning Kit. One of the first states to use TV, the Maine Development Commission was flooded with 1,300 inquiries — and they were still coming in at the end of May.

One of the earliest and another successful show on the station has been *Living Wonders*, sponsored for the past year by the First National Bank of Boston. New England wild life—including birds, snakes, cub bears and baby foxes—is let loose in the studio and described by Norman Harris, educational director of Boston Museum of Science.

Another long-satisfied bank customer is the National Shawmut Bank of Boston which started on WBZ-TV on its first day of regularly scheduled broadcasting with a 5-minute newsreel five days weekly, plus an hour and a half feature-length movie on Sunday. By fall of the same year, the bank had extended the newsreel to 10 minutes seven times weekly. Still on the air with those shows, it now has added station-break spots and supports its programs with ads in newspapers.

* * *

THIS spring, the station embarked on one of its most ambitious projects, a dramatic series, the first on New England television and probably the first regularly scheduled drama to be attempted by any local TV station. *That Young Couple*, an original domestic comedy, brings Boston's Brattle Theatre Co. to the video screen Sunday, 4:30-5 p. m. Seven to 10 actors take part weekly, each performance requiring a full week's rehearsal and three-hour live camera rehearsal. Sponsored by the Boston Gas Co., through the Harold Cabot agency, it's the first show of its type and size to be sponsored by any gas utility in the country.

In the sports field, WBZ-TV has brought televiewers wrestling, collegiate basketball games, bowling from the Boylston Bowladrome, horse races at Suffolk Downs, and Harvard U. home football games, as well as the Bruins hockey games. Home games of the Braves and Red Sox are telecast on an alternating basis with the city's other video station, WNAC-TV.

WBZ-TV's closeness to its community may be seen, also, in the civic responsibility it has shouldered. Last year, Mr. Swartley loaned two producers, Tom Sawyer and Ralph Giffen, to help film a TV movie for the Community Fund campaign.

This year, Red Feather health and social agencies, which number more than 300, are on the WBZ-TV airwaves on a regular basis, demonstrating health, recreational and other service available.

* * *

BEHIND WBZ-TV's comprehensive public service and commercial programming lies much long-range planning.

The station started with a 20-hour schedule. Programming five days a week from 6 to 10 p. m., with the exception of afternoon baseball, it was able to place much emphasis on the quality of local shows, both as to content and manner of presentation. By winter, it had gradually expanded to an average of 40 hours a week, seven days weekly, 5:30 to 11 p.m.

WBZ-TV moved into local afternoon programming, starting at 4:30 p.m., in the fall of 1949. March of this year saw its second afternoon expansion, beginning at 1:45 p. m. With the start of the baseball season in April, and the shifting of several programs, the station brought regularly scheduled morning programming to the area for the first time.

When WBZ-TV made its debut, there was a set count of approximately 2,300 in the area. It is now nearing the 390,000 mark.



CITATION for "meritorious service" in communications was awarded to Dr. Allen B. DuMont (l), president of Allen B. DuMont Labs, by Bergen Junior College of Teaneck, N. J. at its recent commencement exercises. Dr. DuMont receives the award from Dr. Charles Lester Littel, president of the college.

* * *

THE station's building and layout, its facilities and site, also have played an important part in its operation. When the construction permit was granted early in 1946, many months of study and planning for a new structure followed. A number of pre-requisites were laid down.

Chief among these was Mr. Evans' conviction that efficiency in many respects would be obtained by consolidating as many radio and television activities as possible under one roof.

The location chosen was a 10-acre plot on Soldiers Field Road, four miles from the center of downtown Boston. It offered sufficient room for a well-planned layout and for any foreseeable horizontal expansion.

The Radio and Television Center, for which ground was broken Jan. 6, 1947, is a two-story structure of water-struck red brick, housing all studios and offices for WBZ-AM-FM-TV and short wave station WBOS. Television and FM transmitting facilities also are located there. Only the AM and short wave transmitters remain at Hull, a salt water location.

* * *

THE Center is 200 by 100 feet and has 38,000 square feet of floor space. Studios, dressing room, workshop, music and film libraries, newsroom are on first floor, while executive, sales, program, traffic, publicity and promotion offices are on the second.

Within the framework of Mr. Evans' ideas, much of the built-in efficiency of the building was developed by Mr. Hauser. AM engineers designed a unique wiring plan for the radio studios so that each AM control room is a master control room in itself.

In addition to four AM studios, there is a large auditorium studio, suitable for both radio and TV. Seating 169 people, it has a stage 35 x 20 ft. with client and projection rooms above.

The TV set-up includes a cut-in studio, film projection room and two large studios which have comfortable observation booths in two-tone decor on the second-floor level, enabling sponsors and guests to watch action in the studio as well as on the screen. "B" studio measures 35 x 40 x 20 ft., and "T," capable of accommodating seven sets, 45 x 50 x 25 ft., with a ramp and seven-foot doorway for autos and a peripheral catwalk for flexibility of set lighting and scenery. Studios are equipped for three-camera operation.

Basic lighting is provided by banks of fluorescents and incandescents, suspended from overhead grids, with highlighting by spots, floods and scoops. To control base lighting, cables extend to a control switchboard panel from which the lighting engineer can quickly orient in azimuth and tilt planes so that within 20 seconds lighting can be switched from one set to another.

In the film projection room are two 16mm and two 35mm projectors, one strip film and one slide projector, Baloptican and two multiplexer units with film cameras.

For outside pickups, there is the WBZ-TV Televan, four field cameras and two microwave relay systems.

* * *

ALL equipment is RCA, the transmitter a 5 kw RCA TT-5A. The 3 bay turnstile antenna rises 649 feet above ground. Effective radiated power is 14.73 kw video and 7.2 kw aural.

A basic NBC-TV network affiliate, WBZ-TV operates on Channel 4 (66-72 mc). It is synchronized with other Channel 4 stations, WNBT (TV) New York, WRGB (TV) Schenectady and WNBW (TV) Washington, by means of offset carrier to minimize carrier interference to receivers in equi-signal areas of these stations.

The station's third rate card, now in effect, lists live studio rates in Class A time (6-11 p.m., Monday through Friday, and 12 N-11 p.m., Saturday and Sunday) at $550 per hour, $220 for 15 minutes and $135 for 5 minutes. Class B time is $400 per hour, $160 for 15 minutes and $100 for 5 minutes.

Rates in Class A time for film broadcasts are $425 per hour, $170 for 15 minutes, $105 for 5 minutes. In Class B time, $325 per hour, $130 for 15 minutes, $80 for 5 minutes. Discounts on airtime charges range from 7½% for 26 times to 20% for 260 times per year.

WBZ-TV's fulltime staff numbers 48. Of these, 28 are technicians and 11 producers. An additional 48 employes, out of 96 on the AM staff, divide their duties between radio and TV.

Once a month, the entire production staff meets to probe new ideas and analyze on-the-air shows in an effort to constantly improve station operation.

The endless toil and time which all the WBZ-TV personnel, headed by Mr. Swartley, have put into the station has paid its dividends—in multiplying sales and in the friendship and understanding the station enjoys with the people in its area.

SRT-TV SRT-TV SRT-TV
SRT-TV
INTENSIVE PROFESSIONAL
COURSES
in TELEVISION
BROADCASTING
Instruction by top-ranking professionals under actual broadcast conditions
Complete TV Station Equipment
Co-Educational • Day or Evening
Approved for Veterans
Send for free prospectus
"Careers in Television"
SRT
(School of Radio Technique)
TELEVISION STUDIOS
America's Oldest Broadcasting School
316 West 57 Street, New York .9, N.Y.
SRT-TV SRT-TV SRT-TV

PARAMOUNT TV

Raibourn Outlines Plans

ARAMOUNT intends to use levision to its benefit rather han to its detriment, as is s other choice, aul Raibourn, ce president, aramount Pic- ures, said last uesday at a aramount sales nvention held in os Angeles. He scussed three ajor develop- ents currently eing worked on the television field by the firm.



Mr. Raibourn

Developments included color tele- sion in theatres within a year; ecial FCC allocation of frequencies for transmission of spot news and sports events to a network of 10,000 movie houses; tri-dimensional pictures and revolutionary screens which surround viewer and require multiple projection.

Workable color television was being developed for Paramount, Mr. Raibourn revealed, by Dr. Ernest O. Lawrence, inventor of the cyclotron whom the firm had engaged six months ago. With Dr. Lawrence's equipment the problem of lack of sufficient light for giant screen projection would be overcome in addition to offering improved color reception on home receivers, Mr. Raibourn said.

He also pointed out that exhaustive surveys had proven that television was not primarily responsible for the drop in theatre attendance and that new television developments for the screen would have to be thought up to gain back the youthful audience. Out of a total attendance drop of 25%, he stated, only five to eight percent loss could be blamed on TV.

New Process Outlined

Mr. Raibourn went on to outline the studio's plans to record televised shows and project them through regular theatre equipment onto theatre screens. The method brings down to 20 seconds the time lag between reception of the television image, its transcription to celluloid, processing of the film and ultimate projection onto the screen. The process, currently costing $25,000 for installation, has already been installed he said, in Los Angeles, New York, Chicago and Toronto and is for sale to any theatre desiring it. Mass production of the process, he said, could ultimately get the price down to $5,000.

Stating that experiments had shown theatres far superior to homes for reception of exciting sports events insofar as crowd reaction, Mr. Raibourn said that the telecasting of great sports events for audiences in theatres from coast to coast awaited only completion of proper wire network facilities. He revealed that Paramount had applications pending with FCC for special frequencies for theatre television transmissions.

"Television can never replace motion pictures as a theatre attraction," the speaker went on to say, answering the oft-asked question of whether Paramount was competing with itself by pioneering in television for theatre use. "Proper use of theatre television can bring back to movie houses many who would otherwise stay home," he continued.

The only problem tri-dimensional movies pose at this time, he stated, is the heavy costs. This also was true for a new development, a "revolutionary screen" that surrounds spectator on several sides and gives the feeling that he is in the midst of action.

NBC'S ORTHOGAM

Improves Kinescope Film Showings

MPROVED transmission of kinescope recordings and of movie films ade for television resulting from two new devices—the "Orthogam mplifier" and a new high intensity light source—were demonstrated onday by NBC in New York and Hollywood.

The Orthogam amplifier, developed by RCA which soon will put on the market for all TV stations, mplifies only the highlight portons of the picture. The ordinary near amplifier amplifies both the ght and dark portions equally, it as explained by Robert E. Shelby, BC director of television engineerng operations. The amount of amlification is adjustable, he said.

In the demonstration, kinescopic ecordings of portions of two live BC programs — *Kay Kyser's ollege of Musical Knowledge* and *Iohawk Showroom* — and one 5mm film made for TV were hown. Duplicate prints of each lm were projected simultaneously ith the Orthogam amplifier inerted into one projection system ut not into the other.

Better Detail Seen

During the demonstration period he telecast was alternated from ne unit to the other. The effect f the Orthogam amplifier was to dd a half tone effect to the picture ighlights, particularly the faces of he actors, giving them more deail and eliminating the washed out ffect of some of the filmed scenes ransmitted without going through he Orthogam amplifier.

The kinescopic film projection sed a special high-intensity, shortrc mercury vapor lamp designed y Westinghouse engineers and dapted for film projection by NBC ngineers. This lamp was said to mprove picture quality signifiantly by increasing the effective xposure of the film picture on the onoscope plate of the pickup amera.

Mr. Shelby explained that it is ot necessary to use the new lamp or the 35mm film projection as preious light sources are sufficient for his kind of film. The lamp is still n the experimental stage, he said and not ready for general marketing, although it has been installed in NBC's film studios in both New York and Hollywood and will be added to the TV film equipment at the network's other O & O video stations. The Orthogam equipment already has been installed at NBC-TV in Chicago and Washington as well as New York and Hollywood, he said.

Introducing the New York demonstration, Carleton Smith, NBC director of television operations, noted that despite the extension of TV network facilities to make simultaneous broadcast of network programs possible in more cities, the volume of kinescopic films produced by NBC has more than doubled in the past 12 months. In the first week of May, he said, 51 NBC video programs were kinescoped, compared with 28 in March 1949.

Reporting that last year NBC was producing virtually 50% more footage on a national average than feature film production of the major motion picture studios, Mr. Smith said that the rate also has been doubled, making NBC's kinescopic output 100% greater than the Hollywood studios' output of feature film, on an annual average basis.

NBC now ships 325 prints a week to stations from coast to coast, accounting for 496 telecasts as some prints are passed along from station to station, with total recording time running to more than 27 hours a week. Weekly footage of NBC kinescopic recordings totals over 400,000 feet, Mr. Smith stated, with 30 commercial programs and seven sustaining shows syndicated and the film going for auditions and reference prints.

FILM SYNDICATE

Planners Meet at KTTV

PRELIMINARY meetings on setting up a television film syndicate were held June 12 and 13 at KTTV (TV) Los Angeles studios. Executives from 17 newspaper-owned radio stations attended the sessions which were called by Norman Chandler, president of KTTV Inc. [TELECASTING, June 5].

It was agreed at the meetings that the syndicate, if and when set up would not be restricted to newspaper-owned stations, as originally planned.

It was further decided that prospectus outlining plans of organization would be made up to be submitted to a minimum of 30 TV stations within the next two weeks. Decision for further meetings awaits completion of this project.



Station
KRLD TV
DALLAS
Serves
THE LARGEST TELEVISION MARKET . .
Southwest
DALLAS FT. WORTH
Combined Population
DALLAS and TARRANT COUNTIES . . .
920,500
NOW there are
56,740
Television Homes
in KRLD-TV's
Effective Coverage Area
The CBS Station
for DALLAS and FORT WORTH
this is why
KRLD
AM-FM-TV
Channel 4
is your best buy
The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus



TV Increases Soda Pop Drinking

(Report 116)

TELEVISION is causing Americans to drink more soda pop, Alfred N. Steele, New York president of Pepsi-Cola Co., declared in Los Angeles at a meeting of California Pepsi-Cola Bottlers Assn. He credits video with a 10% rise in home sales of carbonated drinks last year. And the increase is continuing, he declared.

"Home sales mean increased volume," Mr. Steele said. "In the home we can get at all the family, including the children, more of the time."

Similar shift in sales from bars to homes has been noted by the beer and hard liquor industries since video ceased to be a novelty in barrooms and became standard equipment in homes, he said. However, this doesn't necessarily mean as sharply increased over-all sales, he added.

The bottlers were told that sales of carbonated drinks are up 12% over a year ago. Rise began in 1947, but it was especially sharp in the last 12 months, Mr. Steele said.

* * *

Lucky Strike Leads Spot Popularity Poll

THE MOST-LIKED television spot commercials in the New York-New Jersey area during May were those for Lucky Strike cigarettes, according to a report released last week by Advertest Research, New Brunswick, N. J.

Interviewers questioned set owners in the area during May about their likes and dislikes in TV commercials and which spots the viewers felt did the best job of selling.

The 10 most-liked spot commercials in order of rank as reported by Advertest were: Lucky Strike, Philip Morris, Kools, Chevrolet, Chiquita Banana, Tide, Bird's Eye, Keds, Bulova and Hi-V.

The 10 spots which did the best job of presenting the product were reported by Advertest as: Lucky Strike, Simmons, Philip Morris, Bulova, Tide, Chevrolet, Chiquita Banana, Keds, Oldsmobile and Serutan.

* * *

WCPO-TV Expands Operating Hours

WCPO-TV Cincinnati now is providing 100 hours of programming per week and claims to be the first TV station in the country to reach that mark. The station, which started operation less than a year ago on July 26, 1949, now signs on at 10:30 a.m., Monday through Friday; at 8 a.m. on Saturday and 11 a.m. on Sunday. The sign off time is 12:30 a.m. every day, according to Harry LeBrun, station director.

* * *

ARB Philadelphia June Report Released

MILTON BERLE's *Texaco Star Theatre* was the leading television program in Philadelphia during the first week in June according to a report released last week by the American Research Bureau, Washington.

Leading programs for the week June 1-8.

1.	Star Theatre	64.
2.	Talent Scouts	56.
3.	Toast of the Town	54.
4.	Godfrey and Friends	52.
5.	Private Eye	44.
6.	Stop the Music	39.
7.	Children's Hour	38.
8.	Film Theatre (Sat., WFIL-TV)	36.
9.	Cavalcade of Stars	36.
10.	Lights Out	35.

* * *

TV Programming Directory Planned

A PROFESSIONAL directory o local and national television pro gramming, to be known as the *National Television Directory*, wil be published in Chicago Sept. 1 Ted O. Materna, editor, announce last week. Jack Naylor will pub lish the book.

The index will list, alphabetical ly, TV writers, producers, direc tors, program directors, sale managers, talent, designers, tech nical directors, publicists, agents film directors, freelancers, and key advertiser and agency personnel It also will list individuals by name and staff affiliation, geographic location, and the title or name o the programs with which they have been associated. Stations packagers, organizations and pro gram reviewers also will be in cluded as well a listing of film clips available with names and ad dresses of their owners.

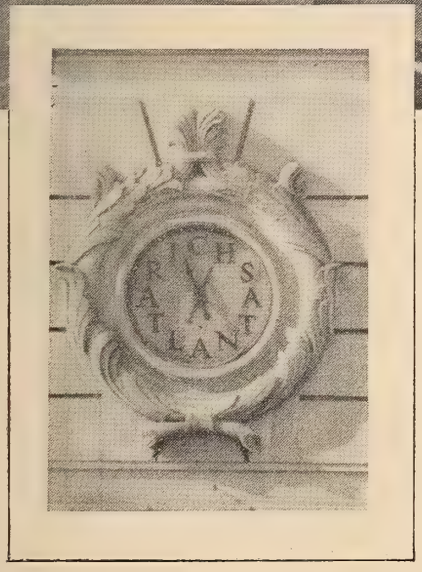
Weekly Television Summary—June 19, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	3,100
Ames	WOI-TV	11,200
Atlanta	WAGA-TV, WSB-TV	37,500
Baltimore	WAAM, WBAL-TV, WMAR-TV	172,820
Binghamton	WNBF-TV	14,200
Birmingham	WAFM-TV, WBRC-TV	15,000
Bloomington	WTTV	6,050
Boston	WBZ-TV, WNAC-TV	390,762
Buffalo	WBEN-TV	98,082
Charlotte	WBTV	15,633
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	493,938
Cincinnati	WCPO-TV, WKRC-TV, WLWT	130,000
Cleveland	WEWS, WNBK, WXEL	234,796
Columbus	WBNS-TV, WLWC, WTVN	71,000
Dallas, Ft. Worth	KRLD-TV, WBAP-TV, WFAA-TV	56,740
Davenport	WOC-TV	11,447
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	67,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	247,000
Erie	WICU	36,050
Ft. Worth-Dallas	WBAP-TV, WFAA-TV, KRLD-TV	56,740
Grand Rapids	WLAV-TV	34,410
Greensboro	WFMY-TV	12,479
Houston	KLEE-TV	25,064
Huntington-Charleston	WSAZ-TV	13,000
Indianapolis	WFBM-TV	47,500
Jacksonville	WMBR-TV	10,500
Johnstown	WJAC-TV	23,100
Kalamazoo-Battle Creek	WKZO-TV	27,376
Kansas City	WDAF-TV	35,793
Lancaster*	WGAL-TV	48,518
Lansing	WJIM-TV	24,000
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV	
	KTTV, KECA-TV	563,46
Louisville	WAVE-TV, WHAS-TV	33,35
Memphis	WMCT	38,52
Miami	WTVJ	27,40
Milwaukee	WTMJ-TV	114,66
Minn.-St. Paul	KSTP-TV, WTCN-TV	95,65
Nashville	.....	20
New Haven	WNHC-TV	81,80
New Orleans	WDSU-TV	26,27
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,360,00
Newark	WATV	Incl. in N. Y. estimat
Norfolk	WTAR-TV	19,63
Oklahoma City	WKY-TV	30,32
Omaha	WOW-TV, KMTV	24,11
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	508,00
Phoenix	KPHO-TV	10,80
Pittsburgh	WDTV	108,00
Portland, Ore.	.....	88
Providence	WJAR-TV	62,16
Richmond	WTVR	33,91
Rochester	WHAM-TV	41,95
Rock Island	.....	11,44
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Salt Lake City	KDYL-TV, KSL-TV	16,90
San Antonio	KEYL-TV, WOAI-TV	18,57
San Diego	KFMB-TV	40,10
San Francisco	KGO-TV, KPIX, KRON-TV	55,00
Schenectady Albany-Troy	WRGB	82,70
Seattle	KING-TV	29,00
St. Louis	KSD-TV	135,50
Syracuse	WHEN, WSYR-TV	44,87
Toledo	WSPD-TV	40,00
Tulsa	KOTV	25,70
Utica-Rome	WKTV	15,80
Washington	WMAL-TV, WNBW, WOIC, WTTG	136,60
Wilmington	WDEL-TV	36,53

* Lancaster and contiguous areas. Total Markets on Air 62 Stations on Air 105 Sets in Use 6,272,468

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.





an emergency . . . a store . . . and a **TELEVISION STATION!**

IN THE EMERGENCY of Atlanta's crippling transit strike, Rich's, the South's largest department store, used television, with WSB-TV as the vehicle, for offering its patrons a service unique in merchandising.

This was the logic: *If the customers cannot come to the store, let's take the store to the customers.*

On the eighth day the busses had lain idle in their yards, Rich's television shopping service began. WSB-TV cameras were set up in the store on the fourth floor of Rich's famous bridge building. Then, initially, for three hours daily the store's telephone shopping service was integrated with a video display and demonstration of merchandise.

This was the idea in its stark simplicity: *"What would you like to see? . . . telephone us . . . we'll show it to you . . . we will deliver it."*

Rich's store personnel worked with WSB-TV staffers to make the program one of the most talked-of services ever offered by any department store in America. And sales have more than justified the effort.

Rich's daily telecasts are being continued over WSB-TV for the strike's duration. Already the success of the venture is attested to. It is a significant *first* for Rich's and for WSB-TV.

Important to advertisers interested in the great Atlanta market should be this factor: When the chips were down . . . when an entirely new approach to customer service was needed . . . one of America's really great retail establishments ($58,000,000 last year) turned exclusively to WSB-TV — *the Eyes of the South!*

wsb-tv

ON PEACHTREE STREET
ATLANTA

Represented by Edw. Petry & Co., Inc.

THEATRE THREAT

McDonald Warns Industry

THE TV INDUSTRY must "protect" itself from theatre interests seeking exclusive rights to sport and other feature events for closed circuit telecasting. This warning was circulated among broadcasters and manufacturers within the past fortnight by Commdr. Eugene F. McDonald, Zenith Radio Corp. president.

The "on guard" message was in answer to a brochure released by the Theatre Owners of America. The brochure includes remarks by Gael Sullivan, TOA executive director, prefacing a speech by Nathan L. Halpern, TV consultant, delivered before Television Owners of Oklahoma in Oklahoma City, March 28. Mr. Sullivan called on theatre owners to make TV their ally by offering "superlative quality of talent and showmanship not possible on home television." He also said "great events and entertainment" could be exclusively theirs if theatre owners banded together.

In his answer, Commdr. McDonald charged TOA with planning "to take away from television the entertainment that is today the backbone of television programming, and monopolize it for theatres only." Noting Mr. Sullivan's apparent belief that broadcasters can not outbid theatre owners for rights, Commdr. McDonald said the box office appeal in just a few cities would be great enough for them to secure "a monopoly of these programs." Advertisers, he pointed out, could not afford to supply the funds to outbid theatre interests. The latter, he added, would not need to wait for FCC grants to provide such a service because facilities now are available for programs to be carried closed circuit.

2ND in the Midwest

6TH in the Nation

...the WLW-TV market deserves

1ST place in your plans

With 248,500 sets (as of May 1, 1950) the three station coverage area of WLW-Television looms large in any appraisal of markets. And the economy of reaching this market via the WLW-Television network is another factor favoring its high priority in your selling plans.

WLW-T CHANNEL 4 CINCINNATI
WLW-D CHANNEL 5 DAYTON
WLW-C CHANNEL 3 COLUMBUS

Crosley Broadcasting Corporation

1952 ELECTION

Sarnoff Points to TV Role

BRIG. GEN. David Sarnoff predicted last week that television may be a determining factor in the presidential election of 1952. Gen. Sarnoff spoke June 12 at commencement exercises of John Carroll U., Cleveland, at which he was given an honorary degree of Doctor of Laws.

By the time of the next presidential campaign, he said, television probably will extend coast-to-coast and will reach 20 million receivers. "That will mean an audience of about 80 million," Gen. Sarnoff said. "Indeed, television may well be a determining factor in choosing the next president of the United States."

The 1952 candidate, he said, "will have to be telegenic, wear the right haberdashery, flash a friendly smile and be sincere. How sincere the candidate looks to the voter may be more important than how eloquent he sounds; a smile may be worth more than 10,000 words."

HARRIS THEATRE

Sought by NBC in Chicago

NBC CHICAGO is negotiating with Shubert Enterprises, also Chicago, for long-term lease of the Harris Theatre, previously a legitimate theatrical house. Move follows lengthy discussions on expansion of WNBQ-TV facilities, as all available space is overcrowded, leaving no room for origination of newly planned local and network shows.

The Harris is air-conditioned and seats 1,000 persons. NBC is reported to be paying $1,500 weekly, $500 less than the network pays for the Studebaker Theatre in Chicago. It also is owned by the Shubert brothers, Lee and J. J.

CLINIC PLANNED

WKY-Oklahoma U. Sponsors

TELEVISION seminar and clinic, sponsored by the U. of Oklahoma in cooperation with WKY-TV Oklahoma City, is scheduled June 25-July 1. Station operations, production methods and study sessions will be among the topics.

Faculty is made up of F. Donald Clark, Charles N. Hockman and Sherman P. Lawton, all of the university; Hoyt Andres, Paul Brawner, Jack Hauser, Robert Hayward, Thelma Horton, Kieth Mathers, Robert Olson and Robert Swysgood, all of WKY's staff. Sessions will be held both at the university and at WKY.

Te-Ve



Drawn for TELECASTING by John Zeigler

"Oddly enough, Miss Witherspoon, the survey indicates your kitchen show is viewed most by men!"

TV NEWSREEL

Oberlin Explains Know-How

TV STATIONS can maintain their own daily newsreel with foresighted planning, news know-how and plenty of hard work, Dick Oberlin, WHAS-TV Louisville, told the second annual clinic held by the Ohio News Directors Assn. at Kent State U. last Saturday.

Explaining how WHAS-TV operates its newsreel for maximum profit, Mr. Oberlin said a plan was formulated to run the film at 6:30 p.m. and then to repeat it at sign-off time, with sponsorship of both programs. Station then coordinated a limited but talented staff as a production unit, consisting of a lab man, camera man, a "coordinator," newscaster and Mr. Oberlin.

WLWT DISCOUNT

182 Sponsors on Summer Plan

TOTAL of 182 advertisers—a 23% increase over the total number of buying time during April—already have taken advantage of WLWT (TV) Cincinnati's summer discount plan, according to John T. Murphy, director of television operations for the Crosley Broadcasting Corp.

Mr. Murphy said the figure, an all-time high for the Cincinnati outlet, is an increase of 109% over the same period last year. He interpreted it as indicative of a continued high summer sponsorship. Breakdown of the monthly report released by William McCluskey, WLWT sales manager, shows 76 advertisers on participation sponsorship in May as compared with 53 in April; 43 spot announcement sponsors in May, 10 over the previous month, and 63 sponsored programs as compared to 62 in April. The plan, providing a time bonus up to 50% for spot TV users, also applies to Crosley's WLWC (TV) Columbus and WLWD (TV) Dayton [TELECASTING, March 20].

Film Report

SUCCESS of its studio TV wre tling, both live and film, ha prompted **Crosley Bcstg. Corp** Cincinnati, to go ahead with fu year's filming of matches. Fil version presently being carried b 17 stations. Films are shot i WLWD (TV) Dayton studios eac Saturday and are edited to on hour feature film with provisio for local commercials. Originall offered stations on 13-week basi film can now be had in multiple of 13 with progressive discoun to one year. WLW-Televisio pays flat sum to **Al Haft**, Colum bus wrestling promoter, who fu nishes wrestlers, ring and official Matches are held before a nonpay ing audience, bills are footed b sponsor, **Red Top Brewing C** Live version is telecast Saturda night.

New **Super Projectall**, ordere from **Tressel Television Produc tions**, Chicago, by WTTV (TV Bloomington, WLAV-TV Gran Rapids, WTVN (TV) Columbus an WSYR-TV Syracuse. . . . Klin Studios, Chicago, has increased it staff to include Elsbeth Sitterding cutting room; Thorlund Thorso writing staff; Bill Newton and Bu Koch, animation, and Eloise Her man, office staff.

David Hire Productions, 8822 W Washington Blvd., Culver Cit Calif., new film firm, has five-yea program, financed by several larg manufacturers, to produce T film and radio series based o Wild Bill Hickok, fictional cha acter. Group to comprise 52 hal hour TV films and 195 quarte hour radio transcriptions yearl Financing project are **Robe Bruce Knitwear; De Luxe Was Suits Co. Inc.; Varsity Manufa turing Co.; George Schmidt; Irvi B. Foster Sportswear Co. Inc.**

NBC-TV DRIVE

Starts Summer Sales Pla

NBC-TV last week began a slan bang sales campaign intended t attract sponsors to a special eigh week summer schedule called "Th NBC Straw Hat Plan."

"Whatever you sell," the prom tion reads, "the NBC Straw Ha Plan offers the largest TV audien in history, at the lowest cost p thousand—top-ranking NBC-pr duced television shows, on a speci economical eight-week basis." Th plan urges sponsors to buy befo July 1, when general rate increas on NBC-TV go into effect.

Among reasons given for sur mer programming as a good a vertising buy are:

(1) There will be 39% more fa ilies reached by the NBC interco nected network this summer th there were last Jan. 1—a figure th takes into consideration the increa in total sets, on the one hand, a average declines in summer ratin on the other; (2) The cost per tho sand television homes this summ will be 27% less, on the eight-we plan, than it was last Jan. 1.



GraybaR recommends Blaw-Knox towers for TELEVISION

Blaw-Knox engineers have learned a lot from designing several hundred thousand radio and transmission-line towers! That's why Graybar recommends Blaw-Knox supporting towers for TV and FM transmitting antennae, and Blaw-Knox vertical radiators for AM.

Both guyed and self-supporting towers are available through your near-by Graybar "service station."

Graybar has *everything* you need in broadcast equipment... PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements — to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.* 5068

Distributor of *Western Electric* products

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best . . .

Amplifiers (1,21)
Antenna Equipment (21)
Attenuators (7)
Cabinets (14)
Consoles (21)
Loudspeakers and Accessories (1,21,23)
Microphones, Stands and Accessories (1,12,13,16,21,23)
Monitors (11)
Recorders and Accessories (2,8,18,20)
Speech Input Equipment (21)
Test Equipment (1,7,11,22)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (6,10)
Transmission Line and Accessories (5)
Transmitters, AM and FM (21)
Tubes (10,15,21)
Turntables, Reproducers, and Accessories (8,18,21)
Wiring Supplies and Devices (4,9,10,12,17,19,23)

Manufactured By . . .

(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Crouse-Hinds
(7) Daven
(8) Fairchild
(9) General Cable
(10) General Electric
(11) General Radio
(12) Hubbell
(13) Hugh Lyons
(14) Karp Metal
(15) Machlett
(16) Meletron
(17) National Electric Products
(18) Presto
(19) Triangle
(20) Webster Electric
(21) Western Electric
(22) Weston
(23) Whitney Blake

There are Graybar offices in over 100 principal cities. *These are the District Graybar Broadcast Equipment Representatives in 19 Key Cities.*

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 0600

CLEVELAND
W. S. Rockwell, Cherry 1-1360

DALLAS
C. C. Ross, Central 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 8-4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
W. G. Pree, Geneva 1621

NEW YORK
F. C. Sweeney, Watkins 4-3000

PHILADELPHIA
G. I. Jones, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkerd, Newstead 4700

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE**

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
*Member AFCCE**

A 43-year background
—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Laboratories Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
*Member AFCCE**

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE**

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
*Member AFCCE**

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

RAYMOND M. WILMOTTE
1469 CHURCH ST., N. W. DE. 1232
WASHINGTON 5, D. C.

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
*Member AFCCE**

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
*Member AFCCE**

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE**

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
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THE ASSOCIATION OF RADIO COMMUNICATIONS CONSULTING ENGINEERS
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Strictly Business

(Continued from page 12)

ork, where Blair maintains its argest sales force—eight men. In he eastern metropolis, as in the id-western, he will serve only in counselling capacity, "never exrting authority, just being availble with facts and figures."

Although not yet 34 years old, Wells Hammond Barnett Jr. is idely respected in the broadcastng industry for his sales service echniques. He began specializing n this field at WLS Chicago under eneral Manager Glenn Snyder, ho was a close friend of his faher when the two were advertising nen in Waterloo, Iowa.

Mr. Barnett was born in Chicago ut moved to Waterloo at the age f five when his father became rincipal owner in Weston-Barnett nc., one of Iowa's largest agencies. rom Waterloo High School he ent to Grinnell College where he tudied journalism and economics. e regarded these subjects as his est preparation for a career with is father's firm. However, he spent nly a year with Weston-Barnett, referring station work. His faher, recalling that Glenn Snyder, hom he had known as advertising anager of *Kimball's Dairy armer*, now was at WLS, helped Vells Jr. to get on the *Prairie armer* station in 1939.

Advances at WLS

Within a year, young Barnett ecame WLS sales service manager. e also broadened his concept of roadcasting by "making it my usiness to be as nosey as I could." e produced some shows, handled me continuity, took charge of potical broadcasts, and practiced eing nice" to accounts. Apparntly, the latter caught John Blair's e (WLS is represented by Blair), ecause when Lieut. Wells Barnett ft the AAF in 1945 after three ears' service, he came back to lair instead of WLS.

In 1940, Mr. Barnett was marred to Judith Hunting of Denver, Grinnell classmate. A talented ganist, his wife is a niece of velist Ruth Suckow. The Bartts have a four-year-old daughr, around whom their recreational urs revolve.

While at Grinnell College, Mr. arnett was president of Sigma elta Chi, national journalistic frarnity. He is a charter member of e Chicago Television Council.

URTH annual graduation exercises Gagwriters Institute scheduled to held at Trader Tom's Steak House, 8 W. 48th St., New York, June 22 1 p.m.

FOR INCREASED SPOT BILLINGS contact JOSEPH HERSHEY McGILLVRA, INC. 366 Madison Avenue, New York Murray Hill 2-8755

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S., INCL. SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)

MAY 7-13, 1950

Current Rank	Previous Rank	Programs	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average For All Programs)			(7.8)
1	1	Lux Radio Theatre (CBS)	20.2
2	2	Jack Benny (CBS)	16.1
3	7	Charlie McCarthy Show (CBS)	15.5
4	3	Godfrey's Scouts (CBS)	15.1
5	4	Walter Winchell (ABC)	14.5
6	5	My Friend Irma (CBS)	13.9
7	8	Amos 'n' Andy (CBS)	13.8
8	16	Red Skelton (CBS)	13.6
9	15	You Bet Your Life (CBS)	13.1
10	22	Dr. Christian (CBS)	12.7
EVENING, MULTI-WEEKLY (Average For All Programs)			(4.5)
1	2	Beulah (CBS)	8.3
2	4	Lone Ranger (ABC)	7.0
3	1	Counter-Spy (ABC)	6.6
WEEKDAY (Average For All Programs)			(4.8)
1	1	Godfrey (Ligg. & Myers) (CBS)	10.1
2	4	Godfrey (Nabisco) (CBS)	8.7
3	6	Romance of Helen Trent (CBS)	8.1
4	7	Godfrey (Gold Seal) (CBS)	7.9
5	13	Wendy Warren (CBS)	7.7
6	11	Rosemary (CBS)	7.7
7	12	Aunt Jenny (CBS)	7.5
8	2	Pepper Young's Family (NBC)	7.2
9	16	Our Gal, Sunday (CBS)	7.2
10	15	Big Sister (CBS)	7.1
DAY, SATURDAY (Average For All Programs)			(4.1)
1	1	Armstrong Theatre (CBS)	10.0
2	3	Stars Over Hollywood (CBS)	8.5
3	2	Grand Central Station (CBS)	7.9
DAY, SUNDAY (Average For All Programs)			(3.1)
1	1	True Detective Mysteries (MBS)	7.2
2	3	Shadow (MBS)	6.5
3	2	Martin Kane—Private Eye (MBS)	6.3

Copyright 1950 by A. C. NIELSEN CO.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

LANG-WORTH ADDS

22 Take New 8-Inch Library

LANG-WORTH Feature Programs announced last week the addition of 22 station subscribers for its new 8-inch Lang-Worth Library.

New subscribers are:

KBKH Pullman, Wash.; KOEL Oelwein, Iowa; WIRB Enterprise, Ala.; WRMN Elgin, Ill.; WBBW Youngstown, Ohio; KNCM Moberly, Mo.; KERB Kermit, Tex.; and WFYC Alma, Mich. Renewing contracts are WBBM Chicago; WHVR Hanover, Pa.; WCAW Charleston, W. Va.; WLAN Lancaster, Pa.; WHAK Rogers City, Mich.; WHAY New Britain, Conn.; WHLS Port Huron, Mich.; WFLA Tampa, Fla.; WENY Elmira, N. Y.; WJVA South Bend, Ind.; KIMA Yakima, Wash.; KLWT Lebanon, Mo.; WERE Cleveland; WJR Detroit.

WGY'S PAPER

Finds Greater Readership

WGY-AM-FM and WRGB (TV) Schenectady's sales promotion publication, *Mike and Camera*, has doubled its pages to 16 and increased readership to 20,000—a boost of five times the number of listener-viewers subscribing less than six months ago.

According to the stations, the project started following decision to drop the policy of paid subscriptions on Jan. 1 this year. Subscribers at that time were offered the alternatives of a refund of whatever amount was due from their $1 per year subscriptions or the opportunity to contribute the amount to any charitable organization of their choice. The result, Bill Givens, stations' sales promotion supervisor says, was nearly $600 donated to various Community Chests in three states and other agencies including the cancer and polio funds.

First issue of the paper was in May 1948. When it was distributed, interest was "light" but after a few months, subscriptions began piling up. Policy of no cost was formulated at the beginning of 1950 in order to make the service available to as many people as possible and to give the stations' audience an authentic guide.

MUELLER CITED

Receives Headliners' Award

MERRILL MUELLER, NBC foreign newsman, was awarded a silver medal by the National Headliners Club at its annual luncheon held June 10 at Hotel Dennis, Atlantic City.

Robert Trout, commentator, accepted the medal for Mr. Mueller, who is in England. The 1949 citation was for "consistently outstanding foreign news broadcasts from London, including seven exclusive world news stories." It was the only radio award granted by the Headliners Club, which annually recognizes outstanding work in the fields of written, spoken and pictured journalism.

Medals also were presented radio newsmen who had been cited last year, the luncheon including presentations for both years. Cited for 1948 achievements were Mr. Trout, for his 15-hour presidential election coverage; Bill Henry for MBS coverage of the Olympic Games; Charles Collingwood for his CBS reporting of the Arizona-California water dispute; Columbia Records, for its "Great Events" album covering modern history.

Don Rose, *Philadelphia Bulletin* columnist, presided at the awards luncheon, attended by medal winners and contest judges as well as members of the National Press Photographers Assn.

The club plans to expand its radio and television classification, according to Mall Dodson, executive secretary of the Headliners organization. The annual contest is under auspices of Atlantic City.

Judges for this year's awards were Tom Paprocki, Associated Press Features; James Crayhon, Standard Oil Co.; Frank H. Ryan, Camden (N. J.) *Courier-Post;* James Farrell, Atlantic City *Press-Union;* William Montague, Tele-News Pictures; Frank M. Smith, Washington *Times-Herald;* J. Frank Beatty, BROADCASTING-TELECASTING.

WSM Study No. 2

RELEASE of its BMB maps and booklet, Study No. 2 has been announced by WSM Nashville. The study is accompanied by daytime and nighttime audience maps, red sections of which depict territory served by the 50 kw clear channel outlet. According to Tom Stewart, director of publicity and promotion, the red sections indicate 50% or better listenership to WSM.

BMB PROVES IT! WCKY HAS THE LISTENERS

•

See Centerspread This Issue

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

June 9 Applications . . .

ACCEPTED FOR FILING

AM—1260 kc

KUBC Montrose, Col.—CP AM station to change from 1240 kc 250 w unl. to 1260 kc 1 kw-D 500 w-N DA-N.

AM—1570 kc

Irving V. Schmidtke, Forest Grove, Ore.—CP new AM station 1250 kc 250 w D AMENDED to request 1570 kc 250 w D.

AM—580 kc

Aurora Bcstrs. Inc., Ketchikan, Alaska—CP new AM station 630 kc 1 kw unl. AMENDED to request 580 kc 1 kw unl.

License Renewal

Request for license renewal AM station: KSPA Santa Paula, Calif.; WSTC Stamford, Conn.; WDUN Gainesville, Ga.; WCBM Baltimore, Md.; WLLH Lowell, Mass.; WSAM Saginaw, Mich.; KSIM Sikeston, Mo.; WDOS Oneonta, N. Y.; WSIC Statesville, N. C.; KNOX Grank Forks, N. D.; KNOR Norman, Okla.; WGTN Georgetown S. C.; WTON Staunton, Va.; WCAW Charleston, W. Va.; WBLK Clarksburg, W. Va.; WDUZ Green Bay, Wis.; WRJN Racine, Wis.

KVRE Redding, Calif.—Request for license renewal FM station.

Modification of CP

Mod. CP new FM station for extension of completion date: KFSA-FM Fort Smith, Ark.; KCBC-FM Des Moines, Ia.; KONO-FM San Antonio, Tex.; WEPM-FM Martinsburg, W. Va.

WDAR-FM Savannah, Ga.—Mod. CP new FM station to change from Class B to Class A, Ch. 232 (94.3 mc), ERP 112.5 w, ant. 170 ft.

WPIX-TV New York—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

AM—850 kc

KTBI Tacoma, Wash.—CP AM station to change from 810 kc 1 kw D to 810 kc 1 kw-D 500 w-N DA-N.

APPLICATIONS RETURNED

Request for license renewal AM stations: WMSL Decatur, Ala.; WARM Scranton, Pa.

ACTIONS OF THE FCC

JUNE 9 TO JUNE 15

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
STA-special temporary authorization
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

June 12 Decisions . . .

BY THE SECRETARY

Nichols & Warinner Inc., Long Beach, Calif.—Granted request to cancel license and delete remote pickup KA-3413.

The Blue Valley Co., Independence, Mo.—Granted CP new remote pickup KA-6919.

WBNL Boonville, Ind.—Granted mod. CP for approval of ant., trans. and studio locations.

WPIX New York—Granted mod. CP for extension of completion date to 1-8-51.

San Juan, P. R.—Granted mod. license to make changes in existing remote pickup KA-6031 to change frequencies from 26.17, 26.27, 26.37 mc to 2758 kc and 26.37 mc.

The Times-Picayune Pub. Co., New Orleans—Granted CP new remote pickup KA-5222.

WCBS Inc., Springfield, Ill.—Granted CP new remote pickup KA-6900.

WKVM Arecibo, P. R.—Granted mod. CP for extension of completion date to 10-15-50.

Chester County Bcstg. Co., Coatesville, Pa. — Granted CP new remote pickup KA-6899.

WMAI Houlton, Me.—Granted mod. CP for approval of ant., trans. and studio location.

Hereford Bcstg. Co., Hereford, Tex. Granted license for new remote pickup KA-6551.

S. H. Patterson, Topeka, Kan.—Granted license new remote pickup KA-3643.

Carl E. Haymond, Yakima, Wash.—Granted license for new remote pickup KA-5365.

Covington News Inc., Covington, Ga. —Granted license new remote pickup KA-3533.

WISE Asheville, N. C.—Granted license install alternate main trans. at present site of main trans. to be operated on 1230 kc 250 w unl.

WELR Roanoke, Ala.—Granted license new AM station; 1360 kc 1 kw D.

KXYZ Houston, Tex.—Granted license install new main trans.

WHYN Holyoke, Mass.—Granted license change frequency, increase power, install new trans. and DA, change trans. location; 560 kc 1 kw DA, unl.

KNED McAlester, Okla.—Granted license new AM station; 1460 kc 1 kw D.

WILM Wilmington, Del. — Granted mod. CP to eliminate install. of FM ant. on AM tower, change type of AM tower and change trans. location—geographic coordinates only.

WATC Gaylord, Mich. — Granted mod. CP for approval of ant., trans. and studio locations and change type trans.

KHBR Hillsboro, Tex.—Granted mod. license to change studio location.

Following granted mod. CP for extension of completion dates as shown: KUGN-FM Eugene, Ore. to 8-7-50; WLPM-FM Suffolk, Va. to 12-28-50; KA-5136 Arecibo, P. R. to 10-15-50; WJIM Lansing, Mich. to 12-17-50; WHO Des Moines, Ia. to 10-1-50; WACR Columbus, Miss. to 6-18-50; WFBM-TV Indianapolis, Ind. to 12-30-50; WJZ-TV New York to 12-30-50; KECA-TV Los Angeles to 10-30-50.

Voice of the Rockies Inc., Colorado Springs, Col.—Granted license remote pickup KA-6032-33, KAB-342.

WCUE Akron, Ohio—Granted license new AM station; 1150 kc 1 kw D DA.

WTEL Philadelphia—Granted license change frequency and hours of operation; 860 kc 250 w D.

WJCM Sebring, Fla.—Granted license new AM station 1340 kc 100 w unl.

ACTION ON MOTIONS

By Commissioner Walker

Newton Z. Wolpert, St. Paul, Minn. —Granted petition insofar as it requests leave to amend application so as to specify frequencies 152.15 mc and 158.61 mc (Channel 3) in lieu of frequencies 152.03 mc and 153.49 mc (Channel 1); dismissed petition insofar as it requests grant without hearing; application, as amended, is removed from hearing status.

George E. Cameron Jr., Tulsa, Okla. —Granted petition for extension of time to July 3, to file a reply brief to the exceptions to the Initial Decision in proceeding upon application and that of Kenyon Brown, Tulsa, Oklahoma.

Alvin E. O'Konski, Menominee Mich. — Granted dismissal without prejudice of application.

Radio Station KWOC, Poplar Bluff Mo.—Granted continuance of hearing from July 10, to Sept. 6 in proceeding upon application for CP.

WMAW Milwaukee, Wis.—Dismissed as moot petition requesting an extension of time in which to reply to Exceptions and Request for Oral Argument in proceeding re application for license to cover CP.

Sabine Bcstg. Co., DeRidder, La. — Granted extension of time to June 1 to file opposition to pending petition for reconsideration of grant without hearing of its application filed by KWBU Waco, Tex. on May 23.

By Examiner Basil P. Cooper

Door County Radio Co., Sturgeon Bay, Wis.—Granted continuance of hearing in proceeding re application from June 12 to June 28, at Washington D. C.

By Examiner H. B. Hutchison

Pratt Bcstg. Co., Pratt, Kan. — Granted in part motion for sixty-day continuance of hearing, now scheduled for June 12 in proceeding upon application; hearing continued until further order.

KTKR Taft, Calif.—Granted continuance of hearing in proceeding upon application from June 28 to Sept. 2 in Washington, D. C.

By Examiner Fanney N. Litvin

KNEB Scottsbluff, Neb. — Granted leave to amend application so as to reduce maximum expected operating values in direction of KFEL and in direction of KGWA.

June 12 Applications . . .

ACCEPTED FOR FILING

License for CP

License for CP new AM station WPBB Jackson, Ala.; KMAN Manhattan, Kan.; WLIL Lenoir City; WRAC Racine, Wis.

License Renewal

Request for license renewal AM station: WXAL Demopolis, Ala.; WGYB Greenville, Ala.; WIRA Fort Pierce, Fla.; KFRU Columbia, Mo.; KTNM Tucumcari, N. M.; WGBR Goldsboro N. C.; WHGB Harrisburg, Pa.; WCOS Columbia, S. C.; WRON Roncevert W. Va.; WKWK Wheeling, W. Va.; KELD El Dorado, Ark.; KTSW Emporia Kan.; WLCS Baton Rouge, La.; KLIK Brainerd, Minn.; KXLK Great Falls Mont.; KTXC Big Spring, Tex.; KGVO Greenville, Tex.; KVOP Plainview Tex.; KDWT Stamford, Tex.; KWLV Longview, Wash.

CP to Reinstate CP

KVIM New Iberia, La.—CP to replace expired CP new AM station 1570 kc 1 kw D.

AM—1320 kc

WRJW Picayune, Miss.—CP AM station to change from 1320 kc 1 kw to 1320 kc 5 kw D.

Modification of License

WSTP-FM Philadelphia—Mod. license to change ERP from 27 kw to 19.827 kw.

Modification of CP

WRFD-FM Worthington, Ohio—Mod. CP new FM station for extension of completion date.

WPWT Philadelphia—CP to change power to 250 w, noncommercial educational FM station.

WHBF-TV Rock Island, Ill.—Mod. CP new commercial TV station for extension of completion date to 10-9-50.

License for CP

WDEL-TV Wilmington, Del.—License for CP commercial TV station to change trans. location to Shipley and Silver

(Continued on page 66)

The Answer to a Disc Jockey's Prayer

• • • •

by

DAVEN



It is now possible to minimize the chance for human error in program control work. The Daven Company has once again pioneered in the field of audio communications controls, and developed a foolproof Miniature Switch. This type*, SW-1000, is a notably compact, low voltage, low current control. It is a cam operated single pole double throw switch, with an OFF position in the center. An outstanding feature of the SW-1000 is that it may be obtained on standard Daven attenuators without increasing the overall dimensions.

This switch may be used to:

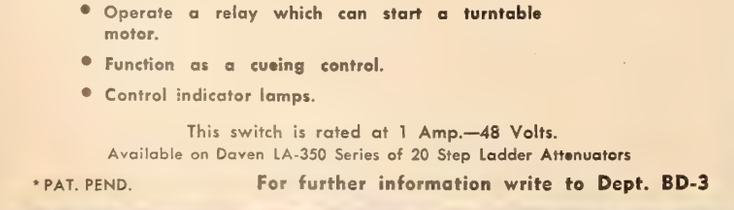
- Operate a relay which can start a turntable motor.
- Function as a cueing control.
- Control indicator lamps.

This switch is rated at 1 Amp.—48 Volts.

Available on Daven LA-350 Series of 20 Step Ladder Attenuators

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COMMERCIAL RADIO Monitoring Company

PRECISION FREQUENCY MEASUREMENT

Engineer On Duty All Night Every Night

PHONE JACKSON 5302

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Want the World's Finest Tape Recordings?



Multi-installation of PT6 Magnecorders

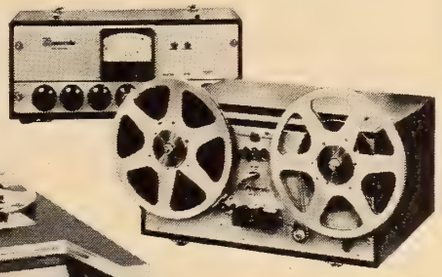
THERE'S A *Magnecorder* FOR EVERY PURPOSE . . . EVERY PURSE!

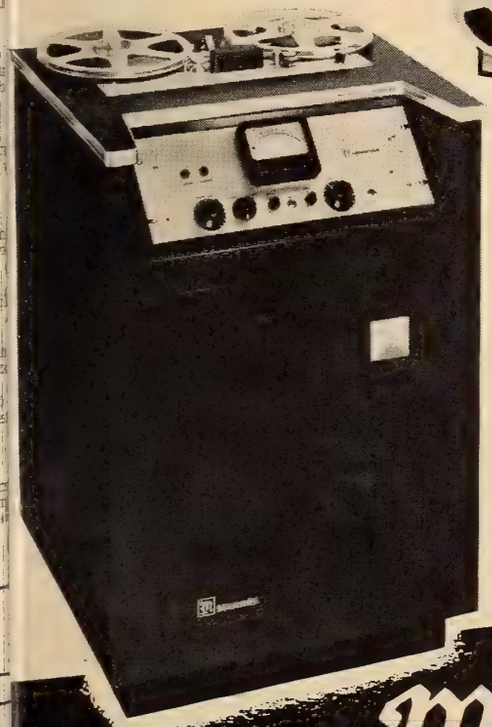
The Talk of the Shows!

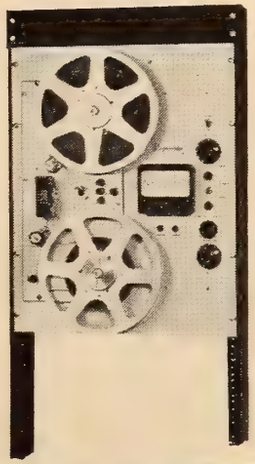
THE NEW PT-7 SERIES

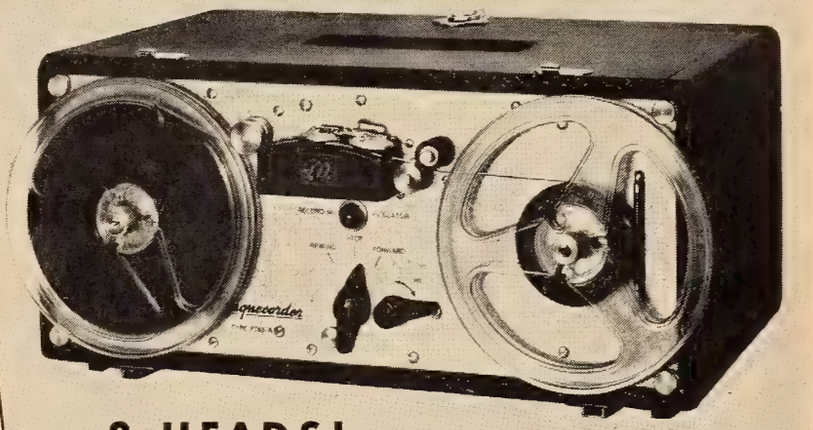
3 Heads (erase, record, playback for monitoring from tape) in single housing, yet separately alignable, replaceable. New positive drive. 2-speed hysteresis-synchronous motor. Push-button controls can be remotely operated. Uses 7" or 10½" N.A.B. reels. 3 channel portable amplifier has high-level mixing.

PORTABLE RACK OR CONSOLE









3 HEADS!

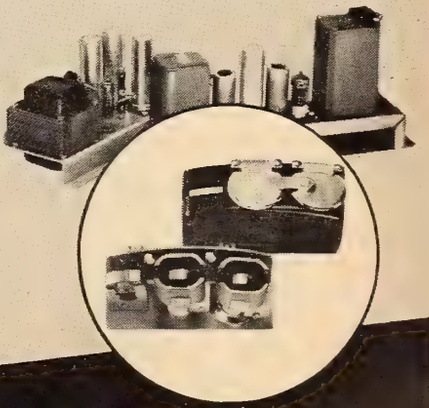
PT63-A TO MONITOR YOUR MAGNECORDINGS

Three separate heads — *erase, record,* and *playback* for monitoring from tape — prevent recording errors. Same high fidelity and flexibility as the Magnecorder PT6-A — the world's most widely used professional tape recorder. New PT63-J Amplifier has separate playback and recording amplifiers to monitor from the tape. Includes 10 watt audio amplifier which also will drive external speaker.

OR CONVERT YOUR PT6-A TO MONITOR

KIT 101

Conversion kit includes a three-head unit, monitor amplifier and power supply to modernize your present PT6-A. Head unit plugs into receptacles for present two-head unit.



Write for latest specifications and prices

Magnecord INC., CHICAGO 1, ILL.

360 NORTH MICHIGAN AVENUE

World's Largest and Oldest Manufacturers of Professional Magnetic Recorders

FCC Actions

(Continued from page 64)

Applications Cont'd.:
side Rds. near Talleyville, Del. (not a move).

TENDERED FOR FILING

AM—920 kc

KGAR Garden City, Kan.—CP AM station to change from 1050 kc 1 kw D to 920 kc 1 kw D.

WCEN Mt. Pleasant, Mich.—Mod. CP AM station to change from 1150 kc 1 kw D to 1150 kc 1 kw unl. DA-N.

June 14 Decisions . . .

BY COMMISSION EN BANC

Multiplex Development Corp., New York, N. Y.—Granted authority to operate developmental broadcast station, for period of 90 days, for purpose of field testing newly developed multiplex system looking to simultaneous transmission of one or more multiplexed aural FM programs concurrently with the emission of main aural program without impairing quality of main program within audio-frequency range between 30 and 15,000 cycles, and without exceeding presently assigned channel widths of FM stations. Applicant is authorized to use same frequency, 97.9 mc (Ch. 250) and installation formerly used by WGYN (FM) New York, which ceased operation April 26. Operation will be with 4 kw, using a 905 ft. ant. between 1 and 6 a.m. and 9 a.m. and noon.

June 14 Applications . . .

ACCEPTED FOR FILING

AM—850 kc

KTBI Tacoma, Wash.—CP AM station to change from 810 kc 1 kw D to 850 kc 1 kw-D 500 w-N DA-N.

AM—1150 kc

Orville L. Jenkins, Quanah, Tex.—CP new AM station 1150 kc 250 w D AMENDED to request 500 w D.

License Renewal

Request for license renewal AM station: KALA Sitka, Alaska: KCLF

(Continued on page 71)

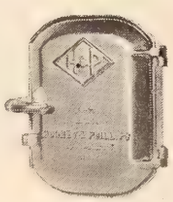
Dependable PERFORMANCE at LOWER COST

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H & P lighting equipment, consistently specified by outstanding radio engineers, is furnished as standard equipment by most leading tower manufacturers.

MERCURY CODE FLASHER

Only four moving parts which run in lifetime-lubricated ball bearings. No contact points to wear out. Highest quality bronze gears. 3000 watt mercury switch supplied with unit. Speed adjustment, 14 to 52 flashes per minute. Motor separately fused for continuous operation of lights in event of mechanical failure.



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THAT'S a golf club, not a bagpipe, in the hands of Jack Williams, KOY Phoenix's program director. When invited to the first annual golf tournament held by the "Thunderbirds" (special events group of the Phoenix Chamber of Commerce and responsible for Kiva Club), Mr. Williams, who, it is claimed, never held a golf club in his hand before, turned out in full Highland regalia, including kilts.

RADIO SEMINAR

Opens in Urbana July 2

OPPORTUNITIES in the educational broadcasting field will be explored in great detail at a seminar to be July 2-18 at the U. of Illinois, Urbana, under the auspices of the university's communications division and the Rockefeller Foundation's Division of Humanities.

Over 20 authorities in radio and allied fields will meet with educational planning and production figures at the university's Allerton House. Area members of the National Assn. of Educational Broadcasters' executive board will be invited. Among those expected to take part are:

Homer Heck, WMAQ-NBC Chicago; Edward R. Murrow, CBS; Robert Saudek, ABC; Judith Waller, NBC Chicago; Dean Wilbur Schramm, communications, U. of Illinois; Frederick S. Siebert, School of Journalism and Communications, U. of Illinois; President George Stoddard, U. of Illinois and chairman of UNESCO's national commission.

Adds 11 Stations

ADDITION of 11 stations to the *Fight of the Week* hookup was announced last week by Albert J. Sylk, president, Sports Broadcast Network. The network relays a boxing broadcast each Monday night through WPEN Philadelphia to 63 stations in 16 states. New stations are: WCSS Amsterdam, WEBR Buffalo, WEAV Plattsburg, WOLF Syracuse, WJTN Jamestown, WOKO Albany and WHUC Hudson, all New York; WCOM Parkersburg and WSAZ Huntington, W. Va.; WPAM Pottsville, Pa., and WFPG Atlantic City, N. J.

BUS-RADIO GROWS UP

WCTS Reviews Two Years of Transit FM

COMMERCIAL aspect of the "bus-radio experiment" can be chalked up on the successful side, according to WCTS (FM) Cincinnati's review of a two-year Transit Radio operation.

The TR pioneer station, managed by David Taft, reports that its billings increased 250% since last summer, the time when WCTS actually placed its commercial operation on a permanent basis. Its anniversary statement released by Hulbert Taft Jr., brother of the manager and executive vice president, Radio Cincinnati Inc. (WKRC-AM-TV, WCTS), cites these findings:

- Station showed gross billings in excess of $14,000 in May. Total costs, including depreciation and cash payment of $2,300 to the Cincinnati transit system, were $11,000 for the same period.
- List of WCTS accounts for May included 45 local and 4 national advertisers. Among local users were the four largest department stores, most of the amusement field, a number of food accounts and other retail and trade-mark advertisers.
- Station is running about 60% sold out on rates set up to produce an audience at the rate of 75¢ per thousand in 400 equipped vehicles. (There are now 503 FM receivers in daily transit use in Cincinnati, the station points out.)
- According to a Pulse AM survey for April which included a breakdown of FM listening in Cincinnati, WCTS had 34.9 of all FM listeners and led the three other FM stations in the city "by a substantial margin," station says. "No claim was made that the FM home audience was of tremendous proportions, but WCTS claimed in excess of 16,000 quarter hours of listening . . . during the week surveyed [April 1-7]."

Mr. Taft admits that its accomplishment was not attained without "a lot of headaches along the road." Topping these was the development of a bus receiving system which would perform. It took WCTS almost a year and involved "a great deal of money," Mr. Taft said.



David Taft

Frequent tests of TR's sales impact by the station showed results "far more spectacular than anything we have attained in AM. . . ." Mr. Taft also stated that WCTS expects to install an additional 200 receivers next fall and that "we have just begun to scratch the surface in developing this new medium locally. . . ."

Other findings: Transit Radio operation requires just as much management and effort as AM operations; seven engineers effectively handle the maintenance of receivers, and a WCTS operation revision reduced personnel and monthly overhead by several thousand dollars (by taping of half-hour musical segments).

Mr. Taft concluded his report by stating that WCTS expects to go into large scale FM promotion in the home when economics permit. With revenue earned from Transit Radio, he said, "we will show home listeners that those sets [100,000 FM receivers in area] are worth using."

CANADA RATINGS

U. S. Shows Top May List

TEN AMERICAN network programs were the most popular in Canada, according to the May national ratings report of Elliott-Haynes Ltd., Toronto. Leading the 33 programs in the evening national rating report were *Charlie McCarthy* rating 30.5, *Amos 'n' Andy* 28.7, *Radio Theatre* 28.6, *Our Miss Brooks* 27.4, *Fibber McGee & Molly* 26.7, Bob Hope 20.6, *My Friend Irma* 20.2, *Twenty Questions* 20.2, *My Favorite Husband* 19.2, and *Great Gildersleeve* 18.1.

In daytime the list of 14 network programs was led by *Big Sister* 15.4, *Ma Perkins* 14.1, *Road of Life* 14, *Pepper Young's Family* 13.9, and *Happy Gang* (Canadian program) 13.1. French-language May evening programs, 18 in number, were led by *Un Homme et Son Peche* 39.2, *Radio Carabin* 29.2, *Metropole* 28.7, *Ceux qu'on Aime* 24.3, and *Jouez Double* 23.5. Daytime French-language programs, 14 in all, were led by *Rue Principale* 27.5, *Jeunesse Doree* 26.7, *Grande Soeur* 21.9, *Maman Jeanne* 20.9, and *Tante Lucie* 20.2.

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Andrew CORPORATION 363 E. 75th St. CHICAGO 19 ILLINOIS

KWAT Watertown, S. D. USES
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NEW PT63-A
Unit Construction permits portable or rack mount operation. 3 separate heads to monitor from the tape! Prevents recording errors! New 3 head unit also available to convert present PT6 Magnecorder.
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360 N. Michigan Ave.
Chicago 1, Ill.

Programs

WOMEN's show, *Your Next Door Neighbor*, which has been aired continuously on WPAY Portsmouth, Ohio, since September 1942, now is being sponsored three times weekly by The Borden Co. Format of 15-minute program, heard 9:45-10 a.m. and featuring Miss Dorothy Folsom, is flexible to permit timely interviews with interesting personalities and worthwhile community enterprises. Program reports on all births in Portsmouth, remainder of Scioto county and Northern Kentucky, as well as news of impending marriages. Additionally, news of 30 civic, church and social groups, including meetings and special events, is reported by station.

WJR Airs History

HISTORICAL vignettes of American history are broadcast by WJR Detroit. Debut of station's Dramatic Clinic and Workshop on WJR's *Know Your America* program has been announced by Harry Wismer, general manager and assistant to president. First program on June 12, 9-9:30 a.m., told story of Dr. Joseph Warren, outstanding patriot of Revolution, noted for his part in Battle of Bunker Hill. Other programs touch on Betsy Ross (Flag Day, June 14), Daniel Webster, and other historical figures. Clinic and workshop, composed of students from public and parochial schools in Detroit area, is designed to give talented high school students opportunity to further expand abilities. Eric Howlett, of WJR's *The Hermit Cave*, is director.

WPTZ at U. S. Open

FOUR CAMERAS employed by WPTZ (TV) Philadelphia on June 10 to bring final rounds of U. S. Open Golf Championship Tournament to NBC-TV audience 5-6 p.m. from Merion Golf Club, Ardmore, Pa. Bill Stern, NBC sports chief, worked from specially constructed platform overlooking 18th green where two cameras were located, one equipped with Zoomar lens. Interviews were handled by golf star Jug McSpaden at edge of green. Third camera mounted on top mobile unit followed play from tee and traps linking 18th green. Fourth camera focused on public score-board located beside first tee.

KXOB Covers Election

OVER 3,000 residents of Stockton, Calif., area heard recent election returns as staff of KXOB Stockton stayed on air past 2 a.m. broadcasting state-wide and local results. Returns were tabulated and reported as fast as compiled by special group of KXOB personnel. Manager Keith Pinton extended invitations to over 83 candidates to appear on broadcast night of election.

WKRC Gets Rights

EXCLUSIVE contract to broadcast entire U. of Cincinnati football schedule during 1950 season has gone to WKRC Cincinnati, according to Herman E. Fast, general manager. Broadcasts will be sponsored by Cincinnati Division of General Electric Supply Corp., for television and radio dealers. Play-by-play will be handled by Dick Bray.

Stresses Dance Music

THREE-HOUR dance format, claimed by station to be first in its area, inaugurated as Saturday night feature by WATR Waterbury, Conn. All WATR disc jockeys participate. Half-hour segments of *Your Dance Parade* are recorded in advance with fox trots and waltzes getting biggest play.

Elect 'Mr. and Mrs.'

WBUX Doylestown, Pa., has just completed *Mr. and Mrs. Bucks County Grange* program, winning contestants of which were Mr. and Mrs. N. Clarence Rosenberger. Prizes of over $1,000 were awarded to winners and $50 went to Grange sponsoring winning couple. Running for 10 weeks, under local sponsorship, show resulted in 27,654 votes being cast for couples nominated by nine Bucks County Granges.

'Blues Chaser'

MARK SHEELER, funny man of WPIK Alexandria, Va., presented command performance of his original *Blues Chaser Club* fortnight ago on WBBS, Armed Forces outlet at Fort Belvoir station hospital. Attended by patients and personnel of hospital, one-hour show was premier for boys of Fort Belvoir. It will be carried to them every morning by WPIK.

'Operation Bundle'

"OPERATION Bundle" was order of day at WTVB Coldwater, Mich., a fortnight ago. When Sunday 7-7:30 p.m. ranch feature piped direct from Buck Lake Ranch, Angola, Ind., was unavailable because of telephone facility problem, station decided to rely on tape recording. However, tape was not completed until after 6 p.m. and was 22 miles from WTVB. Solution was found by producer who rushed it to nearby airport and "dive-bombed" transmitter building with bundle containing tape. Station reports tape arrived five minutes before program time but cued with seconds to spare by Operator Dick DeFay as show started on schedule.

WLOU's 'Kentuckiana'

WLOU Louisville has new public service series, *Kentuckiana at Work*, which features tape recordings of interviews in various plants visited, plus narration and description to make show complete story of particular industry. Program, designed to show importance of local industry in making community better place in which to live, pays tribute to both management and employes. Workmen are interviewed at occupational spot whether at machine or in warehouse. First broadcast was June 11 and produced at Columbia Mantel Co., Louisville. Series calls for programs to be presented every Sunday, noon to 1 p.m.

Rome Interview

EXCLUSIVE interview with Prof. Enrico Josi, director of excavations at Basilica of St. Peter's in Rome received by WOV New York. Interview, conducted by Thomas B. Morgan, WOV staffer in Rome for Holy Year, took place under shadow of dome of St. Peter's where famous excavations are underway. WOV plans further coverage of work as it proceeds.





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We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio Stations from Coast to Coast than any similar organization in America.

If your AM-TV-FM station needs promotional ideas sold to produce cash revenue of from $200-$1,000 per week.

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100 WALNUT STREET

PEORIA, ILLINOIS

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CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Wanted—Manager for 1000 watt daytime independent in southern market. Must have character, be energetic and able to sell, have ideas for promotion and knowhow to get along with people. Attractive salary plus commission, and opportunity to buy into station, if you produce. Box 481F, BROADCASTING.

Urgent need for commercial manager to take over the commercial dept. of KSIJ 1430-1000 w daytime, Gladewater, Texas. High pressure men with dollar signs for eye balls need not apply. Personal interview preferred.

Salesmen

Wanted—Time salesman for 250 watt middle east network affiliate. Good opportunity. Rush references, full information. Box 471F, BROADCASTING.

New England station has opening for a top salesman. Only station in a retail center of 100,000 persons. The man selected will take over accounts on the station. Every opportunity for making a high income. Must be experienced. State full information and enclose recent snapshot. Box 501F, BROADCASTING.

Experienced time salesman with proven sales record for 5000 watt ABC affiliate in its 20th year. Liberal guarantee with no charge back. Straight 15% when sales equal guarantee. Send photo and details Radio Station KMLB, Monroe, Louisiana.

Salesman, experience not essential, if you are aggressive, know radio and would like to make $400 to $500 monthly. Pleasant working conditions at independent station located in nation's fourth richest dairy county. Contact Harley West for appointment, WABJ, Adrian, Michigan.

Salesman-writer wanted. Emphasis on selling. Market competitive, but good. Salary and commission. WFEB, Sylacauga, Alabama.

Salesman wanted. Send all details H. R. Farrell, WHHH, Warren, Ohio.

Wanted—Salesmen, experienced for 1000 watt fulltime independent in 70,000 market. Tell all, address Don C. Wirth, WNAM, Neenah, Wisconsin.

Announcers

Announcer-engineer who would be interested in becoming program director of small progressive southern station AM and FM. Experience necessary. Box 467F, BROADCASTING.

Wanted—Sports announcer for well-established, local independent in south Florida. Must be topnotch play-by-play for baseball, football and basketball. A thorough knowledge of all sports plus a good personality essential. Must spend considerable time in field to produce good local sports programs and service sponsors. Not interested in beginners or would-be sportscasters. Opportunity for above average earnings with alert, progressive and well financed station. Unless you have a good reputation and are a glutton for work, do not apply. This is a good opportunity for a good man. Letters of application should contain references, recent photo, and be accompanied by disc. Position open in near future. Box 470F, BROADCASTING.

Announcer-engineer; good voice. Middle east network affiliate. Rush references, full particulars. Box 472F BROADCASTING.

Announcer-program director. Capable, experienced. Good voice, pleasing personality. Reliable family man. Details and disc on request. Box 496F, BROADCASTING.

Experienced announcer. Send disc, photo. Tell all first letter. Larry Filkins, KSCB, Liberal, Kansas.

Announcer with 1st class license. Experienced only. Accent on quality announcing. Send experience, references, disc. WHBY, Appleton, Wisconsin.

Help Wanted (Cont'd)

Announcer for 5000 watt network affiliate. All-round experience, mature, able to build strong morning or afternoon record shows and develop gimmicks, contests and giveaways. $75.00 weekly to start plus talent commensurate with ability. Send complete information, disc and photo. No one considered with less than 5 years bonafide experience. WMAW, Towne Hotel, Milwaukee, Wisconsin.

Wanted by 1 kw independent, experienced announcer-copywriter with emphasis on sports play-by-play. Prefer married man who is aggressive and ambitious. Tell all first letter advising when available for interview. Send photo, audition disc and letter special delivery, WMIX, Mt. Vernon, Illinois.

Production-Programming, others

Program director. Educational station, male, bachelor's degree or better. Complete charge of programming, instruct introductory radio courses, write radio scripts. Send disc, experience, letters of reference. Position open July 15. Salary $3000 to $3200. Box 488F, BROADCASTING.

Situations Wanted

Managerial

Wanted to manage station operating in red. Can produce quick, long-lasting results. Plenty of experience in difficult markets. College education. Excellent references. Box 404F, BROADCASTING.

Manager-commercial manager. Successful, economical and efficient manager with excellent sales record now available. Also write and do programming. Interested only in permanent location. Married. 43 years old. Box 411F, BROADCASTING.

General manager, commercial manager or both. Can not perform miracles, but can make you money. Just good solid radio man completely experienced in business management, employee relations and public relations. Strong on sales and programming. 12 years radio and newspaper management and sales. Can efficiently operate going station or build new one. Excellent background, best references. Write Box 444F, BROADCASTING.

Desire job as manager and chief engineer. Nine years experience engineering and programming. Prefer Michigan. Box 447F, BROADCASTING.

Successful manager-chief engineer and part owner of southern local restless due to routine nature of running well organized money making station. Looking for higher mountains to scale. University graduate, former naval officer and flyer and have sixteen years in radio. Have built two stations and would not object to building more. Fully qualified handle any problem in planning, building, or operating station. Am thirty six, married with fine family. Not interested in peanuts, but if you have problems and cash contact me. Box 460F, BROADCASTING.

Manager available immediately. Have handled all phases of radio—announcing, selling, programming, promotion, writing and engineering. Twelve years experience. Prefer community of 30,000 or less. Active in community affairs. Excellent references. Specialize in organizing close-knit staff able to produce. Box 463F, BROADCASTING.

Assistant manager-chief engineer regional station 15 years experience all phases desires position as manager progressive station. Will assume full engineering department responsibilities. Excellent reputation with personnel. Highest references include well known radio executives, consultants and employers. Box 482F, BROADCASTING.

All-round station man, strong on sales and ideas. Now managing, but handicapped. Satisfaction guaranteed. Write P. O. Box 358, Sylacauga, Alabama.

Situations Wanted (Cont'd)

Experienced radio manager (nine years background including sales and production) wishes managerial job with progressive station. Salary important, but secondary to opportunity. Married. Two children. Excellent references. College graduate with legal procedure and music degree. Aggressive in community and national church activities. Box 508F, BROADCASTING.

Salesmen

15 years experience in selling, management, programming, announcing. Sober, good references, hard worker, producer, want decent overall salary. Good man for good station. Box 364F, BROADCASTING.

Salesman experienced, employed by 5 kw network station. Earning over $5000.00 per year salary desires position with successful station. Outstanding sales record, excellent personality. Ten years successful selling. Desire commission basis, only reason for contemplating change. Prefer west coast. Box 366F, BROADCASTING.

Salesman-announcer. Presently employed. Wants more progressive station. Excellent references. Box 416F, BROADCASTING.

Experienced salesman presently employed interested more progressive station. Excellent references. Box 479F, BROADCASTING.

Salesman-announcer. 5 years agency and package background. Top results copy-production. 6 years announcer, news, emcee, DJ, from 250 watt to New York network. Permanent connection wanted aggressive AM station with television possibilities. Box 494F, BROADCASTING.

Announcers

News—Mature, experienced man with voice, delivery and writing ability, presently employed in executive capacity desires fulltime news job with station which demands the best. Box 288F, BROADCASTING.

Announcer, three years. Top mail pull. Also news, continuity, program, traffic. Answer this and you'll get your money's worth. Prefer west. Box 330F, BROADCASTING.

Experienced news announcer, editor, reporter and writer. Newspaper experience also. Box 385F, BROADCASTING.

Two years announcing experience. Personality disc shows, remotes and news. Want feature show. Box 395F, BROADCASTING.

Announcer, former staff 5000 watt NBC affiliate. Two years college. Produced, sang, emceed amateur shows in Chicago nite clubs. Graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Consider all offers. Box 420F, BROADCASTING.

Sportscaster-announcer. Experienced all play-by-play sports. University graduate. Available now. Box 445F, BROADCASTING.

Announcer—one year AM experience DJ, news, console. Three months actual studio work producing, directing, camera at TV school in NYC. Seek position in AM or TV. TV preferred. Picture, resume, disc on request. Married, sober, vet. Will travel. Box 455F, BROADCASTING.

Summer announcer graduate of leading radio school. Veteran of Armed Forces Radio. Know RCA board. Will go anywhere immediately. Salary no object. Box 456F, BROADCASTING.

Newscaster-announcer, ten years experience, both writing and delivering. Voice sincere and authoritative. Desire position where family can make permanent home. Audition discs available. Now located in midwest. $75 to $100 weekly. Box 464F, BROADCASTING.

Solid staff man. Thoroughly experienced. Mature. Specialty news. Available immediately. Box 466F, BROADCASTING.

Combo man—Experienced announcer-engineer. Graduate three radio schools. Experienced time salesman. Best references. Photo and disc available. Box 468F, BROADCASTING.

Announcer, radio school graduate looking for start. 1000 w station almost accepted me. Lost out only because of inexperience. Obviously I've got what it takes. Tops in news, commercials and drama. Salary secondary. Box 469F, BROADCASTING.

Experienced and versatile announcer-continuity writer. Complete details upon request. Box 473F, BROADCASTING.

Situations Wanted (Cont'd)

Highly rated emcee, DJ. 5 years experience, now employed CBS affiliate, N.Y. TV experience as emcee. Now conducting popular sponsored audience participation show. Also strong supper disc show. Interested in progressive metropolitan station. Available for personal interview. 27 years old, married. Box 474F, BROADCASTING.

Morning man, combination, ticket, different. 8 successful years. Married. Employed in city of 3,000,000. $80.00. Box 475F, BROADCASTING.

Announcer-writer with low authoritative voice. 2 years experience in metropolitan area. 2½ years college. 25, family man. Let me produce for you. Disc or tape, photograph and details on request. Box 483F, BROADCASTING.

Pep up your local news coverage with an experienced newspaper reporter and staff announcer. Deep voice, sincere delivery, college grad, 29, single, vet, references. Box 484F, BROADCASTING.

Staff announcer with three years experience in all phases of radio seeks steady position. Good audience building program ideas. Sales minded college graduate, not a floater. Low voice, cooperative, personable. Box 487F, BROADCASTING.

Announcer-engineer. Voice that can sell (8 years experience). 1st phone ticket. Not a 90 day wonder. Box 489F, BROADCASTING.

Experienced staff announcer. Four years fulltime news, mail pull, DJ copy, play-by-play, board, music, sales. Disc, photo, reference. Contact immediately. Box 491F, BROADCASTING.

I went to school for radio-n-such and now I'd like a job so much. Box 492F BROADCASTING.

Announcer, four years experience. All phases including disc jockeying, newscasting, play-by-play, special events, copywriting and board. Deep, solid voice and personality that really builds sales. Disc, information on request. Box 493F, BROADCASTING.

Combination man—one year experience includes announcing, engineering, selling. Desire permanent location. Married, settled, car, available immediately. Box 502F, BROADCASTING.

Desire position competent organization. Nine years radio. Accounting and announcing. Box 503F, BROADCASTING.

Chief announcer—Family man desires immediate opportunity. Audition disc, resume. Box 506F, BROADCASTING.

Staff man three years, some network experience. College graduate. 26, single, presently employed. Box 507F BROADCASTING.

Young man with a voice looking for old station with money. Object mercenary. Two years starving. Box 509F, BROADCASTING.

Versatile announcer — First phone license, available at $90 weekly. Ten years experience. L. O. Brunes, 71 W. 5th Ave., Tillamook, Oregon.

Colored announcer—Two years commercial broadcasting experience, ad-lib and personality shows, write and produce own shows. Race record experience. Send for continuity and disc or phone Hershell Canno, 2112 Tracey, Kansas City, Mo. Phone Baltimore 5682.

Deep voice, 1½ years experience—narration, news, disc jockey. Good commercials, smooth, punchy, sweet, sou Write Ted Dragin, 1657 N. Kedzie, Chicago.

Announcer. Experienced, single, 3 Deep resonant voice. Joe Gregg, 264 S. Trumbull Ave., Chicago 23, Il BIshop 7-8247.

Summer relief announcer available immediately. Experience 2 years including MBS affiliate. Prefer N. Y. stat or north central states, but will consider good offer elsewhere. Norma Morris. 5829 Woodbine Ave., Phila., P

Announcer—Graduate of one of for most announcing schools. Who will giv a newcomer a chance? Record an photo upon request. Cecil Muir, 3 E. Chicago, Elgin, Ill.

Good early morning men, announcers and writers. Practical announcers willing to work and learn. Pathfinde School of Radio, 1222-A Oak St., telephone HArrison 0473, K. C., Mo.

Experienced announcer, program director, ambitious, versatile, available immediately for permanent positio Larry Pribyl, 212 E. Beloit, Salin Kansas.

Announcer, age 22, will travel, a round man, good knowledge of hillbil music, disc jockey, no floater, sobe operate console, commercial ma Available immediately, disc on r quest. Donald Redanz, Mt. Morr New York.

Situations Wanted (Cont'd)

Technical

gineer, 27 months broadcast, 3 years my radar experience. Graduate lead- g radio school. Will travel. Box 144F, ROADCASTING.

hief engineer 250 watter desires same sition with 5 kw AM or better, FM TV. 10 years design, construction, aintenance in broadcasting. Execu- e and technical ability tops. Best ferences. Box 398F, BROADCAST- G.

gineer—Employed. Must have job ar Philadelphia. Married. Have car. x 399F, BROADCASTING.

hief engineer. Presently employed, vites correspondence with progres- e broadcaster. Able to handle ighest engineering assignment in- ding multi-element directionals and Excellent references. Box 410F, ROADCASTING.

rst phone license, married, veteran ll travel. No experience, ambitious. x 434F, BROADCASTING.

hief engineer—8 years experience, now hief of 1 kw network affiliate. Prefer rth central states. Excellent refer- ces. Box 457F, BROADCASTING.

rst phone engineer wants permanent sition in northeast. Eight months ex- rience transmitter and control board. o weeks notice. Single, have car. x 461F, BROADCASTING.

gineer—Six years experience FM- M. Interested in permanent position th opportunity to break in as combi- tion man. Mature, married, will go ywhere. Box 462F, BROADCAST- G.

gineer, 23, single, car, 1st phone. aduate AM-FM-TV training. Desire dio, transmitters or combination rk. Consider any location. Box F, BROADCASTING.

mbo, 18 months experience, license, mily man. Prefer western states. x 477F, BROADCASTING.

gineer—Ten years experience in all ases of radio including research. sires position as chief with small gressive station. Will consider nsmitter operator with high power ation. Prefer southern Ohio. Box F, BROADCASTING.

gineer—1st phone, single, have car, perienced in broadcast work. South- stern states. Box 498F, BROADCAST- G.

hief engineer—Are you looking for a roughly experienced, reliable, per- nable chief engineer to improve your eration? One that works with and the sales and program department? years of experience on 250 w to 100 including design, construction and eration. Desire permanent position th a progressive organization. Am oking for a future not a fortune. ailable immediately. Box 504F, ROADCASTING.

llege student desires vacation re- acement transmitter job. Reliable and perienced. Box 238, Poplar Bluff, ssouri.

ung man desires a position as an gineer in a college town. Single, no perience or disabilities. Available at y time and place. W. M. Dickinson, West 5th, Mitchell, S. D.

w first radio telephone license. No evious broadcast experience. Six ars cw experience War Department mmunications network. Prefer mid- west. Oliver McPherson, 1826 Walk- St., Des Moines, Iowa.

gineer, first. Inexperienced. Vet- an wants permanent position any- here in U. S. John Phoenix, 1119 23rd Des Moines, Iowa.

Production-Programming, others

omen's and children's programming, perienced in radio and TV. Wrote d acted in own children's show on mmercial TV. Experienced in wom- 's and children's programming in dio. Also in commercial copy and blic service and dramatic writing. eatrical training. B.S. Degree from ding eastern college. Ideas galore d shows ready for airing. Prefer TV. ll work anywhere. Box 409F, ROADCASTING.

-newscaster, A.P. experience, col- e, family, employed midwest, metro- litan, regional indie, wants fair deal. urs? Travel. Box 421F, BROAD- STING.

Situations Wanted (Cont'd)

Experienced man — Five years with commercial radio; looking for PD job with station any size. College graduate with highest references in the business. Have handled announcing, programming, continuity, promotion, sales, production, traffic, etc. Yes, can operate any standard board. Box 428F, BROADCASTING.

Experienced promotion man, presently employed, wishes to devote fulltime to promotion at a well established station. Box 459F, BROADCASTING.

News editor desires position with progressive regional station. Also will consider TV opportunity. Versed in newsroom organization and special events. Two years experience. College journalism graduate. Presently employed. Married, 27. Box 480F, BROADCASTING.

Program director-announcer, six years experience, including program director Chicago-New York City. Background also covers music, copy and production —high Hooper Chicago programs. Top-flight references. Age 25—married. For details, disc, photo, write Box 485F, BROADCASTING.

If you are in New York or vicinity and need a gal who can do really provocative women's shows, children's or record shows, write programs and copy, it's Box 490F, BROADCASTING.

Newsman seeking station demanding top coverage. Three years radio reporting, rewrite, special events. Daily newspaper background. References, disc available. Box 499F, BROADCASTING.

News writer. University graduate in journalism. Thoroughly trained in all phases of radio work. Familiar with wire service. Wrote and announced news on campus station three years. Will travel anywhere. Box 500F, BROADCASTING.

Small market managers. News, commercial and script continuity writer-editor. Some announcing. Enthusiastic, reliable. Denver University radio graduate. Experienced. References. Single, 22. Available now. Davis, 3601 East Seventh Avenue, Denver.

Television

Announcers

Desire opportunity in TV station. SRT-TV and Radio Announcing graduate. Dale Carnegie Course graduate. College graduate. Single, 26, car. Box 383F, BROADCASTING • *TELECASTING.*

For Sale

Stations

250 watt independent. One-station city of 9,000. Rough, but profitable; young and growing. Established 1948. Middle Atlantic area. Clear at $40,000 cash. No broker. No television in sight. Save time. Tell all first letter. Box 429F, BROADCASTING.

For sale—One kw daytime station in midsouth U. S. Can go fulltime. Box 486F, BROADCASTING.

California 1000 watt fulltime regional in excellent market now reorganizing. Unusual opportunity available to parties interested acquiring controlling interest in well constructed station, with abundance of good will in community. Address Owner, Post Office Box 486, Inglewood, California.

For sale—2 complete WE-109A pickup arms with equalizers and 4 heads. KOMW, Omak, Washington.

For sale — 300 foot Blaw-Knox triangular, uniform cross-section guyed tower. Complete with hardware, base insulation, guy insulations, obstruction lights and beacon. This tower is new and in good condition and available for inspection or immediate shipment. Blue prints of guy anchor foundations and all necessary erection information will be furnished. Write Chief Engineer, KRLD, Dallas for further details.

Presto 6N recorder, excellent operating condition. Make offer to KXOA, Sacramento 15, Calif.

General Electric 2000 megacycle microwave television relay system consisting of type TT-13-A transmitter and type TR-2-A receiver. Equipment rack type, new and unused. Chief Engineer, WBAP-TV, 3900 Barnett St., Ft. Worth, Texas.

$11,000 FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Wanted to Buy

Stations

Wanted to buy, radio station in middle Atlantic area, daytimer or fulltime local, no agents. Box 497F, BROADCASTING.

Equipment, etc.

Universal, RCA 73-B, recording lathe, Presto or Altec 50 watt recording amplifier, RCA turntables, Magnecorder tape recorders. Box 458F, BROADCASTING.

Wanted—Used towers, transmitter for 5 kw installation. Five guyed towers, overall height 200 feet above base insulators, equipped with A-3 lighting. Transmitter should be recent model. Please give complete information, manufacturer's name, model number, age, date last used, condition, location, whether available for inspection, price. Box 495F, BROADCASTING.

Used 250 watt AM transmitter—RCA preferred. State price, age and condition first letter. Box 505F, BROADCASTING.

Miscellaneous

Davis Frequency Measurement Service —111 S. Commercial, Emporia, Kans. Phone 2709.

Help Wanted

Production-Programming, others

PROGRAM DIRECTOR WANTED

If you have been a successful program director for at least five years; have ideas, energy and the know-how to build high Hoopers; if you can build shows that will sell; if you know music, copy, production; if you have the type of executive ability which gets results, without antagonizing others; if you are looking for financial advancement, future security and the opportunity to associate yourself with a leading, midwestern, network affiliated, 5000 watt station—send us complete details about yourself, including past positions, salaries, etc. and attach small photo. Personal interview will be arranged at a later date. All replies will be held in confidence.

BOX 367F, BROADCASTING

Situations Wanted

ABILITY AVAILABLE

We have well-trained personnel who have had actual experience in metropolitan stations as announcers, actors, commercial writers, disc jockies, producers and script writers. Give us your requirements and we will send resumes, photos and discs.

WRITE OR WIRE COLLECT

COLUMBIA INSTITUTE

9th and Chestnut Streets

Philadelphia 7, Pa.

Situations Wanted (Cont'd)

Managerial

If you're seeking the *right* man to manage your small station you'll be interested in employing a young man with college education, well-grounded in all phases of the broadcasting business. Eight years experience in midwest as highest paid air man in 125,000 four station market. MC, writer, salesman, program director, promotion manager and assistant manager on 5 kw network affiliate.

BOX 465F, BROADCASTING

School

LELAND POWERS
SCHOOL OF
RADIO and THEATRE

Comprehensive 2-year course in Radio and Theatre Arts

Announcing	*Theatre*
Newscasting	*Television*
Advertising	*Acting*
Script Writing	*Make-Up*
Radio Music	*Voice*
Production	*Diction*
Station Routine	

Faculty of Professionals
Send for list of available graduates.
HAVEN M. POWERS
25 Evans Way, Boston 15, Mass.

'NEW LOOK'
Hub Highlights Radio, TV

FASHION PLATE of Boston newspapers' radio-TV pages is taking on a new look, according to reports from that city. This includes the appearance of the Hub's first daily column on the media since the end of the war and an increase of two or more pages devoted to the subject in Sunday editions.

The extra space apparently is due considerably to the potent emergence of television on the Boston scene and, subsequently, radio is reaping benefits as well. Dramatic evidence of reader interest in TV is shown in results of a poll taken by the *Boston Sunday Advertiser*, where a radio-TV columnist asked readers to indicate favorite video shows in various categories. Response reportedly climbed into the thousands.

Other signs of the times in Boston are "must" requests by advertisers for ads to be placed on the radio page, addition of a radio-TV column by the *Evening American*, a weekly TV log by the *Sunday Post* and an increase in its radio-TV pages, day-by-day highlights of TV programs in the *Sunday Herald* and increase in the *Herald's* daily radio-TV columns and radio-TV news and features by the *Globe*.

SECOND ANNUAL Frolics of American Federation of Radio Artists, Los Angeles area, will be held June 26 at Los Angeles Breakfast Club. Proceeds will be used to send three to five additional delegates to AFRA convention to be held Aug. 10-13 at Sheraton Hotel, Chicago.

RETAILER BOOKLET

Issued by BAB

NEW booklet, *How Radio Gets Results for Retailers*, was released last week by Broadcast Advertising Bureau. The booklet gives a detailed report based on entries in the 1949-50 radio competition of the National Retail Dry Goods Assn. and the National Assn. of Broadcasters.

Describing the booklet, Maurice B. Mitchell, BAB's director, said it is "a valuable review and morale-builder for a station's sales staff. . . ." An introduction to the booklet was written by Howard P. Abrahams, sales promotion manager of NRDGA, enumerating 12 reasons why the use of radio advertising by retailers is increasing.

Meg Zahrt, assistant BAB director and retail specialist, comments in the booklet on why retailers should "capitalize on radio's personal appeal. . . ."

BAB will follow the new booklet with a series of similar ones devoted to retail radio users.

HAAS ELECTED

Heads Nebraska Newsmen

THEODORE L. HAAS, KOIL Omaha news director, was elected president of the Nebraska Assn. of Radio News Directors at its second annual convention in Omaha late last month. Meeting featured speeches by Attorney General J. Howard McGrath, Nebraska Gov. Val Peterson and Jack Shelley, WHO Des Moines, president, National Assn. of Radio News Directors.



Mr. Haas

A highlight of the two-day convention was a panel discussion on "What Newspapers Think of Radio News Now," with participants Alexis McKinney, assistant to the publisher, *Denver Post;* Kermit Hansen, assistant business manager, Omaha *World-Herald*; Herbert Kelly, news editor, Des Moines *Register*.

'RADIO SAVINGS DAY'

Augusta Stations Dramatize Radio Selling



SELLING radio to Augusta folk are (l to r) Jack Jopling, chief engineer, WGAC; Hank Pointel, program director, WRDW; the auctioneer; Jim Ayres, commercial manager, WRDW; Martin White and Harold Marler, account executives, WGAC; Steve Manderson, commercial manager, WJBF; Bill Smart, sales manager, WRDW; Warren Hites, program director, WGAC and John Watkins, general manager, WBBQ.

* * *

STATIONS in Augusta, Ga., dropped individuality in a recent test of the combined selling strength of radio as an advertising medium. Force of the promotion for "Radio Savings Day" over all four outlets—WBBQ WGAC WJBF WRDW—set the community in a wave of buying at retail stores.

Retailers reported the largest crowd of shoppers since Augusta's record Christmas season of 1948 with increases in business ranging from 10 to 25%. One local furniture store reported an unexpected jump in dollar volume estimated at 50% above the same week last year.

"Radio Savings Day" was planned by the stations in cooperation with some 40 retailers in the downtown shopping area. The city proper and the surrounding trading area in Georgia and South Carolina were appealed to by radio messages beginning on the Wednesday of the promotion week. Preceding days were given over to "teasers."

By Thursday, opening day, crowds jammed the city. Saturday, an estimated 40,000 shoppers packed downtown streets and stores. Incentive to the shoppers was to use of "radio money" which was sold at a ratio of $100 to every real $1 spent in shopping during the campaign. The "radio money" was issued by the stations and distributed through the stores.

Climatic windup of the campaign was held Saturday at 6:30 p.m. when 2,000 persons took part in an auction using their "radio money." Larger items of merchandise sold at the auction were obtained from manufacturers and distributers in return for radio publicity; the smaller items for the most part were purchased direct by the stations.

Retailers already have expressed their enthusiasm by asking for another such campaign in the near future. The stations feel they have proved that radio advertising can do a bigger and better job of building retail traffic at lower cost.

'TALKING COW'

Broadcast Booms WSAV Mail

LISTENERS to WSAV Savannah's early-morning *Country Cousin* program have been deluging the station with thousands of letters—ever since "Cousin Bee," hillbilly m.c., read a letter from a South Carolina farmer who claims he has a talking cow.

Station reports it has created such a stir throughout the area covered by WSAV that "Cousin Bee" has promised listeners he will try to track down the cow and put her on the air.

Meanwhile, hundreds of people have reported driving around Ashepoo, S. C., where the cow is supposed to be grazing to see if the talking bovine is just another "shaggy dog" fable, according to WSAV. *Country Cousin* is aired daily from 6 to 7 a.m.

WEBSTER COPY

Draws Station Protests

SIX announcements promoting three-speed replacement units for record players, submitted by Webster-Chicago Corp., have drawn protests from some stations to which they have been sent on the ground that they actually are advertising copy.

George H. Jaspert, WCCM Lawrence, Mass., suggested that any AM, FM or TV station carrying the free announcements "makes an out and out contribution in cutting down or reducing its own audience and that of other stations since the more record players in use, particularly LPs, the smaller the tuned in audience for the broadcaster."

In submitting the copy, Webster-Chicago Corp. stated, "Because so many of your listeners are record fans, we think these non-commercial comments on the three-speed record situation and the problems of your listeners in respect to them will be of interest. These comments, for use between records or record programs, are yours to use or adapt to suit your needs. We hope you will find them helpful."

A sample announcement:

Radio stations have had to insist on high fidelity recording when they transcribed radio shows or commercials so for years they have been using the slower speed records. Finally the record companies figured out a way to make such recording technique available to the public and that's what you get with your 33-⅓ and 45 r.p.m. records—less surface noise and much greater clarity. If you have one of those new three-speed record-changer units in your phonograph you know what we mean. Those of you who haven't yet replaced your one-speed phonograph can hear what we are talking about on record, recorded at 33-⅓ revolutions per minute just like radio transcriptions.

RINGSON NAMED

Heads Georgia Group

RAY RINGSON, manager of WRDW Augusta, has been elected president of the Georgia Assn. of Broadcasters. He assumes office July 1, beginning of the new association year, and succeeds Edwin Mullinax, general and commercial manager of WLAG LaGrange.

Other newly elected GAB officials are: Ben Williams, WTOC Savannah, vice president; Fred Scott, WKTG Thomasville, secretary-treasurer; L. H. Christian, WRFC Athens, and Shed Carswell, WSFT Thomaston, directors. Mr. Williams is the association's retiring secretary.

Ohio U. Ad Meet

OHIO STATE U.'s annual advertising and sales promotion conference Oct. 6-7 will be jointly sponsored by the school and Fifth District of the Advertising Federation of America, it was announced last week. Dr. Kenneth Damerow, general conference chairman, said that the first day's program will include addresses, clinics and other meetings. Second day's program will be business sessions.

$25,000.00 Opportunity

Due to certain favorable circumstances that make possible a plan of financing far more liberal than usual, a capable operator can obtain 100% ownership of a valuable facility for $25,000.00 down payment. This station is located in a very desirable eastern market with high retail sales and per family income considerably above the average. The profit opportunities in this situation are large.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

FCC Actions

(Continued from page 66)

pplications Cont'd.:

lifton, Ariz.; KCLA Pine Bluff, Ark.; KIN Visalia, Calif.; WICH Norwich, onn.; WFTL Fort Lauderdale, Fla.; GRC Louisville, Ky.; WIDE Biddeord, Me.; KMHL Marshall, Minn.; JQS Jackson, Miss.; WMBC Macon, iss.; WHUN Huntington, Pa.; WORD partanburg, S. C.; WGAP Maryville, enn.; WHLF South Boston, Va.; BOB Galax, Va.; KYAK Yakima, ash.; WBIZ Eau Claire, Wis.; KTUC ucson, Ariz.; KCOY Santa Maria, alif.; KSTP Sandpoint, Ida.; WJLB etroit, Mich.; WTCM Traverse City, ich.; KCOW Alliance, Neb.; KTMC cAlester, Okla.; KRUN Ballinger, ex.; KEYE Perryton, Tex.; KTEM emple, Tex.; WGIL Galesburg, Ill.; COG Centervile, Ia.; WSLB Ogdensrg, N. Y.; KWON Bartlesville, Okla.; ARM Scranton, Pa.; WATW Ashland, is.

License for CP

WNOE New Orleans—License for CP M station to change frequency, increase power etc.

WCLI Corning, N. Y.—License for CP ew AM station.

Modification of CP

Mod. CP new FM station for extenon of completion date: KMAR Bakersld Calif.; KGDM-FM Stockton, Calif.; AVZ-FM New Haven, Conn.; WACE-M Chicopee, Mass.; WGOR Fort Lauddale, Fla.; WARM-FM Scranton, Pa.

License Renewal

WNYE New York—Request for license newal noncommercial educational FM ation.

Modification of CP

Mod. CP new commercial TV station r extension of completion date: ATV Newark, N. J.; WXEL Parma, io.

TENDERED FOR FILING

SSA—1590 kc

KPRS Olathe, Kan.—Request for SSA t Aug. 1, and Nov. 7 to operate addinal hours on 1590 kc with 500 w. for ecial election return broadcast.

SSA—1400 kc

KUNO Corpus Christi—Request for A on 1400 kc 200 w unl. for period of days beginning June 15 and ending th present license period.

AM—1400 kc

KFDR Grand Coulee, Wash.—Mod. new AM station to change from 1400 250 w SH to 1400 kc 250 unl.

APPLICATIONS RETURNED

Request for license renewal returned: DWS Champaign, Ill.; KXGN Glenve, Mont.; WHCC Waynesville, N. C.

WCAV Now Fulltime

CAV Norfolk, Va., last Thursday itched to fulltime operation with kw on 850 kc. Station, which had erated with 1 kw daytime only 860 kc, received authorization om the FCC to change its power d frequency earlier this year. hangeover was celebrated yesterday (Sunday) by a studio party.

1930—1950

20th Anniversary Year

46.0

"HOOPER"*

*(average 5 periods winter, 1950)

proves the best buy

in

DANVILLE, VA.

is

WBTM

Rep: HOLLINGBERY

5kw (d) ABC 1kw (n)

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JUNE 15

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,137	2,116	175		303	277
FM Stations	698	495	241	3*	18	13
TV Stations	105	40	69		352	182

*** Two on the air.**

* * *

Docket Actions . . .

FINAL DECISIONS

Piedmont Bcstg. Co., Greenville, S. C. and William M. Drace, Greer, S. C.—Announced final decision to grant application of Piedmont Bcstg. Co., for new station at Greenville on 1490 kc, 250 w unlimited (cond.). Denied for default application of William M. Drace for station at Greer for same facilities. Commissioners Coy, Jones and Sterling not participating. Final decision June 13.

ORDER

Savannah Bcstg. Co., Savannah, Ga., and Brennan Bcstg. Co., Jacksonville, Fla.—Adopted order to grant petition of Savannah Bcstg. Co., Savannah Ga., request for continuance of oral argument now scheduled for June 19 to July 28; re application and that of Brennan Bcstg. Co., Jacksonville, Fla. Order June 13.

Non-Docket Actions . . .

TRANSFER GRANTS

KVOP Plainview, Tex.—Granted assignment of license from W. J. Harpole to corporation KVOP Inc., in which Mr. Harpole holds 998 sh. of stock and newcomers Kermit S. Ashby and Rial L. Campbell each have 1 sh. for which they pay $100. Mr. Ashby is part owner of KPET Lamesa, Tex. and Mr. Campbell is business manager KVOP. KVOP operates with 250 w fulltime on 1400 kc. Granted June 12.

WWEZ New Orleans—Granted assignment of license from A. L. Chilton, Leonore H. Chilton and Ralph James Wood, partnership d/b as Sky Bcstg. Service to WWEZ Radio Inc. Sky Bcstg. Service is licensee of KSKY Dallas, Tex. and transfer provides simplified operation of stations as entities. WWEZ is assigned 5 kw fulltime on 690 kc, directional. Granted June 12.

Deletions . . .

FOUR AM and two FM authorizations reported deleted by FCC last week. Total deletions to date: AM 25; FM 66; TV 2.

WJBA Sparta, Wis.—William M. Gleiss. CP June 12. Request of permittee.

WBKA Brockton, Mass.—Cur-Nan Co. License June 7. Request of licensee.

KPYL Puyallup, Wash.—W. Gordon Allen. CP June 14.

WNCA Aiken, S. C.—Aiken-Augusta Bcstg. Co. CP June 6. Request of permittee.

WCIF-FM Madisonville, Ky.—Madisonville Bcstg. Co. License June 7. Transfer to Messenger Bcstg. Co., Madisonville.

WBKA-FM Brockton, Mass.—Cur-Nan Co. License June 5. Request of licensee.

New Applications . . .

AM APPLICATIONS

Tacoma, Wash.—Tribune Pub. Co., 1400 kc, 250 w unlimited. Estimated construction cost $18,900. Tribune Pub. Co. is licensee KTNT FM outlet in Tacoma. Alton F. Baker, stockholder, is also president, director and minority stockholder KERG Eugene, Ore. Filed June 12.

Columbia, Ky.—Tricount Radio Bcstg. Corp., 1270 kc, 1 kw day. Estimated construction cost $15,827. Principals include Owen Guy Wooten, Wooten's Recreation Hall and Restaurant, 11% plus; Shiley Clayton Bybee, owner Bybee's grocery store, 11% plus; there are 28 minor stockholders, all local residents. Filed June 9.

Matewan, W. Va.—Three States Bcstg. Co., 1360 kc, 1 kw day. Estimated construction cost $18,791.02. Principals in Three States include: Fred A. Staples, pastor Striker Bible Church, president and general manager 25%; Fred L. Morningstar, assistant director Southern Highland Evangel Inc., Biggs, Ky., vice president 25%; Joseph P. Pickering, owner 25% stock in wholesale plumbing and heating business, treasurer 25%; Donna M. Bjork, 25%. Filed June 9.

Sparta, Wis.—Victor J. Tedesco, 990 kc 250 w day. Estimated construction cost $15,728. Mr. Tedesco is station manager WSHB Stillwater, Minn.; 15% interest WKLK Cloquet, Minn.; 25% interest in South St. Paul Bcstg. Co., applicant for new station and 10% interest in Owantonna Bcstg. Co. applicant for Owatonna, Minn. Resubmitted. Filed June 9.

TRANSFER REQUESTS

KNBY Newport, Ark.—Assignment of license from Charles William Craft and Harold L. Sudbury d/b as Newport Bcstg. Co., licensee, to Newport Bcstg. Co. a corporation. Applicants desire corporate form to promote more practical operation of station. KNBY is assigned 1 kw day on 1280 kc. Filed June 9.

KEPO El Paso, Tex.—Assignment of license from KEPO Inc., licensee to KWFT Inc. Stockholders in both corporations are virtually identical and their respective holdings are almost the same. Operation of both stations by one corporate entity will permit economy of operation and greater ease in administration. KWFT Inc., is licensee KWFT Wichita Falls, Tex. KEPO is assigned 5 kw fulltime, directional, on 690 kc. Filed June 14.

WPCF Panama City, Fla.—Assignment of license from Edward G. Holmes and E. L. DuKate, partnership d/b as Bay County Bcstg. Co. to new corporation Bay County Bcstg. Co. Inc. Mr. Holmes and Mr. DuKate retain 96.8% interest and newcomer J. A. Smith buys 3.2% for $500. Mr. Smith is local businessman with community interests. WPCF is assigned 250 w fulltime on 1400 kc. Filed June 14.

WKJF (FM) Pittsburgh, Pa.—Assignment of licensee from West Virginia Radio Corp., to Agnes J. Reeves Greer, individual, for $71,250. Mrs. Greer is principal stockholder in corporation, which is licensee of AM outlet WAJR Morgantown, W. Va. WKJF has been a money loser since 1948 and anticipates greater losses in 1950. Mrs. Greer will relieve corporation of liability. WKJF is assigned Ch. 229 (99.7 mc). Filed June 12.

RELIGIOUS SHOWS

Receive Radio Trophies

FIVE religious programs earned trophies at the annual Radio Institute conducted by the National Religious Broadcasters Assn. at Valparaiso (Ind.) U. June 13. Top three shows in the national transcription class were *The Light and Life Hour*, which won first place for the third year; *Showers of Blessings*, and *Revival Time*. *Quizpiration* was chosen the best show with novel techniques, and *Student Radio Workshop* earned for the second year the rank of "best youth show" for WPTL-FM Providence, R. I.

Storm Whaley, manager of KUOA Siloam Springs, Ark., was contest judge. Rev. Dr. Myron F. Boyd, director of the *Light and Life Hour* and new NRB president, spoke at the presentation banquet. Dr. Sherman Lawton of the radio department at Oklahoma U. talked on "A Lesson in Aural Style" and "Who Is Your Audience?"

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA,

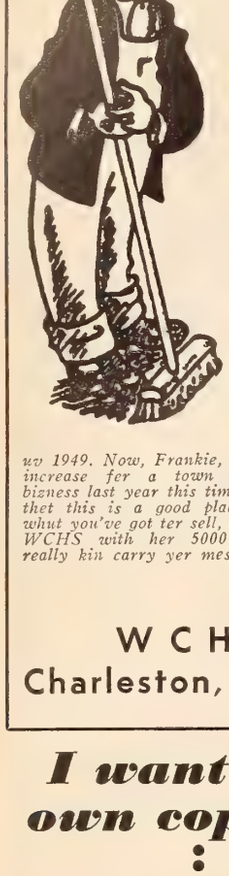
PLEASE SEE PAGE 27 OF THIS ISSUE



Mr. Frank Gilday
Cunningham and Walsh
New York City

Dear Frankie:

I wuz down at th' Kanawha County Court House t'other day an' I heerd sumpthin' mighty important fer a feller like you ter know, Y'see, th' hometown uv WCHS, Charleston, West Virginny, is in Kanawha County, so thet's why this is so important. Now, you fellers is interested in anythin' thet sounds like bizness is good so lissen ter this: th' county clerk sed thet folks wuz abuyin' so many more thin's this year then last thet his receipts fer recordin' contracts, deeds, etc. is way up. In fack, fer th' month uv May, his takin's wuz more'n 25 percent over May uv 1949. Now, Frankie, thet's a sizeable increase fer a town thet had good bizness last year this time, too. It means thet this is a good place ter advertise whut you've got ter sell, and remember—WCHS with her 5000 watts on 580 really kin carry yer message fer yuh.



Yrs.
Algy

WCHS
Charleston, W. Va.

I want my own copy of

ONE YEAR—$7

☐ I enclose $7.00 ☐ Please bill me

NAME

COMPANY

ADDRESS

CITY ZONE STATE

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
Nat'l Press Bldg. Washington 4, D.C.

Counsel Clash

(Continued from page 19)

presented by FCC witnesses at the first hearing.

He denied he has received or will get any "bonus" from Mr. Richards for his activities in connection with the hearing.

He said he has been general manager of KMPC since January 1941 and that his present salary is $18,000 a year.

Witnesses subpenaed by FCC for appearance this week included Frank E. Mullen, board chairman of Jerry Fairbanks Inc. and former president of the Richards stations; John Baird, program supervisor of KMPC; James H. Quello, promotion-publicity director of WJR, and Rowena Geraghty, secretary to Mr. Reynolds.

Mr. Reynolds, who was expected to be on the stand through Wednesday (June 21), was questioned in detail about facts surrounding a dinner in Los Angeles attended by officials of the three Richards stations on Jan. 26, 1948. As that happened to be Gen. Douglas MacArthur's birthday, he said KMPC had arranged a special salute to the general and the program was tuned in during the dinner.

In the midst of this otherwise laudatory broadcast, Mr. Reynolds asserted, Clete Roberts, then KMPC director of public affairs, gave a pessimistic report on Gen. MacArthur's health. As a result, the witness continued, Mr. Richards reprimanded Mr. Roberts in front of other guests.

In the previous hearing Mr. Roberts, testifying as an FCC witness, dwelt at length on Mr. Richards' anger at what he said the station owner considered defiance of "orders" always to present Gen. MacArthur in a "favorable light" on KMPC broadcasts.

Mr. Reynolds testified that the station owner was a great admirer of Gen. MacArthur and "became very angry when this material was included in the birthday salute."

Questioning on the MacArthur incident alone consumed about an hour and a half, Examiner Cunningham finally interjecting that "I think you are dwelling too long on this subject."

Mr. Reynolds' ownership of KMPC stock was the subject of extensive examination, with Mr. Cottone frequently questioning the KMPC executive's answers.

Dr. Thomas, called to testify on the question of Mr. Richards' health, said he had treated him for a heart ailment since 1938, examining him "several times a year."

"Don't you think that if Mr. Richards can attend sporting events, night clubs, parties, and take trips to the desert, he can come to this hearing?" Mr. Cottone wanted to know.

The heart specialist said Mr. Richards did those things against his advice but that such activities were safer because they are forms of recreation—"and this hearing could not be called recreation."

Dr. Thomas said he "told Mr. Richards in 1939 to get out of some of his business activities or he'd keel over one these days. He had too many irons in the fire."

Dr. Thomas was asked to produce records and cardiographs to substantiate his statements on Mr. Richards' physical condition.

The hearing, expected to last for several weeks and to include sessions at Detroit and possibly Cleveland, involves charges that Mr. Richards ordered newsmen to slant news according to his personal political and social views—particularly against members of the late President Roosevelt's family and certain minority groups. Mr. Richards' plan to transfer control of the three stations to a trusteeship is at stake, along with the station's renewal applications.

The Commission's order granting the General Counsel's appeal for reversal of the Examiner's ruling on the order of procedure was adopted on a 4-to-1 vote in a special meeting Monday.

"It is our opinion that a balancing of the equities in this case requires a conclusion that the original order of proof should remain in effect, at least for the Los Angeles hearing," the majority said.

Hearing Order Question

They said the General Counsel, "out of an abundance of fairness to the applicants," agreed to proceed first in the original hearing, and that counsel for Mr. Richards failed to give due notice that they wished to proceed first in the new hearing.

"It was not the General Counsel but the applicants who precipitated the present conflict by their request for a *de novo* hearing," the majority said," and although the Commission acceded to their request, they cannot be permitted to change the prior procedure in the presentation of testimony."

The majority claimed the Commission's power to adjourn the hearing while deciding the General Counsel's appeal stems from rules giving FCC the right to review an examiner's rulings.

Comr. Rosel H. Hyde dissented, contending "the Examiner's exercise of his discretion should not be over-ruled." He joined the majority, however, in voting to deny Mr. Fulton's request to be heard in oral argument on the procedure question. Oral argument, the majority held, "would serve no useful purpose."

The majority consisted of Acting Chairman Paul A. Walker and Comrs. E. M. Webster, George E. Sterling, and Frieda B. Hennock. Chairman Wayne Coy and Comr. Robert F. Jones were absent and did not participate.

Mr. Fulton, leaving Washington for Los Angeles shortly after the decision was announced, dispatched a sharp telegram to Chairman Coy protesting the "capricious and high-handed interference with the proceedings."

"This is a poor beginning of the hearing and certainly casts grav doubts upon the Commission's in tention to provide a fair and im partial hearing," he wired, adding "I hope that this interferenc with Examiner Cunningham in hi conduct of the hearings will nc be continued."

Mr. Fulton asserted:

. . . [The Commission's action] i a violation of the Commission's ow rules and of the Administrative Pr cedure Act. It unfairly throws great burden and expense upon rad stations KMPC, WJR and WGA and it unfairly denies them an oppo tunity to tell the public the facts i this case—after they have been su jected to scurrilous insults and i nuendoes for more than two years.

The refusal to hear me as to t facts in this case before deciding i after I had flown across the contine for that purpose, contrasts mo clearly with the precipitous haste grant the adjournment requested the Commission's General Counsel.

It was sufficient for him to tel phone his assistant and obtain acti without regard to the Commission lack of knowledge of the record a without regard to the disruption the plans of witnesses involved.



YOUNGEST and the oldest "amateu disc jockeys" on KXLY Spokane' disc show *Houseparty*—Ora Day (l) 63, and Barbara Ann McBride, 4— get ready to compete for the hono of being named by listeners as fa vorite d. j. of the week. Cuin Barbara is Disc Jockey Warre Durham.

National Advertisers

When Shopping for BIG RETURNS i the Maritimes, your best "MARKE BASKET" is CHNS . . . Ask

JOS. WEED & CO.
350 Madison Ave., New York

They also know about our new 5000-WATT TRANSMITTER
HALIFAX NOVA SCOTI

CHNS

HALIFAX NOVA SCOTI

TAX PROPOSAL

May Hit School Stations

PROPOSAL to tax profit-mak-ng business enterprises of certain lucational institutions—including eir commercial radio stations—as under consideration by the ouse Ways and Means Committee st week.

Although committee authorities eclined to make public details of e proposal, it was understood at stations and other enterprises f religious institutions would be xempt under the plan.

There was no indication, how-er, as to where or whether the roposal would draw the line be-ween commercial stations oper-ted by lay schools and colleges nd those operated by religious nstitutions.

The plan under consideration as said to provide that educa-onal and charitable organizations e taxed up to 38% on their profit-aking "unrelated" activities.

The committee meanwhile voted r a 10% tax on the declared divi-ends—not corporate earnings—of rmer and other cooperative or-anizations, whose activities in me instances include broadcast ations.

Distinction Necessary

If the committee finally votes to x educational institutions, its dis-nction between educational and ligious educational schools pre-mably will determine whether the x should be applicable to such ations as WWL New Orleans, GA Spokane, WEW St. Louis d KWBU Corpus Christi, which e operated by religious schools, well as to WGST Atlanta, HCU Ithaca, and other stations lay institutions.

The committee also approved a ovision whereby residents of erto Rico—where *Duffy's Tavern* rrently is produced for network esentation in the U. S.—would be bject to taxes on income from e mainland and foreign countries ut not from Puerto Rico) under e U. S. income tax laws. Any dividual who would be exempt om U. S. tax on income earned Puerto Rico would have to qual-ify as a bona fide resident of Puerto Rico.

The committee meanwhile confirmed a prior agreement to reduce from 6 to 3 months the period of time which an asset must be held to qualify for the reduced capital gains tax, which has figured in several recent network talent acquisitions. But the committee rescinded an earlier tentative agreement to reduce the effective tax on such capital gains from 25 to 16%.

Prospects of Congressional action on a tax bill at this session remained problematical. The committee hopes to whip its proposals into bill form within about 10 days, but Congressional leaders appeared doubtful of securing passage before the early-August target date for adjournment of Congress.

Upcoming

June 21: MBS regional meet, Hotel Seelbach, Louisville.
June 22: American Television Society, Hotel Roosevelt, New York.
June 22: Eighth annual Stanford-NBC-Radio - Television Institute opens, Stanford U., Palo Alto, Calif.
June 25-29: Advertising Assn. of the West convention, Ambassador Hotel, Los Angeles.
June 25-July 1: WKY-TV Oklahoma City Television Clinic, U. of Oklahoma, Norman.
June 28-30: Assn. of Independent Metropolitan Stations Convention, Miami, Fla.
June 30-July 2: Catholic Broadcasters Assn., U. of St. Louis, St. Louis.
July 6-8: South Carolina Broadcasters Assn. Ocean Forest Hotel, Myrtle Beach.
July 11-14: First Advertising Agency Group, Hotel Lafayette, Long Beach, Calif.
Aug. 10-13: AFRA convention, Sheraton Hotel, Chicago.
Aug. 30-Sept. 2: Western Assn. of Broadcasters, and directors meeting of Canadian Assn. of Broadcasters, Jasper Park Lodge, Jasper, Alta.
Sept. 23-30: National Television & Electronics Exposition, 69th Regiment Armory, New York.
Sept. 28-29: National Retail Dry Goods Assn. Radio-TV Workshop, Hotel Statler, New York.
Oct. 6-7: Ohio State U.'s annual advertising and sales promotion conference, Columbus.
Oct. 22-24: 10th District convention of Advertising Federation of America, Amarillo, Tex.
Nov. 16-18: National Assn. of Radio News Directors convention, Hotel Sherman, Chicago.

COLUMBIA RECORDS Inc. announces new low-cost LP changer attachment, designed to play all sizes of 33⅓ LP records automatically.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Bulleit-Hometown

BIRMINGHAM BOUNCE

On Records: Red Foley—Dec. 46234; Tex Williams — Cap. 1006; Lionel Hampton — Dec. 27041; Art Lund—MGM 10713; Pee Wee King —Vic. 21-1332; Jack Shook—Coral 64044; H. Gunter — Bama 104; Leon McAuliffe — Col. 70688; Chuck Merrill—MGM 10695.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.



RETIRING as president of the American Red Cross Denver chapter, Lloyd E. Yoder (r), general manager of KOA Denver, receives a plaque from local members in recognition of two years of "outstanding service." Presenting the award on behalf of ARC Denverites is Mason Knuckles, newly elected president.

KTAR'S PYLE

To Run for Ariz. Governor

J. HOWARD PYLE, program director of KTAR Phoenix, has been drafted by both the Republican State Central Committee and Young Republicans of Arizona to run for governor. The Democrats have five candidates running in the September primary. So far, no other Republican candidate has announced.



Mr. Pyle

Associated with KTAR for the past 20 years, Mr. Pyle, as a war correspondent, was among the first radio men to arrive in Tokyo at the close of the Pacific campaign. He was appointed public relations director for Gen. Jonathan M. Wainwright on the latter's trip back to Washington following the signing of surrender terms by Japan.

WHOL ALLENTOWN

Elects Bauman President

HENRY K. BAUMAN, Allentown, Pa., postmaster, was elected president and Victor C. Diehm, president and general manager, WAZL Hazleton, Pa., was re elected vice president and director of Allentown Broadcasting Corp. (WHOL Allentown), at the firm's annual stockholders meeting last Tuesday.

Mr. Bauman, formerly treasurer, succeeds Lewis Windmuller who has resigned as president of the corporation. Also re-elected was Charles G. Helwig, local attorney and secretary and director of the firm. Mr. Helwig also becomes treasurer, replacing Mr. Bauman. Messrs. Bauman and Helwig were re-elected as directors as was Edmund H. Scholl. Hazleton stockholders Helen M. Deisroth, George M. Chisnell, E. H. Witney and Mr. Diehm attended the meeting as did stockholders from allentown and Washington.

KENTUCKY MEET

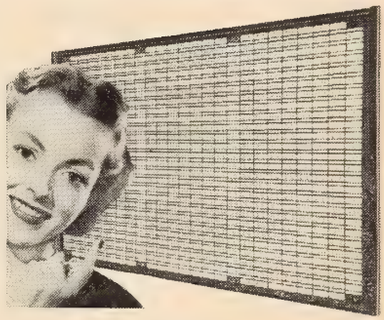
Hardy Will Discuss NAB

NAB'S FUTURE will be discussed by Ralph Hardy, director of government relations for the association, at the 1950 meeting of the Kentucky Broadcasters Assn. Thursday and Friday in Louisville at the Hotel Seelbach.

Other speakers will be Robert T. Mason, president of WMRN Marion, Ohio; Louis J. Bosse and Willis Munro, Kentucky industrialists, and George Partridge, radio director of the Kentucky State Fair. Also on the agenda is a sales clinic, with Edwin E. S. Weldon, vice president of WKYW Louisville, as chairman; a BMI program clinic, and a panel discussion on "How To Hold Operating Cost Under Income," led by W. T. Isaac, president of WHIR Danville, Ky.

The 1950 meeting will be dedicated to BMI, which is observing its 10th anniversary this year.

In addition to the meeting of Kentucky broadcasters, Hotel Seelbach will be the scene of a regional Mutual meeting this week, with Frank White, network president, scheduled to attend. Mutual affiliates within a range of 200 miles of Louisville will be represented at an afternoon session Wednesday. The MBS men have been invited to remain for the state association meeting, according to Hugh O.



"LOOK . . . Here's Your Answer"

The BOARDMASTER Tells You at a Glance

Save time and prevent errors with the BOARDMASTER Visual Traffic Control. Across-the-Board at a Glance—All Programs and Announcements in proper sequence—spotlighted by Color.

Accommodates 18 or 20 hours daily, 7 days a week. Type or write on quarter hour segment and stationbreak cards, post on board. Simple system, easy to maintain.

COMPACT & ATTRACTIVE

Size, 24"x38½" — correct size for 100% visibility. Permanently constructed of Aluminum with black finish. Precision workmanship. Weight, 9 lbs. Immediate delivery.

FULL PRICE $49.50 WITH CARDS

TESTED AND ACCEPTED: The BOARDMASTER system is used by over 1800 AM, TV and FM stations.

FREE DESCRIPTIVE FOLDER WITHOUT OBLIGATION

GRAPHIC SYSTEMS
55 West 42nd St., New York 18

At Deadline...

TWO NAB OFFICIALS ARE PRAISED BY RYAN

TWO NAB department heads who resigned last week were praised Friday for services to association by William B. Ryan, general manager (see early NAB story page 17).

Commenting on departure of Arthur C. Stringer, with NAB 13 years, Mr. Ryan pointed out he had managed NAB convention exposition and exhibit; directed station management study series; developed NAB radio news clinics and operated summer news internships for college journalism teachers.

G. Emerson Markham, TV Dept. director, "has established a reputation in the radio and television profession" which is well known to broadcasters, Mr. Ryan said. He added that the TV post will be filled immediately.

WKRC-TV NAMES CHAPIN

DON L. CHAPIN, sales executive with WLWT (TV) Cincinnati for almost two years, named local sales manager of WKRC-TV Cincinnati, effective June 26.

NBC APPOINTS DE BEER

ROBERT H. DE BEER, former assistant manager of salary and wage administration section for R. H. Macy Inc., appointed supervisor of records and research division of NBC's personnel department.

WGAR TOPS ANNUAL POLL

WGAR Cleveland missed only two firsts out of 14 categories in the *Cleveland Press* 5th annual radio poll, conducted by Radio Editor Stanley Anderson. The station won 46 points of a possible 84. WHK was second with 13 and WTAM 3rd with 9. Other points were WERE 8, WJMO 7, WDOK 1 (WDOK went on the air only a few weeks ago). WSRS was disqualified for the poll because of a promotion it was using in getting votes. In television WEWS received 27 votes, WNBK 11, WXEL 4.

MOTOROLA DIVIDEND

MOTOROLA has declared a quarterly dividend of 37½ cents per share payable July 14 to stockholders of record June 30.

OSGOOD GOES TO NBC

STANTON M. OSGOOD, former director of TV production at CBS, named manager of film production and theatre television division of NBC television network film department.

TWO JOIN SSC&B

JEAN CARROLL, with Compton Adv., and Esther Ojala, with Doherty, Clifford & Shenfield, both timebuyers, will join Sullivan, Stauffer, Colwell & Bayles, late this month succeeding Jean Lawlor, who joined Benton & Bowles fortnight ago.

JOINS FARGO AGENCY

RICHARD C. ROSENTHAL, former national advertising manager of Watertown (S. D.) *Public Opinion*, joins Barney Lavin Inc., Fargo, N. D., agency, as account executive.

EWALD NAMED BY NBC

ALAN EWALD, with NBC's radio sales planning and research department, named supervisor of research of network's national spot sales department.

DON'T BAN TELEVISION, MEDICAL GROUP WARNS

"DON'T ban television" advises American Medical Assn. in message to parents of school-age children, published in AMA official organ, *Today's Health*. In article by Elizabeth B. Hurlock, Ph. D., of Philadelphia, parents are told TV is here to stay and children must learn to live with it. Dr. Hurlock offers these suggestions:

Don't ban TV but apportion child's viewing time; help child select suitable programs; watch programs with child and teach him to appreciate good programs and pass up bad ones; regard TV as form of education as well as amusement, serving as starting point of discussions and related reading; encourage interest in other forms of play, especially outdoors, since many parents unwittingly encourage viewing to keep child out of mischief; use viewing privilege as reward for good behavior and deny viewing right when behavior or school grades fall off; remember novelty of watching programs will wear off and child's preoccupation with it will lessen.

ANTI-HISTAMINE FIRMS REACH FTC AGREEMENT

FEDERAL TRADE Commission proceedings against five anti-histamine manufacturers were terminated with FTC announcement Friday that companies have agreed to stop unjustified claims for their products in treatment of common colds [CLOSED CIRCUIT, June 12].

Under stipulations, FTC said, companies agree not to claim their drugs will "cure, prevent, abort, eliminate, stop, or shorten the duration of the common cold." They are free to claim use of product relieves, checks, and in many cases stops symptoms or manifestations of cold, such as sneezing, nasal congestion, simple throat coughs, etc. They also may advertise that product "is safe if taken in accordance with the directions on the label."

Companies and products involved: Bristol-Myers Co. (Resistabs), Anahist Co. (Anahist), Whitehall Pharmacal Co. (Kriptin), Union Pharmaceutical Co. (Inhiston), and Grove Labs. (Antamine).

COLUMBIA RECORD CHANGES

WILLIAM C. NEU, former advertising production manager for Columbia Records, last week appointed sales promotion manager, and Robert Velde, former art director of Hayes Lawrence Adv. Agency, New York, named art director.

BAILEY ELECTED

STEPHEN M. BAILEY elected vice president of Chicago Federation of Labor, which owns station WCFL. Mr. Bailey is business manager of local Journeyman Plumbers Union, and succeeds William A. Lewis, former secretary-treasurer of Chicago Allied Printing Trades Council.

U. S. URGED TO BUILD TV RELAYS ABROAD

PROPOSAL that private American companies construct relay systems for television networks abroad offered in Senate late Thursday by Sen. Karl Mundt (R-S. D.) as follow-up of plan to establish U. S. global TV networks (early story page 53).

Sen. Mundt also suggested amendment to pending overall appropriations bill to authorize capital outlay for TV in addition to radio, and proposed foreign countries with community TV receivers finance cost of constructing system. He said Edward W. Barrett, assistant secretary of state for public affairs, had assigned two staff members to study "practicability and feasibility" of television.

Closed Circuit

(Continued from page 4)

Clifford J. Durr, former FCC left-winger, who's giving up general law practice in Washington to move to Denver, reportedly as general counsel for farmer organization with possibility he'll also open private law office.

PONTIAC DIVISION of General Motors Corp., and Pillsbury Mills (flour), both negotiating with CBS-TV for sharing quarter-hour each of half-hour *Arthur Godfrey and His Friends* program released by Liggett & Myers (Chesterfield). L&M will retain sponsorship first half-hour of show, 8-9 p.m., Wednesday. Decision expected early next week.

THAT CONDUCTED tour of BBC and European radio (government-operated) proposed by Prof. Kenneth C. Bartlett, of Syracuse U. [BROADCASTING, May 23, June 5] has been cancelled. Project was under attack as BBC-inspired, which Prof. Bartlett vehemently denied. Failure to procure sufficient entries because of late solicitation ascribed as responsible for cancellation.

MUTUAL board was greeted with what one director described as "the most favorable report in years" at its meeting in New York last week. High tribute was paid to President Frank White, rounding out his first year, for his stewardship.

PABST SALES Co. (Blue Ribbon beer) about to sign contract to sponsor *Blue Ribbon Sports King* featuring Don Ameche covering races from Chicago, starting in July on NBC, Saturday, 5:30-6 p.m. Warwick & Legler, N. Y., is agency.

LIGGETT & MYERS (Chesterfield) considering Perry Como, three-time weekly on NBC TV, if he agrees to accept assignments. Decision expected within fortnight. Agency, Cunningham & Walsh, N. Y.

HALF-HOUR television version of one-hour *Lux Radio Theatre* sponsored by Lever Brothers on CBS, submitted by J. Walter Thompson Co., New York, as format for TV show.

FALL ADVERTISING plans for Pepsi Cola Co. include television program—possibly *Stop Club* on CBS-TV—submitted by its agency, Biow Co., New York. Definite decision expected next week.

KENYON & ECKHARDT, N. Y., agency for Lincoln-Mercury cars, sponsor of Ed Sullivan's *Toast of the Town* on CBS-TV, negotiating with network for exclusive rights contra with Mr. Sullivan. Latter understood willing to sign long-term contract (at least five years with agency if CBS will release him from i agreement.

CONSOLIDATED ROYAL CHEMICAL C Chicago, debating purchase of national TV sp or TV network version of *Bob Elson on t Century* for Krank's shaving cream and Ma O-Oil shampoo. Only TV used has been Kra commercials in Chicago. Agency, Ruthrauff Ryan, Chicago.

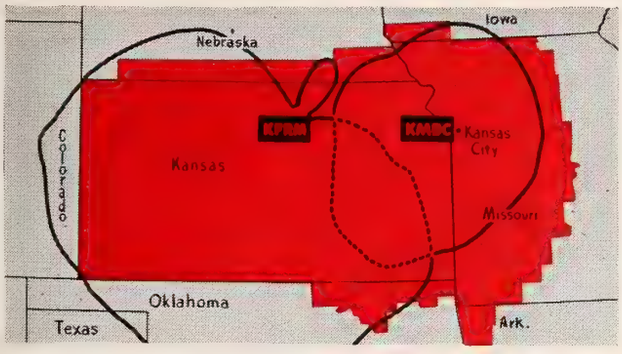
WXRT SILENT FOR MONTH

WXRT Chicago, all-classical FM station, off air for month while transmitter is mov from atop Sheraton Hotel, north of the Lo to west-side building which houses statio AM affiliate, WSBC. Manager Robert Mil is asking power increase to compensate f lowered antenna height.

The KMBC-KFRM Team Wins Again!

The Spring 1950 Kansas City Primary Trade Area Survey—a coincidental survey of over 80,000 telephone interviews in one week by Conlan — just off the press — shows The Team even further ahead of its nearest competitor than a year ago! It is one of the most comprehensive listener studies ever made — and one of the most revealing.

Together with the Fall 1949 Kansas City Primary Trade Area Survey—an aided recall survey made through 2,122 personal interviews at the 1949 Missouri State Fair, Kansas State Fair and the Kansas City American Royal—it provides irrefutable proof of The Team's outstanding leadership. Yes, *current proof*, not moth-ball evidence.



Daytime half-millivolt contours shown in black.

THE TEAM AGAIN WINS FIRST!

Spring 1950 Kansas City Primary Trade Area Radio Survey, just completed, shows KMBC-KFRM far ahead of all other broadcasters trying to serve this area.

The KMBC-KFRM Team with Coverage Equivalent to More than 50,000 WATTS POWER!

Yes, The Team covers an area far greater than KMBC alone, at its present location, could cover with 50,000 watts with the best directional antenna system that could be designed. With half-millivolt daytime contours tailored by Jansky & Bailey, America's foremost radio engineers, to enable The Team to effectively cover Kansas City's vast trade territory (a rectangle—not a circle), The Team offers America's most economical radio coverage.

Contact KMBC-KFRM, or any Free & Peters "Colonel" for complete substantiating evidence.



The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC



STABILIZED!

from now on...

WWJ-TV is taking circulation for granted! The number of television sets in the Detroit market has passed the quarter-million mark!

from now on...

Words like "experimental" ... "test" ... "pioneering" ... "infancy" and the rest of the vocabulary of a new medium are out. TV has come of age!

from now on...

We will back our belief in the stability of television with our new rate card (#8) which will be guaranteed to advertisers for one full year!

RATES GUARANTEED FOR 1 YEAR

FIRST IN MICHIGAN — *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

JUNE 26, 1950

BROADCASTING TELECASTING

N THIS ISSUE:

Single 'Congress' For Radio-TV
(An Editorial)
Page 19

Board Approves evamping Plans
Page 19

letwork Billings For May
Page 21

A Public Utility phony of Success
Page 23

TELECASTING egins on Page 55

ne Newsweekly Radio and levision.

7.00 Annually
5 cents weekly

Houston draws a WINNER



Owned by The Houston Post Company
Operators of KPRC
Jack Harris, General Manager
Formerly KLEE-TV

GIVE US MORE *Coffee Call!*



GROCER

"Coffee Call is Kentuckiana's only food merchandising show — it sells groceries!"



HOUSEWIFE

"I had to wait 2 months to get tickets to see Coffee Call — but it was worth it."



ADVERTISER

"Look at the consistantly high Hoopers. The latest was a 6.6!"



FOOD WHOLESALER

"Women from all over Kentuckiana flock to see Coffee Call . . . over 21,000 in eleven months!"



ACCOUNT EXECUTIVE

"The potential is here. Kentuckiana's 1949 Food Sales were $474,196,000!"

COFFEE CALL Now Goes 5 Days a Week

Monday thru Friday beginning July 3 — Participations now available

For the past year "Coffee Call" has been selling food products for its participating sponsors as a 3 day a week show. In answer to the demand for "More Coffee Call", this popular show will go 5 days a week beginning July 3. Better check your Petry Man *now* for availabilities.

50,000 WATTS ★ 1 A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

CBS

WHAS

Louisville, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

PRARLOC

costs us money..

but it's the policy we support 100%

PRARLOC (**P**roved **R**eturns **A**t **R**ates **L**isted **O**n **C**ard) is the Westinghouse policy of uniform rates.. as opposed to "deals" for station time made on a "per inquiry" basis.

Anyone looking at our records might wonder why we, of all people, should be against "PI" business.

Take these examples. In Pittsburgh, three early-morning announcements on KDKA brought more than 3,000 *cash* orders for a 25c booklet. In Portland, Oregon, a department store advertised girdles at 9 AM on KEX, sold out its entire stock by 3 PM. Similar reports come in regularly from Boston, Philadelphia, Fort Wayne, Springfield.

On a "PI" basis, we would have been able to bill far more than the rates listed on our cards.

But—would this be good for advertising?

It would not. It would mean discrimination in media costs. It would mean that one advertiser would pay more than another for identical media services.

It would mean confusion, uncertainty, recrimination.. instead of fair, standardized rates for one and all.

That's why we're backing PRARLOC. We believe it's good for the future of your business *and* ours.. even if it does cost us money today. We believe that *sticking to card rates* will protect the health and growth of the entire advertising industry.

And as for *P*roved *R*eturns, we invite you to ask Free & Peters for case histories.. like those above.. that prove our salespower in six of the nation's leading markets.

WESTINGHOUSE RADIO STATIONS Inc

KDKA KYW KEX WBZ WBZA WOWO WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Closed Circuit

SINDLINGER & Co.'s qualitative study of media vs. "leisure time" to be released shortly claims nighttime televiewing in Philadelphia between 7 and 10 p.m. in 10-month period (April 1949 to February 1950) used up an average of only 11 minutes of radio time. Report also shows 20-month growth in city of 573,000 families with 974,000 radio sets to 607,000 families with 1,153,000 sets in February 1950. TV receivers multiplied seven times over in that same period.

WHILE stressing theme that "radio comes back" in TV homes, Sindlinger report also can be expected to hit hard at surveys of radio-TV sharing of nighttime audiences. Report will claim "share" surveys distort picture.

DESPITE efforts to expedite its workload, FCC is not expected to complete its paper work for consideration of clear-channel revision prior to resumption of recessed NARBA sessions in Washington Sept. 6. NARBA, therefore, must deal with status quo in U. S. allocations.

PLANS to build nest of high-power stations on Haiti reportedly being nourished by World Radio Corp., religious organization, with hopes of attracting U. S. sponsors for religious-commercial programs. Organization has been holding rallies in Houston, is said to be talking in terms of 500 kw station on 640 kc and pairs of 100 and 10 kw stations on short and medium waves—if money is available and if terms can be reached with Haitian government.

ALSO in "international" field, at least one Texas broadcaster is reported toying with idea of applying to FCC for shortwave station to beam religious and other programs to Mexico.

LINCOLN MERCURY division of Ford Motor Co., through Kenyon & Eckhardt, New York, preparing radio spot announcement campaign on more than 100 stations to start in August.

ALTHOUGH FCC hasn't yet decided on policy as to licensing of motion picture companies in TV, indications are it will be disposed to follow newspaper ownership philosophy of considering each case on individual merits. For example, motion picture producers which have bottled up talent and film, precluding TV use, doubtless would not fare as well as those companies which have maintained reasonably open market in those commodities.

WITH Labor Day now regarded as earliest likely date for FCC decision on color TV, and all else TV-wise being held in abeyance pending that verdict, it's time to push back those freeze-lift estimates again. Decision in September would leave less than four months for hearings and decisions on other problems—"general" TV issues, UHF, VHF standards,

(Continued on page 82)

Upcoming

June 25-29: Advertising Assn. of the West convention, Ambassador Hotel, Los Angeles.
June 28-30: Assn. of Independent Metropolitan Stations convention, Miami, Fla.
June 30-July 2: Catholic Broadcasters Assn., U. of St. Louis, St. Louis.
July 6-8: South Carolina Broadcasters Assn., Ocean Forest Hotel, Myrtle Beach.
(Other Upcomings on page 30)

Bulletins

NBC has sold *Fibber McGee & Molly* to another sponsor if S. C. Johnson & Son, Racine, Wis. (wax products), decides not to renew program by July 31, time set for decision. Johnson plans entry into TV with fall participation on NBC-TV's *Saturday Night Review.* Programs are also being considered. Johnson agency, Needham, Louis & Brorby.

NAB COMMITTEE APPROVES MEMBERSHIP CAMPAIGN

NAB Board's Membership Committee at Friday meeting completed first stage of planning for "all-out membership drive" to start on the eve of district meeting series opening Aug. 14 in Seattle (see board story page 19).

Sales presentation on which drive is to be based was previewed before board at three-day meeting last week by Robert K. Richards, NAB public affairs director. Presentation will be shown to Washington and New York trade press in near future, according to Clyde W. Rembert, KRLD Dallas, committee chairman.

The committee suggested that district directors be asked to invite non-members in their area to attend this year's district meetings.

Other committee members present Friday were Charles C. Caley, WMBD Peoria, Ill.; Allen M. Woodall, WDAK Columbus, Ga.; Calvin J. Smith, KFAC Los Angeles; William C. Grove, KFBC Cheyenne, Wyo. Attending for NAB were William B. Ryan, general manager; B. Walter Huffington, station relations director; C. E. Arney Jr., secretary-treasurer, and Mr. Richards.

WIBW APPOINTS SEYLER

WES SEYLER, formerly Nebraska vocational agriculture instructor, appointed farm service director of WIBW Topeka by Ben Ludy, general manager. Mr. Seyler recently took 1,700-mile tour with Elkhorn Future Farmers. He is graduate of U. of Nebraska.

NEW DUANE JONES BRANCH

DUANE JONES Co., New York, establishing Chicago office at 221 N. La Salle St. Lawrence D. Milligan, formerly of Aubrey, Moore & Wallace, named vice president in charge of Chicago office and Hollis C. Doss, Hotpoint Inc., joining as account executive.

Business Briefly

CARLING'S CHANGE ● Brewing Corp. o America's Carling's Red Cap Ale to Benton & Bowles, New York. Account was formerly with Leo Burnett Co., Chicago.

GF PLANS ● General Foods, New York through agency, Young & Rubicam, expecte to sponsor mystery show as replacement fo radio version of *The Goldbergs,* Saturday 8:30-9 p.m. on CBS.

WILDROOT BUYING ● Wildroot Co. t sponsor 10-minute segment of *Saturday Nigh Revue* on NBC-TV and in addition is prepar ing extended TV spot campaign using 8:1 and 8:30 p.m. station breaks on Arthur God frey's Wednesday night TV show. Same sta tion breaks sought by Bristol-Myers Co. fo Vitalis. Wildroot agency, BBDO, New York

B&B APPOINTED ● Diamond Match Co has appointed Benton & Bowles, New York to handle advertising.

TV SUBSTITUTE ● Philip Morris (ciga rettes), through Biow Co., New York, wil sponsor Horace Heidt on television next sea son replacing *Candid Camera,* Monday, 9-9:3 p.m. on CBS-TV.

CHEESE AGENCY NAMED

NATIONAL CHEESE Co., Chicago, for Dais Brand whipped butter and cheese, name Newby & Peron, Chicago, as agency. Medi schedules expected to be decided this week.

NORGE CONSIDERS TV

R. J. REYNOLDS TOBACCO Co. (Came cigarettes) will drop sponsorship of *Ed Wyn Show,* Tuesday, 9-9:30 p.m. on CBS-TV a end of current cycle. Norge refrigerators re ported to be considering buying program.

TRANSCONTINENTAL TV LINK APPROVED BY FCC

CONSTRUCTION of microwave radio rela facilities between Omaha and San Francisco– to complete first transcontinental TV networ by Jan. 1, 1952—approved by FCC Friday AT&T was granted 55 relay stations betwee two cities to provided four microwave channels two for telephone traffic and one each directio for TV.

Estimated construction cost for new link wa given as $20,400,000. Of this amount $17,900 000 is for Omaha-San Francisco facilities an $2,500,000 for additional equipment in Chicago Omaha section. New York-Chicago portion c route is virtually completed, FCC said, and i expected to be available for intercity TV ne work service "in the near future." Chicago Omaha section, under construction, is to b ready for operation in April 1951. Total cos of transcontinental link when completed wa cited as $37,590,000.

proved...

Highland FURNITURE
FINE FURNITURE IS REAL ECONOMY

8201 Preston Road • Dallas 5, Texas •

May 24th, 1950

KRLD-TV
Herald Square,
Dallas, Texas

Gentlemen:

Over a period of the last four and a half years we have used every type of advertising medium, and in many instances have found it difficult to point to any immediate success for advertising dollars.

Our KRLD-TV Programs have been Advertising with a quick punch! Each week we could point to definite sales as a direct result of this advertising, plus a large number of calls making a direct comment about the program. After only eleven weeks, daily someone says, "I saw your TV Show", which we believe to be good institutional advertising.

An example of the results obtained, last week we had on our show a discussion and model of a Swimming Pool, selling for $3,500.00 or above. We received five or six calls, and believe we will sell four Swimming Pools off of this one program, amounting to some $20,000.00 worth of business.

In the course of doing business with varicus firms, I have not found the personal interest with any organization that I have found with KRLD personnel. Every employee has strived to make our show a success.

We feel that the splendid cooperation we have received is immediately responsible for the success of our show, and the results we have obtained through it.

With kindest personal regards, I remain

Yours very truly,

HIGHLAND FURNITURE COMPANY

Roy L. Harding
PRESIDENT

ls

NOW *over* **55,000 TELEVISION HOMES IN KRLD-TV's** *EFFECTIVE COVERAGE AREA*

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3 TIMES

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** The latest Hooper Radio Audience Index (Dec. '49 thru Apr. '50) is just. out. The Katz Agency has full details of WFDF's amazing leadership story.*

910 Kilocycles **WFDF FLINT MICH.**

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*Reg. U. S. Patent Office

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This is CBS in 1950...

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where

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COMPARATIVE NETWORK SHOWSHEET

BROADCASTING

EVENING

	SUNDAY				MONDAY				TUESDAY				
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC
6:00 PM	Adam Hats Drew Pearson (226) R	Earn Your Vacation S	TBA	Catholic Hour S	(Not in Service)	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren S	(Not in Service	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren S	(Not in Service)
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"	"	You and — S	"	Clem McCarthy 6:15-6:20 S	"	You And — S	"	Clem McCarthy 6:15-6:20 S	"
6:30	Hormel Co. Hormel Girls (222)	C-P-P, The Steve Allen Show (152) R	Cudahy Packing Nick Carter (317)	Western Caravan S	"	No Network	"	Sketches in Melody 6:20-6:45 S	"	No Network	"	Sketches in Melody 6:20-6:45 S	"
6:45	"	"	"	"	"	Bill Costello News S	"	Sun Oil Co. 3-Star Extra (34)	"	Bill Costello News S	"	Sun Oil Co. 3-Star Extra (33)	"
7:00	Voices That Live S	Amer. Tob. Co. Guy Lombardo Orch. (181) R	Affairs of Peter Salem	$1000 Reward S	Co-op Headline Edition (53) *	Garry Moore Show	Co-op Fulton Lewis jr. (302)	Miles Labs. One Man's Fam. (164) H R	Co-op Headline Edition (53) *	Garry Moore Show	Fulton Lewis jr. (302)	Miles Labs. One Man's Fam. (164) H R	Co-op Headline Edition (53) *
7:15	"	"	"	"	Co-op Elmer Davis (46)	"	Miscellaneous Program S	Miles Labs. News of World (149)	Co-op Elmer Davis (45)	"	Miscellaneous Program S	Miles Labs. News of World (149)	Co-op Elmer Davis (46)
7:30	Amazing Mr. Malone S	Lever Bros. Hit the Jackpot (149)	Under Arrest S	The Saint S	General Mills Lone Ranger (175) R	Rosemary Clooney S	Noxzema Gabriel Heatter (84)	Echoes From Tropics S	Counter-Spy (274)	Rosemary Clooney S	Rhodes Pharm. Gabriel Heatter (155)	Echoes From Tropics S	General Mills Lone Ranger (175)
7:45	"	"	"	"	" •	American Oil Larry Lesueur (73)	I Love A Mystery S	Pure Oil Co. R. Harkness (30)	"	American Oil Larry Lesueur (73)	I Love A Mystery	Pure Oil Co. R. Harkness (37) RH	" •
8:00	Stop the Music S	Coca-Cola Percy Faith & Orch. (180)	Co-op A. L. Alexander	Wildroot Co. Adv. of Sam Spade (166) H	Ethel & Albert S	Bromo Seltzer Hollywood Star P'hause (157) R	B-Bar-B Riders	A. A. of RR's Railroad Hour (185)	ABC Orchestra	Sterling Drug Mystery Theater (159) R	Count of Monte Cristo S	Who Said That? S	Dr. I. Q. (55)
8:15	Trimount Stop the Music (196)	"	"	"	"	"	"	"	"	"	"	"	"
8:30	Speidel Corp. Stop the Music (171)	TBA	Enchanted Hour	U.S.Steel Summer Symph.	General Motors Henry Taylor (264)	Wrigley Broadway Is My Beat (170)	8:30-8:55 Crime Fighters	Firestone Voice Firestone (140)	Gentlemen of the Press S	C-P-PT'thPwdr. Satan's Waitin' (152) R	Official Detective S	Lewis-Howe Starlight Concert (166)	Cliche Club Walter Kiernan S
8:45	Old Gold Stop the Music (173)	"	"	"	Joe Hirsel S	"	" •	"	"	"	" ≈	"	"
9:00	Richard Hudnut Walter Winchell (272)	We Take Your Word S	Opera Concert	"	Melody Rendezvous S	Granby's Greenacres	Murder By Experts S	Bell Telephone Telephone Hour (155) R	Co-op Town Meeting (56)	Wm. Wrigley Romance (172)	John Steele Adventurer	Gen. Mills Penny Singleton Show	Detour
9:15	Andrew Jergens Louella Parsons (204)	"	"	"	"	"	"	"	"	"	"	"	
9:30	Cross Reads	Philip Morris Horace Heidt (172)	The Little Symphonies S	My Mother's Husband S	Solo Soliloquy S	Count Your Blessings S	Murder at Midnight	Cities Service Band of America (83) M	Chr. Sc. Monitor Views the News R	Philip Morris Candid Microphone (149)	Mysterious Traveler	Presenting Charles Boyer S	Chandu
9:45	"	"	Twin Views Of the News S	"	"	"	"	"	Musical Memos S	"	"	"	"
10:00	Jimmy Blaine Show	Carnation Co. Contented Hour (160)	This Is Europe	Eversharp Take It or Leave It (164)	United— or Not!	Rate Your Mate S	A. F. of L. Commentators (148)	General Mills Night Beat (136)	Time For Defense S	There's Music in the Air S	A. F. of L. Commentators (148)	Lever Bros Big Town (134)	Lawrence Welk (26)
10:15	Love Letters Set to Music	"	"	"	"	"	Co-op Newsreel	"	"	"	Co-op Newsreel	"	"
10:30	Co-op Jackie Robinson	Dance Orchestra S	Dance Orchestra S	Pet Milk Bob Crosby (148)	Strictly From Dixie S	Dance Orchestra S	Dance Orchestra	Top Secret S	Chamber of Commerce, This Is Our Town	"	Dance Orchestra	Brown & Wmsn. A Life In Your Hands (166)	On Trial S
10:45	Sokolsky S	"	"	"	"	"	"	"	AFofL As We See It	"	"	"	"

DAYTIME

	SUNDAY				MONDAY - FRIDAY				SATURDAY					
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC		ABC
9:00 AM	Concert Hall S	World News	Elder Michaux Happiness Hour	Co-op World News Leon Pearson	General Mills Breakfast Club (212) R	Co-op News	Co-op Robt. Hurleigh	Red Foley S	No School Today S	Co-op News	(Network Opens 10 A M)	Skelly Oil Down Homers	1:30	Nation Vesper S
9:15	"	E. Power Biggs S	"	Wormwood Forest S	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"	"	Barnyard Follies S	"	Down Homers S	1:45	"
9:30	Voice of Prophecy, V of P Inc (85)	"	Dixie 4 Quartet	Cameos of Music S	"	"	Tennessee Jamboree	Clevelandaires S	"	"	"	Brown & Wmsn Life in Your Hands (16)	2:00	Around World (150)
9:45	"	Trinity Choir	Healing Ministry of Chris. Science	Hudson Coal Co. D. & H. Miners (13)	Philco Corp. Breakfast Club (24)	"	"	"	"	Garden Gate	"	Coffee In Washington S	2:15	"
10:00	Message of Israel S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S	Sterling Drug My True Story (204) R	Music Please S	Co-op Cecil Brown (30)	P & G, Welcome Travelers (142)	"	Carnation Family Party (95) R	Miscellaneous Program S	Minn Valley Canning Co. Fred Waring (149)	2:30	Co-op Mr Pres
10:15	"	"	"	"	" •	Pillsbury & Wildroot, Arthur Godfrey (170) R	Faith Our Time S	"	"	"	"	TBA (Eff. July 8)	2:45	"
10:30	Negro College Choirs S	"	Voice of Prophecy (281)	Art of Living S	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (173) R	Say It with Music	Campbell Soup Double or Nothing (34)	"	Look Your Best	News	Pet Milk Mary Lee Taylor (149)	3:00	Speaki of Son S
10:45	"	Church of Air S	"	Morning Serenade S	Serutan Victor Lindlohr (69)	National Biscuit Arthur Godfrey (173) R	"	"	"	"	Helen Hall	"	3:15	"
11:00	Foreign Reporter S	Newsmakers S	Christian Ref. Church, Back To God (266)	Faultless Starch Starch Time (50)	Tips, Quips & Tunes S	Liggett & Myers Arthur Godfrey (186) R	Co-op Behind the Story	TBA	Junior Junction S	Cream of Wheat Let's Pretend (154) *	Coast Guard Band	Mind Your Manners S	3:30	Lthrn La Lutheran (180)
11:15	Dawn Bible Students, Frank & Ernest (179)	Howard K. Smith S	"	The UN Is My Beat	"	"	Co-op G. Heatter's Mailbag	TBA	"	"	"	"	3:45	"
11:30	Hour of Faith S	Salt Lake City Tabernacle S	N'western U Review S	News Hilites S	Quick as a Flash (206)	Contn'l Baking Grand Slam (48)	Bob Poole	Prudential Ins. Jack Berch (139)	At Home With Music S	Lever-Rayve Junior Miss (175)	Hoosier Hotshots	Adventures of Archie Andrews	4:00	Gospe Broadca Co
11:45	"	"	"	Campana Solitair Time (20)	"	P & G Rosemary (140)	Bob Poole	Babbitt David Harum (58)	"	"	"	"	4:15	"
12:00 N	Fantasy In Melody S	Invitation To Learning S	College Choirs	American Forum of the Air S	Philip Morris Ladies Be Seated (209) *	General Foods Wendy Warren (150)	Co-op Kate Smith Speaks	No Network Service	101 Ranch Boys S	Armstrong Cork Theater of T'day (172)	Man On Farm	Barriault Washington News	4:30	"
12:15 PM	"	"	"	"	" •	Lever Bros. Aunt Jenny (83)	Gulf Oil Lanny Ross	No Net. T-Th.-F Echoes Tropics S Mon-Wed	"	"	"	Public Affairs S	4:45	"
12:30	Piano Playhouse	People's Platform S	Mutual Chamber Music S	The Eternal Light S	Out of Service	Whitehall Helen Trent (166)	Miscellaneous Program	Hometowners Mon.-Th.	American Farmer S	Pillsbury Mills Grand Cen Sta (153) *	Dance Orchestra	U.S. Treasury Luncheon with Lopez	5:00	Mills Cres
12:45	"	"	"	"	"	Whitehall Our Gal Sunday (180)	Burrus, Lt. Crust Dough (MWF)	Art Van Damme Mon.-Thu. S	"	"	"	"	5:15	"
1:00	Sammy Kaye Sunday Serenade S	Charles Collingwood S	News	America United S	Co-op Baukhage (92)	P & G Big Sister (141)	Co-op Cedric Foster	Luncheon with Lopez S	Navy Hour S	Armour Stars Over Hollywood (181	News S	Allis-Chalmers Natl. Farm & H. Hour (164)	5:30	Think
1:15	"	Elmo Roper S	Voices of Strings	"	Co-op Nancy Craig (11)	P & G Ma Perkins (144)	Harvey Harding	"	"	"	Jerry & Skye S	"	5:45	"

TUESDAY MBS	TUESDAY NBC	THURSDAY ABC	THURSDAY CBS	THURSDAY MBS	THURSDAY NBC	FRIDAY ABC	FRIDAY CBS	FRIDAY MBS	FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC	
Repeat of Kid Strips	News Bob Warren S	(Not in Service)	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S	Not in Service)	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S	Albert Warner S	News Bancroft S	Harmony Rangers	News	6:00 PM
"	Clem McCarthy 6:15-6:20 S	"	You And — S	"	Clem McCarthy 6:15-6:20 S	"	You And — S	"	Clem McCarthy 6:15-6:20 S	Cliff Cameron	Correspondents Scratch Pad S	"	On the Line Bob Considine S	6:15
"	Sketches in Melody 6:20-6:45 S	"	No Network	"	Sketches in Melody 6:20-6:45 S	"	No Network	"	Sketches in Melody 6:20-6:45 S	Harry Wismer	Red Barber Sports	Al Helfer	Living 1950 S	6:30
"	Sun Oil Co. 3-Star Extra (34)	"	Bill Costello News S	"	Sun Oil Co. 3-Star Extra (33)	"	Bill Costello News S	"	Sun Oil Co. 3-Star Extra (34)	Remember	News L. Leseuer S	Music	Voices & Events S	6:45
ulton Lewis jr. (291)	Miles Labs. One Man's Fam. (164) H R	Co-op Headline Edition (53) *	Garry Moore Show	Fulton Lewis jr. (291)	Miles Labs. One Man's Fam. (164) H R	Co-op Headline Edition (53) *	Garry Moore Show	Fulton Lewis jr. (291)	Miles Labs. One Man's Fam. (164) H R	Treasury Show	Starlight Operetta S	Hawaii Calls S	"	7:00
Miscellaneous Program S	Miles Labs. News of World (148)	Co-op Elmer Davis (46)	"	Miscellaneous Program S	Miles Labs. News of World (149)	Co-op Elmer Davis (46)	"	Miscellaneous Program S	Miles Labs. News of World (149)	Co-op Bert Andrews	"	"	"	7:15
TBA	Dance Orchestras S	Counter-Spy (274)	Rosemary Clooney S	Gabriel Heatter S (135)	The Playboys S	General Mills Lone Ranger (175)	Rosemary Clooney S	Gabriel Heatter	Dance Orchestras S	Buzz Adlam	R J. Reynolds Vaughn Monroe (163)	Comedy of Errors 7:30-7:55	Joe Di Maggio Show S	7:30
I Love A Mystery	Pure Oil Co R. Harkness (31)	"	American Oil Larry Lesueur (73)	I Love A Mystery	Pure Oil Co. R. Harkness (28)	"	American Oil Larry Lesueur (73)	I Love A Mystery	Pure Oil Co. R. Harkness (29)	"	"	7:55-8 Kennedy S	"	7:45
The Hidden Truth S	Gen. Mills Dangerous Assignment (Eff. July 19)	Casebook of Gregory Hood S	Up For Parole	California Caravan	The Quick and the Dead S	Norwich Pharm. Fat Man (136) R	Wrigley Cloud Nine (170)	Bandstand U.S.A.	Stars and Starters S	Dixieland Jazz Bands S	Wrigley Pursuit (169)	Ronson Metal 20 Questions (501)	Dance Bands S	8:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:15
International Airport	Kraft The Falcon	Inner Sanctum	Whitehall Mr. Keen (151) R	Mr. Feathers	G. F.—Maxwell Father Knows Best (155) H R	Equitable Life This Your FBI (221) R	TBA	Music	Gulf Refining We the People (115)	Hollywood Byline S	TBA	Take A Number	"	8:30
" *	"	"	"	" *	TBA (eff. July 13)	"	"	" *	"	"	"	"	"	8:45
2,000 Plus S	Bristol Myers Break the Bank (166)	Old Gold Orig. Amateur Hour (173) *	TBA	Limerick Show	Reynolds Tob. Camel Screen Guild Theatre (163) H	Heinz Thin Man (207)	Songs For Sale	Air Force Hour	Gen. Mills Dimension X (Eff. July 7)	Ray Burn & Finch S	Gangbusters S	True or False S	Amer. Tob. Co. Your Hit Parade (165) R	9:00
"	"	"	"	"	TBA (Eff. July 6)	"	"	"	"	"	"	"	"	9:15
amily Theatre S	Bristol Myers Dist. Attorney (166)	"	Philip Morris Crime Photog. (150)	Vincent Lopez Show	Blatz Brewing Duffy's Tavern (159)	Pac. C. Borax The Sheriff (191)	"	Co-op Meet the Press	Confidentially Yours, with Jack Lait S	"	Liggett & Myers Godfrey Digest (167) R	Lombardo USA S	Gen. Mills Tales of the Texas Rangers	9:30
"	"	Paul Harvey S	"	"	"	Ch. Spark Plug Roll Call (215)	"	"	"	"	"	"	"	9:45
A. F. of L. Commentators (148)	Am. Cig. & Cig. The Big Story (166)	Author Meets Critics S	Wrigley Johnny Dollar (170)	A. F. of L. Commentators (146)	Dragnet L&M-Fatima (146) H	Claremont Hotel	Phillips Petro. Rex Allen Show (63)	A. F. of L. Commentators (146)	Wanted S	WAEB Sleepy Hollow Gang	Sing It Again S	Chicago Theatre of the Air S	Basin Street S	10:00
Co-op Newsreel	"	" *	"	Co-op Newsreel	"	"	Richfield Escape (34)	Co-op Newsreel	"	"	"	"	"	10:15
Dance Orchestra S	Rexall Rich. Diamond (136)	Murder & Music S	Rosefield Skippy Hollywood Theater (69)	Dance Orchestra	Gen. Mills Sara's Private Caper	Steel Pier Orchestra	Capitol Cloak Room S	Dance Orchestra	Col.-Palm.-Peet Sports Newsreel (140)	Saturday At the Shamrock	Carter Prod. Sing It Again (135)	"	R. J. Reynolds Grand Ole Opry (188)	10:30
"	"	George Barnes	"	"	"	"	"	"	Pro & Con S	"	Sing It Again S	"	"	10:45

SUNDAY MBS	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY MBS	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC
Lutheran Hour (Lutheran)	U of Chicago Round Table S	(Not in Service)	P & G Dr. Malone (139)	Music	Co-op News George Hicks S	Roger Dann S	Toni Co. Give and Take (150)	Barn Dance S	Slim Bryant & His Wildcats S
"	"	Co-op Art Baker's Notebook	P & G Guiding Light (142)	Ralston Checkerboard Jamboree	Manhattan Soap We Love and Learn	"	"	"	"
Music with Trendler	NBC Theatre S	Co-op Welcome to Hollywood	Gen. Fds.-Jello Mrs. Burton (68) Quaker (34)	Miles Labs Ladies' Fair (438)	Campbell Soup Double or Nothing (132)	Lets Go To The Opera S	Hormel & Co Music with H. Girls (62)	"	Recovery Story S
"	"	"	P & G Perry Mason (147)	(Also Baseball until 4 p.m.) "	"	"	"	"	"
Co-op Bill Cunningham (55)	"	Chance of Lifetime	Toni Co. Nora Drake (158)	Miles Labs. Queen for A Day (431)	Live Like A Millionaire S	"	Gen. Foods Baseball (75)	Bands for Bonds *	U.S. Army Band S
Veteran Wants to Know S	"	"	P & G Brighter Day (106)	"	"	"	2:30-5 Alternate Weeks Dance Music	"	"
Treasury Variety Show	The Truitts S	Bride & Groom (221)	Babbitt, Nona From Nowhere (144)	Bob Poole Show	P & G Life-Beautiful (152)	"	Report From Overseas	Dunn On Discs	Music S
"	"	"	Miles Labs. Hilltop House (127)	"	P & G Road of Life (152)	"	Adventures in Science	"	"
TBA	The Quiz Kids S	Hannibal Cobb *	Winner Take All	"	P & G Pepper Young (153)	Where There's Music S	CBS Farm News	"	Voices Down The Wind S
"	"	"	"	"	P & G Right to Happiness (152)	"	Dance Music	"	"
General Foods Hopalong Cassidy (482)	Cloak and Dagger S	Green Spot Surprise Package (68)	Co.-Palm.-Peet Strike It Rich (38) R	Miscellaneous Programs	Sterling Drug Backstage Wife (146)	Old, New, Borrowed, Blue S	"	Caribbean Crossroads	TBA
"	"	Surprise Package S	"	"	Sterling Drug Stella Dallas (146)	Horse Races S	"	"	"
U.S. Tobacco Wm Gargan Private Investgr (380)	High Adventure S	Happy Landing S	Treasury Bandstand	B&D Chucklewagon	P & G Lorenzo Jones (144)	Treasury Bands S	TBA	Sports Parade S	"
"	"	Ted Malone S	" 4:55-5 News	"	Sterling Drug Y. Widder Brown (146)	"	"	"	"
Grove Labs(420) The Shadow	The Big Guy S	Fun House	M-T-W The Chicagoans Thur.-Fri. St. Louis Mat.	Mert's Record Adv. M-F ½ hr.	General Foods When Girl Mar's (81)	Tea & Crumpets S	Dance Orchestra	True or False	"
"	"	"	"	National Biscuit Tues.-Thurs. S. Arrow (343)	General Foods Portia Faces Life (89)	"	"	"	"
Williamson True Detective Mysteries (472)	Int'l Harvester Harvest of Stars (167)	(See Footnotes)	Top Tune Time	B Bar B M. T. Th. F ½ hr.	Whitehall Just Plain Bill (60)	"	Make Way For Youth S	Radie Harris (Dowey) (50)	Pabst Sportscast
"	"	"	Miles Labs. Curt Massey Time (141) R	Bobby Benson Tues. & Thurs.)	Whitehall Front Page Farrell (59)	Club Aluminum Club Time	"	Twin Views of News	"

*Explanatory: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast west coast; TBA to be announced. Time is EDT.

ABC

12:25-12:30 PM Mon.-Fri., Toni on 225 stations.

3:30-3:35 PM Mon.-Fri., Philip Morris, Walter Kiernan's One Man's Opinion, 200 stations.

5:30-6 PM Mon., Wed., Superman.

5:30-6 PM Tues., Thur., Sky King.

5:30-6 PM Fri., Green Hornet.

7:30-8 PM M-W-F, American Bakeries Co., Lone Ranger, 62 stations.

CBS

11:00-11:05 AM Sat., Seeman Bros., Bill Shadel News, 170 stations.

12:55-1:00 PM Sat., Pillsbury Mills, Inc. Cedric Adams, 153 stations.

MBS

8:55-9 PM Mon.-Fri., Bill Henry & the News, Johns-Manville, 374 stations.

2-4 PM Sat., Baseball Game of the Day heard in Midwest.

NBC

8-8:15 AM Mon.-Fri., Alex Drier, Skelly Oil Co., 24 stations.

8-8:15 AM Sat., This Farming Business, Skelly Oil Co.

11:15-11:30 PM Tues. Thurs. Sat., Songs by Morton Downey, Coca-Cola Co., 148.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

June 26

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Want to sell the youngsters?





"TIME OUT"
10 to 10:30 A. M., Saturday

An audience-participation quiz show featuring Philadelphia's top sports commentator Bill Campbell, the Whiz Kids, a trio of teen-age sports experts, and a Saturday attendance of 200 youngsters. This show has top rating for its period, a 5.0*. That's 1.0 better than the "Fred Waring Show" on station B.

"RADIO RANGERS"
10:30 to 11 A. M., Saturday

With the younger generation using living rooms for corrals these days, here's a natural for putting your message across. "Radio Rangers" is fast on the draw with cowboy ballads, drama of the old West, and a chance for kids in the audience to put in their two pesos' worth. **Pulse*

• *These days children can repeat a sponsor's message and his premium offer almost as quickly as their own name and address. So why not take full advantage of Philadelphia's hard-listening juvenile audience through these two great WCAU programs?*

If you want your sales story to be a success story, climb aboard WCAU for results that break records.

WCAU

THE PHILADELPHIA BULLETIN STATION
REPRESENTED BY RADIO SALES

new business



CONSOLIDATED PRODUCTS Co., Danville, Ill., names Dancer-Fitzgerald-Sample, Chicago, Sept. 1. National farm radio, probably programs, planned for Kaff-A, Semi-Solid Emulsion, Semi-Solid "E" Emulsion. Accounts executive: **Frederic S. Gardner.**

OLDSMOBILE, Detroit, through Jerry Fairbanks Productions, Hollywood, readying 18 radio spots, 10 TV film announcements for fall radio-TV campaign. Agency: D. P. Brother & Co., Detroit.

THOMAS MARTINDALE & Co., Phila. (food distributor), names Martin Agency, Phila., to direct advertising. Will use radio; plans TV spots.

THE NESTLE Co., N. Y., names Cecil & Presbrey, N. Y., to direct Nescafe and Nestle's Evaporated Milk advertising.

HOLLYWOOD LEGION Stadium, Hollywood, appoints Walter McCreery Inc., Beverly Hills, to direct advertising. May use radio or TV in fall.

PARK REGION BAKERIES, Fergus Falls, Minn. (Tender Krust bread, sweet goods), names Barney Lavin Inc., Fargo, N.D., to direct advertising. Plans radio.

CARNATION CO., L. A. (Carnation products, Friskies dog food), July 15 starts three-weekly, five-minute *Crusader Rabbit* on KNBH (TV) Los Angeles. Plans to extend nationally in fall. Agency: Erwin, Wasey & Co., L. A.

CHICAGO WESTERN Corp. (Pinafore Chicken) expands TV spots to eight major markets after successful test in Chicago. Plans schedule until fall. Agency: Phil Gordon, Chicago.

LOUIS MILANI Foods Inc., L. A., names Marketers Inc., L. A., to direct advertising, effective July 1. Radio, TV planned.

BLATZ BREWING CO., Milwaukee, buys spots in four Texas markets for summer campaign. Agency: Kastor, Farrell, Chesley & Clifford, N. Y.

AMERICAN SAFETY RAZOR Corp. and FARMA-CRAFT CORP. Inc. (Heed deodorant) alternate sponsorship *The Sugar Bowl*, musical comedy series, ABC-TV, effective Oct. 5. Agency: Ruthrauff & Ryan, N. Y.

PIONEER APPLIANCE Co. (Northern Calif. distributor Coolerator and Youngstown kitchens) appoints Consolidated Adv. Agency, S. F. Will use radio.

PROCTER & GAMBLE uses TV spot for American Family Flakes for first time with WTMJ-TV Milwaukee series, to continue indefinitely. Results determine spot expansion. Agency: Kastor & Sons, Chicago. Product now has five-minute daily Cliff Norton show WNBQ (TV) Chicago.

DESERT TREASURES, Palm Springs, Calif. (decorative driftwood pieces), appoints Garfield & Guild, S. F. Will use TV.

Adpeople • • •

JOHN E. SLOANE, manager special advertising and publicity Thomas A. Edison Inc., W. Orange, N. J., named advertising director. **LOU SCOTT**, Edison sales, appointed sales promotion manager Edison Voice-writer. **FRANK PRICE** named assistant to advertising director.

J. H. C. GRAY, assistant advertising manager Campbell Soup Co., appointed supervisor of media.

Here's the Sensational

LOW-PRICED WESTERN

That Should Be On Your Station!

MODEL DAIRY REPORTS...

300% SALES INCREASE WITH "CISCO KID"



SENSATIONAL PROMOTION CAMPAIGN

. . . From buttons to guns —is breaking traffic records!

LOW PRICED!

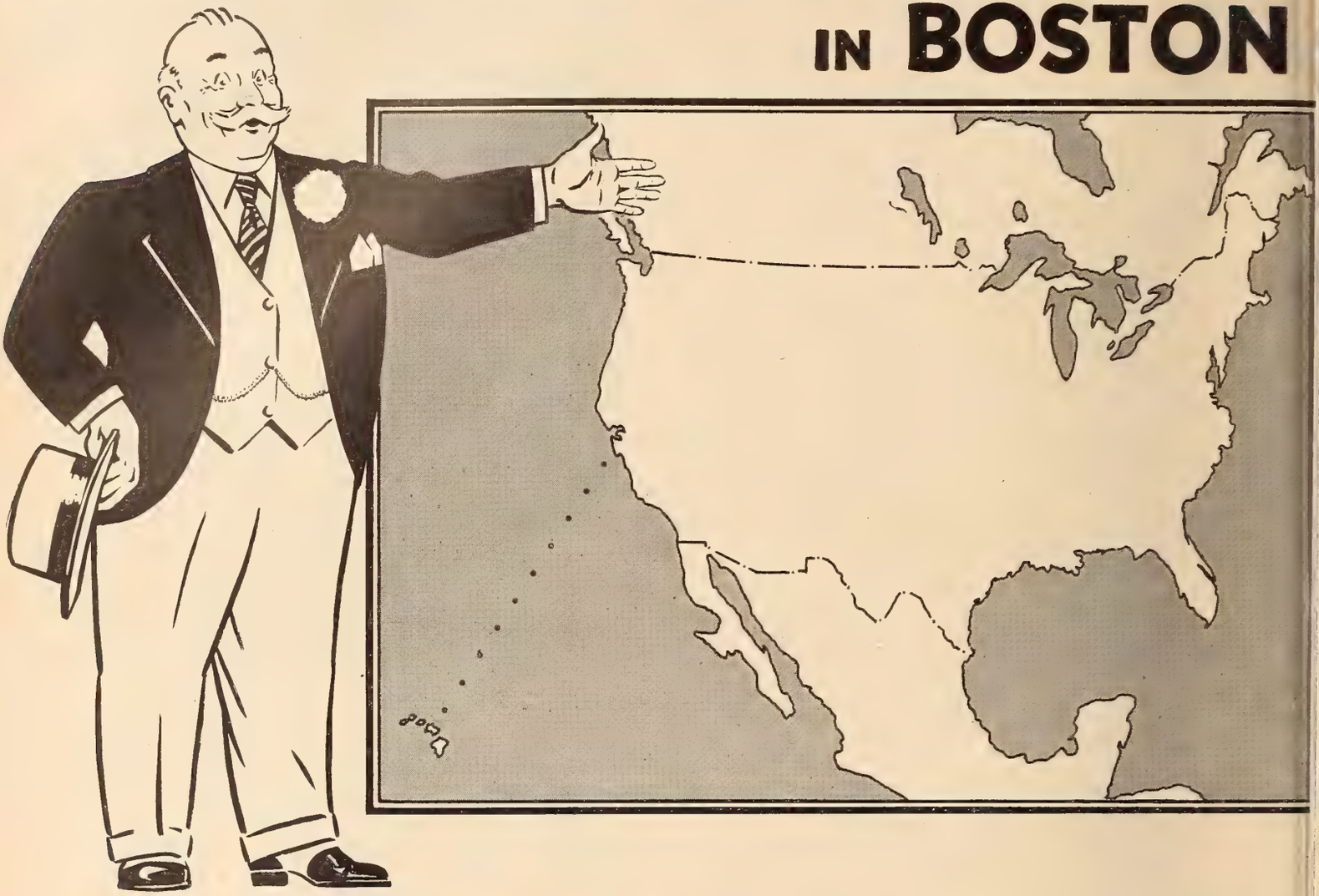
½-Hour Western Adventure Program . . . Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

Model Dairy, of Owensboro, Kentucky, hired "Cisco Kid" as a milk-products salesman. Against tough competition—in three months—their sales showed a 300% increase! "Cisco Kid's" merchandising program pulled over 7,000 requests for Model Dairy in a few weeks' time! Dealers phoned . . . demanding Model Dairy milk! Youngsters crowded the company's office for "Cisco Kid" giveaways.

"Cisco Kid" can do a great selling job for your sponsor. Write, wire, or phone for details. It's a *TERRIFIC* story!



How's everything going
IN BOSTON



We don't know how well you know Boston, or Fargo, or Seattle—or any of the other cities listed at the right. But to *us,* they're the most important places in the world. We know them almost as well as our living rooms. If you have *any* sort of advertising problems, in *any* of those areas, we'd certainly like a chance to be helpful. *Now?*

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

. AND FARGO . . . AND SEATTLE?

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
. . . . .			
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000*
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	ABC	10,000
WISH	Indianapolis	ABC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
. . . . .			
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

*CP

*The Station That's Tuned to You

night and day it's WDOK

*Twenty-four hours a day—seven days a week—Station WDOK is beamed specifically to the tastes and requirements of its tremendous North Eastern Ohio audience—Nearly 2,000,000 people—In the heart of Ohio's richest industrial and commercial area.

Yes, it's our slogan—"The Station That's Tuned to You"—And it's more than that—It's our watchword, our guide based upon facts and thorough analysis.

The population of Greater Cleveland is composed of 53.5% people of foreign birth or the first generation removed.—Nine and one-half hours every week, including the choice period between 7:00 and 8:00 P.M., each day, we broadcast Nationality Programs. Eight different languages are spoken.

Cleveland is a center of culture and fine music.—Eleven hours every week, including two hours each day, we broadcast programs of symphonic music.

At well chosen times in our schedule every day we broadcast News, both international and local—Sports—Women's Features—Children's Shows—And don't miss this:—five of the livest disc jockeys in the business keep the remainder of our schedule literally "hoppin" with popular music and plenty of you-know-what to go with it.

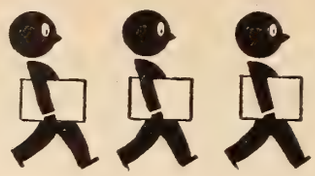
Place your business on W D OK—and watch the "OK" show up on every sales report.

LOW COST COVERAGE WRITE FOR CHOICE AVAILABILITIES

serving Ohio's 1st market 24-hours a day

WDOK Cleveland 1260 kc. 5000 w.

Represented by Everett-McKinney



agency

ELIZABETH B. POWELL, H. B. Humphrey Co., to Geyer, Newell & Ganger, N. Y., as radio-TV timebuyer.

AVERY McBEE, manager N. W. Ayer & Son, Honolulu, appointed vice president Hill & Knowlton Inc., N. Y.

ROBERT STRUBLE, radio-TV director Jordan Co., L. A., to Marketers Inc., L. A., same capacity.

HERBERT FITCH, owner Fitch Adv., Albuquerque, N. M., to Theodore H. Segall Adv., S. F., as account executive.

RALPH FROELICH promoted to production and control manager Grey Adv., N. Y. With firm since 1937.

RICHARD B. HENNE, Morey, Humm & Johnstone Inc., N. Y., to Edwards Advertising, N. Y., as account executive and head new business department.

ESTHER OJALA, timebuyer Doherty, Clifford & Shenfield, N. Y., whose



on all accounts

THE GROWTH of W. B. Doner's Detroit and Chicago offices in the past seven years has brought particular satisfaction to Charles F. Rosen, the agency's executive vice president and radio-TV director.

It is "proof positive" for Charles that his decision to forsake the teaching profession for the more competitive grind of the advertising world was a wise choice.

Since joining the Doner agency in 1943, Charles has seen the organization swell its Detroit personnel rolls to 32 employes and boost its annual billing to over $2 million.

About three-quarters of a million dollars yearly is spent in radio-TV, a fact for which he rightfully can claim a part. Charles helped the agency pioneer in TV, as well as in bulk-buy saturation spot schedules.



CHARLES

Among the accounts in which he has taken a hand in Detroit are Speedway Petroleum Corp., E & B Brewing Co., Faygo Beverages, Everkrisp Potato Chips, Pressel Sausage Co., Federal Department Stores, Big Bear Markets, Glendale Provision Co., Packers Markets, Rose Jewelers, Annis Furs and some 40 others.

These accounts comprise a heavy schedule of spots and time signals on all stations in the Detroit area, as well as throughout Michigan and part of Ohio, and 13 TV shows per week.

Born in Cleveland, Ohio, Aug. 5, 1910, Charles' first experience in radio manifested itself in winding coils on Mother's Oats boxes which were the popular models of early crystal sets. He received a B.A. from Ohio State U. in 1932, specializing in English, and followed up with an M.A. in Education the following year—all the time setting his sights on "teaching teachers how to teach English" on the secondary school level.

He implemented this goal with an appointment as head of the English department in a Southern Ohio experimental school.

When he visited Detroit in the mid-'30s, prior to reporting for a teaching position, he took a job for the summer as librarian for Brooke, Smith & French Inc. (Dorrance was added later) where he made his copy debut a short six weeks later. This was the turning point in his career, with adver-

(Continued on page 71)

beat



intentions to join Sullivan, Stauffer, Colwell & Bayles announced fortnight ago [BROADCASTING, June 19], staying with DC&S.

AL MADDEN, CBS, S. F., and **SCOTT JOHNSON**, Foote, Cone & Belding, S. F., to Platt-Forbes Inc., S. F.

JOHN MORE, Foote, Cone & Belding, to Brisacher, Wheeler & Staff, L. A., as copy director.

M. O. JOHNSTON to J. J. Gibbons Ltd., Toronto, as account executive.

LELAND B. BLAIR resigns as vice president-manager S. F. office Buchanan & Co. **RAY RANDALL** named S. F. manager.

CAROLINE W. SPINDT, Young & Rubicam, N. Y., to copy staff Knox Reeves Adv., S. F.

JOHN L. HANSEN, Knollin Adv., S. F., and **JAY Y. TIPTON**, vice president Gillham Adv., Salt Lake City, organize **Hansen-Tipton Agency**, San Carlos, Calif. Offices at 1373 Laurel St.

CHARLES F. LOWE, TV director Erwin, Wasey & Co., L. A., in N. Y. for two-week conferences on fall TV plans.

NORMAN MORK, co-manager Biow Co., S. F., office, named manager.

DANCER-FITZGERALD-SAMPLE, N. Y., volunteers as advertising agency for Advertising Council's Savings Bond campaign using network radio.

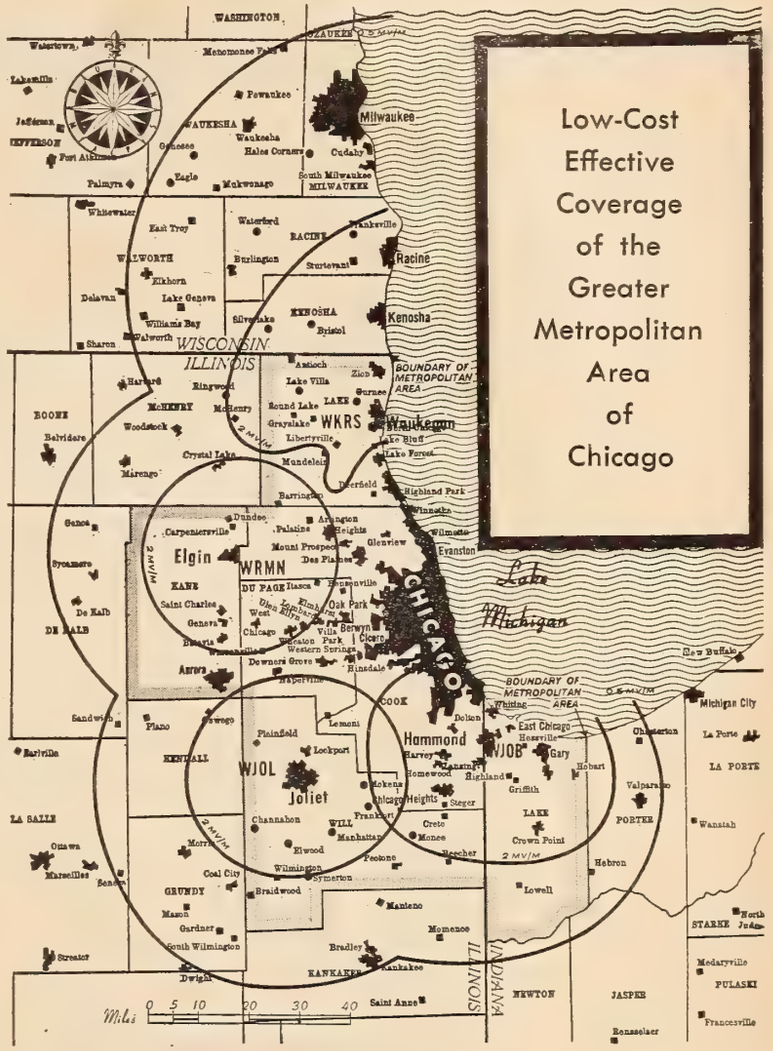
LOIS HANSEN KRATZNER, Botsford, Constantine & Gardner, S. F., to copy department BBDO, S. F.

CHANGE of address: **Doremus & Co.**, S. F., to 425 Bush St.; telephone Yukon 2-4080. **Lockwood-Shackelford**, S. F., to 369 Pine St.; telephone Yukon 6-5030. **Small & Gautreaux**, Oakland, to 327 21st St. **Woodward & Fris**, Albany, N. Y., to Waldorf Bldg., 24 James St.



RADIO and agency executives meet to discuss a cooperative radio test campaign for Sears, Roebuck & Co. as part of its promotion campaign for the Southern California area. Company used heavy spot and participation schedules to push its Homart automatic electric dishwasher on 12 Los Angeles area stations (KECA KFI KLAC KFVD KMPC KHJ KFAC Los Angeles; KWKW Pasadena; KFOX KGER Long Beach; KIEV Glendale; KOWL Santa Monica). Mapping plans are (l to r): seated, Henry Mayers, president, Mayers Co., Los Angeles agency handling Sears account; William F. Plummer, Sears' division sales manager; Robert J. McAndrews, managing director, Southern California Broadcasters Assn.; standing, Maury Gresham, KLAC radio sales manager, and Stan Spero, KFAC sales representative, both members of SCBA sales promotion committee which handled the account.

chicago PERIMETER
broadcasting association



4 Station Coverage Sold in Combination

chicago perimeter broadcasting assn.

185 NORTH WABASH AVENUE, CHICAGO 1, ILLINOIS

. . . For the answer to your **spot** radio needs—contact . . .

Joseph Hershey McGillvra, Inc.

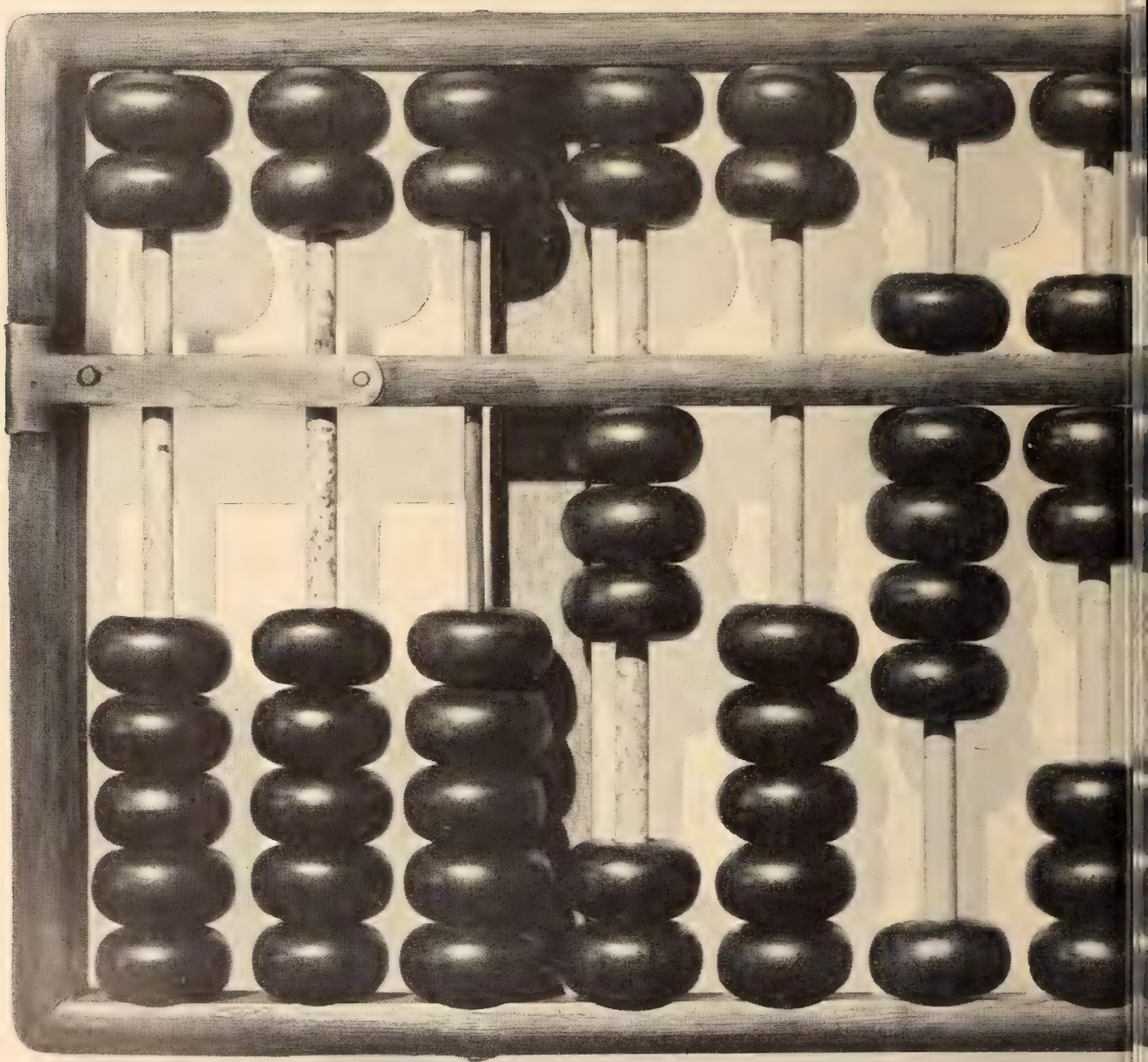
WJOL JOLIET

WJOB HAMMOND

WKRS WAUKEGAN

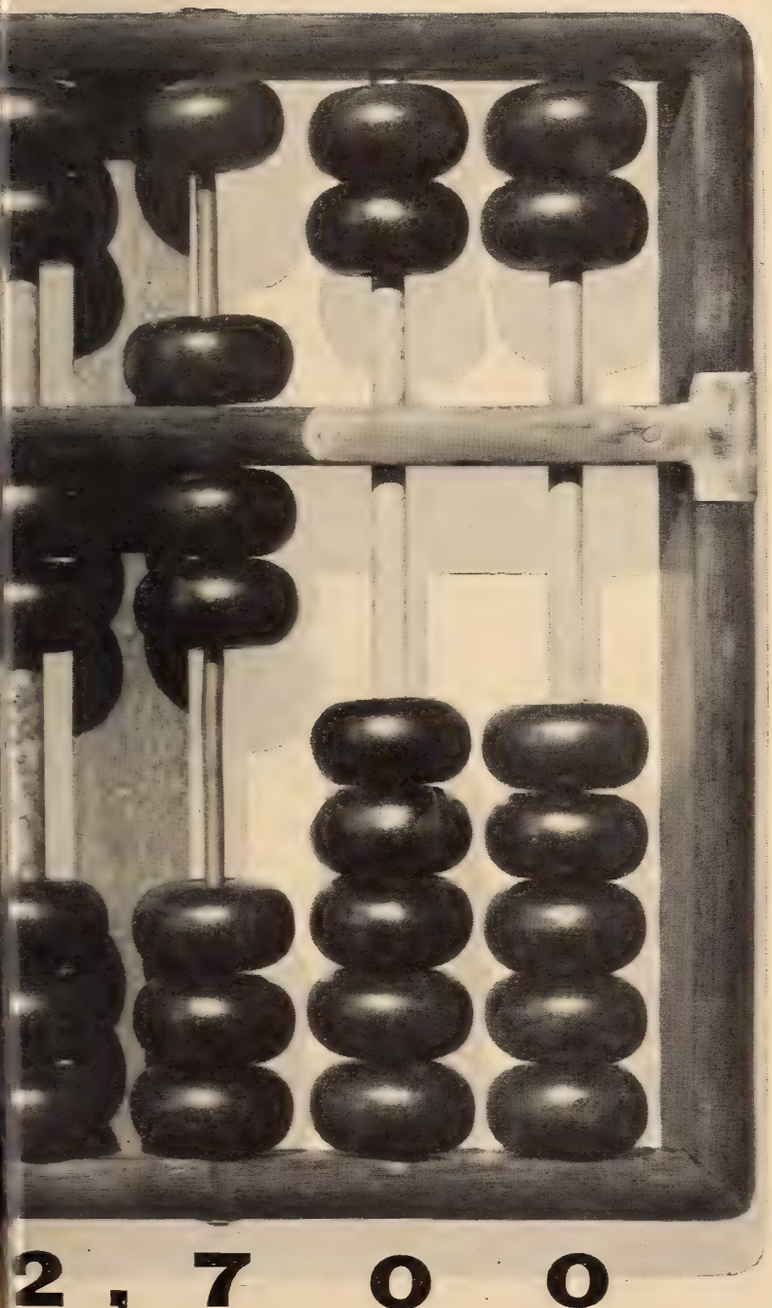
WRMN ELGIN

By anybody's



3 0,9 7

count . . .



There's been some pretty complicated arithmetic in radio lately. But the 1950 Winter season is over now and all the figures are in. No matter *who* totals them . . . no matter *what* you count . . . two things come clear every time. Radio's clear leadership over all media in reaching people. And the continuing leadership of CBS in all radio.

COUNT CIRCULATION... CBS reaches 30,972,700* different families weekly . . . biggest circulation in radio. (And far bigger than any other advertising medium.)

COUNT PROGRAM POPULARITY... CBS has broadcast 15 of the 20 most popular programs this year**. . . more than 3 times as many as the second-place network.

COUNT AVERAGE RATING... CBS has an average nighttime rating of 11.9 . . . 32% higher than the second-place network.**

COUNT HOMES PER DOLLAR... CBS reaches the average of 489 . . . 17% more than the second-place network.***

COUNT TOTAL BILLING... CBS advertisers increased their investment to $23,911,229**** . . . giving CBS the only 1950 network gain . . . 8% higher billings than the second-place network.

This is CBS in 1950

—the greatest single advertising opportunity of them all . . . and you can count on that.

*NRI, February-March, 1950
**NRI, January-April, 1950
***Time *and* talent night—January-March, 1950
****PIB, January-April, 1950



"What was wrong with that singing commercial?"

Nothing! But not enough people heard it.

Now, had you put it on W-I-T-H it could have been number ONE on the "Dollar Parade." Because W-I-T-H gives you more listeners-per-dollar than any other radio station in Baltimore.

That means low-cost results. And that means a small budget will do big things for you in this rich market.

Why not get the whole story? Call in your Headley-Reed man today!

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, President • Represented by HEADLEY-REED

BROADCASTING
TELECASTING

Vol. 38, No. 26 WASHINGTON, D. C., JUNE 26, 1950 $7.00 A YEAR—25c A COPY

RADIO-TV FUSION NOW ..... AN EDITORIAL

RADIO (and we mean the mass media that use the air) is at the pinnacle of its development. No other art means more to John Q. Public. Radio, first without pictures, and now with, has changed our mode of living. It has shrunk the world within earshot of everybody, everywhere. Eye-shot is upcoming.

Any art, pursuit or industry, when it becomes formidable, invites trouble. The more important the medium, the more vexatious its problems.

Take the NAB. It is shot through with discord. The Radio Mfrs. Assn. (now the Radio-Television Mfrs. Assn.) is in the throes of a reorganization. Both are radio and TV from ground to antenna. Till now, they have gone their separate ways.

The discord within the NAB stems from differences among its classes of membership. They are different in size, scope and interest. The same holds, we would judge, within the RTMA, now in quest of a paid executive of commanding stature.

These differences, however, are residual. They are collateral to the main issue—so unique that it does not exist in any other field.

That issue is: Government versus private operation. Call it the American Plan, or Freedom of Radio, or our heritage under the First Amendment. Describe it as you wish.

There's nothing in-between. It is the one precept upon which all in radio and TV and those allied with these mass radio media must agree. Say it again: Government ownership (which obtains on all continents except our own) versus private ownership. Broadcaster, telecaster, advertiser, agency, manufacturer, component-maker, station representative, program builder, transcriber, all have their stake in the American system.

The broadcaster and telecaster are in the same regulatory boat. They use the same spectrum and transmit by electromagnetic waves. They are licensed by the same Governmental agency. They are regulated by the same statute. They sprang from the same audion tube.

The manufacturer is on the other end of the line. Everything that concerns the broadcaster inevitably concerns him. The programs transmitted create the market for his goods. The sets sold create the circulation for the broadcaster and the telecaster. The receiver is a miniature of the transmitter—it is a lock and key relationship. The FCC sets the standards for transmitters. It automatically establishes, but does not specify, the kind of circuitry that must be responsive to transmitting standards.

It is apparent that these media have outgrown their association breeches. They are kindred souls that should be travelling in the same direction. They are dissipating brains, energy, time and money.

The time is here to unite all radio and TV forces under a single banner. Call it the National Congress of Broadcasters, Telecasters and Manufacturers. Or the Congress of Radio-TV Arts, or United Radio and Television Arts.

The need is for a single fused organization. There should be a single spokesman. There is no bigger job in the nation, short of the Presidency of the United States and his top command. He would have one job—to preserve the American System. He and his staff would be charged with policy, legislative and regulatory relations and public relations.

Under this super-command, responsible to a board representing all segments of the radio-TV arts, would be functional divisions, each with its own director and staff. Services would be on a pay-as-they-use basis. Prerequisite, however, would be membership in the over-all "Congress" which thereby would derive its support from nominal dues from all classes of membership.

Such a structure could be the answer to the problems of the mass radio media for the foreseeable future. It would combine forces on the one precept upon which all must agree —preservation of the American Plan. It would enable the radio-TV arts to retain that outstanding personage who would see in such a structure the opportunity to provide for his nation and for a troubled world a service in the sphere that possesses greatest influence short of Government itself.

The alternative is propagation of a rash of special interest organizations. Several already exist. Others are being proposed.

Let these special interests be served, but under the aegis of an all-inclusive organization. Let those broadcasters and telecasters interested in the Broadcast Advertising Bureau pay their way, but also their tithing to the "Congress" and their allegiance to the American Plan. Let the RTMA carry on its separate functions. The representatives and the transcribers could create units to satisfy their requirements. Each segment would get precisely what it supports.

This transcends the Federal or Washington level. State broadcaster and distributor-dealer organizations would have a common meeting ground. They could coordinate their battles against local ordinances and restrictions. Through team-work there would be more business for both.

The NAB board worked diligently last week, but found itself battling windmills. The RMA board met three weeks ago and failed to resolve its problems. The Television Broadcasters Assn., at best, is betwixt and between. Two of the major networks are outside the NAB fold.

The plan should be pursued promptly. The leadership that reposes in radio and television and manufacturing should get together.

Shall we have fusion now or continued confusion?

NAB BOARD

Cuts Budget, Changes Structure, Endorses Management

By J. FRANK BEATTY

NAB's new management emerged from last week's board meeting with a sliced budget and a vote of confidence in a program designed to improve service and build up the membership.

The board accompanied its reorganization actions with a sharp attack upon the FCC for "undue interference" with stations and censorship of programs.

In a Tuesday through Thursday meeting at Washington headquarters the board also:

● Reaffirmed its desire to separate Broadcast Advertising Bureau, with next April as target date.

● Adopted a media-committee system (AM, FM, TV) to replace the present advisory groups, as proposed by General Manager William B. Ryan.

● Reached understanding with President Justin Miller on direction of headquarters operations.

● Endorsed negotiations with ASCAP for TV per program formula.

● Ordered poll of members on site for next convention and membership polls on all vital issues.

● Referred TV code plans to committee for study.

● Elected Paul W. Morency, WTIC Hartford, and John H. DeWitt Jr., WSM Nashville, as directors (story page 20).

While BAB comes within the scope of the across-the-board trimming of costs, its operation will not be affected by reduction of the overall association budget from the $798,000 voted at Chandler, Ariz., in February to $706,000.

Most popular of the NAB services among members, BAB still comprises roughly 25% of the total budget, or about $168,000. Originally BAB had been granted about $200,000 a year. However it did not set up a Chicago office, as once planned, and it has turned over to the NAB treasury substantial income from sale of services.

Maurice B. Mitchell, BAB director, told the board he had carried out practically all projects conceived last year at BAB's start.

In adopting a BAB resolution the board selected a committee of five to work with NAB management in planning separation by next April 1, or as soon thereafter as possible. The committee, headed by Robert D. Swezey, WDSU-TV New Orleans, is to consider details of financing BAB separately along with effect of separation on the NAB dues structure and related problems. BAB must ultimately be

(Continued on page 20)



GET-ACQUAINTED clinic last Monday at NAB for new board members, with General Manager William B. Ryan at easel. Seated (l to r): President Justin Miller; George J. Higgins, WISH Indianapolis; John Esau, KTUL Tulsa; Ben Strouse, WWDC Washington; William B. Fay, WHAM Rochester; Patt McDonald, WHHM Memphis. Standing, Harold Essex, WSJS Winston-Salem; Jack Todd, KAKE Wichita; Harold Wheelahan, WSMB New Orleans; William C. Grove, KFBC Cheyenne, Wyo.

NAB Board

(Continued from page 19)

separated, the board decided, to achieve "its full function and potential."

Other members of the board's BAB committee are: Charles C. Caley, WMBD Peoria, Ill.; William B. Quarton, WMT Cedar Rapids, Iowa; Allen M. Woodall, WDAK Columbus, Ga., and Edgar Kobak, WTWA Thomson, Ga.

The committee plans to start work soon on the separation project, with the first meeting scheduled the third week in July in Washington.

Reorganization of NAB's structure and cutting of the budget are based on recommendations submitted by Mr. Ryan, new general manager, after a two-month study of the headquarters operation. Mr. Ryan already has effected many changes in the management, shaving the fat off here and there as well as streamlining functions to improve efficiency.

His three-committee plan, he contended, will give a media perspective to the association since the AM, FM and TV groups will be interested in their respective segments of the industry. The board accepted this package in toto.

Details of an ambitious drive to sell association services to nonmembers and reaffirm faith of members in the functioning were being worked out Friday by the board's membership committee.

Sales Pitch

The board previewed a sales presentation in which details of each NAB service were described. B. Walter Huffington, NAB station relations director, is to go into the field next month on a membership drive. He will use the sales presentation as a basic argument. Board members spoke enthusiastically of the presentation, and some described it as one of the best industry sales devices they had seen. Ten new members were admitted.

The board took its foray into FCC encroachment on station rights by adopting a resolution criticizing Commission proceedings involving the G. A. Richards stations (see text page 51), contending this and others of the type interfere with the right of free speech and violate fundamental protection granted stations by Congress.

The resolution held broadcasters should act to defend themselves against such "usurpations of power by the Commission" and specified that NAB take steps to prevent "any derogation of broadcasters rights." The topic was designed for further action at future board meetings.

Operation of the association under the two-month-old Miller-Ryan regime drew unanimous approval of the board, with directors individually predicting the association would attain new efficiency and economy.

A resolution of commendation for the management and staff, introduced by Mr. Kobak, was adopted unanimously. It follows:

Be it resolved that the board has been impressed with the reports and plans developed by the management of NAB and recognizes that great progress has been made; that the better equipped and organized to do board is convinced that the staff is the job needed and hereby gives its wholehearted endorsement to the management and staff and pledges to them its cooperation both as individuals and as a board.

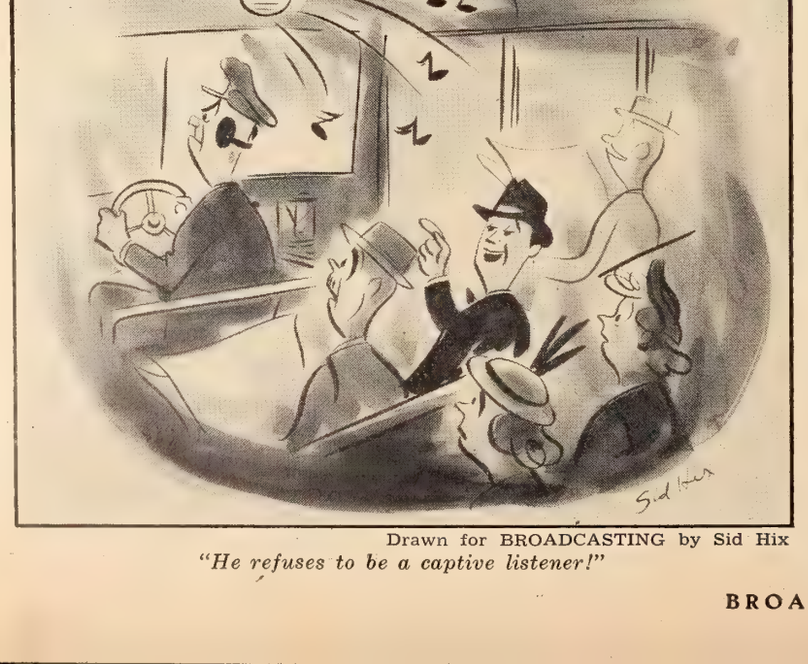
After reviewing in executive session criticism of the NAB headquarters operation, based on views of individual members and directors, the board acted off-the-record to clear up any misunderstanding of management's responsibility.

Judge Miller was authorized to prepare and publish occasional editorials on NAB policies; to register as a lobbyist; to poll the membership from time to time as a means of getting views on how the association is doing its job and ideas on new services; to take a tour of Latin America, as requested by the government, on behalf of the U. S. Advisory Committee on Information. Judge Miller likely will take the trip late this year, with the government footing the bill.

NAB's past policies at international conferences were approved in general. The president was authorized to name a staff observer to the next NARBA meeting in the fall, with the understanding that the observer have no authority to vote.

The board's new Convention Sites & Policy Committee, of which Eugene S. Thomas, WOIC (TV) Washington, is chairman, was di-

(Continued on page 51)



Drawn for BROADCASTING by Sid Hix

"He refuses to be a captive listener!"

NAB BOARD

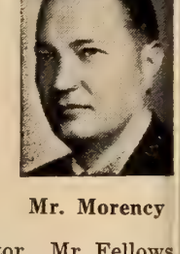
Elects Morency, DeWitt

TWO new directors were elected last Tuesday by the NAB board—Paul W. Morency, vice president and general manager of WTIC Hartford, and John H. DeWitt Jr., president of WSM Nashville. Their terms expire in the spring of 1951.

Mr. Morency, who has served many terms on the board, succeeds Harold E. Fellows, WEEI Boston,



Mr. DeWitt



Mr. Morency

as District 1 director. Mr. Fellows resigned when CBS withdrew from the association, WEEI being a CBS-owned outlet.

Mr. DeWitt takes the post vacated by William B. Ryan, who had been elected director-at-large for large stations last February but had resigned from KFI Los Angeles when elected NAB general manager.

Mr. Morency was one of the original incorporators of NAB in 1923 and in 1927 was manager of field service for NAB in New York. He became WTIC general manager in 1929. He served on the NAB board from 1939 to 1949 and has been on boards of BMI and Advertising Council. In addition he is a three-term chairman of the NBC Stations Planning & Advisory Committee.

During the war Mr. DeWitt, a colonel in the Signal Corps, achieved worldwide fame when he bounced radar signals off the moon. He entered radio in 1919 and built his first broadcast station in 1922. Since 1929 he has been at WSM. In 1943 he was expert consultant to the Office of the Chief Signal Officer, U. S. Army. He is a senior member of IRE, member of American Physical Society, president of Nashville Engineering Assn. and has long been active in NAB engineering affairs.

Neither of the new directors was able to attend last week's NAB board meeting. Gilmore N. Nunn, WLAP Lexington, Ky., for District 7, and James D. Shouse, WLW Cincinnati, large station director-at-large, also were excused.

FREE RADIO, OR NOT?

Ky. Group Warned

GROWING efforts to take away radio's freedom, with FCC near the top of the list of offenders, were pointed out to the Kentucky Broadcasters Assn. by Robert T. Mason, president of WMRN Marion, Ohio, at the association's Thursday-Friday meeting in Louisville.

Ralph W. Hardy, NAB government affairs director, called for support of NAB as a means of preserving the American system of free radio. Mr. Mason spoke on the opening day, with Mr. Hardy appearing Friday.

As long as there is a "politically constituted" public agency with power to license radio stations, broadcasting will not attain complete freedom, Mr. Mason said.

"This matter of encroaching power of the FCC on the free operation of radio is one which will not be settled soon, I fear," he declared. "It is evident in the temporary licensing of many stations during periods when stations operation are being checked."

"If the FCC, through its famous Blue Book can condemn successful radio operation as being over commercialized, what must be its appraisal of a radio station operated by a university, a farm bureau, a labor union or a religious sect?" he asked. "Just because no cash crosses the desk, that does not reduce the effectiveness of propaganda which is the main reason for such a station's existence."

Cites Veiled Threat

Mr. Mason observed that "people never criticize radio without including the veiled threat that there is a mighty government bureau which is waiting to crack down and take radio away from the American people as served by free and independent broadcasters. How many times have you had veiled threats of appealing to the FCC thrown into your face when you are asked to do something for nothing for a group which may not deserve such assistance?", he asked the broadcasters.

He noted that some of these threats which have been made by the Government against radio broadcasters during the past 10 years "read a little ridiculously at the moment."

"You'll remember that at one time the Commission had issued a ukase against ownership of radio broadcasting stations by newspapers. Then we had the famous divorcement of station ownership in the duopoly case and later forced sale of properties involving overlapping service areas. Of course, much seems to have been forgiven and newspapers again are becoming licensees of new grants."

He charged that broadcasters are guilty of underselling their business and lack confidence to fight to gain for radio its proper respect and appreciation.

Mr. Mason declared there is no justification for criticism of the high cost of radio advertising.

"It was mass advertising that sold Sunkist oranges, with an estimated maximum advertising cost of about ⅓ cent per dozen," he recalled. "Bordens, today using about 90 stations, in addition to other media, has added 7/100 cent to the retail price of a quart of milk in its overall advertising cost. Campbell's Soup advertising cost is 36/1000 of a cent per can— and one of the most expensive and consistent advertisers of all, Coca-Cola, stands less than 16/1000 of a cent per bottle for all advertising."

Warning of the dangers that can befall an unorganized or partly organized industry, Mr. Hardy recalled that some 2,000 national and regional associations have 1,000,000 business firms as members and they pay $100 million in annual dues. Their common basic aim is to see that business is given due hearing before law-making and law-interpreting bodies, he said, adding that broadcasters have more critical legislative problems than any other industry.

"I do not need any prophetic mantle to tell you broadcasters straight from the shoulder," Mr. Hardy said, "that to the precise degree we become divided into special interest camps evacuating the areas of united industry action on our common problems, we shall so fall easy prey to our adversaries."

Members' Burden

Each of NAB's 1,000-plus members "walks with one man on his back," he said, "for every broadcaster who is a member of NAB there is one who is not." He explained that dues range from 50 cents a day to $7,500 a year, with stations paying "insurance costs" on the basis of the value of property that is protected.

Mr. Hardy reviewed in detail the work of all the NAB departments and the top-level officers and explained how stations have, in effect, their own representative in the halls of Congress and government.

Referring to recent member defections and budget problems, he said, "NAB's cloth can be cut to suit the pocketbook, but we cannot trim an industrywide membership to scarecrow proportions without making everyone smile but the birds.

"NAB is a democratic institution. Its policies are set by its membership acting through elected district directors. If you would to change the course of the ship, get aboard and get your hold on the tiller. Don't shout directions from the shore. . . .

"These broadcasters have looked into stern reality long enough to know that this is the one sound means of guaranteeing that they and those who will one day succeed them will have the opportunity of sharing the bounty, the privileges and the responsibilities that are uncommonly great in our concept of broadcasting."

Referring again to NAB's government relations, Mr. Hardy reminded that "not one piece of adverse legislation has been adopted by Congress in five years."



It's hard to tell which of the personages involved in this picture-taking is more amused—CBS' radio and television star, Arthur Godfrey, his famed Arab stallion "Sunsan," or the photographer. Votes probably would elect the latter because it's a professional photographic attempt by CBS President Frank Stanton. Scene is Mr. Godfrey's Virginia farm home.

KCBS POWER BID

FCC Reinstates Request

BID OF KCBS San Jose-San Francisco for boost to 50 kw, on its assigned channel of 740 kc, was reinstated by FCC last week to reactivate the station's 10-year effort to acquire the improved facilities. Outlet is now owned by CBS.

Action on the application was withheld, however, pending final determination of the Commission's initial decision, announced simultaneously, to deny the request of Pacifica Foundation, Richmond, Calif., for a new station on 710 kc with 1 kw daytime. FCC said it had found the applicant financially unqualified to construct and operate the proposed outlet.

KCBS (formerly KQW) first filed in 1940 for permission to increase power from 5 kw to 50 kw, operating fulltime on 740 kc. In 1941 the bid was granted but subsequently was set aside on opposition of KSFO San Francisco which sought to change from 5 kw day, 1 kw night on 560 kc to 50 kw fulltime on 740 kc directional. A consolidated hearing was held in 1943 and both applications were denied because of the wartime freeze on construction.

In early 1946 the bids were reinstated and further hearings held. Subsequently the stations agreed to switch frequencies and in 1948 the Commission granted the changes. KSFO, licensed to Associated Broadcasters Inc. which also owns KPIX (TV) there, then decided to drop the plan and devote more time to television, with FCC ultimately denying both stations an extension of time to complete the switch [BROADCASTING, Feb. 6]. Way was left open, however, for KCBS to petition for reinstatement of its original application.

ECA Italian Shows Out

FIRST of a series of Italian documentary programs produced by the Rome radio unit of ECA has been distributed to several U. S. Italian-language stations by WOV New York in cooperation with ECA. Stations receiving the first program are WSBC Chicago, WJMJ Philadelphia, WNHC New Haven, WHOD Homestead, Pa., and WJLB Detroit. Other stations may request the series from John Secondari, radio unit of the ECA mission to Italy, Rome.

NETWORK TIME SALES

May Gross Off 2.9%

GROSS TIME SALES of the four nationwide radio networks during May totaled $16,584,126, a drop of 2.9% from the $17,073,877 gross for May 1949, according to figures compiled by Publishers Information Bureau.

For the January-May period, the combined network gross time sales totaled $81,836,829, PIB reported, a decrease of 4.2% from the gross of $85,359,878 for the first five months of 1949.

CBS was top network in time billings, both for May and for the first five months of this year, PIB figures show. This network also is the only one to show increased time sales over the month and five-month period of last year. Network-by-network breakdown follows:

* * *

	May 1950	May 1949	5 Mos. 1950	5 Mos. 1949
ABC	$ 3,267,448	4,030,969	16,606,542	20,077,177
CBS	6,320,910	5,596,952	30,232,139	28,204,401
MBS	1,356,580	1,788,790	7,289,006	8,875,394
NBC	5,639,188	5,657,166	27,709,142	28,202,906
TOTAL	16,584,126	17,073,877	81,836,829	85,359,878

TALENT TREND

Toward Package Buys, Long-Term

DESPITE apparent quiet on the NBC-CBS battle line for talent, networks are continuing their maneuvers to recapture, hold and/or acquire valuable properties. ABC as a protective move has joined in the play.

With offers including TV as well as radio, stategy taken is to "buy" packaged shows on long term deals and sign talent to similar exclusive security or tax protection contracts.

Having outbid CBS for Groucho Marx and Bob Hope, NBC is continuing to place pressure on Edgar Bergen and Red Skelton to return to its fold upon completion of present commitments. Both have a year to go. Mr. Skelton's MGM contract forbids video. Should he succeed in negotiating a new deal with the film studio, it would include TV as well as radio. Mr. Bergen is committed to CBS for both radio and video. Coca-Cola will continue to sponsor him on radio for another season starting in fall. His TV activities are exploratory only, as of now.

Although nothing has come of an NBC invitation to Jack Benny to return to that network for TV, the offer still holds. Mr. Benny has two years to go on CBS under sponsorship of American Tobacco Co. When he sold Amusement Enterprises to CBS on a capital gains deal, Mr. Benny himself was not included. Therefore he is a free agent, as far as TV is concerned and thus can make a deal with NBC if he so desires. Consensus is that he will stay with CBS because of the many ramifications involved in such a move.

Negotiations Continue

Negotiations continue between Jimmy Durante and NBC for his exclusive radio-TV services. No word has come through as yet on whether Dinah Shore will return to NBC or remain with CBS.

Pitch to Lever Bros. by NBC to shift the $20,000 per week *Lux Radio Theatre* from CBS has been stalemated, at least for the time being. NBC included a *Lux TV Theatre* with choice time in its offer, according to reports.

CBS and NBC have both talked to Frank Sinatra about a combination deal. Besides radio, he also wants TV on a long term contract and is reported as having a sponsor already set should a satisfactory agreement be worked out with either network.

A victory was chalked up by CBS with the shift from NBC of Ralph Edwards' *Truth or Consequences* starting in early September for both radio and video under sponsorship of Philip Morris & Co. [BROADCASTING, June 19]. Mr. Edwards had been on NBC for 10 years with Procter & Gamble Co. (Duz) as sponsor. When the latter decided to drop the radio version, wanting that program for TV only, Mr. Edwards signed with the cigarette firm on a combination deal. Switch-over involves more than $1 million a year, Mr. Edwards reported.

A CBS feature for years, Kate Smith signed with NBC for a five year exclusive television contract for a five weekly, 60-minute afternoon "at home" type program starting in September. Discussions also included radio, but Miss Smith has other commitments which precluded such immediate NBC plans. Besides *Kate Smith Speaks* on MBS, she also has a 60-minute Friday night program on WOR New York. Ransom Sherman comedian, is another to be signed by NBC for TV on a five year contract [BROADCASTING, June 19].

ABC made its first surprise move fortnight ago by signing Don McNeill and his *Breakfast Club* to a long term contract, reported as 20 years. This was followed by acquiring *Screen Guild Theatre*, formerly sponsored on NBC by R. J. Reynolds Tobacco Co. (Camel cigarettes) as a half hour show. Come fall, the program expands to 60 minutes, with ABC reporting several national advertisers interested in sponsoring. Simultaneously, ABC acquired another package, *Inner Sanctum* for TV as well as radio.

Seeking Other Packages

ABC has let it be known that at least half a dozen other important packages and talent are being negotiated for with deals expected to be closed before start of the fall season.

Lucille Ball, film actress, starred in *My Favorite Husband* on CBS by General Foods Corp. (Jello), in addition is being considered by that sponsor for an NBC-TV show. With *My Favorite Husband* a CBS package, a new TV program would have to be developed by Young & Rubicam Inc., agency servicing the account.

AUDIENCE BOUT

NBC and CBS Square Off In New Round

NBC AND CBS exchanged another round of statistical salvos last week in their continuing battle for undisputed audience supremacy. As in earlier rounds, each of the two networks cited figures from an unbiased, reliable source to uphold its position. Also, as usual, each network quoted a different authority.

BMB's compilation of network audience data from its second nationwide survey, conducted in the spring of 1949, was released by NBC, which pointed out that these figures give NBC a weekly margin of more than 1.5 million homes daytime and more than 2.5 million homes at night over CBS, which is delicately identified by NBC "the second network."

Nielsen figures for once-a-week listening during February and March 1950 were quoted by CBS, noting that these data, which "use the same once-a-week BMB-concept" for measuring total network circulation, "bring up to date" the results of last year's BMB study. This Nielsen report showed CBS leading NBC, referred to as "the second-place network," by more than 1.5 million families in the daytime and by 895,000 families at night.

The CBS-NBC argument was described as "more than slightly nonsensical" by a leading broadcast researcher who declined to be quoted directly. "Everybody admits that both NBC and CBS can provide nationwide coverage that is virtually complete," he said, "so what's all the shouting about?" He added that while the once-a-week concept is the same in both studies, there may be some question as to the direct comparability of the BMB figures which were tabulated from ballots returned by 315,000 families and the Nielsen figures which are projected from a sample of some 1,600 homes.

The Nielsen circulation figures for all four networks as of February-March 1950, approximately a year later than the BMB figures, were reported by CBS as follows:

DAYTIME	
CBS	30,443,600
2d Network	28,774,900
3rd Network	26,007,300
4th Network	26,048,000
NIGHTTIME	
CBS	30,972,700
2d Network	30,077,300
3d Network	26,007,300
4th Network	23,972,300

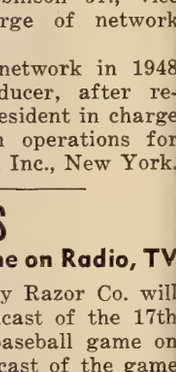
The following table shows the BMB figures which were tabulated data as released by NBC. BMB does not plan to issue any report on the network compilations, according to Kenneth Baker, acting president. Only three networks are shown in the figures as Mutual was not a subscriber to the second BMB survey.

Network	Total Weekly Audience	% of 1949 U.S. Radio Families	6 or 7 Days (or Nights) a Wk. Audience	% of 1949 U.S. Radio Families
DAYTIME				
NBC	30,771,450	78.3	18,506,130	47.1
B	29,169,880	74.3	16,717,170	42.6
C	25,552,520	65.1	12,770,710	32.5
NIGHTTIME				
NBC	32,772,490	83.4	16,635,600	42.3
B	30,245,860	77.0	14,915,840	38.0
C	24,893,720	63.4	9,468,640	24.1

ACKERMAN NAMED

Heads CBS Production

HARRY S. ACKERMAN, CBS director of network programs, Hollywood, last week was named executive head of production for the network.



Mr. Ackerman

Mr. Ackerman, who was signed to a long-term contract, will continue to maintain his headquarters in Hollywood, working directly with Hubbell Robinson Jr., vice president in charge of network programs.

He joined the network in 1948 as executive producer, after resigning as vice president in charge of radio program operations for Young & Rubicam Inc., New York.

GILLETTE BUYS

All-Star Game on Radio, TV

GILLETTE Safety Razor Co. will sponsor the broadcast of the 17th annual All-Star baseball game on MBS and the telecast of the game on NBC-TV as well as on four Mutual stockholder stations.

The telecast will be aired over 32 NBC-TV stations, including those in New York, Chicago, Washington and Boston where Mutual stockholder stations — WOR-TV, WGN-TV, WOIC (TV) and WNAC-TV respectively—also will carry the game. Game will be aired July 11 beginning at 2:15 p.m. Maxon Inc., New York, is the agency.

Doughnut Drive

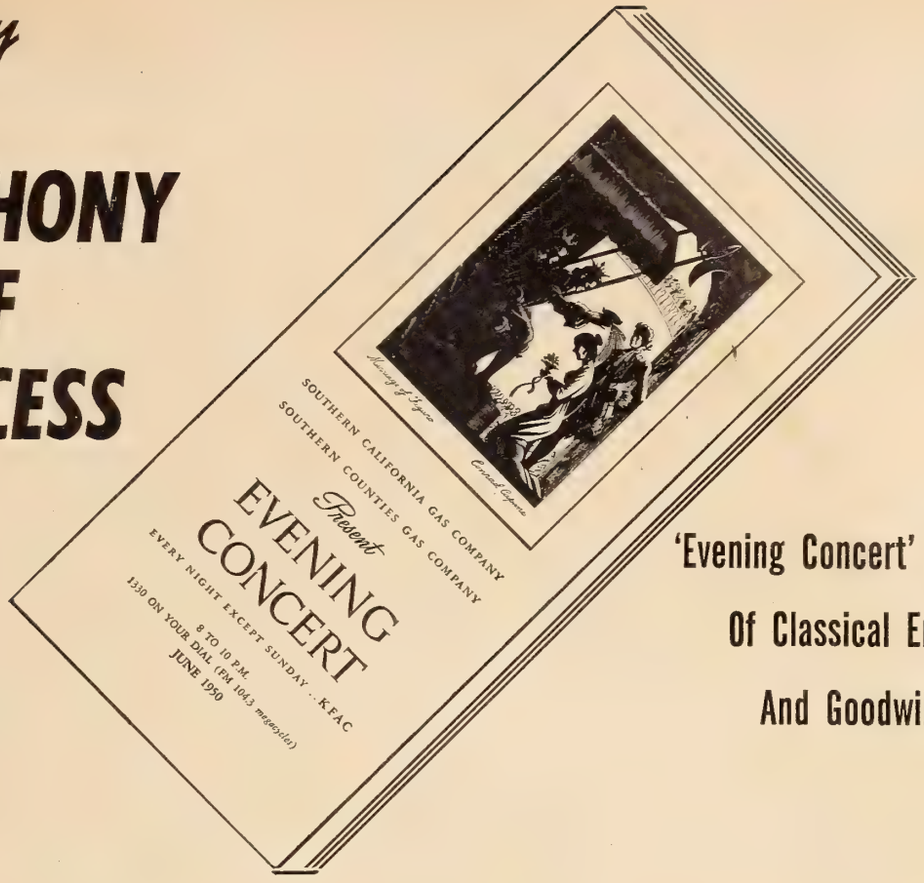
THE DOUGHNUT Corp. of America and the Bakers of America as part of a $1½ million advertising campaign will send a kit containing radio spots, newspaper mats, etc., to bakers, grocers and food distributors to promote an all-out doughnut drive in October. Although national advertising will use magazines only, it was understood that more than 50 bakeries throughout the country are planning to use television on a local level.

World Adds

WORLD BROADCASTING System Inc., New York, announced last week addition of 16 stations and renewals by 68 stations, contracting for its library service facilities.

A Public Utility

SYMPHONY OF SUCCESS



'Evening Concert' Marks a Decade Of Classical Entertainment And Goodwill Building

By JOHN S. SPAULDING
ADVERTISING MANAGER
SOUTHERN CALIF. AND
SOUTHERN COUNTIES GAS Co.'s
LOS ANGELES

WHEN the six-weekly *Evening Concert* goes on the air over KFAC Los Angeles on Oct. 2 at exactly 8 p.m., this 3,133d broadcast under sponsorship of the Southern California and Southern Counties Gas Co.'s will mark the beginning of the second decade of this radio phenomenon.

Since October 1940, when these broadcasts were inaugurated, hundreds of thousands of radio listeners in the Los Angeles area have been tuning in on KFAC every night except Sunday to listen to two hours of classical recorded music. And "hundreds of thousands" is no exaggeration. Recent survey shows that in every two-week period more than 625,000 *different* listeners tuned in to the "gas company program."



Mr. Spaulding

At the beginning of *Evening Concert* there were fears that a program made up exclusively of the "heavy classics" would not succeed. Others had been tried in Southern California before, few had survived.

But 10 years' experience has more than resolved the doubts and also has revealed one rather startling fact: The heavier the music, the bigger and more loyal the audience. The famous Three B's of music will outpull Offenbach, Weber or Victor Herbert. Any attempt to introduce dinner-type classics is met with instant protest from a very articulate audience.

This program, which covers over 67% geographically of the gas companies' nearly 1,400,000 customers, has accumulated fan mail in tens of thousands over the years. These letters are revealing in their commendation and criticism as well as their exuberance.

The *Evening Concert* has loyal listeners among people from bobby soxers to octogenarians, football players to "long hairs."

It forms the basis of the musical curriculum of the county and several Los Angeles city school systems. Because of its wide listening audience the program has become an important vehicle in the support of community musical activities such as Southern California Symphony Assn., Hollywood Bowl concerts and various seasonal opera organizations. Banks, factories, and many other private businesses distribute the monthly printed program to their personnel.

The entire program for each month is printed in advance and reaches a press run of nearly 50,000 per month. Copies are distributed at all gas company offices to the normal floor traffic, as well as at several of the department store music departments of the city.

There is no known formula to music that will please all musical tastes all of the time, but we have tried at least to please all music tastes some of the time. Most important part of the activity is the programming.

While each of the first five nights is basically symphonic in character, featured soloists are included for a change of pace and usually follow this pattern: Piano or piano concertos on Monday; violin on Tuesday; a number of vocal selections on Wednesday; Thursday may be wholly instrumental; Friday may carry the special feature concert devoted either to one famous conductor, or ballet music, or new recordings, or a feature such as the "Golden Age of Opera"—which includes the famous recordings of Caruso, Melba, Tetrazzini and others; Saturday nights are uniformly devoted to the broadcast of complete operas.

Commercial announcements are limited to three in the two-hour broadcast and average about 25 seconds. They are general in character and promote benefits of gas service rather than straight merchandising.



Mr. Cassidy

The *Evening Concert* is not a "talk" program. It carries no comment relative to the conductor, the orchestra or the intentions of the composer. This general absence of talk is a greatly appreciated element in the *Concert's* make-up.

Contrary to the speculations of many who contended that such musical fare in such quantity would reduce recording sales, the opposite has been the case. With an opportunity to audition recordings in the home in this manner, it is apparent from record stores' own testimony that the *Evening Concert* is the greatest single influence in the sale of classical records.

It is believed that this formula would prove successful for any advertiser who can secure the best hours of the day for the family and who will keep the general level of the music high. But above all we have found that the dependability of the program released on six-time frequency makes such listening fare habit-forming. The habit is profitable.

Tom Cassidy currently is announcer and programmer of *Evening Concert.*



A GIANT billboard on the side of the gas company's Los Angeles office reminds passersby of the *Evening Concert.*

RACING DATA

Congressional Concern Mounts

CONGRESSIONAL concern over the broadcasting of horse-race information and its possible use by gambling interests was evidenced last Thursday in initial public hearings held by the Kefauver Crime Investigating Committee.

Sen. Lester C. Hunt (D-Wyo.) asked FCC Chairman Wayne Coy, one of the principal witnesses, for a list of sponsors of such programs in Washington, D. C., and "how much they pay for time." Mr. Coy said it would "take a while to get" but promised to comply as soon as the data can be compiled.

FCC currently is surveying selected broadcasters and telecasters on their policies and procedures in broadcasting horse-race information [BROADCASTING, May 1]. The Commission reportedly is seeking names of sponsors of such programs, rates charged, degree of cooperation with state and local law-enforcement officers, time segments devoted to such programs, types of information aired, and other details.

Chairman Coy, lead-off witness in the hearings, read a prepared statement to the committee, headed by Sen. Estes Kefauver (D-Tenn.), which is probing the overall crime picture, including use of communications facilities, which was authorized under his own proposal (S Res 202).

Anti-Trust Violations

Attending the session, in addition to Chairman Kefauver and Sen. Hunt, was Sen. Alexander Wiley (R-Wis.). Sens. Charles Tobey (R-N. H.) and Herbert R. O'Conor (D-Md.) were absent.

In his statement, which reviewed the use of telephone and telegraph facilities in connection with local and state gambling activities, Chairman Coy suggested "the possibility that there are criminal violations of the anti-trust involved here."

He said there is a "strong probability" that Continental Press Service exercises an "effective monopoly" in the racing news facility field and felt the Justice Dept. might better advise the committee as to "possible violations."

With respect to an approach to transmission or such data, Chairman Coy told the committee that FCC's plan, which he had presented to the Senate Interstate Commerce Committee, would be simply to forbid transmission of all "gambling information on which bookmakers feed."

Sen. Wiley remarked, "You can see races telecast here in Washington," and asked what could be done about radio stations who announce that a race will be held "at 2 p. m." and whether such action could be curbed.

Mr. Coy replied: "No, I don't think you can and I don't think you should," and noted the Commission's suggestion for a flat ban on transmission of data on bets, odds, and prices paid. Under such an arrangement, he added, television would not be permitted to show pari-mutuel boards at race tracks.

Asked by Sen. Kefauver whether enforcement of anti-trust provisions rested within FCC, with respect to possible monopolistic practices by Continental Press Service, Mr. Coy observed that the Commission is "not without some interest in anti-trust provisions in the field of communications." He pointed out, however, that while Continental Press Service leases facilities from a common carrier under FCC jurisdiction, enforcement rests with the Justice Dept.

On further questioning Chairman Coy said that "as far as we know, Western Union has discontinued service where local officials have filed complaints," and added that FCC doesn't investigate violations of tariff provisions except on specific complaint.

Sen. Kefauver wanted to know whether shortwave radio is a factor in the dissemination of illegal gambling information. Chairman Coy thought it a "very minor factor," though there had been cases, he said, of such operations at the tracks, which had been prosecuted.

"I think aural radio broadcasting has been much more a factor than shortwave," he asserted. "Many stations have, for several years, engaged in the broadcast of that kind of information in deals with Continental Press Service."

He said the Commission must concern itself with the question: Are they operating in the public interest? A large portion of afternoon programming is devoted to racing information, he added.

Chairman Coy cited the case of WTUX Wilmington, Del., which came before the Commission after complaints that it was broadcasting information that "facilitated bookmaking." He noted the station has "changed its method of operation" and that its application for license renewal is now pending.

WTUX Case Cited

The examiner's WTUX decision last December held that WTUX carried programs "with an almost reckless disregard of their potential use," but proposed to renew its license. Exception was filed by FCC's general counsel.

Mr. Coy explained that sometimes the information is furnished by racing news publications, such as Armstrong Daily Sports Inc. In some instances, he said, the service is accepted from Armstrong without charge and spots are sold in time segments featuring racing news, while in others Armstrong pays the station for broadcast of news or time used. Charges are nominal in some cases, substantial in others, he added.

Sen. Hunt wondered why "local stations" are able to air racing information "so soon after the race is over" and asked whether FCC didn't have jurisdiction over what goes on the air. Chairman Coy said it has but again cited the public interest test used by the Commission.

Sen. Hunt suggested Chairman Coy listen "some afternoon between three o'clock and six o'clock" and that FCC had a duty to watch for such programming. Mr. Coy replied that it is "impossible to monitor all stations" and that "we are dependent to some extent upon complaints from local law-enforcement officials as our best source."

In reply to a query from Sen. Kefauver, Chairman Coy said the same Commission rules apply to original and renewal applications for grants and that to his "knowledge" there were no new applications pending which indicated an intent to program horse race information. He said he would not know "until they come before the Commission."

Sen. Kefauver also asked the status of a pending application

(Continued on page 54)

CURB ESPIONAGE

Congress Pushed for Action

(See Editorial Page 38)

CONGRESS last week heard new demands for "immediate" legislation to curb espionage activities in the U. S. and there were fresh rumblings over subversive Communist infiltration of key American industries which seem destined to fan out from Capitol Hill to the radio and communications arts.

Rep. Charles E. Potter (R-Mich.) urged the Senate to push consideration of the controversial Mundt-Ferguson-Nixon bill which, among other provisions, would require that sponsors or sources of broadcasts or telecasts for Communist organizations be so identified.

This concern over Communist Party or front infiltration tactics was soberly spelled out by FBI Director J. Edgar Hoover, who has warned that the Communists' primary objective in the communications field is to "control facilities in the event of an emergency."

Mr. Hoover earlier told a Senate Appropriations subcommittee that the FBI was in possession of "overwhelming facts" to substantiate this conviction and added that "many Communist fellow travelers and stooges have been able to secure positions enabling them to actually control personnel and production."

Mr. Hoover appeared before the subcommittee to seek 300 more agents for the FBI. His testimony was released fortnight ago by the full Senate Appropriations Committee which indicated it was especially impressed with his testimony and might grant funds for additional personnel.

The FBI director declared the Communist Party is not a "bona fide party. . . . The Communist Party of the U. S. constitutes a fifth column if there ever was one. . . ."

Radio Exploitation

He told the group, headed by Sen. Pat McCarran (D-Nev.), that the party has endeavored to exploit radio, television, the press, motion pictures and other groups and that 48% of its membership is concentrated in "basic" or key industries for purposes of potential sabotage. It has intensified its efforts in communications, electrical and other industries, Mr. Hoover asserted.

With respect to communications, he stated:

Their objectives are most obvious. . . . They have as their primary objective the control of communications facilities in the event of an emergency. In 1946, the cultural section of the Communist Party was given a special directive to penetrate the radio field.

Communist schools and Communist fronts have offered training courses in connection with radio writing, acting, and directing. Special Communist-front organizations having to do with radio have been able to secure positions enabling them to actually control personnel and production. Communists, masters of pressure tactics, are always on the alert to chastise those who would oppose them. One front group boasts of having thousands of monitors in every section of the country, who will take up a letter-writing campaign against any commentator who disagrees with what they advocate.

"Experience has demonstrated that many fronts are used as a cover for espionage purposes and others as a propaganda media," Mr. Hoover noted. He cited the National Lawyers Guild as one front and observed that since 1940 the guild "has been most vociferous in its denunciation of the FBI."

Former FCC Comr. Clifford Durr, left-wing advocate of the Commission's Blue Book, had been among those who criticized Mr. Hoover and the FBI.

The FBI chieftain's testimony was released amid mounting Congressional furor over alleged subversive personnel in the State Dept. and other government branches, and at a time when two other Con-

(Continued on page 79)

COMR. STERLING

Senate Confirms New Term

THE SENATE without objection last Tuesday confirmed FCC Comr. George E. Sterling for a new seven-year term. His reappointment is effective July 1 (Saturday).

Senate confirmation came after two days of hearings on his renomination by President Truman before the Senate Interstate & Foreign Commerce Committee [BROADCASTING, June 19], which unanimously approved it after satisfying itself on engineering aspects of various FCC affairs, including the clear channel case, VHF television, UHF and Stratovision, and FM reallocations.

The committee vote was not disclosed, but it was learned that at least 10 members had tendered their approval. Two Senators—Sen. Warren Magnuson (D-Wash.) and Sen. Herbert O'Conor (D-Md.)—were absent at the brief executive session during which Comr. Sterling was approved.

His reappointment thus preserves FCC's 50-50 political complexion—three Democrats, three Republicans and one Independent. Comr. Sterling is a Maine Republican, and one of two engineer-members of the Commission.

Confirmation Assured

His confirmation also assures the availability of the full Commission for a decision on the controversial, complex color TV issue, and possibly disposition of the clear channel case, which may be taken up this summer or fall [CLOSED CIRCUIT, June 5]. He also will be available for future NARBA conferences.

Comr. Sterling, who had FCC Chairman Wayne Coy's support for reappointment, thus continues an active career in government radio service that began in 1923 and brought him a Commissionership on Jan. 2, 1948 when E. K. Jett resigned to assume vice presidency and radio direction of *Baltimore Sunpapers.*

DON LEE SALE

No Decision Soon, Brown Says

DECISION on the sale of Don Lee radio and TV properties is not expected for some weeks, Ben H. Brown, public administrator of Los Angeles, told BROADCASTING last Thursday. He said "we are not ready to make a sale" and added no quick action would be taken on present offers.

The disclosure came after Mr. Brown and Ray Wright, attorney for R. D. Merrill, sole heir of Thomas S. Lee, had conferred the preceding week with FCC Chairman Wayne Coy and Acting General Counsel Harry M. Plotkin. Certain pending matters pertaining to the Don Lee TV situation, it is believed, will be pursued with the FCC prior to consideration of bids.

Reports were current a fortnight ago that a tentative understanding had been reached on disposition of the properties [BROADCASTING, June 19]. CBS at that time was mentioned as the likely successful bidder for KTSL (TV) Los Angeles and the Don Lee headquarters, with price of $1 million reported for the station and about $2,225,000 for 1313 No. Vine headquarters.

In addition to bidders previously reported, a management group in Don Lee, headed by Chairman Lewis Allen Weiss and President Willet Brown, was said to have been formed in anticipation of acquiring all properties except KTSL and the headquarters.

Other bidders reportedly are Ed Pauley, financier and oil operator; Liberty Broadcasting System, and Floyd Odlum, head of Atlas Corp., giant holding company. In addition to KTSL and the headquarters there are the four owned-and-operated stations of Don Lee, Pacific Northwest Broadcasting Co., and a 19% interest in Mutual. Automotive properties had been disposed of previously.

RADIO-TV BAN

Tatum Blasts Sports Rule

CHARGING it "unconstitutional," Donn B. Tatum, vice president and general counsel, Don Lee Network, has filed a statement opposing the proposed California State Athletic Commission Rule 542 which would prohibit any licensed club from engaging in or permitting television broadcasts, radio broadcasts or filming of boxing or wrestling matches without the Commission's written consent. The statement was filed on behalf of Don Lee and the California State Broadcasters' Assn., of which Mr. Tatum is president.

The freedoms to broadcast, to listen to the radio and to watch television, he pointed out, are basic American rights protected by Constitutional guarantee of freedom of speech and press. Only Congress has power to alter these rights, he stated.

Mr. Tatum further stated that the proposed rule would constitute an invasion in a field already regulated by the U. S. Government. The Commission, he said, has authority under California law to regulate conduct of boxing and wrestling matches and license clubs but no power under that law "to regulate the broadcasting or telecasting of boxing and wrestling events conducted in California." A public hearing is scheduled to be held in Los Angeles within 30 days.

On the dotted line . .





HARRY WISMER (seated, r), general manager of WJR Detroit, gives out with the good news after The Pfeiffer Brewing Co. contracts to sponsor eight-week Detroit Symphony Orchestra series on WJR. Others are Alfred Epstein (l), Pfeiffer pres. and Worth Kramer, WJR asst. gen. mgr.

DISCUSSING Borden Milk Division's new contract for five-a-week *The Borden Show* heard on WWJ Detroit are (l to r) W. T. Joyce, Borden Milk Division; Bob Maxwell, star of the program; Wendell Parmelee WWJ sales manager, and R. B. Hacker, of the Borden Ice Cream Division.





ALTERNATING sponsorship of *The Patrick O'Riley Show* on WBBM Chicago goes to Old Gold as Frank Russell (l), Midwest sales manager of P. Lorillard Co., completes agreement with John Akerman (r), WBBM general manager. Smiling approval is show's star "Patrick O'Riley"—or Val Sherman.

THE "pause that refreshes" marks Louisiana Coca-Cola Bottling Co.'s contracting for five years of the *Cisco Kid* series on WDSU New Orleans. L to r: Louis Read, WDSU coml. mgr.; Richard W. Freeman, pres., La. Coca-Cola Bottling Co.; Roger Wolfe, WDSU announcer handling Coca-Cola commercials.



PAUL E. HAUSER (seated, r), pres., Hauser Nash Sales, Chicago, buys radio time on WMAQ (NBC) Chicago switching from TV. With him is Mrs. Hauser, and standing, l to r, Frank DeRosa, WMAQ acct. executive; Jim Orr, Hauser sales; Charles J. Zeller, Guenther-Bradford Agency; Homer Heck, NBC program mgr.

FIFTY-TWO week pact with WHK Cleveland for *Shaw's Amateur Hour*, heard Saturday, 6-7 p.m., is closed by Milton H. Shaw (seated, r), president of Shaw Jewelry Co. With him are Edward Bobrick (seated, l), Shaw general manager, and William K. Brusman, WHK account executive.

AMERICAN Stores' renewal of *Milo Boulton Show* on WPAT Paterson, N. J., is set by (l to r): (seated) Herman Bess, WPAT v. p., sales and programs; Paul Cupp, manager Jersey Div., American Stores; (standing) Jack Sloan, WPAT acct. executive; Milo Boulton; Herbert Herr, American Stores Jersey adv. mgr.





RICHARDS CASE

Counter-Claims Increase

COUNSEL for G. A. (Dick) Richards claimed last week that a petition in which he conceded accuracy in certain portions of the news-slanting charges against him was prepared following consultation with the chief of FCC's law bureau.

FCC General Counsel Benedict P. Cottone, with whom the discussion was said to have occurred, labeled the claims "complete distortions of any conversations that may have been held."

The claims and counter-claims were made during the second week of FCC's hearing on charges that Mr. Richards, owner of KMPC Los Angeles, WJR Detroit and WGAR Cleveland, ordered news slanted according to his personal political and social views.

The petition was one in which Mr. Richards conceded the accuracy of portions of the charges that he ordered news slanted, but insisted no slanting actually occurred and asked to be heard personally by the Commission [BROADCASTING, Feb. 28, 1949].

The exchange between opposing counsel occurred when Mr. Cottone undertook to present the petition in evidence.

Joseph W. Burns, one of Mr. Richards' attorneys, said Mr. Cottone had used the petition as the basis for contentions that Mr. Richards had admitted guilt.

"In view of that improper use and improper interpretation of the petition, we prefer that it should not be admitted in evidence, because of the circumstances under which it was filed," Mr. Burns asserted.

Petition Background

"It was filed by and on behalf of Mr. Richards following a conversation with Mr. Cottone with respect to the appearance of Mr. Richards before the Commission . . . it was prepared as a result of those discussions and statements as to what Mr. Cottone said should be in the petition. . . . And it was denied the very next day. That was received by the Commission as part of what might be comparable to settlement negotiations," Mr. Burns contended.

He said there is "nothing in the document itself that does constitute admission" but that "only a short time thereafter in a nation-wide broadcast it was referred to as an admission, and it cast grave doubt on the sincerity with which the discussions were carried on which led up to its being filed."

Mr. Cottone retorted that "all of Mr. Burns' statements with respect to characterizations of conversations, which he very carefully refrained from trying to be specific about, are complete distortions of any conversations that may have been held with respect to this petition or anything associated with this petition at this time."

FCC Examiner James D. Cunningham ruled the petition should be received in evidence.

Still on the stand in the second week of the hearing and expected to continue through most of this week, KMPC Vice President and General Manager Robert O. Reynolds was questioned at length by Mr. Cottone on details relating to KMPC files, and Mr. Richards' personal views and discussions with staff members.

Mr. Cottone sought to show that many news scripts and other documents had been withheld from FCC investigators. Disappearance of some 25 news scripts was the subject of extended questioning and discussion. Mr. Cottone undertook to establish that the station had been uncooperative and that some of the records wanted by FCC were removed from the files.

FCC 'Stalling' Hit

Hugh Fulton, chief trial counsel for Mr. Richards, accused the FCC staff executive of stalling tactics.

"I cannot believe the Commission's attorney is ignorant of proper procedure," he said. "And if he is, I will loan him a book to read on the subject."

He referred to Mr. Cottone's refusal to accept a stipulation offered by Mr. Fulton as to the authenticity of certain documents among the 8,000 involved in the proceedings. Mr. Cottone was questioning the KMPC vice president in detail as to each document presented, despite continued offers of stipulation by Messrs. Fulton and Burns.

Mr. Burns protested that "unless Mr. Cottone is trying to drag out this hearing indefinitely I can see no reason for his procedure," and asserted that "this record is costing us $2.20 a page and amounts to hundreds of dollars a day."

On several occasions Mr. Cottone accused the witness of giving contradictory testimony.

In a flareup Wednesday Mr. Cottone characterized Mr. Reynolds—appearing under subpena as an FCC witness—as a "reluctant, hesitant and hostile witness." Mr. Reynolds slapped the table, snatched back from Mr. Cottone's hand a document about which he had been testifying, and retorted: "Mr. Cottone, there are some serious questions here and I am doing my best to answer your question."

Mr. Cottone dwelt at length on a KMPC file in which Mr. Reynolds kept correspondence from the station owner. Mr. Reynolds said that, so far as he knew, the file was at KMPC when FCC investigators arrived in April 1948 and was never removed. Asked whether the investigators had seen it, he said: "I suppose so. Every file was made available to them. They were given a free run of the place, and I mean just that—a free run."

Considerable questioning centered around the KMPC filing system and brought a statement from Mr. Reynolds that he did not file letters from Mr. Richards unless he considered them pertinent to station operation.

GOP 'Policy' Denied

Under questioning, Mr. Reynolds denied he told Clete Roberts, former KMPC news editor, that KMPC policy was predominantly Republican. Mr. Cottone showed him a note written by the station owner to Mr. Roberts which said in part:

"I wish you would do an all out job of supervising political policy throughout the coming year. It is the No. 1 job."

Written in a corner of the note was: "Clete—Read this to our boys and meet often to do this job that will affect the future of everyone at KMPC and elsewhere."

Mr. Reynolds said he did not consider the note an order from Mr. Richards, but, rather, an expression of his views. He testified

(Continued on page 50)

RADIO OUTPULLS PAPERS

In ARBI Study

DETAILED findings of a series of point-of-sale studies conducted by Advertising Research Bureau Inc., Seattle, show how radio stations outpulled newspapers in 13 out of 14 surveys, based on store traffic and actual sales.

The studies were conducted for the XL Stations in the Northwest and cover results of store advertising in Spokane, Portland, Butte, Helena, Missoula, Bozeman and Great Falls.

Advertising Research Bureau was formed recently to measure radio's effectiveness as an advertising medium, on a dollar-for-dollar basis. Frederick E. Baker, senior partner of Frederick E. Baker & Assoc., Seattle agency, is president [BROADCASTING, June 5].

Survey operations were conducted by Joseph B. Ward ARBI chief of research, who trained interviewers.

Results of the series of studies are summarized in a booklet just issued by ARBI. After comparing circulation claims of newspapers and "exaggerated audience claims" based on radio measurements, the booklet points out that neither "has told the advertiser just how effective either medium was in bringing to the point of sale the greatest number of buyers and at what proportionate cost."

ARBI set out to find this information by contacting at point of sale those who visited stores, analyzing purchases as a direct result of advertising in specific newspapers and on stations. It wanted to answer the retailer's "most important question," described as: "How effective are my advertising media in bringing into my store—the point of sale—the greatest number of potential customers and at what comparative cost?"

In each community a merchant was selected to test, on an equal dollar basis, the relative values of newspaper and the XL stations in creating store traffic and moving retail merchandise. Specific merchandise advertised in daily newspapers and over XL stations serving the same area. Each advertiser invested equal amounts in space and time.

Customer Interview

First an interviewer asked customers how they learned about the sale. The customers "spoke their minds," according to ARBI, and advertisers learned the truth about the relative effectiveness of radio and newspapers.

Two stores in Spokane and one in Portland were selected for the first series of studies covered in the booklet.

Eastern Outfitting Co., Spokane, spent $106 in newspapers and $106 on KXLY Spokane to advertise men's gabardine suits, with these results:

% Traffic—Radio 43%; newspaper 18%; both 10%; other 29%.

% Traffic Purchasing — Radio 57%; newspaper 78%; both 80%; other 57%; total 63%.

% Dollar Value of Purchases—Radio 49%; newspaper 18%; both 11%; other 22%.

Nelson Jewelry Co., Spokane, spent $193 in newspapers and $193 on KXLY over a three-day period to advertise a sterling flatware starter set, with these results:

% Traffic—Radio 43%; newspaper 20%; both 7%; other 30%.

% Traffic Purchasing — Radio 59%; newspaper 75%; both 100%; other 75% total 70%.

% Dollar Value of Purchases—Radio 42%; newspaper 20%; both 18%; other 20%.

J. K. Gill Co., Portland, spent $91 in newspaper and $90 on KXL to advertise a book, *Worlds in Collision*, with these results:

% Traffic—Radio 45%; newspaper 9%; both 9%; other 37%.

% Traffic Purchasing — Radio 79%; newspaper 57%; both 100%; other 29%; total 61%.

% Dollar Value of Purchases—

(Continued on page 54)

Your Spot Radio Dollar Is A Better Bargain Than Ever

WHO Costs 52% Less Than in 1944, and Influences 66% More Buying Power!

Even though the costs of most commodities and services have risen by leaps and bounds since 1944, comparisons prove that spot radio in Iowa actually costs less today than five years ago.

In terms of *home radio sets*, WHO cost 52% less than in 1944. This of course is due to the fact that Iowa home sets have increased by 1,236,000 (136%) since 1944* (and modern research proves that *sets* make today's audience).

Even more startling than the lowered time-cost-per-thousand-home sets, however, is the fact that Iowa income in the same period of time increased $1,510,100,000, or 66%. (Iowa's income in 1944 was $2,287,000,000; in 1949 it was $3,797,100,000.) *If in 1944 the expenditure of $1 for radio time impressed $1,000 of income, $1 today would impress an income of $3,460. This means that expenditures on radio today in Iowa are more effective as regards total income by the astounding amount of 346%!*

Since 1944, Iowa radio homes have even increased 29%, for a total of 769,200. Comparing WHO's 1944 and 1949 rate cards, this represents a drop of 10.6% in time costs, per thousand radio homes. Thus, in addition to covering far more radio homes and receiving sets per dollar, spot-radio advertisers on WHO influence vastly greater purchasing power now than in 1944. And, remember this analysis is for *home* sets alone—it omits the hundreds of thousands of sets in Iowa cars, barns, stores, schools, restaurants, offices, etc., as well as additional millions of sets in WHO's vast secondary areas in "Iowa *Plus*."

No wonder WHO is today a "Better Buy Than Ever." For additional facts about WHO's great audience potential, write to WHO or ask Free & Peters.

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*SOURCE: The 1949 Iowa Radio Audience Survey. This famous Survey of radio listening habits has been made annually for the past twelve years by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with thousands of Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising, marketing and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

IOWA MARKET COMPARISONS

	1944	1949	1949 Increase
Retail Sales	$1,240,815,000	$2,423,608,400	95%
Income	$2,287,000,000	$3,797,100,000	66%
Farm Income	$1,627,000,000	$2,265,000,000	33%
Bank Check Transactions	$2,058,885,000	$3,159,176,000	53%

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.
National Representatives

In Eastern New York
and Western New England

WGY delivers 21 markets
the largest newspaper delivers 1

No advertising schedule in Eastern New York and Western New England is complete unless all twenty-one cities in the area are covered.

No advertising medium penetrates all twenty-one markets from a single source . . . except radio.

No radio station in the area penetrates all twenty-one markets . . . except WGY.

The next best radio station penetrates* only twelve cities. The *best* newspaper penetrates* only one city.

So for complete penetration of all the cities (and their marketing areas), your advertising should be on WGY, the only advertising source in the area that reaches *all* of Eastern New York and Western New England.

** With coverage of 25% or more of the total families.*

NBC  **SPOT SALES**

NEW YORK • CHICAGO • CLEVELAND • SAN FRANCISCO • HOLLYWOOD

COMPARATIVE PENETRATION

City	WGY Penetration % Daytime	WGY Penetration % Evening	Area's Largest Newspaper's Penetration % Daily
New York			
Albany	68	86	56
Norwich	78	74	*
Amsterdam	93	96	3
Utica	56	68	*
Rome	27	28	*
Oneonta	84	84	2
Troy	76	84	12
Saratoga Springs	83	92	13
Schenectady	86	91	5
Kingston	30	28	1
Glens Falls	83	89	5
Hudson	80	82	15
Gloversville	85	81	2
Johnstown	90	88	2
Vermont			
Bennington	89	92	5
Burlington	33	36	*
Rutland	83	89	3
Barre	42	52	0
Massachusetts			
Adams	76	86	*
North Adams	72	78	*
Pittsfield	53	61	1

**Less than one percent*

Source for WGY penetration: BMB Study No. 2 March 1949. Percentage of total families in city listening to WGY.

Source for newspaper penetration: Audit Bureau of Circulations September 1949. Percentage of total families in city reading this newspaper.

For similar market penetration comparisons of the areas served by seven major radio stations, write NBC SPOT SALES, New York 20, N. Y. You will find that stations represented by NBC SPOT SALES deliver more markets with deeper penetration than any other advertising medium.

INFORMATION AVAILABLE ON:	SERVED BY:
Metropolitan New York and New Jersey	**WNBC**, New York
Illinois, So. Wisconsin and No. Indiana	**WMAQ**, Chicago
Northern Ohio and N. W. Pennsylvania	**WTAM**, Cleveland
Washington, D. C., Maryland and No. Virginia	**WRC**, Washington
No. California	**KNBC**, San Francisco
Colorado, Wyoming, W. Kansas and W. Nebraska	**KOA**, Denver
Eastern New York and Western New England	**WGY**, Schenectady

BUDDY ROGERS

Turns to Local Radio, Cites Survey

BUDDY ROGERS said last week his decision to leave daytime network radio for local or spot market radio was based "in great part" on a survey compiled by BROADCASTING in cooperation with Cramer-Krasselt Co. [BROADCASTING, May 15, June 5].

The radio-TV-movie entertainer said he had relinquished his daytime radio contract with ABC June 16 in order to concentrate on a new package show, *Buddy Rogers Show*, which begins July 3 on WOR New York. He had been appearing on ABC's daytimer *Pick a Date With Buddy Rogers*, Monday through Friday, 3:30-4 p.m. EDT.

Mr. Rogers' new show, a PRB Inc., New York, package produced by Mal Boyd and directed by Nat Rudich of Gainsborough Assoc., New York, features interviews, recordings and informal comment. WOR also has signed Mr. Rogers to a three-year exclusive contract for daytime radio and daytime TV which do not conflict with nighttime plans.

Announcing his decision, Mr. Rogers said: "The BROADCASTING survey was in great part responsible for my decision to forsake *Pick a Date* in favor of our new syndicated program series. The figures stated in the BROADCASTING survey, showing that 36.1% of the advertising agencies queried believed that radio's biggest gains will be made in selective market programs as against 3.4% who favored network shows, confirmed my own beliefs.

"I was even more impressed and further convinced to enter local radio . . . by the figures BROADCASTING quoted for advertisers queried who believed that radio's biggest gains will be made in selective market programs, 36.8% as against 0.0% who favored network radio," he continued.

"Since I had already discovered that in 1949 local radio advertisers spent $180 million as against $170.9 million by network advertisers, I am confident that the future of daytime radio lies in the selective, local market area," Mr. Rogers said.

He also quoted BROADCASTING's figures showing the preponderance of opinion among agency-advertiser-station executives in favor of radio making its biggest gains in selective markets. "Television," Mr. Rogers said, "has made such inroads into network radio as to make local radio a 'natural' as is proven by results obtained by Rudy Vallee, Adolph Menjou, Veree Teasdale" and others who have syndicated daytime radio shows.

FCC Actions

SALES of WROL-AM-FM Knoxville, Tenn., for $300,000-plus and KMED Medford, Ore., for $290,000 approved by FCC last week along with transfers of 11 other stations. Five new AM stations, including 25 kw daytimer on 1010 kc at Lexington, Neb., to Nebraska Rural Radio Assn., granted by Commission. Six AM outlets given improved facilities and two new FM permits granted. Details of these and other FCC actions may be found in Actions of the FCC beginning on page 73 and FCC Roundup on page 80.

HOME RECEIVERS

Production Up, Says RTMA

PRODUCTION of home radio sets in May continued the upswing that has marked the manufacturing industry for several months, according to Radio & Television Mfrs. Assn.

The May output of RTMA members, representing around 80% of the industry, totaled 693,592 home receivers. This compares with 648,352 in April.

Television production of RTMA member companies showed a drop in May, a four-week work month, ascribed in part to the introduction of new models. Total number of TV sets produced in May was 376,227 compared to 420,026 in April and 163,262 in May 1949.

Weekly rate of TV set production by RTMA members during the month of May was 94,057, down 10% from the April rate.

Of the home sets produced in May, 86,405 had FM reception facilities and 30,582 TV sets included FM tuners, a total of 116,987 FM receivers for the month.

RTMA announced that its members had received $41,305,390 in orders from the government for transmitting equipment during the first quarter of 1950. This compares to $37,342,885 in orders received in the first quarter of 1949.

Actual sales of transmitting equipment by RTMA members to the government during the first quarter of this year totaled $30,640,943 compared to $32,353,433 a year ago. Of the first quarter sales this year, $24,860,004 consisted of radar equipment.

Upcoming

June 25-July 1: WKY-TV Oklahoma City Television Clinic, U. of Oklahoma, Norman.
July 11-14: First Advertising Agency Group, Hotel Lafayette, Long Beach, Calif.
Aug. 10-13: AFRA convention, Sheraton Hotel, Chicago.
Aug. 30-Sept. 2: Western Assn. of Broadcasters, and directors meeting of Canadian Assn. of Broadcasters, Jasper Park Lodge, Jasper, Alta.
Sept. 23-30: National Television & Electronics Exposition, 69th Regiment Armory, New York.





New BMB shows
BIG GAIN
in KTUL
Radio Families

KTUL's BMB Radio Families

	1946	1949	GAIN
DAYTIME	106,540	123,880	17,340
NIGHT	97,860	116,010	18,150

Compared with the rest of Oklahoma this compact area has . . .



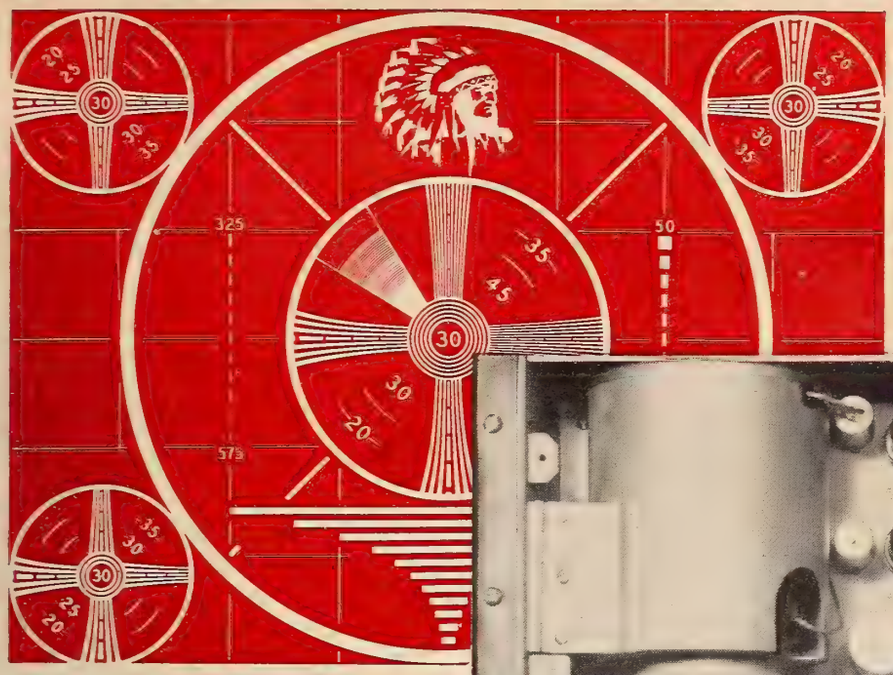
MORE *persons per square mile*
MORE *income per family*
MORE *than 34% of retail sales*

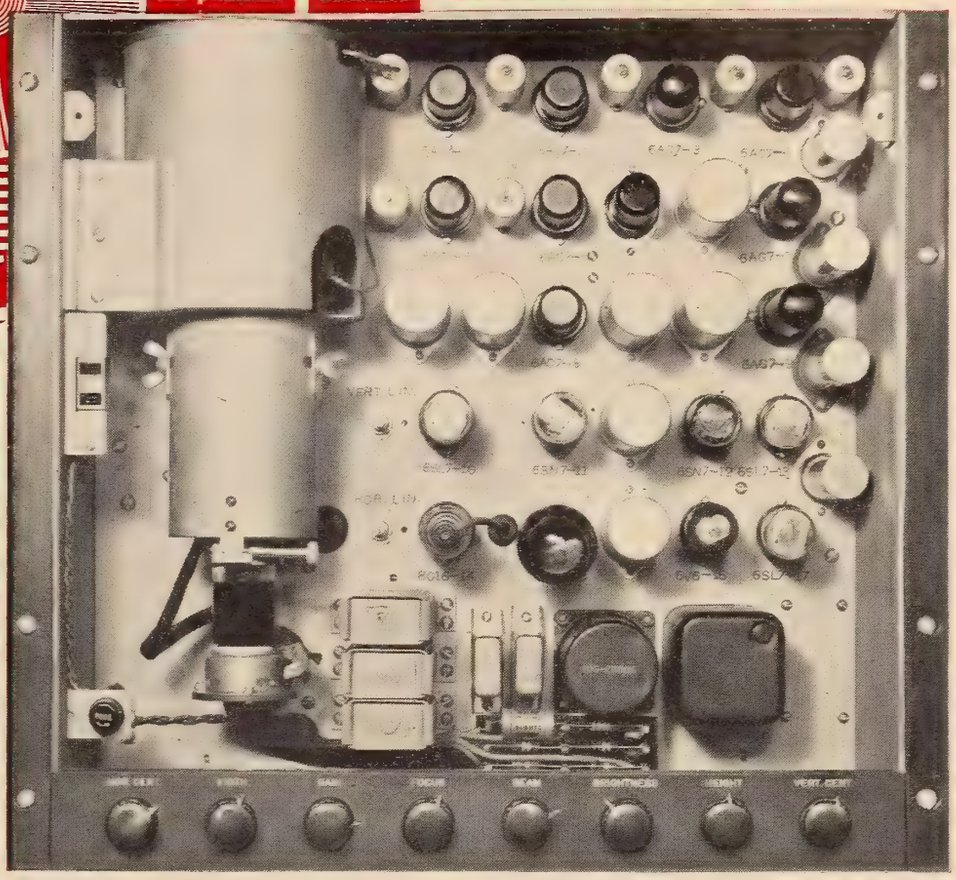
KTUL gives you *ALL* the coverage you *NEED* in this Major Market, at *LOWEST* Cost per 1,000 listening homes

Oklahoma's BIGGEST Market

Eastern Oklahoma's ONLY CBS Station

KTUL
TULSA'S EXCLUSIVE RADIO CENTER
AVERY-KNODEL, INC.
Radio Station Representatives
JOHN ESAU, *Vice Pres. & Gen. Mgr.*





Video Monoscope Camera TK-1A

..."patternmaker" for the industry

The test pattern produced by RCA Monoscope Cameras is the standard by which picture quality has been judged since the beginning of electronic television . . . in TV stations . . . in laboratories . . . in TV receiver production.

These are the standard test-pattern cameras used by many TV receiver manufacturers. These are the standard "picture micrometers" used by TV stations to make precision measurements of video transmissions.

Deliberately designed to excel in all things, RCA Monoscope Cameras have earned the extraordinary respect of television men. Evenly lighted patterns as steady as Gibraltar. Resolution as fixed as the cut of a diamond. Operation as reliable as a ship's chronometer.

Type TK-1A pictured here is RCA's newest Monoscope Camera—built to the highest standards known. It can be delivered to you with the familiar monoscope pattern (shown above)—or with a pattern of your own choice.

Ask your RCA Television Equipment Sales Engineer for prices. Mail the coupon for data.

RCA

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Radio Corporation of America
Television Broadcast Equipment Section
Dept.19FD,Camden, N. J.

Send me your technical bulletin on the RCA Type TK-1A Monoscope Camera.

Name_____

Company or station_____

Address_____

City_____ State_____

WRDW

Augusta's oldest (established 1930), most powerful (5000 watts day and night) and most popular (Hooper, 1950) station announces the appointment of

HEADLEY-REED CO.

as our

National Representatives

effective

July 1, 1950

•

Memo to Timebuyers . . .

Before talking to your Headley-Reed man, take a good look at these figures

Hooper Listening Index (March-April, 1950) Total calls: 16,132

Total Ratings	Morning	Afternoon	Evening
WRDW 30.6	**WRDW 31.4**	**WRDW 25.0**	**36.0**
Sta A 25.3	Sta A 28.7	Sta A 24.2	24.0
Sta B 23.0	Sta B 24.6	Sta B 26.4	19.1
Sta C 19.1	Sta C 13.2	Sta C 22.7	18.5

WRDW has more firsts in 30 minute breakdowns than all other stations combined!

WRDW

CBS for Augusta, Ga.

'TRAFFICKING'

Proposed FCC Rules Meet Opposition

A UNITED FRONT of opposition to its proposed new rules against "trafficking in frequencies" met FCC in oral argument on the proposals last Monday.

Washington radio attorneys argued that the plan—which would provide for automatic forfeiture of the construction permit of any station which is sold before program tests commence [BROADCASTING, Jan. 16]—exceeds FCC's authority and, aside from that, is unfair.

It would "penalize the innocent and the honest in an effort to catch a few who do not have the right intentions," Attorney George O. Sutton said in an argument on behalf of a group of 13 stations.

Vernon C. Kohlhaas of the law firm of Pierson & Ball, representing 13 other stations, said the law anticipates that FCC will exercise "discretion" and therefore take a case-to-case approach, so that applicants still will have the right at least to apply for CP transfers. If Congress had wanted to forbid all transfers of permits, he said, it would have done so more explicitly.

Even so, he asserted, he would oppose any legislation designed to bar CP transfers, on grounds that sometimes they are necessary and justified in normal business practice.

Mr. Sutton, finding no real distinction between "forfeiture" and "revocation," offered a substitute proposal providing for revocation of either a CP or a license "if the applicant therefore does not actually intend to construct and operate the station as applied for," or if negotiations for its sale are conducted, without FCC being informed, prior to issuance of the grant.

Plausibility of Plan Doubted

His suggestion, which also provided that FCC will look for signs of "trafficking" in "all assignment and transfer applications filed within a short period" after the issuance of a grant, drew from Comr. Rosel H. Hyde the observation that FCC would have to become more adept at "mind-reading." Mr. Sutton felt his proposal nevertheless was better than FCC's "quick death" plan.

On behalf of the Federal Communications Bar Assn., Chairman Percy H. Russell Jr. of the FCBA Committee on Practice and Procedure insisted the Commission's proposal would cause "many, many hardships" and is not within FCC's authority. He said it also would discourage prospective applicants, since they would know that—regardless of what might happen—they could not transfer their station before it started program tests.

Vernon L. Wilkinson of the firm of Haley, McKenna & Wilkinson, appearing as *amicus curiae*, said legislative history and court decisions both oppose the rule. He felt that if FCC can provide for automatic forfeiture of permits, it might also provide for automatic forfeiture of licenses. Congress, he pointed out, has refused to enact past proposals to forbid CP transfers.

NAB waived argument, relying on its earlier statement that FCC "lacks authority to make the rule," and that the rule "will result in undue hardship without any real benefit." As a matter of practice, NAB held, the "trafficker" who is financially able to do so would "delay entering into a contract for the assignment or transfer until program tests have been concluded," so that "it is only in the hardship cases . . . that the rule would be apt to work a forfeiture."

Although all participants in the oral argument opposed the Commission's proposal, at least two statements had been filed in support of the plan. These were submitted by E. B. Craney of the XL stations of the Northwest, and by KBOW Butte, Mont.

Craney Scores 'Menace'

Mr. Craney, asserting that "hawking of permits" has been "a genuine menace to the radio industry in recent years," said he had "personal knowledge of several recent instances in which the holders of construction permits . . . made no serious efforts to construct a station, but very strenuous efforts to sell the permits."

Spokesmen for KBOW said that "in recent months the holder of a permit to construct a station which would have been competitive with KBOW made diligent efforts to sell the permit to Copper City Radio Co.," licensee of KBOW.

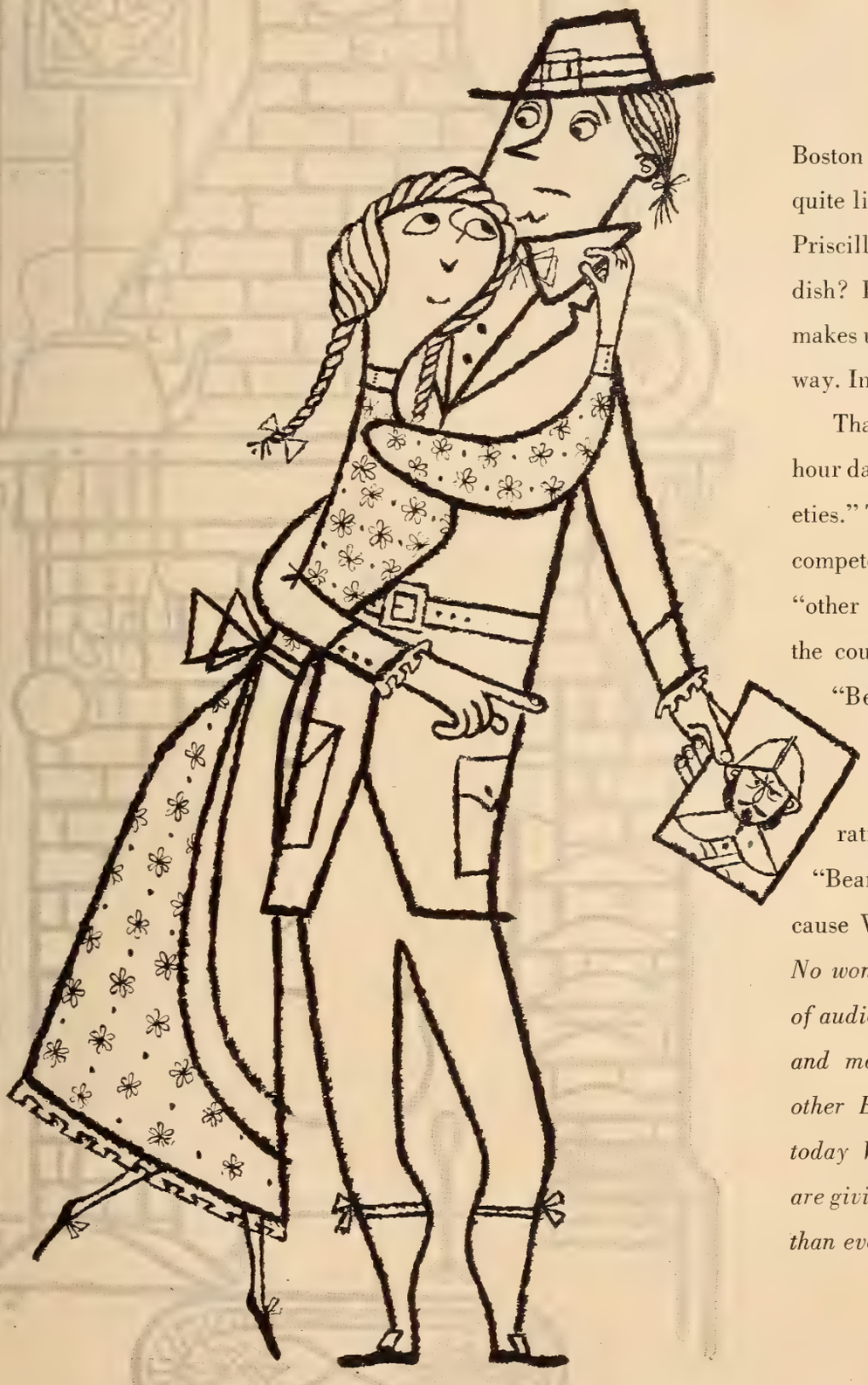
KDON Power Increase

KDON Santa Cruz, Calif., has commenced program tests with a new Westinghouse 5 kw transmitter following FCC approval of power increase from 1 kw. KDON is owned and operated by Salinas Newspapers Inc. and broadcasts on 1460 kc. In addition to Santa Cruz, studios and offices are maintained in Salinas, Monterey and Watsonville.

Strawberry Sale

RADIO'S ability to sell—in this case fruit—got further endorsement this month when seven one-a-day spot announcements on WINR Binghamton, N. Y., sold a full railroad car load of strawberries. The Green Lantern Fruit Stand used no other advertising medium in the promotion and gave full credit for the sale to the short spot announcement campaign on WINR.

Boston still speaks for itself



Boston is Boston... and there's no place quite like it. Remember the old story of Priscilla and John Alden and Miles Standish? It's the same today. Boston still makes up its own mind. And goes its own way. In radio, too.

That's illustrated by WEEI's full-hour daytime program, "Beantown Varieties." This WEEI local live talent show competes with one of the most popular "other network" daytime programs in the country. Yet in every quarter-hour "Beantown Varieties" attracts a *bigger* audience than any other Boston station. Delivers a Pulse rating of 5.2!*

"Beantown Varieties" is on WEEI because WEEI knows what Boston likes. *No wonder WEEI has the largest share of audience, the highest average ratings and more quarter-hour wins than all other Boston stations combined.** *And today WEEI's much bigger audiences are giving sponsors more for their money than ever before.*

*Pulse of Boston Mar.-Apr. 1950



the station is **WEEI**

Columbia's Friendly Voice in Boston

NBC NEW YORK OUTLETS *Seek Own Identity*

NBC'S NEW YORK stations, WNBC and WNBT (TV), sometimes have seemed submerged beneath the greater prestige of their parent network, but last week both were embarking on a vigorous program to establish their own identity.

Under the new management of Ted Cott, former vice president of programs at WNEW New York, WNBC and WNBT were revising local programs and promotion in an effort to acquire individuality.

Indicative of the new thinking at the stations were new station breaks already being aired. Examples: "NBC covers America. . . . WNBC belongs to New York"; "You're aboard the NBC flagship anchored in New York."

New sign-on and sign-off announcements extolling New York (and incidentally WNBC's position in the city) are being written by the celebrated writers Louis Untermeyer, Norman Corwin, Fannie Hurst and Norman Cousins.

On WNBC a heavy swing to disc jockey programming—usually the backbone of independent stations—is in the wind. The early morning Skitch Henderson show, Monday-Saturday, 6-8:30 a.m., and Mr. Henderson's Monday-Friday 12:15-1 p.m. program are already on the air.

Treacher Show

Scheduled to begin June 25 (yesterday) is a program featuring Arthur Treacher as disc jockey for Gilbert and Sullivan records. Mr. Treacher's commentary is to be done in verse of the Gilbert and Sullivan style. The show will be aired Sunday, 12:30-1 p.m.

Starting July 11 a series featuring Leopold Stokowski as a disc jockey for transcriptions of the music of Johann Sebastian Bach will begin. Mr. Stokowski's commentary (like Mr. Treacher's) also will be recorded. The Stokowski show will be heard on Tuesday, 7:30-8 p.m.

Another series, as yet unscheduled, will present Arthur Fiedler, conductor of the Boston Pops, in a recorded disc jockey show featuring records of his own orchestra.

WNBC also is at work on a documentary series on New York City, with programs to be written about the garment industry, Broadway and other aspects of local interest.

Among local shows in the works at WNBT is *What's the Good Word?*, a joint effort of the TV station and the New York Board of Education. The show will be educational, with an entertaining format, and will pertain to correct English usage. In return for being given the program, the Board of Education will grant special seals of approval to WNBT programs it considers worth them.

Another WNBT program scheduled for fall presentation will be based on photo contests conducted in various communities within the station's range and will tie-in with local newspapers. To be called *Mayor's Tour*, it will present winning photos as well as the mayor of the community and the editor of the participating paper.

RADIO PROFITS
In Step With TV Affiliate

VITAL statistics at WHAM Rochester show that radio billings are growing at the station despite a current 99% "sell out" in WHAM-TV sales, according to General Manager John W. Kennedy Jr. The facts disprove "prophets of doom" that there's not enough advertising money to go around for both AM and TV, he concludes.

Figures add up, he says, to this: WHAM-TV, now two years old, "has not grown at the expense" of the AM facility. He reports spot billing in AM for January and February greater than the same months last year. February spot alone, he says, was highest in the station's history and total business in March a record for that month.

Basic problem in WHAM-TV sales is "to find ways of opening up additional periods of time so that program service may keep up with public demand and more advertisers can be accommodated." He estimates that 70% of TV advertisers at WHAM have never been radio clients of the station nor have they ever used radio before.



Attending a party given for Ohio news editors by WAKR Akron are (l to r) Bernard Berk Jr., WAKR vice president and host; Messrs. Mann and Day, and Prof. William Taylor, chairman of Kent State U.'s school of journalism.

* * *

RADIO NEWS *Has Little To Fear From TV, Says Davis at Kent*

RADIO news, judged by foreseeable developments in news gathering processes, faces little threat from television, according to Elmer Davis, noted ABC news commentator, who was featured speaker at the second annual conference of Ohio News Directors Assn., Kent (Ohio) State U. on June 17.

Mr. Davis also declared that radio news programs always will have sponsors. He said he saw little hope for television news to reach the prominent position enjoyed in radio newscasting. TV's best forte, he indicated, was in the fields of sports and special events coverage.

Main problems confronting TV, Mr. Davis said, was the inability of the camera eye to tell in advance where and when the news will take place, and the fact that much of the day's news has to be explained to be understood.

Value of news programming to the smaller radio station was accented by two station executives, Gene Ragel, program director, WCLT Newark, Ohio, and Verne Nolte owner, WHIZ Zanesville.

Oberlin Speaks

Other highlights were Dick Oberlin's explanation of how his station, WHAS Louisville, puts together its local TV newsreel [TELECASTING, June 19], and emphasis on public service programs "coming of age," by Don De Groot, WWJ Detroit.

Other speakers included Howard Absalom, news director, WAKR Akron; Floyd Weidman, WEWS (TV) Cleveland, and Larry Mann, CHUM Toronto. Charles Day, news director, WGAR Cleveland, was director of the conference.

CAMPAIGN COSTS
House Okays Probe Group

PROPOSAL to provide for establishment of a five-man committee to look into radio, television and other media sums expended by its members during the current election campaign won House approval last Wednesday.

The resolution (H Res 635), is sponsored by Rep. John McCormack (D-Mass.).

As a result of its adoption last week, the special group, yet to be selected, also will look into amounts subscribed for radio and television time by labor, corporation and other groups [BROADCASTING, June 12] on behalf of any candidate.

Block Fails

A NATIONWIDE NBC audience last Thursday heard the re-enactment of the murder of a Michigan husband and two children despite legal efforts on behalf of the convicted murderess to block the broadvast. Circuit Judge Clifford A. Bishop of Flint, Thursday dismissed a request to prevent the *Big Story* broadcast as an invasion of the prisoner's right of privacy. The convicted slayer, Mrs. Julia Kulnich, is serving a life term. The broadcast, sponsored by American Cigarette & Cigar Co., used fictitious names, as customary.

NATIONAL NIELSEN RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. INCL. SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)

EVENING, ONCE-A-WEEK, EXTRA-WEEK, MAY 14-20, 1950

Current Rank	Previous Rank	Program	Current Rating Homes %
1	1	Lux Radio Theatre (CBS)	21.0
2	4	Godfrey's Talent Scouts (CBS)	17.0
3	6	My Friend Irma (CBS)	13.9
4	11	Fibber McGee & Molly (NBC)	13.0
5	16	Mystery Theatre (CBS)	13.0
6	22	Mr. Keen (CBS)	12.5
7	41	Hallmark Playhouse (CBS)	12.4
8	38	F.B.I. in Peace & War (CBS)	12.4
9	12	Day in the Life of Dennis Day (NBC)	12.3
10	9	You Bet Your Life (CBS)	12.1

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright 1950 by A. C. NIELSEN CO.

Caution to Summer Drivers—

WATCH OUT FOR HOT ROADS AHEAD!



Remember how last summer's hot weather damaged America's highways and parkways?

BEWARE WHAT THIS SUMMER'S HEAT WILL DO, TO MAKE THIS SUMMER'S DRIVING MORE DANGEROUS THAN YOU THINK.

—As, for example, the typical pavement-heave in the photograph above.

FOR YOUR OWN SAKE: WATCH THE ROAD AHEAD . . . SO YOU CAN DETECT THESE UNEXPECTED DRIVING HAZARDS IN TIME TO SLOW DOWN.

During the intense heat of July 1949, you heard radio and newspaper reports like these:

—Near Jamesport, N. Y., a 50-foot section of State highway pavement raised up 6 inches.

—On U. S. 60 near Owensboro, Ky., a section of pavement bulged up 18 inches, with State Troopers re-routing traffic around it.

—Near Valley Stream, L. I., on the Sunrise Highway, a 15-foot slab of concrete shot up 17 inches.

This year, the same thing is bound to happen. Our drivers will soon be reporting such instances—to us and to the authorities. One of these may be the highway you travel.

* * *

It is difficult, perhaps, for the average person to understand how mere sun-heat can cause such catastrophic damage.

But here are the facts, as highway engineers know them:

No matter how well a highway is constructed, when the weather's cold it's *got* to contract; when the weather's hot it's *got* to expand.

Highway engineers know this; they try to provide against it. Even so, the best highways can't always take it under extremes of heat or cold.

So drive cautiously, as you always drive. BUT DRIVE *EXTRA* CAUTIOUSLY WHEN THAT HOT SUN BEATS DOWN.

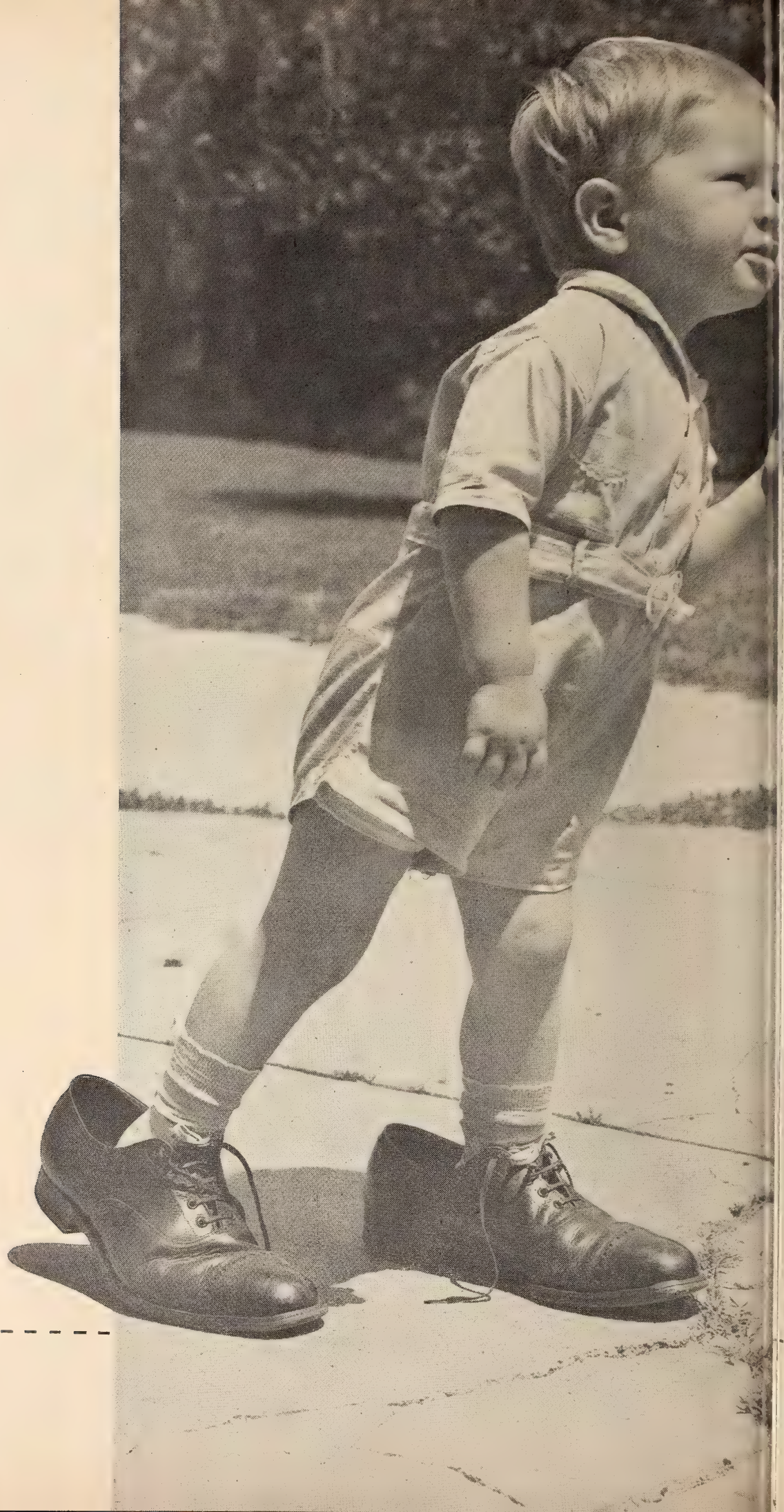
HEAT CAN BLOW UP A PAVEMENT.

And that same heat, in torturing the roads, *can* cook your goose for good.

THE AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Washington 6, D. C.

©1950, American Trucking Associations



WRVA'S EXTRA STEP MEANS EXTRA SALES FOR YOU!

Even a tot-size budget
can fill big sales-shoes on WRVA,
through our extra-step programs
that give you
top, big-time talent
at little more than announcement cost!
Participation in these established
programs with proven personalities
and planned promotion
can step your sales up
from the bootee class
into seven-league boots!

OLD DOMINION BARN DANCE

Monday thru Friday, 9:00-10:00 am. and 3:30-4:30 pm. Designed for high ratings and general listening. Features *CBS network commercial stars on a local basis. *(Brock Bar Ranch, CBS, Saturdays 7:00-7:30 pm.)

GRADY COLE TIME

Monday thru Saturday, 5:00-6:00 am. Designed especially for rural audience and features fabulous Grady Cole. (Combination purchase with WBT, Charlotte, N.C.)

CALLING ALL COOKS

Saturdays, 10:00-10:30 am. Audience participation quiz from WRVA Theatre (average audience of 800). Radio show is part of two-hour entertainment. Product displays; samples distributed; with retail grocer merchandising plan; actual product demonstrations. Buy it weekly, bi-weekly, or once a month.

HOUSEWIVES PROTECTIVE LEAGUE

Monday thru Saturday, 5:00-5:30 pm. Features Mark Evans and is designed primarily for food and household products.

WRVA



50,000 WATTS • RICHMOND AND NORFOLK, VA. • REPRESENTED BY RADIO SALES

editorial

Listenin', Pardner?

ALMOST AS OLD as the first broadcast is the American concept that radio must serve "in the public interest." That tortured phrase has been belabored in almost every discussion of the art in the past thirty years.

Stations have been told by the FCC, the Congress and some segments of the public that it is their "duty" to carry such programs. Every sin in our lexicon has been committed via that ephemeral phrase: "public interest." But over the years very little thought seems to have been given to the fact that the station licensee and the public which he serves are in effect "partners."

The licensee has the investment, the personnel and the know-how. The public via his servant, the FCC, furnishes the "air" which the licensee uses and the "ear" to which he appeals. One can't get far without the other. Yet the partnership in the great enterprise that is radio is too little understood.

In Denver Hugh B. Terry, energetic vice president and general manager of KLZ, decided to do something about it. He inaugurated a new program (see story page 49), titled "Let's Talk it Over" in which he intends to put the licensee and the "people who own the air" into a position of mutual understanding.

He proposes to make the listener feel that he is actually on the inside of the station. The listener dishes it out, and the broadcaster, if need be, takes it.

Says General Manager Terry: "It is an honest effort to 'lay it on the line' so that the public may know, may understand and may be part of the radio stations which are licensed to serve them."

This isn't a "first". There are few in radio these days. It's the timing that counts, and, as always, the execution of the idea.

We like the KLZ approach. We think it could well be emulated. David Sarnoff once said radio gives the average man that which the richest man could not buy for himself.

Radio has worked miracles in selling goods. It's high time it started selling itself.

'What Hath TV Wrought?'

TV, WHICH already has outdone *Grimm's Fairy Tales*, now threatens to knock for a row of Blackstones the time-honored concepts of American jurisprudence.

A poor mixed-up man of 50, presumably with an eye for the spectacular, elbowed his way into the TV booth at the Houston ball park the other day, sat down beside KLEE-TV telecaster Dick Gottlieb, and shot himself.

Among the at-home televiewers was Justice of the Peace Tom Maes. He returned an inquest verdict of suicide, without ever leaving his home.

"I saw the man on television," said the JP.

On the same day, in Kansas City, a 36-year-old laborer had scampered up the WDAF-TV tower to the 475-foot level, and threatened suicide. He finally descended after being promised a personal appearance on TV. Instead he was carried off in the paddy-wagon.

It won't be long now until some pundit ventures forth with a tome titled *What Hath TV Wrought.*

Loyalty vs. 'Liberalism'

FBI DIRECTOR Hoover says the Communists now have gone underground, except for a few decoys, who are known anyway. The administration, which, to our minds, has made haste all too slowly, now has given G-Man Hoover *carte blanche* to ferret out those whose allegiance is to the Kremlin.

We have warned in these columns about infiltration of radio. We know it exists, but not the extent. Mr. Hoover told a Senate Committee:

> **In the communications field, they have as their primary objective the control of communication facilities in the event of an emergency. In 1946, the cultural section of the Communist Party was given a special directive to penetrate the radio field.**
>
> **Communist schools and Communist fronts have offered training courses in connection with radio writing, acting and directing. Many Communist fellow travelers and stooges have been able to secure positions enabling them to actually control personnel and production. Communists, masters of pressure tactics, are always on the alert to chastise those who would oppose them. One front group boasts of having thousands of monitors in every section of the country who will take up a letter-writing campaign against any commentator who disagrees with what they advocate.**

Within the last fortnight, the CIO, at long last taking cognizance of the political tide, has expelled a number of unions because of pro-Communistic leanings. Among them was the American Communications Assn., with 10,000 members— some in the radio field.

Need more be said? It should have been obvious all along that the Kremlinites could not ignore radio or TV—the swiftest and most potent means of reaching the people.

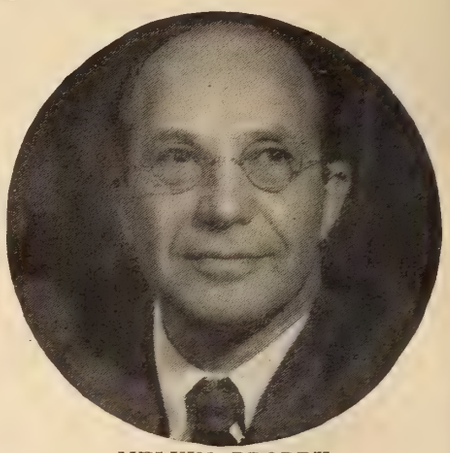
First station to take affirmative steps to root out possible subversives is KFI-AM-FM-TV Los Angeles. It is requiring a loyalty oath of all employes [BROADCASTING, June 12]. One staffer already has been dismissed because she refused to sign the pledge.

In our democracy, it always has been a popular parlor game to be a "liberal" and stoutly defend the right of any citizen to do almost anything except violate the traffic regulations. When we're mustering our defense forces, while the Muscovites hurl insult and defiance, it's no time to deal in the niceties of liberalism.

We think every station in the nation, every network, every supplier of programs, should follow the Earle Anthony lead, and demand loyalty oaths of every employe.

WE ARE GLAD to see the NAB board take a strong stand against FCC's handling of the Richards case (see story this issue). There is an un-dignity about the dog-fight between counsel in the hearing that ill becomes an "impartial" agency and epitomizes, we think, the Commission's entire conduct of the case. General Counsel Benedict P. Cottone's assumption of—or assignment to—personal direction of the FCC's case in itself belies the claim this is not a "prosecution." We have heard no good word from him about any phase of the Richards operations, though it is inconceivable that nothing good exists and we had thought, perhaps naively, that FCC's obligation to elicit the facts encompasses those which are good as well as those it thinks bad. Is such a one-sided presentation not itself "slanted"? In the circumstances we cannot blame Hugh Fulton, counsel for the Richards stations, for fighting with any weapons he can lay hands on. If FCC has a case, let it cut the horseplay and present the facts, without prejudice or bias.

our respects to:



MELVIN BRORBY

THE VERSATILE man sometimes drifts into mediocrity while trying to develop his skills separately. Few exercise the good judgment of Melvin Brorby, who 25 years ago saw in the advertising agency a perfect instrument for nourishing and blending his diverse talents under one roof.

That he has succeeded is evidenced by the honors his profession and community have bestowed upon him.

A first lieutenant in the adjutant general's department during World War I, the future partner in Needham, Louis & Brorby, Chicago, returned from France after the 1918 Armistice for an extra year at the U. of Wisconsin. But the next four years took him to many countries. A fellowship with the American Field Service in France, attendance at the Second Assembly of the League of Nations, and months of travel and study in countries administered by the League prepared him for diplomatic service.

Back in the United States there were at

(Continued on page 48)

Static & Snow

By AWFREY QUINCY

JUST as a suggestion to the Voice of America: In beaming programs to the Russians, why not use the tobacco auctioneer? We'll bet the Moscow strategists will think twice before applying the usual jamming tactics to Mister Speed Riggs.

* * *

Is there an ache in your gross billings or a twinge in your balance sheet? What you need, Pal, is a doctor (ethical)! Puzzled? You'll find the Keyes at Russel M. Seeds where "June is busting out all over."

* * *

Said McConnell the Joe to Stanton the Frank
"In fishing for Hope all you drew was a blank"
Said Stanton the Frank to McConnell the Joe
"But Edwards the Ralph was a neat counter-blow."
Said Trammell the Niles to Paley the Bill
"With Groucho and Hope I'm primed for the kill"
Said Paley the Bill to Trammell the Niles
"I've got gimmicks, devices and bucks stacked in piles."

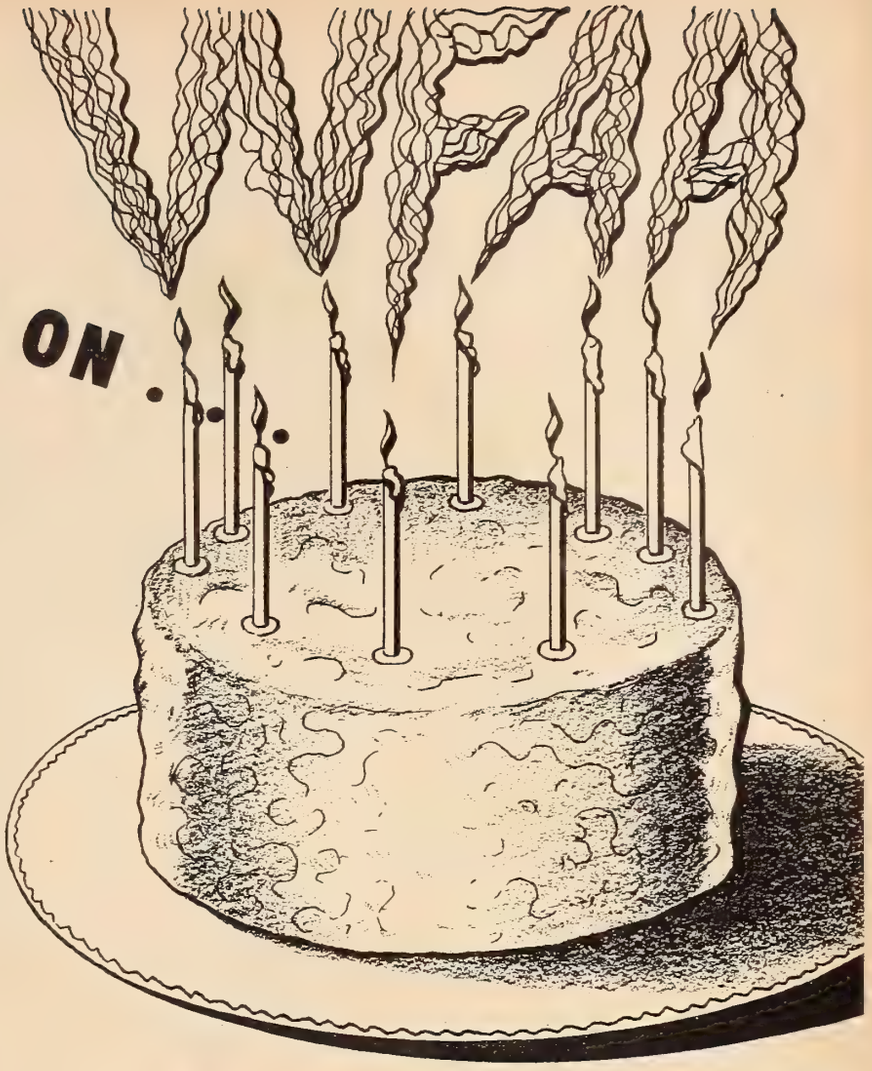
* * *

At RMA meeting, the FCC Chairman DEnounces industry for being coy to FM and stresses DEfects in AM and DEsirable advantages of FM. Decoy?

* * *

After analyzing successful use of singing spots by A&P to promote cantaloupes, we're burying a phonograph, sprinkled with tea-leaves, in the vine section of our garden.

AND ONE TO GROW ON . . .



Oct. 5 '49 . . Early Birds (WFAA-820, 7:15-8 a.m.) contest for car award draws 32,000 replies.

Dec. 12 '49 . . "Laugh with the Ladies," initial broadcast, Stokely's Finest Foods sponsorship.

Feb. 13 '50 . . Mrs. Tucker's Shortening begins seventeenth year of programming on WFAA-820.

Mar. 17 '50 . . WFAA staff takes over KBTV after FCC approval of purchase.

May 7 '50 . . Nineteenth year for "One Man's Family" on WFAA-820.

May 9 '50 . . Awarded Sigma Delta Chi prize for radio reporting of disastrous plane crash at Dallas' Love Field in November, 1949.

May 21 '50 . . WFAA-TV on the air, replacing KBTV.

May 24 '50 . . FCC approves installation and new site for 570 transmitter for improved coverage of Dallas area.

June 13 '50 . . Only station to telecast Secretary of State Dean Acheson's dramatic foreign policy speech.

WFAA

820 KC-NBC • 570 KC-ABC
TEXAS QUALITY NETWORK
Radio Service of the DALLAS MORNING NEWS
REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

WHERE YOUR ADVERTISING DOLLAR BUYS MORE . . . . . WFAA

CHANNEL EIGHT . . .
DuMont, Paramount network affiliations now . . . NBC, ABC soon
REPRESENTED NATIONALLY BY ADAM YOUNG TELEVISION, INC.

WFAA-TV

HIGHLIGHTS MARKING THE 28th YEAR OF KNOWMANSHIP

front office



LEE PHILLIPS, sales manager WTTT Coral Gables, Fla., appointed station manager. With station since November 1949. Before that general manager WKJF Pittsburgh.

THOMAS P. EGAN, account executive, WCUE Akron, Ohio, named executive merchandising director. Will establish merchandising, publicity and promotion campaign for WCUE timebuyers. Was WHKK Akron promotion manager.

WILLIAM V. HUTT, promotion manager *Arkansas Gazette,* Little Rock, to KLRA Little Rock, *Gazette* station, as general manager. With *Gazette* since January. Before that with WKY Oklahoma City. Succeeds **EDWARD V. MURPHY,** resigned, who remains consultant to station.

HAL FROELICH, account executive Adam Young Television Inc., Chicago, national TV representative, to KOTV (TV) Tulsa, Okla., sales staff.

C. R. (HI) BRAMHAM, sales staff WKDA Nashville, to WSM-TV Nashville as local sales chief. Was with General Outdoor Co. until 1947 as national contact and local salesman. Will work with **IRVING WAUGH,** WSM-AM-TV commercial manager.

CHARLES L. UNGER, KNOR Norman, Okla., to KGLC Miami, Okla., sales department. Was with KBYE Oklahoma City.

DON L. CHAPIN, WLWT (TV) Cincinnati, to WKRC-TV Cincinnati as local sales manager. With WLWT nearly two years. Before that announcer and sales manager WMOH Hamilton, Ohio.

DICK WELLS resigns as general manager Upper Michigan-Wisconsin Bcstg Co. stations WJMS Ironwood, WIKB Iron River, Mich., and WATW Ashland, Wis.

S. R. SAGUE, president WSRS Cleveland; **H. G. PABST,** assistant to president; **JACK D. KELLY, WILLARD L. DOUGHERTY** and Chief Engineer **BEN WHITTAKER** named to WSRS advisory board to coordinate operations various departments.

JAMES E. LOWELL, WSSV Petersburg, Va., salesman, named commercial manager.

JACK MAJOR, general manager WREN Topeka, Kan., named general manager KJAY Topeka.

CLYDE R. SPITZNER, executive director Philadelphia Junior Chamber of Commerce, named commercial manager WIP Philadelphia.

KWTC Barstow, Calif., joins **Liberty Broadcasting System.** Concurrently names **Western Radio Sales,** Hollywood, as representative.

SCHEPP-REINER Co., N. Y., appointed national sales representative WPIK Alexandria, Va.

RALPH E. McKINNIE, CBS-TV network sales and formerly DuMont TV network sales, to Paul H. Raymer Co., N. Y., as account executive.

ARTHUR H. SHERIN Jr., account executive Avery-Knodel Inc., N. Y., named director TV sales. **N. R. MADONNA,** Donald Cooke Inc., replaces Mr. Sherin.

JOHN R. CONLEY to commercial staff KJCK Junction City, Kan., as local sales representative.

DON RICH, advertising and business departments *Convention Magazine,* named account executive WMID Atlantic City.

AL ALBINGER, station manager WCOL Columbus, Ohio, named commercial manager KTMS Santa Barbara, Calif.

FRANK PRICE, public relations man American Railway Express, Xenia, Ohio, to KTMS Santa Barbara, Calif., sales staff.

RICHARD J. QUIGLEY Jr. to John Blair & Co., St. Louis, as account executive July 1. Was salesman MBS New York and KXLW St. Louis.

FORT INDUSTRY CO., Birmingham, Mich., office changes telephone

50,000-watt WBT is the biggest singl

—Because WBT reaches the most people (a total of 577,880 radio families every week)!*



*BMB 50-100% Daytime Listening Area

number from Birmingham 4760 to Midwest 4-7700. Detroit line remains JOrdan 4-5910.

MARVIN R. BRIGGS, KECA Los Angeles sales staff, to KECA-TV sales staff.

Personals • • •

LEE FONDREN, national sales manager KLZ Denver, elected secretary Denver Lions Club. . . . **ROBERT M. SMITH,** commercial department WSAZ Huntington, W. Va., re-elected secretary Huntington Advertising Club. . . . **ALEX C. KEESE,** sales staff WFAA Dallas, named chairman radio-TV committee Dallas Advertising League's Community Service Committee handling publicity-advertising Dallas County 1950 Community Chest campaign.

WILLARD L. DOUGHERTY, account executive WSRS Cleveland, returns to station after month in hospital for emergency appendicitis and ulcer operation. . . . **IRVING E. ROGERS,** publisher Lawrence (Mass.) *Eagle-Tribune,* president-treasurer Hildreth & Rogers Co., owner and operator WLAW Lawrence, presented first annual Rabbi Joshua Loth Liebman Award June 14 for "outstanding promotion of interracial tolerance."

JOHN FINDLEY, salesman WBBM Chicago, to marry Geraldine Briede in Chicago July 1. . . . **DON McBAIN,** vice president-chief engineer KCMJ Palm Springs, Calif., father of boy, James Webster. . . . **AMOS BARON,** radio sales manager KECA Hollywood, returns to desk after recuperating from broken leg suffered in fall 15 months ago. . . . **JACK S. YOUNTS,** president-general manager WEEB Southern Pines, N. C., appointed to Governor's Advisory Committee on Highway Safety. Also serves on advisory committee of State Communication Study Commission.

Ringgold Promotion

HANQUE RINGGOLD, Eastern sales manager, Edward Petry & Co., was elected vice president in charge of Eastern sales and a director of the company at a recent board meeting. Petry board now has five members, as authorized by the New York State Court of Appeals [BROADCASTING, May 29], including Edward Petry, president; Henry Christal, secretary and treasurer; Edward Voynow, Chicago manager; Gordon Gray, vice president, WIP Philadelphia, and Mr. Ringgold.



DURING his inspection of WBAP-AM-FM-TV Fort Worth's radio-television center, Edward J. Noble (l), chairman of the board of ABC, tells Harold Hough, director of the outlets, that the plant is "the finest, most compact layout anywhere." Mr. Noble was in Fort Worth June 5 on his way to look over some Texas oil properties he is interested in.

ELECT REAGAN

Heads Hollywood Ad Club

J. NEIL REAGAN, manager of the Hollywood office of McCann-Erickson Inc., has been elected first vice president of Hollywood Advertising Club. Homer H. Boelter, Homer H. Boelter Lithography, was elected president.

Other officers named were Robert J. McAndrews, managing director, Southern California Broadcasters Assn., second vice president; Georgia Wash Holbeck, assistant advertising manager, Van de Kamp's Bakeries, secretary; Wade E. Bennett, vice president, Hollywood State Bank, treasurer.

WOL CHANGES

3 Named in Realignment

THREE changes in a staff realignment of WOL Washington have been announced by Fred A. Palmer, manager.

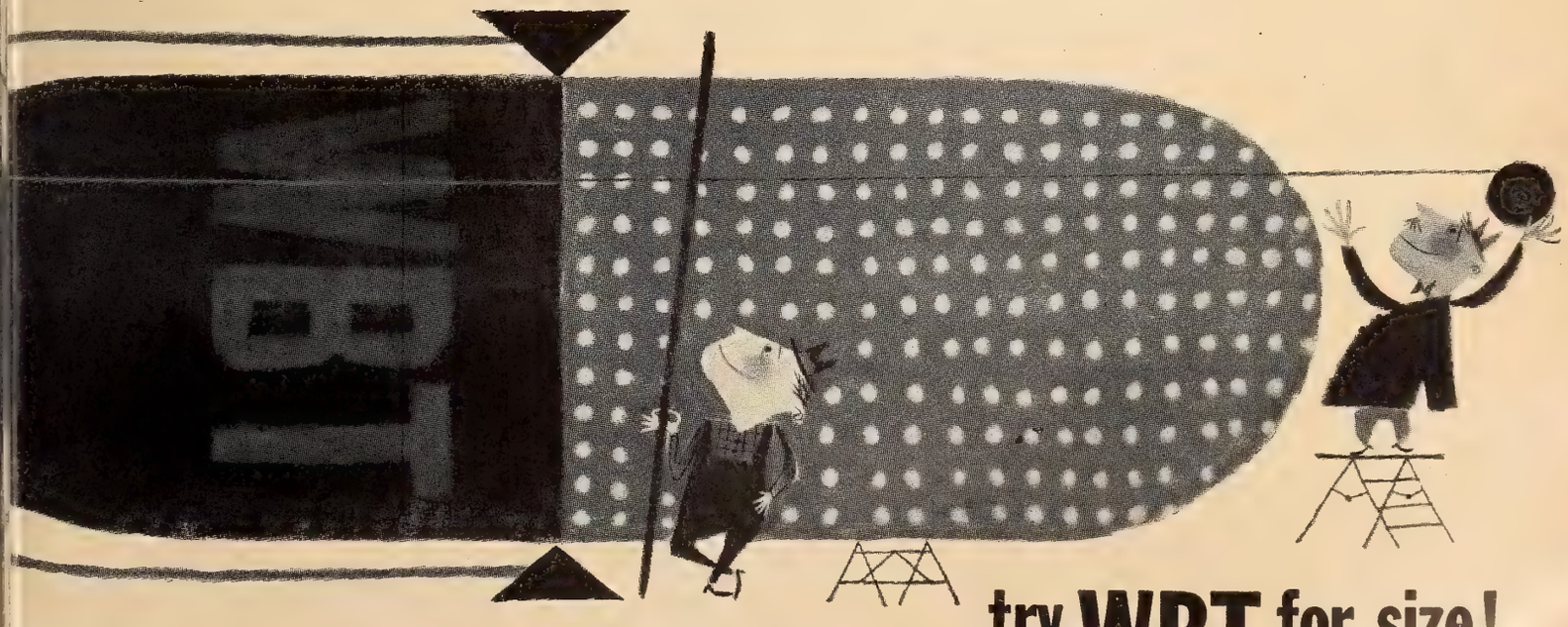
Al Fillips, staff announcer, becomes program director, succeeding Edgar Parsons, assistant manager, who will concentrate on promotion and public relations. New member of the staff is Richard P. Martin, replacing Mrs. Jane Neale, business manager, who is retiring.

Mr. Fillips was with WWVA Wheeling, W. Va., and WPIT Pittsburgh before coming to Washington and was with WOL under Cowles ownership. Formerly manager of WRFD Worthington, Ohio, Mr. Parsons came to Washington when the People's Broadcasting Corp., WRFD licensee, purchased facilities on 1450 kc and the WOL call letters.

WWL Farm Tour

HEADED by George Shannon, farm service director for WWL New Orleans, some 50 farmers have left on a 17-day goodwill tour of the capital cities and agricultural regions of six Central American countries. Tour is sponsored by the International House of New Orleans and Pan American Airways, in conjunction with WWL. Mr. Shannon will make on-the-spot recordings during the trip which will be used on his WWL *Farm Front Reporter* program.

advertising medium in the Carolinas!



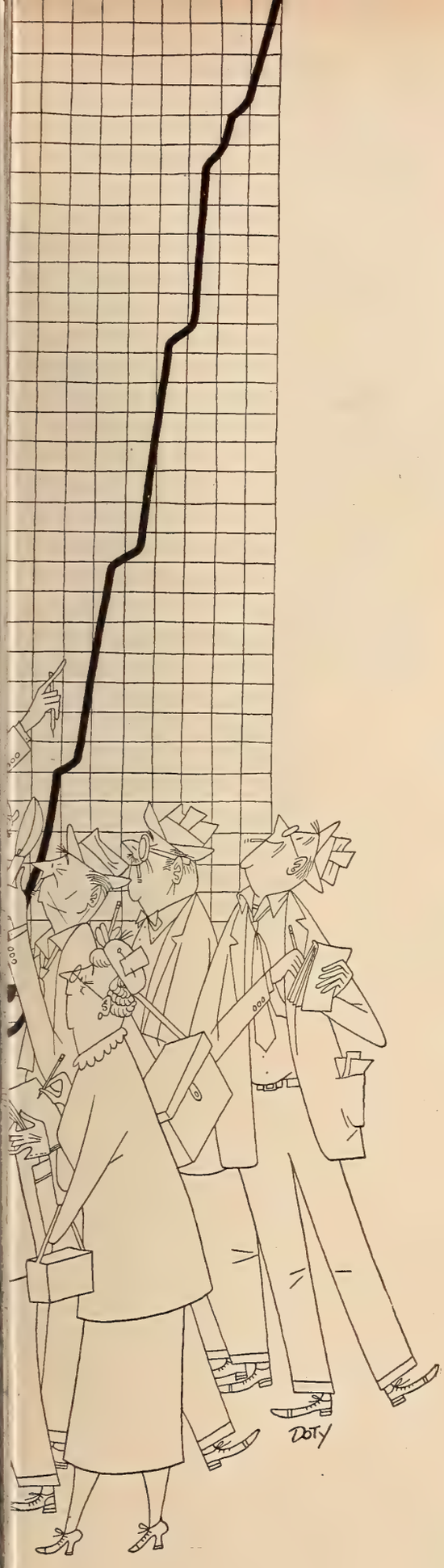
try WBT for size!

JEFFERSON STANDARD BROADCASTING COMPANY • 50,000 WATTS • REPRESENTED BY RADIO SALES

CHARLOTTE, N. C.

WHAT'S THE INSIDE STORY?





EVERYBODY knows the *big* story. Any way you say it—audience, cost or results—50,000-watt KMOX is by far the best advertising buy in 73-county Mid-America.*

Now Pulse reveals the *inside* story!

IN METROPOLITAN ST. LOUIS (4-COUNTY HEART OF MID-AMERICA), KMOX DELIVERS A BIGGER AUDIENCE THAN ANY OTHER STATION.† AT A LOWER COST-PER-THOUSAND.

It's one inside story you can shout about. Daytime, you get almost twice as many listeners per average quarter-hour...at a 13% lower cost-per-thousand! Nighttime, you get a 65% larger audience...at a 30% lower cost, *only $1.55 per thousand!*

And *anytime,* all of KMOX's listeners in the other 69 counties are a whopping bonus!

You can say that again. *Inside* St. Louis—as well as outside—KMOX gives you *more* listeners at *less* cost than any other station!

**BMB 50-100% daytime listening area, 1949; 66 counties nighttime.*

†*The Pulse of St. Louis, March-April 1950, Monday through Friday ratings for St. Louis City and these counties: St. Charles, St. Louis, Madison and St. Clair.*

50,000 watts • The Voice of St. Louis KMOX

Columbia Owned • Represented by Radio Sales

air-casters



DEANE S. LONG, Deane Long Tel-Rad Productions Inc., San Diego, to KVOE Santa Ana, Calif., as program director.

PEGGY LEE COVINGTON to traffic department WSVS-AM-FM Crewe, Va.

CARL RUSSELL named film director WBKB (TV) Chicago.

JAMES RUDDLE, Tulsa U. student, to announcing staff KSEK Pittsburg, Kan.

MARTIN RITT, director-actor, named CBS-TV producer-director. First assignment *Starlight Theatre.*

CARL BAREFOOT, U. of Richmond graduate, to WXGI Richmond continuity department.

WENDELL WILSON, new to radio, to announcing staff KJCK Junction City, Kan.

AL OWEN, program director WFPG Atlantic City, N. J., named production manager WMID Atlantic City.

GLORIA RODGERS to continuity department WJAS Pittsburgh.

RAYMOND WHITEHOUSE, producer CBC International Service, Montreal, transferred to CBR Vancouver as drama producer.

JAY TROMPETER resigns as staff announcer WMOR (FM) Chicago.

BOB SMITH to announcing staff WBBM Chicago, replacing **EARL NIGHTINGALE,** resigned to freelance.

TOM SARNOFF, KECA-TV Los Angeles production staff, named assistant production manager.

CHUCK LAWSON, WGTC Greenville, N. C., to KBON Omaha announcing staff.

LANSING BAILEY Jr., music director KRON-FM-TV San Francisco, on two-month trip to Paris, France. **MARTIN ZEIVE,** KRON staff member, substituting.

ARVED CHRISTENSEN, winner fourth annual KFAB Omaha-U. of Nebraska Scholarship Award, to KFAB staff for summer.

ELLIOTT LEWIS, producer-director-actor, named to produce and direct CBS *Suspense* upon its return to air Aug. 31. He replaces **WILLIAM SPIER,** resigned.

DAN ECKLEY, new to TV, named stage director KECA-TV Hollywood *Hacienda Varieties.*

JERRY JEROME, arranger-conductor, named musical director WPIX (TV) New York.

E. M. PLUMSTEAD, program director WSGN Birmingham, to U. of Alabama as instructor radio department.

BILL ROBINSON, announcer CKBB Barrie, Ont., to CHUM Toronto.

ROBERT WHITAKER, announcer-newscaster WPAY Portsmouth, Ohio, resigns to enter stock brokerage work in Houston.

EDWARD P. HASSETT, WERS (FM) Boston, to announcing staff WLAW Lawrence, Mass.

SAM BRADLEY, KCHS Hot Springs, N. M., to WLDY Ladysmith, Wis., as combination engineer-announcer.

MARIANN ANDERSON, receptionist KRON-TV San Francisco, promoted to program department.

BEN STARR and **LARRY KLEIN** signed as writers NBC *Sara's Private Caper.*

BOB PROVENCE, WKNA Charleston, W. Va., program director, to receive honorary title of "State Farmer" from West Virginia Assn. of Future Farmers of America at 22d annual state convention in July.

ARTHUR FLYNN, announcer-sportscaster WLAW Lawrence, Mass., Republican candidate for sheriff in Essex County.

BEE CANTERBURY, NBC Hollywood press department, elected president Los Angeles Alumni Chapter, Theta Sigma Phi, national honorary Sorority for women in journalism.

JO STAFFORD, singer CBS *Carnation Hour* and *Club 15,* awarded Gold Heart by American Heart Assn. for "outstanding assistance during 1950 Campaign for Funds to Combat Heart Disease."

JIM MOORE, KGO San Francisco announcer, father of boy.

JIMMY LYONS, KNBC San Francisco disc jockey, named "Disc Jockey of the Year," by *Metronome,* national music magazine.

HOWIE LEONARD, staff announcer-disc jockey WALE Fall River, Mass., and Lolly Stein announce marriage.

WILLIAM C. TRACEY, publicity-promotion director WSAZ-AM-FM-TV Huntington, W. Va., elected to board of directors Huntington Advertising Club.

STAN WARWICK, announcer KOIN Portland, Ore., father of boy, Scott, June 13.

ED SPRAGUE, traffic manager KTMS Santa Barbara, Calif., father of girl, Karen Gale Willis, May 27.

WILLIAM TAYLOR, WBKB (TV) Chicago director, and Dr. Gloria Hilker announce marriage June 17.

News • • •

ROBERT M. SMALLEY to Don Lee Network as special writer for **Sam Hayes** newscasts. Was announcer-writer Armed Forces Radio station WVTD Admiralty Islands.

BRUCE MacFARLANE, newswriter MBS in Chicago, and **WILLIAM L. THOMPSON,** Chicago manager BROADCASTING, initiated into The Headline Club, Chicago professional chapter, Sigma Delta Chi journalism fraternity.

E. W. ZIEBARTH, newscaster WCCO Minneapolis, leaves on assignment to cover Europe and Middle East.

DON RATCHFORD, graduate U. of Notre Dame, and **PETE EDWARDS,** graduate Washington U., St. Louis, to news department KXOK St. Louis.

JIM SNYDER, news department KDKA Pittsburgh, and Anne M. Rule married June 17.

CHET CAMPBELL, NBC Chicago press writer, and Alice Jayne Carpenter married June 10.



WVAM ALTOONA
FIRST
You're on the INSIDE with the OUTSIDE audience on WVAM. ONLY 1000-watt fulltime coverage in Altoona and Central Pennsylvania.

CBS

WARD JOHNSTOWN
FIRST
HOOPER RATINGS

Time	WARD	B	C
8-12	47.6	25.6	26.1
12-6	37.4	34.5	26.6
6-10:30	39.4	33.5	25.9
Total	40.4	32.1	26.2

Jan.-April, 1950
C. E. Hooper, Inc.

Represented by Weed & Company

THE PONCE SHOW
Blazes Success Trail

SOMETIMES it takes such factors as a coffee manufacturer's first business look at radio and a program that has universal appeal to make a radio success. Those very factors have melded at WROV Roanoke, Va., to skyrocket a program from one station to a seven station lineup in two states.

Over a year ago, Hayden Huddleston, WROV sales representative, interested the management of the Ponce De Leon Hotel Restaurant in the possibilities of a breakfast-type, once-a-week audience participation show. Called *Breakfast at the Ponce,* the program went on the air under the restaurant's sponsorship. Ladies attending are served breakfast and members of the audience receive prizes.

When Harold Woods, owner of Woods Bros. Coffee Co., one of the South's leading blenders and



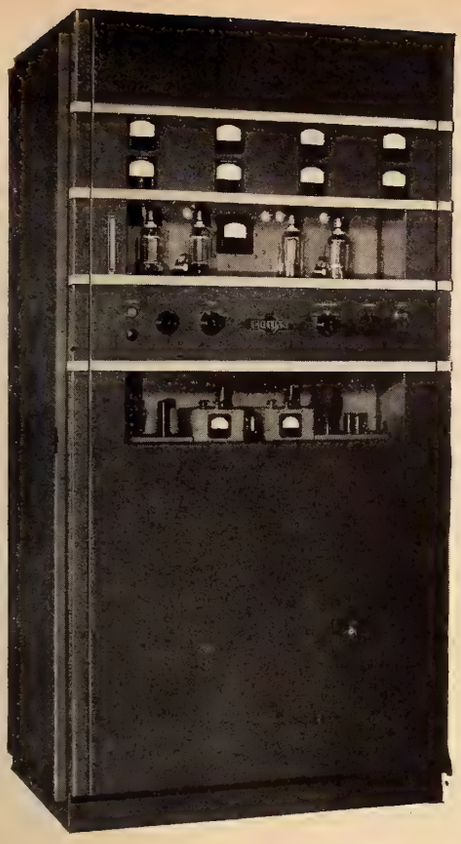
Setting ladies' fashions is Hayden Huddleston (l), originator of the Ponce series, with a guest, Carolyn Evans, Crosley Corp. home economist.

* * *

roasters and a Ponce supplier heard the show, he was attracted and a few weeks later assumed sponsorship, adding a number of features. As good results were obtained, the coffee firm added WWOD Lynchburg, WKEY Covington, WPUV Pulaski and WMVA Martinsville. A spot check of sales a few weeks later moved Woods Bros. to expand to two North Carolina markets—WCOG Greensboro and WSAT Salisbury. Now the program—production and clearance handled by WROV—is being considered for still additional markets.

UN Radio-TV Meet

MEETING of managers and program directors of Southern California radio and TV stations has been called for Wednesday (June 28) by Mrs. Dorothy Lewis, coordinator of U. S.-United Nations Radio Station Relations. Purpose is to acquaint Southern California stations with UN radio plans and explain the basis for commercial sponsorship of UN radio productions. Meeting will be held in Don Lee's Studio 2.



Collins 300G 250 watt AM transmitter

Here are 119 excellent reasons for making yours a 300G

Before building their new stations or replacing their obsolete transmitters, the one hundred and nineteen 250-watt broadcasters listed below made a critical study of available equipment. They chose the thoroughly engineered, well constructed, completely reliable Collins 300G because its reputation and their examination convinced them it would serve them and their listeners best.

You can profitably follow their example. This wide-spread ownership is a powerful recommendation. Whether your plans call for new construction or modernization, be sure to get in touch with your nearest Collins representative.

Owners of 300G transmitters

WVULA	Eufaula, Ala.
WVHBB	Selma, Ala.
WVHTB	Talladega, Ala.
KCLF	Clifton, Ariz.
KRUX	Phoenix, Ariz.
KELD	El Dorado, Ark.
KXAR	Hope, Ark.
KHUM	Eureka, Calif.
KSPA	Santa Paula, Calif.
KDAC	Ft. Bragg, Calif.
KPPC	Pasadena, Calif.
KVEN	Ventura, Calif.
KBOL	Boulder, Colo.
WNAB	Bridgeport, Conn.
WNHC	New Haven, Conn.
WWCO	Waterbury, Conn.
WPCF	Panama City, Fla.
WFTL	Ft. Lauderdale, Fla.
WTRR	Sanford, Fla.
WTTT	Coral Gables, Fla.
WROD	Daytona Beach, Fla.
WWPF	Palatka, Fla.
WTAN	Clearwater, Fla.
WMMB	Melbourne, Fla.
WDLF	Deland, Fla.
WCOH	Newnan, Ga.
KVMV	Twin Falls, Idaho
KPST	Preston, Idaho
WQUA	Moline, Ill.
WVLN	Olney, Ill.
WHOT	South Bend, Ind.
WIKY	Evansville, Ind.
WJVA	South Bend, Ind.
KWCR	Cedar Rapids, Iowa
KICM	Mason City, Iowa
KWPC	Muscatine, Iowa
KICD	Spencer, Iowa
KLKC	Parsons, Kans.
WHIR	Danville, Ky.
WIEL	Elizabethtown, Ky.
WKIC	Hazard, Ky.
KANE	New Iberia, La.
KRUS	Ruston, La.
KVOL	Lafayette, La.
KLIC	Monroe, La.
WJOR	Bangor, Maine
WDYK	Cumberland, Md.
WCEM	Cambridge, Md.
WASL	Annapolis, Md.
WBCC	Bethesda, Md.
WHTC	Holland, Mich.
WKLK	Cloquet, Minn.
KXRA	Alexandria, Minn.
KROC	Rochester, Minn.
WEVE	Eveleth, Minn.
KBZY	Grand Rapids, Minn.
KBMW	Breckenridge, Minn.
WCLD	Cleveland, Miss.
WKOZ	Kosciusko, Miss.
WHOC	Philadelphia, Miss.
WMBH	Joplin, Mo.
KFMO	Flat River, Mo.
KSIM	Sikeston, Mo.
KGEZ	Kalispell, Mont.
KXGN	Glendive, Mont.
KELY	Ely, Nev.
WKBR	Manchester, N.H.
KOBE	Las Cruces, N. Mex.
WCSS	Amsterdam, N.Y.
WABY	Albany, N.Y.
WHDL	Olean, N.Y.
WKAL	Rome, N.Y.
WGVA	Geneva, N.Y.
WHLI	Hempstead, N.Y.
WHUC	Hudson, N.Y.
KOVC	Valley City, N.D.
WJER	Dover, Ohio
WMOH	Hamilton, Ohio
WMOA	Marietta, Ohio
WWSO	Springfield, Ohio
WPTW	Piqua, Ohio
KNOR	Norman, Okla.
KGFF	Shawnee, Okla.
KVSO	Ardmore, Okla.
KVLH	Pauls Valley, Okla.
KNPT	Newport, Ore.
WILK	Wilkes Barre, Penna.
WVPO	Stroudsburg, Penna.
WWON	Woonsocket, R.I.
WPLI	Jackson, Tenn.
WKDA	Nashville, Tenn.
WJJM	Lewisburg, Tenn.
WIRJ	Humboldt, Tenn.
KTFY	Brownfield, Texas
KIWW	San Antonio, Texas
KUNO	Corpus Christi, Texas
KTFS	Texarkana, Texas
KRCT	Baytown, Texas
KOSF	Nacogdoches, Texas
KSTA	Coleman, Texas
KORA	Bryan, Texas
KFYN	Bonham, Texas
KTXJ	Jasper, Texas
KCLW	Hamilton, Texas
KMHT	Marshall, Texas
KCNY	San Marcos, Texas
WSKI	Montpelier, Vt.
WLOW	Portsmouth, Va.
WPUV	Pulaski, Va.
KBKW	Aberdeen, Wash.
KWIE	Kennewick, Wash.
WMON	Montgomery, W. Va.
WCAW	Charleston, W. Va.
WKOY	Bluefield, W. Va.
WLCX	La Crosse, Wisc.
KOWB	Laramie, Wyo.
KOVE	Lander, Wyo.
KGOS	Torrington, Wyo.
KWOR	Worland, Wyo.

FOR BROADCAST QUALITY, IT'S . . .



COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St. NEW YORK 18 · **2700 W. Olive Ave.** BURBANK · **1330 N. Industrial Blvd.** DALLAS 2 · **Dogwood Rd., Fountain City** KNOXVILLE · **417 Rosalyn Ave.** DAYTONA BEACH

programs promotion premiums

POST CARD DRAWINGS KRMG Tulsa booth at Tulsa Home Show highlighted by drawings of Joe Knight, disc jockey. Booth visitors received "Knight-mares," post cards with photo of Mr. Knight in suit of armor on one side and caricature drawing done by him on address side. KRMG reports some 50,000 people visited booth where 15 shows were originated.

SOIL AWARDS WMT Cedar Rapids, Iowa, gave special awards to four farmers during Soil Conservation Week in Iowa (June 12-18). Selections based on soil conservation practices and leadership. Awards, engraved bronze plaques, presented during special broadcast.

AGENCY FOLDER HUGO WAGENSEIL & Assoc., Dayton, distributing small folder with cut-out in shape TV screen announcing: "We Mean Business! . . . it's our business to see that your business makes money." Theme is that advertiser needs "production group that understands TV advertising."

COMMUNITY NEWS WPTZ (TV) Philadelphia, *Community Call-Board*, daily, 1:45-1:55 p.m. Uses community activities news—church suppers, club meeting, etc.—through cooperation of small newspapers. Presented on moving tape backed with recorded music. Viewers urged to send items in for processing. Credit given newspaper items. Program handles average 100 items weekly.

INTERVIEW SERIES WAAF Chicago, *Here Is the Story*, daily series, 10:30-45 a.m., sustaining. Letters sent to Community Referral Service of Chicago used as basis for Thursday feature of daily series. Miss Ruth Moore, community worker, conducts interviews with guests and outlines story.

SAMPLE BOXES ABC Hollywood sent sample boxes Kix breakfast food to Pacific Coast radio and trade paper columnist and grocery trade to promote start of Commentator Frances Scully's five-weekly *Today in Hollywood* for General Mills (Kix). Banner on box read: "Important Announcement Inside." Contained insert reading: "For Kix—Hear Hollywood News While It Is News. . . . *Today in Hollywood.*"



OLD-FASHIONED PICNIC WKY Oklahoma City, July 4, co-sponsors with Oklahoma Publishing Co. old-fashioned American picnic for some 400 displaced persons of World War II now living in Oklahoma. Full afternoon and evening of entertainment planned. WKY-TV will originate 30-minute telecast of program from Belle Isle Park, using mobile unit.

HOMEMAKERS CONTEST WFOR Hattiesburg, Miss., co-sponsored with Sackler Furniture Co. letter-writing contest on city's "greatest civic needs." Prize each week was 10% down-payment on winner's choice of furnishings from Sackler. Contest launched on *Crosstown*, husband-wife program. Stars are Cil and Dave Waite.

VACATION TRIPS WLWT (TV) Cincinnati, *TV Travelogue*, Sun., 2-2:30 p.m., participating sponsors (travel, allied industries). Producer: Honore Nichols. Uses Burton Holmes type-narration by Bill Nimmo with films, stills showing viewers historical spots, scenic wonders for "The Tour of the Week." Concentrates on trips in range of average budget, advantages of all-expense prepaid trips from $50 to $200 from five to 14 days.

PRESTIGE PAMPHLET KTUL Tulsa sending out pamphlet titled "The Margin of Prestige." Lists members of station staff who belong and participate in local and national clubs, organizations and public services.

LITTLE LEAGUE GAMES KCOH Houston, daily play-by-play Little League baseball games, Continental Oil Co., sponsor. Station reports educators, welfare agencies and public officials praise broadcasts as aid in combating juvenile delinquency. All adjacencies sold first week games started. Old South Cafeteria, Houston, sponsors pre-game warm up, *Little League Big Talk*. League backed by Houston business men.

ELECTION RETURNS WRNL Richmond, Va., election returns June 13. Cleared all programs to give continuous returns from newsroom of Richmond *News Leader* on election of nine city councilmen. Station staff was aided by seven newsmen from *Leader*.

FASHION SHOW WHIO-TV Dayton, *World of Fashion*, Mon.-Fri., 1:30 p.m. Fashion news on clothing, jewelry and other feminine notes. Judy King, star of show, interviews guests and models famous jewels for TV audience.

FIRE FIGHTING STORIES WSRS Cleveland, Ohio, *Men vs. Fire*, Mon., 7 p.m., public service. Built around stories of fire fighting. Presented by Pilgrim Players. Material prepared by Chief Harry Ohlrich, Cleveland Heights Fire Dept., in conjunction with Greater Cleveland Safety Council.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

TAKES OVER STORE

WITZ Jasper - Huntingburg, Ind., sales staff took over St. Angelo's Men's Store when owner was called out of town. Broadcast line was installed for "on the scene" broadcasts at St. Angelo's, which sponsors *Battle of Witz* show every Friday night. Various stunts with special gifts drew 60% increase in business that Saturday over corresponding day year before. Result: Sponsor St. Angelo renewed his contract for show.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

CORN GROWER CONTEST WKY Oklahoma City sponsors third annual corn growing competition in search for Oklahoma's "Champion Corn Grower." Title will go to farmer reporting highest yield of corn entered in 1950 contest. All growers who enter and produce yields of 50 bushels per acre or better will receive certificates signed by Gov. Roy J. Turner.

FAMILY PICNIC WBEL Beloit, Wis., held first annual family picnic for 4,000 listeners at Beloit playground. Program included softball game between listeners and sponsors with listeners, captained by Rog Burns, WBEL sports announcer, losing 13-10. Sponsors' team players included "Miss Wisconsin"; J. A. Reilly and John Phillips, Armour & Co.'s Chicago advertising department.

TEEN-AGE FROLIC KEYL (TV) San Antonio, *Teen Canteen*, Sun., 6 p.m. Proverbial corner drug store moves into studios with soda fountain and all. Youth opportunity show where talent competes for weekly honors. Highlight is coronation of "Teen Television Queen of the Week." Frank Bennack Jr. is m. c.

PROMOTES HOPALONG CKLB Oshawa, Ont., used spot announcements and station breaks announcing Hopalong Cassidy series coming to Oshawa. Announcements tied-in Hopalong movie to appear at local theatre and mentioned article about him in *Life* magazine Also used sound truck touring city streets.

PUBLIC MEDICAL SHOW WKY-TV Oklahoma City, June 7, 2-3 p.m., lecture and demonstration for public on treating polio. Other telecasts, on closed circuit, were shown for Oklahoma Medical Assn. annual meeting June 5-7. Demonstrations originated from Crippled Children Hospital by means of station's mobile unit.

TALENT HUNT WRFD Worthington, Ohio, June 25 started hunt for talent in state. Called "Ohio Auditions," project under direction of Joe Rockhold WRFD staffer. Will choose one winner from every county who will compete in district contest where three finalists will be picked. Winner gets year-long contract with station; runners-up receive shorter contracts.

TV DOG SHOW WTTG (TV) Washington and Atherson Pet Shop co-sponsored dog show June 24. WTTG's Cal Pierson was judge. Prizes awarded for "Best Behaved Dog," most unusual feat or trick dog and "Doggiest Dog." Winner in each class picked on *Pierson's Pet Shop Show* and presented with silver loving cups.

RESORT SAFETY CARDS WEAU-AM-FM Eau Claire, Wis. advocates safety in swimming at summer resorts by distributing 5,000 cards to 75 resorts in Wisconsin's Indianhead Country. Also lists outlets' news schedule.

MERCHANDISING BULLETIN WRVA Richmond, Va., distributing *WRVAds* free to drug and grocery trade in area. Contains merchandising news of spot and program schedules.

BEATING THE DRUMS MBS mail folder headed "Mister Plus Beats 'em All," piece invites sponsors' inspection of recent promotion records set by network's stations for food company, razor firm and drug manufacturer. Sub copy adds: ". . . You can't beat 500 drums—but we can . . . and Mutual offers you 500—on nearly twice as many Main streets as any other network ever trod."

AIRS HOFFMAN SPEECH WCAW Charleston, W. Va., claims exclusive direct broadcast of speech by Paul G. Hoffman, Marshall Plan administrator, at recent Governors Conference, White Sulphur Springs. Michael Blancard, WCAW newsman, commended by New York Gov. Dewey and other notables for handling, and station for alertness arranging broadcast.

FAN AND BALL WIRL Peoria, Ill., issues new promotional unit for Peoria sponsors use in show window or display room. Floor fan and plastic beach ball with copy on sponsor's program printed on ball. When fan is turned on, ball rotates slowly, supported only by air currents.

Seek Health Show Data

EDITOR, BROADCASTING:

In preparation for a national meeting of the American Public Health Assn., the New York State Dept. of Health is anxious to get details of low-budget, local health programs which are broadcast by stations throughout the country.

If possible, I would appreciate your inserting a small item . . . asking stations with such programs to submit details concerning them to me.

Miles Heberer
Director, Radio Bureau
Dept. of Commerce
State of New York
Albany

* * *

Notes Record Speed

EDITOR, BROADCASTING:

In regard to the free advertising copy offered stations by a record player manufacturer [BROADCASTING, June 19, p. 70], I observe that the sample announcement published . . . states that radio stations have obtained higher fidelity recordings as a result of the use of the slower speed. Actually, the reduced speed has nothing to do with the improvement in fidelity or quietness; in fact, it is even more difficult to obtain good high-frequency response with the lower speed, and the high quality that has generally accompanied 33 rpm transcriptions represents a triumph over the special difficulties presented by the speed itself.

J. T. Boyer Jr.
Washington

* * *

open mike



Likes BBC Programming

EDITOR, BROADCASTING:

May I add my humble opinion to the comments of Dr. Bartlett [OPEN MIKE, BROADCASTING, June 5] on your editorial titled "John's Other Bull" [BROADCASTING, May 8]. Both the editor of BROADCASTING and Dr. Bartlett deserve the highest praise for bringing a vital radio issue before the public—radio programming.

. . . As an American who has observed and worked in radio since 1930, I like the American way of free enterprise, with the FCC as the only government control of radio. . . .

But . . . as an observer of BBC while stationed in England with the U. S. Army, I like their programming idea whereby they use three wave lengths—the "Light" (mostly variety shows and dance music), the "Home" (slightly heavier fare), and the "Third Program" (strictly cultural).

. . . By having powerful stations and boosters strategically located, one channel would carry music (popular, classical and folk) all the time, one channel would carry news and special events all day, and the third would carry comedy or variety programs all the time. Then the listener could hear the type of program he wanted WHEN he wanted it, by dialing one of these channels. . . .

Ed Galbreath
Radio Instructor
Statesville, N. C.

[EDITOR'S NOTE: We're pleased that Mr. Galbreath likes our discussion. We too have heard BBC, and understand why the stations in Luxembourg, Normandy, and other non-British points, are tuned in by so many Britishers. You see they use delayed recordings of U. S. commercials, soap operas and all.]

PROGRAM ADS

Refused by 'Journal'

SCHEDULE of six 120-line advertisements promoting the Lucky Social Security Numbers programs, heard on WMAW Milwaukee, was refused Wednesday by the Milwaukee *Journal* (WTMJ). The ads were placed by Saxton Agency for its client, Roth Appliance Distributors. The *Journal* contended the program constituted a lottery under the state's anti-gambling laws.

The Milwaukee *Sentinel* is carrying the program promotion. Lucky Social Security Numbers programs are also broadcast in Wisconsin on WAUX Waukesha and WRJN Racine.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

BEFORE YOU BUY IN HARTFORD . . .

See WDRC's new Market Study . . . for Hooper ratings, coverage, market figures. WDRC is your best buy! Write Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.

CBS

FIRST... ...with a SLIM TRIM DYNAMIC for TV



RESPONSE: 40-15,000 C.P.S. ± 2.5 DB

POWER RATING: −53

OMNIDIRECTIONAL

ACOUSTALLOY DIAPHRAGM

BLAST FILTER

CHANGEABLE LOW IMPEDANCE

REMOVABLE SWIVEL

½" OR ⅝"-27 THREAD MOUNTING

CANNON XL-3 CONNECTOR

ALL PARTS PRECISION GROUND

• New "655" Microphone Provides Ultra-Wide Range, High Fidelity Response • Pop-Proof • More Rugged, More Versatile • Individually Laboratory Calibrated

Here, *for the first time*, you have a slim, trim microphone with all the advantages of *dynamic* performance and utility! Only because of the ingenious *Acoustalloy* diaphragm and other E-V developments has it become a reality! Meets the highest standards of TV, FM and AM.

No additional closely-associated auxiliary equipment is required! Can easily be concealed in studio props or moved about. Provides effective individual or group pick-up. Reproduces voice and music with remarkable accuracy. New E-V Blast Filter makes the *655 pop-proof.* Acoustically-treated, strong wire-mesh grille head stops wind and breath blasts. Eliminates wind rumble in outdoor pick-up. *Field proved.*

See for yourself! Write today for Bulletin No. 156 and full information on how you can try this amazing new microphone.

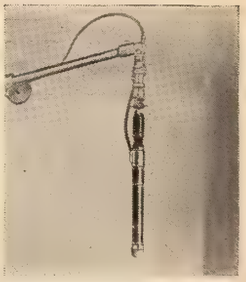
Model 655. *List Price*.....**$200**



Shows the popular Patsy Lee with the TV 655. Note how swivel permits aiming at sound source without hiding face.



Shows TV 655 in the hand with swivel removed. Note how convenient it is to handle for announcing or interviewing.



Shows TV 655 suspended on a boom. Omnidirectional polar pattern and firm swivel permits easy, diverse use.

Electro-Voice INC.

402 CARROLL STREET • BUCHANAN, MICHIGAN

Export: 13 East 40th Street • New York 16, N. Y., U. S. A. • Cables: Arlab

Respects

(Continued from page 38)

least three offers of teaching jobs. And there was that constant urge to write—a skill at which Melvin Brorby excelled even during his undergraduate days at Wisconsin. To add to his dilemma, he had strong leanings toward mathematics and musical composition.

By 1925 he had made up his mind to cast his lot with Maurice H. Needham, who was just starting his own Chicago agency by that name. Years before, fresh out of high school, young Brorby had worked for Mr. Needham in another enterprise. A strong mutual respect bound the two together—a respect which is even greater today, after 25 years of continuous association.

Melvin Brorby was born in Decorah, Iowa, where his father was a real estate man. He spent most of his life in Chicago, however, where the family moved when he was eight years old. At Wendell Phillips High School his proficiency at mathematics won him a scholarship to an engineering college. But not one to rush into anything, he decided he was not ready for higher education. He took a job with A. W. Shaw's *System* magazine. His boss was Maurice Needham, head of the Advertisers' Service Bureau there.

Readership Study

At *System*, Mr. Brorby turned out the publication's first research study on readership. After three years, he entered the U. of Wisconsin where, among other things, he played Big Ten tennis on the same team with Arthur Nielsen, president of the A. C. Nielsen Co. He got a B.A. degree before leaving for the Army in 1917. He belonged to Wisconsin's exclusive senior honorary society, Iron Cross, and to Phi Beta Kappa.

Mr. Brorby's postwar studies and travels abroad were extensive. Under his American Field Service fellowship he attended the U. of Strasbourg, U. of Paris, and Ecole Libre des Sciences Politiques, also in Paris. He also was at Oxford for a time. After studying in various "League nations," he roamed the Near East and Far East. In India he was adopted into the family of a Maharaja. He admits that the diplomatic corps was most tempting, but he has never regretted becoming an advertising man.

During his first years with the Needham agency, Mr. Brorby was mostly a writer and creative man.

When Jack Louis joined the firm, followed by the formation of Needham, Louis & Brorby, Mr. Brorby added the handling of accounts to his former duties. He has never lost his creative touch, however. For years he wrote the commercials for Johnson Wax's *Fibber McGee* show, and has even had his musical compositions on the air.

Steers Major Accounts

Over the years Mr. Brorby also has had a voice in the shaping of programs for such major agency accounts as Kraft Foods, Swift, Derby Foods, Morton Salt, Lever Bros., and Quaker Oats.

Mr. Brorby is of the opinion that the impact of TV in the larger cities "will emphasize sectional-local radio's importance." He thinks it will be "quite a while before use of daytime radio is unprofitable."

"We must look at radio with a fresh eye," he says. "Now we have an opportunity to show it as our most powerful regional and local medium. Through it we may adjust our selling message and advertising pressure to the different complexities of modern life. Radio is going to be an important advertising and social force for a large part of our population for a long time to come."

With the upsurge of TV, Mr. Brorby believes it is inevitable that an adjustment in radio rates be made. But he questions whether, even then, advertisers can afford the high cost of developing TV to the fullest extent. He hopes that TV will not long remain as "just an imitation of radio," and feels that "supplemental ways" of financing its full development will be worked out.

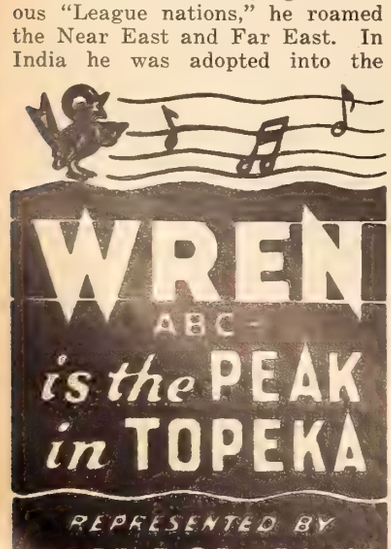
Music and Art Interests

Mr. Brorby is married to the former Rowena Williams of Chicago, also deeply interested in music, as well as art. A son, Harry Lee, 22, whose paintings adorn his father's office, was graduated this year from Harvard U. where he was a student of the social sciences. Daughter Virginia Vance, 20, is a junior at Smith College, where she is majoring in piano and composition.

The Brorbys live on Chicago's north side, but spend much of their time at a beautiful country home on Dresden Heights, overlooking the Desplaines, Kankakee and Illinois Rivers. Known as Three Rivers Farm, the 135 acre estate is primarily a feeder farm for Aberdeen Angus cattle, Chester White hogs, and a flock of turkeys which this year will number 750. But Mr. Brorby, still athletically inclined, also has his tennis court, as well as a swimming pool and riding horses.

Mr. Brorby is a director of BMB and former chairman of the Central Council of the AAAA. He served on the board of the 4As four years, and is a member of the board of National Outdoor Advertising Bureau. He is a sponsor of the National Society for Crippled Children and has helped raise funds for Chicago's Provident hospital. He also serves on the board and executive committee of the Chicago Council on Foreign Relations.

During Chicago's Community Fund and Red Cross drives, he is often a section leader and he sits on the board of trustees of Putney School in Vermont, where his son and daughter formerly studied. He also is a past president of the Lake Shore Club in Chicago.



SPORTS FEES

Seattle Court Fight Opens Over Radio-TV Rights

LEGAL fight involving the Seattle School Board's action on radio and television rights for high school athletic events during the 1950-51 season opened Wednesday at Superior Court in Seattle.

Bruce Bartley, owner of Bremerton Broadcast Co. (KBRO Bremerton, Wash.), has filed for an injunction against the school board for the latter's decision on May 26 to award an exclusive contract to KING Seattle after bids were asked from all stations in the city. KING was the only station to submit a bid at a reported $2,500 for radio and TV rights.

Mr. Bartley questions the legal right of a tax-supported institution to ask fees for exclusive contracts and also questions whether competitive bidding was actually maintained. Mr. Bartley, also counsel for Washington State Assn. of Broadcasters, has confidently stated the WSAB would support his court effort although the broadcasters group has taken no official action. He indicated the Seattle suit could be considered a test case for the State of Washington. Last April, WSAB at its annual meeting in Wenatchee had taken an official stand against the granting of exclusive sports broadcast rights by schools. A special meeting of the group has been called for June 28 in Seattle to discuss the matter.

The board had cancelled its KING contract in a vote at a special meeting on June 16 following receipt of a communication from Mrs. A. Scott Bullitt, principal owner of KING, in which the station offered to release the school board from the contract if desired. The board also voted to permit prospective sponsors, as well as stations, to bid for new exclusive contract rights.

Another hearing is scheduled June 29.

SPINGARN

Appointment Attacked

APPOINTMENT of Jerome H. Spingarn, former FCC staff member, as research assistant to Chairman Frank Buchanan of the House Lobby Investigating Committee was attacked last week by Rep. Clare Hoffman (R-Mich.) — some six months after Mr. Spingarn left the post.

Rep. Hoffman said that in 1943-44 Mr. Spingarn was assistant chief of FCC's War Problems Division. He charged that, "in the opinion of some," the division and others operated in cooperation with OWI "caused many American citizens to be taken off the air and out of their jobs at numerous foreign language broadcast stations in the U. S."

He claimed that "Americans taken off the air were frequently replaced with alien refugees, some enemy alien refugees; and some of those replacements in their jobs censored our religious programs—such as Easter and Christmas programs and the like."

Rep. Hoffman told his colleagues that FCC "never called Spingarn when it made its defense of charges against it," but that testimony in the hearings "shows that many times other witnesses referred to Mr. Spingarn in such a way that it might be construed as indicating that he was not one who would give unbiased consideration to an inquiry into the activities of organizations engaged in a campaign designed to jealously guard and promote constitutional government."

Rep. Buchanan (D-Pa.) said Mr. Spingarn worked as his research consultant on a temporary basis last November and December.

Now practicing law in Washington, Mr. Spingarn reported that he was overseas with the Navy when charges were raised during the House Select Committee's investigation of FCC. He said he offered to come back to testify but was told no substantial charges had been made against him and that it was unnecessary for him to appear. The committee report, he said, cleared FCC of the allegations with respect to foreign-language stations.

P&G on WSM

SPOT series in unrated time for its product, Tide, has been purchased on WSM Nashville by Procter & Gamble. Reportedly Procter & Gamble's first purchase of such time, the firm's new series, *Hits from the Hills*, featuring talent from the WSM *Grand Ole Opry*, started June 12. Show is heard 6:15-6:30 a.m., Monday, Wednesday and Friday. Agency is Benton & Bowles.

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INCREASED SPOT BILLINGS
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JOSEPH HERSHEY McGILLVRA, INC.
366 Madison Avenue, New York
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your products . . .

. . . by more than half a million natives and summer visitors to the North Country.

From East, West, North and South, hundreds of thousands visit New York State's VACATIONLAND... Sell them your product over . . .

ABC **WEAV** 1000 W 960 Kc

Plattsburg, New York

THE NORTH COUNTRY'S MOST LISTENED-TO STATION

For details see
JOSEPH HERSHEY McGILLVRA
Nat'l. Rep.



feature of the week

A PUBLIC INTEREST feature that should go far toward cementing radio's public relations at the consumer level has been initiated as a weekly feature at KLZ Denver under the personal supervision of General Manager Hugh B. Terry.

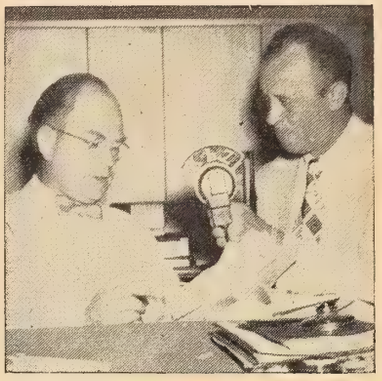
The series is designed to share with listeners behind-the-scenes news of radio and television and, more specifically, KLZ operation.

"We want to take the listening audience more fully into our confidence," Mr. Terry says, "and we feel the only way to do it adequately is sit down regularly and talk cold turkey."

This is precisely what Mr. Terry and his department heads do each Saturday on *Let's Talk It Over* from 12:15 to 12:30 p.m. They discuss the "whys and wherefores" of KLZ operations and urge listeners to write in suggestions, criticisms or questions.

Specific objectives of the series: (1) presenting station policy on the air, (2) having department heads explain respective operations, (3) discussing the history of station licensing and (4) reserving portions of each program to answer listeners' queries.

"We feel this show can do a great public relations job," Mr. Terry explains. "It is an honest effort to 'lay it on the line' so that the public may know, may understand and may be a part of the radio stations which are licensed to serve them."



Conducting the first show in the "Let's Talk It Over" series are Mr. Terry (l) and Matt McEniry, KLZ public affairs director.

* * *

To that end Mr. Terry, without script, appeared on the first broadcast to explain to listeners why Denver has no television thus far and the prospects for TV. These questions arose to prominence following FCC Chairman Wayne Coy's appearance in Denver last month.

It is the hope of Mr. Terry and KLZ that the series not only will satisfactorily explain the periodic queries on why certain favorite programs go off the air or reasons for last-minute schedule changes but also will strengthen the listeners' bond with the station and the radio industry.



strictly business



TOM HARKER

"SO WE TOOK the four million . . ."

The speaker was Tom Harker, national sales manager and vice president of the Fort Industry Co., and the "four million" was the figure in the most successful sale in which Mr. Harker was ever involved.

Purchaser in the transaction was the Coca-Cola Co. in 1941 when that advertiser bought the Coca-Cola *Spotlight Bands* show, six times a week, and Morton Downey five times weekly on ABC, then the Blue Network, where Mr. Harker was serving as salesman.

"A million bought more in those days," Mr. Harker recalls nostalgically. There was another nostalgic period in his career when Mr. Harker could measure finances in doughnuts rather than dollars. The time was the first World War when Mr. Harker served as a driver in the French Ambulance Corps, for which service he was awarded the Croix de Guerre.

Mr. Harker returned to the U. S. in 1919 to rejoin the General Tire & Rubber Co. where he had worked briefly after leaving Michigan State Normal before the war.

He was made branch manager in

(Continued on page 52)

HERE IS THE COMPANY YOU KEEP ON K-NUZ

Nabisco Milk Bone Dog Food
Exchange Orangeade Base
Exchange Lemonade Base
Nucoa Oleo Margarine
Skippy Peanut Butter
Southern Select Beer
Hav-a-Tampa Cigars
Robert Hall Clothes
Interstate Theatres
Griffin Shoe Polish
O. J. Beauty Lotion
Ladies Home Journal
White House Rice
Grand Prize Beer
Selznick Releases
Red Arrow Drugs
Best Mayonnaise
Scott's Emulsion
Tender Leaf Tea
Sloan's Liniment
Lone Star Beer
Fairmaid Bread
Kool Cigarettes
Kam Dog Food
Life Magazine
Holsum Bread
Crosley Radio
N B C Bread
Realemon
Stanback
Fly-Cide
Pine-Sol
Shinola
Rit

35 New Contracts in May.
133 New Contracts January thru May.

No. 1 Availability

"Today's Hits" 11 a.m.-12 noon Sundays, Hooper* 4.6 No. 1

"West's Best" 1:30-1:45 p.m. Mon. thru Fri., Hooper* 4.2 No. 1

* Hooper Winter-Spring Report—December 1949 thru April 1950.

CALL, WIRE OR WRITE
FORJOE: NAT. REP.
DAVE MORRIS, MGR.
CE-8801

k-nuz
(KAY-NEWS)
9th Floor Scanlan Bldg.
HOUSTON, TEXAS

Richards Case

(Continued from page 26)

that "to my knowledge" Mr. Richards never ordered or suggested "directly or indirectly" that items unfavorable to Jews be broadcast and those favorable suppressed.

It was brought out at the Wednesday session that Mr. Roberts had arranged, allegedly at Mr. Richards' suggestion, a transcribed broadcast which was composed mostly of quotations from a speech by Sen. John W. Bricker (R-Ohio) against the appointment of David E. Lilienthal to the Atomic Energy Commission. It attributed sympathy with Communistic principles to Mr. Lilienthal.

Acknowledging the speech was of a controversial nature, Mr. Reynolds said neither he nor Mr. Richards took any action to "present the other side," but insisted that "our newscasts carried both points of view." He also said he thought the responsibility for seeing that the station carried a "fair representation" of the matter was primarily Mr. Roberts' or the station program director's.

"Isn't it a fact," Mr. Cottone asked, "that in this incident Mr. Richards said: 'To hell with the other side. If they want time, let them ask for it' "?

"I don't know that he said that and I don't believe that he did," Mr. Reynolds answered.

He said it was "not my understanding that the FCC rules at that time required the station to locate and present persons having a point of view opposed to the point of view broadcast in controversial matters. The station was not bound actively to seek out someone else to make favorable comment on the matter, and the station on the other hand would not have refused anyone such an opportunity."

Mr. Cottone, alluding to telephone calls and notes to KMPC staff members, wanted to know whether Mr. Richards ever expounded his views about Communism to anyone else.

"Mr. Richards was apt to talk to anyone," Mr. Reynolds asserted. "In some respects he is a lonely man. He just wants to talk, wants to visit. His physical illness confines him pretty much to his home, but he is still mentally active."

Mr. Reynolds conceded the station owner had discussed "Jews" with newscasters, "particularly in his general discussion of Communism."

"He believed that many Jews or Jewish people were susceptible to Communism," Mr. Reynolds said, but insisted Mr. Richards expressed "opinions," not "instructions," to station employes. He said other conversation of Mr. Richards included politics, sports and business.

Examiner Cunningham told Mr. Cottone at one point that he could see no relevancy in testimony concerning a station owner's personal feelings about individuals or groups if it could not be shown that these feelings resulted in distortion of news on broadcasts.

Mr. Reynolds said that "over many years I have called to Mr. Richards' attention many of his suggestions and ideas which I thought were not proper. It was my duty as general manager. . . ."

Followed Regulations

He said Mr. Richards instructed him to follow FCC regulations whenever any of his orders were "off base," and that he knew of no violation of any FCC rule by KMPC.

"Mr. Richards never gave me any instructions or any employe any instructions to slant news in any fashion," he asserted. "At one time he did make the comment or suggestion that he felt news concerning the Republicans was not being given equal treatment with that concerning Democrats and that he thought a proper balance should be re-established."

Mr. Cottone showed him an affidavit by Mr. Roberts which contained news-slanting charges. The witness said "a large part of this is absolutely untrue and other parts exaggerated."

Among the assertions in Mr. Roberts' affidavit was one which said "Mr. Richards made it clear to me that he wanted all newscasts slanted in favor of his Republican party."

Mr. Reynolds said the station owner "may have given suggestions about the Republican party, but it was false of Roberts to say that he was ordered to slant all broadcasts."

He said "Mr. Richards is all wrapped up in politics. He believes that the general release of news is generally favorable to the Democratic party, that every government agency has a publicity department pumping out news to wire services, magazines and every other place. He frequently complained that news broadcasts on KMPC carried a preponderance of favorable news about the Democratic party."

Mr. Richards did not want to suppress news about Democrats, he insisted, but instead wanted more "Republican items" to "balance the news."

Mr. Cottone said the station owner "fled" from California to Detroit and showed a "consciousness of guilt" when he learned of the charges filed against him. Mr. Fulton denounced the claim as "scurrilous," declaring that Mr. Richards went to Detroit for the opening of new WJR studios.

"I bitterly resent the implication that after these accusations were published in a trade magazine, Mr. Richards became a prisoner of the FCC and lost the right to move from one home to another," Mr. Fulton said. "If a disgruntled employe puts a complaint in a trade magazine, does that make the radio station owner prisoner of the FCC?"

Examiner Cunningham sustained Mr. Fulton's objection to the effort of the General Counsel to show that Mr. Richards "had not made himself available" to FCC investigators who attempted to interview him.

Mr. Reynolds insisted he discharged Mr. Roberts on his own initiative and that Mr. Richards knew nothing about it until afterward. He said his reasons for dismissing the one-time news editor included his "general stubborn attitude"; the MacArthur broadcast incident [BROADCASTING, June 19], and an allegation that, although the three Richards stations sponsored Mr. Roberts' trip to Japan to interview Gen. MacArthur, the commentator had collaborated in having his pessimistic story on the general's health "fed" to Walter Winchell.

Mr. Cottone introduced a memorandum from Mr. Reynolds to Mr. Richards and Harry Wismer, his assistant, which was dated three days before Mr. Roberts' dismissal and said the news editor-commentator would be asked to resign unless he would "go along 100% with company policy."

KFAC Sales Peak

HIGHEST sales peak in its 19 years of existence was reached in May of this year by KFAC Los Angeles, Calvin Smith, general manager, announced last week. With the exception of a single half-hour, Mr. Smith said, time now is sold out from 3:30 p.m. to midnight daily.

RODINO PROTEST

Hits FCC's Richards Case

REP. PETER W. RODINO (D-N. J.) last Wednesday added his voice to that of other members of Congress who have criticized FCC for conduct in its hearings on the license renewal applications of G. A. (Dick) Richards [BROADCASTING June 19].

Calling for a probe of FCC "at the quickest possible moment," Rep. Rodino recalled the notorious Blue Book and dressed down the Commission for "intent to control all that goes out over the air."

Demands that the Commission account for its conduct in hearings involving the news policies of Mr. Richards, owner of KMPC Los Angeles, WJR Detroit and WGAR Cleveland, previously had been urged by Reps. Anthony F. Tauriello (D-N. Y.), Hugh J. Addonizio (D-N. J.) and Stephen Young (D-Ohio). Each had requested that a bi-partisan committee be named to confer with FCC.

Rep. Rodino scored the Commission for "government meddling" as charged at the time of the controversial Blue Book a few years ago, and demanded that FCC "and its discredited witness" apologize "before an outraged Italian public opinion begins its attack on a national basis." He referred to testimony given before FCC during hearings by Clete Roberts, former KMPC newscaster, who has been accused of making "scurrilous" remarks against Italians of Southern Italy.

House Speaker Sam Rayburn has taken no action thus far, presumably pending introduction of a resolution that would authorize the appointment of such a group.

Elect Cisler

THE ASSOCIATED Press Radio Chapter of Kentucky, meeting last week in conjunction with the annual sessions of the Kentucky Broadcasters Assn., elected S. A. Cisler Jr., vice president of WKYW Louisville, as president by unanimous vote. Mr. Cisler succeeds E. J. Paxton Jr., general manager of WKYB Paducah.



Represented nationally by RA-TEL Reps., Inc.—Regionally by BULMER-JOHNSON, Inc., Mpls.

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HAS 51% OF SOUTH CAROLINA'S WAGES
MAKE IT YOURS WITH WFBC
GREENVILLE, S.C.-5000 WATTS
The News-Piedmont Station
*NBC For Greenville-Anderson-Spartanburg Markets
Represented by Avery-Knodel

NAB Board

(Continued from page 20)

rected to pick time and place for the annual convention in 1951, after polling the membership. This action was taken because of the poor attendance at some of the high-level speeches during the April convention in Chicago. Member criticism of this agenda was frequent and violent.

Activities of the industrywide Television Per-Program Committee were endorsed. The committee is trying "to effectuate the acquisition of a fair and equitable per-program license from ASCAP." The board noted that failure to reach a fair agreement might cost the TV industry millions of dollars annually. It reviewed committee activities since its formation last September and recalled the broadcasting industry's successful battle with ASCAP in 1940.

Per Program License

The committee was urged to make all "reasonable expenditures" necessary to obtain an equitable per program license from ASCAP and to ask NAB members holding TV permits to commit themselves to pay committee expenses. Deduction formula for members of both NAB and Television Broadcasters Assn. was approved.

In instructing Judge Miller to register under the lobbying law, the board decided that status of Don Petty, general counsel, and Ralph W. Hardy, government relations director, be unchanged. Both are now registered as NAB lobbyists.

The board expressed interest in retaining Mr. Petty as general counsel despite his resignation, submitted recently to President Miller. The president was directed to discuss with Mr. Petty his availability as general counsel. Funds for additional legal seminars, a project started by Mr. Petty, were approved.

A resolution was adopted by the board proposing that the FCC amend its rules of practice to require applicants for new facilities, or for change in present facilities, to file copies of all engineering data with existing stations adversely affected, in conformance with limits of the Commission's engineering standards.

A standard rate card was approved for television broadcasters. It was prepared by BAB. The proposal to consider TV Standards of Practice was referred to the newly authorized Television Committee.

New recording standards, approved by the NAB Recording & Reproducing Standards Committee, were sanctioned by the board. Some of these standards affect magnetic recording.

Resolution praising Harold E. Fellows, WEEI Boston, for his service on the board since 1947 was adopted. Mr. Fellows resigned due to separation of CBS and its owned stations from the association.

Another resolution lauded John J. Gillin Jr., WOW Omaha, for his service in connection with NAB-Canadian Assn. of Broadcasters activities.

Appointment of a joint NAB-American Bar Assn. committee to consider common problems was approved.

Behind the board's action in setting up the three-committee structure was Mr. Ryan's argument that the advisory groups will operate with media viewpoints. The AM committee will consult with all NAB departments in drawing up projects and then recommend policies to the board. The FM and TV committees will work the same way.

Media Problems

This idea of relating NAB activities directly to media problems struck a favorable note with the board. The general advisory committees will hold two two-day meetings a year and confer with Mr. Ryan and President Miller.

The AM Radio Committee, as it will be known, will have at least three board members, plus six others for a total of nine. The FM Radio Committee will consist of five members, two of whom are to be board members. The Television Committee will have seven members, two of them from the board. None of the board members on the AM committee can have TV affiliation.

Judge Miller is to name all three committees. Elements to be considered in the appointments will include size of station, class of license and size of market. Both affiliate and nonaffiliate stations will be represented.

Eliminated by this action is the committee structure set up last year, a condensed version of the old setup which totaled 150-odd members. By trimming the committee membership from 150 to about 50 and then to the new total of 21, the board will effect a saving of $10,000 in travel and service expenditures.

Committees dropped by the board were: Assn. of Women Broadcasters, Broadcast Advertising Bureau, Employe-Employer Relations, Engineering, Government Relations, Radio, Standards & Education and Non-Affiliated Stations. Elimination of the committees will have no direct bearing on operations of the affected departments.

After the board had approved his plan, Mr. Ryan said:

"The objective we have kept in mind in re-aligning the committee structure has been establishment of a system which would give broadcasters an opportunity to serve more effectively their own specific interests and to permit them to focus attention on their own medium in its relationship to the association.

"Each of these three committees will meet twice a year. Each of them, during these meetings, will examine the operations of all of the NAB basic services as they relate to their own media operations.

"The difference between this arrangement and the former procedure is basic; in the past, practically every department has had its own advisory committee. Now the committee structure is established along the lines of media interests—AM, FM, TV."

District Changes

Several changes in the lineup of NAB's 17 districts were made by the board. Redistricting has been studied for more than a year and a large number of plans have been considered. Some of these would sharply reduce the number of districts and the reduction idea will be studied further with the idea of cutting the size of the 27-man board. A new at-large directorship setup will be explored.

In its redistricting the board moved the Northern Wisconsin area from District 11 (Minn., most of the Dakotas, Mich. in part) to District 9, which now comprises all of Illinois and Wisconsin.

The Michigan peninsula counties were moved into District 8, which now includes all of Indiana and and Michigan.

Southern Nevada was moved from District 15 (No. Calif., Hawaii) to District 16 (So. Calif., Arizona).

The state of West Virginia was moved from District 4 (D. C., Va., N. C., S. C.), largest of all districts in point of membership, to District 3 (Pa., Md., Del.). George Clinton, WPAR Parkersburg, president of West Virginia Broadcasters Assn., submitted a petition from that group to the board. Montgomery and Prince Georges

(Continued on page 53)

NAB Resolution on Richards Case

WHEREAS the FCC has commenced certain proceedings involving the licenses of three important broadcast stations in the United States (KMPC Los Angeles, WGAR Cleveland, WJR Detroit);

WHEREAS such action constitutes undue interference with licensees responsibilities to the public, and

WHEREAS, it appears that both in these proceedings and others instituted in recent years the Commission is attempting

1) to exercise censorship over radio programs and to interfere with the right of free speech in violation of the First Amendment to the Constitution and of Section 326 of the Communications Act;
2) to violate fundamental precepts of due process of law and the procedures required by Congress in prosecuting licensees with whom it disagrees,

NOW, THEREFORE, it is the sense of the Board of Directors of the NAB that (1) such proceedings as those above mentioned are of vital concern to the public and to the broadcasting industry; (2) broadcasters should take all necessary and proper steps to inform themselves of the issues involved and defend themselves against such usurpations of power by the Commission by all appropriate methods, including bringing the same to the attention of the Congress and of the people; and (3) the NAB management should watch proceedings of this nature closely and be prepared to take such steps as may be appropriate to prevent any derogation of broadcasters rights; and (4) the matter should be retained on the board's agenda for further consideration to determine whether and to what extent the NAB should move actively to participate in this and similar proceedings.

1930—1950
20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy
in
DANVILLE, VA.
is
WBTM
Rep: HOLLINGBERY
5kw (d) ABC 1kw (n)

LIKE TO BE ANNOUNCED TO BUTLER (Ky.)?

Sorry! WAVE can't get you announced to Butler (Ky.). Since we've never thrown a reception 'way down there, we don't have any entree ourselves. . . .

We do entertain lavishly in and around Louisville. Every week we spend *seven* gala mornings, noons and evenings with thousands of fascinated listeners in the 27 *important* counties in the Louisville Trading Area. When WAVE announces you to these *richest and best* markets—well, brother you get *announced!*

So come on, Pal, and be introduced. Just WAVE when you're ready!

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CLEVELAND POLL

WGAR, WEWS (TV) Win Top Local Honors

HONORS in the *Cleveland Press'* local popularity poll went to WGAR, CBS affiliate owned by G. A. (Dick) Richards, and to WEWS (TV), Scripps-Howard outlet, respectively, who topped their fields in the newspaper's fifth annual poll conducted by Radio Columnist Stanley Anderson [BROADCASTING, June 19]. Network programs were not considered.

The CBS affiliate garnered 46 out of a possible 84 points while WEWS took 27 out of a possible 42 votes in the video category. Scoring was tabulated on a basis of three points for first place, two for second and one for third, with *Press* readers filling out sample ballots.

WGAR missed only two firsts out of 14 categories in piling up its 46 votes, compared to WHK with 13, WTAM with 9, WERE with 8 and WJMO with 7, and WDOK, 1. WSRS was disqualified reportedly for a promotion it launched to get votes.

In television, WEWS' 27 gave it a clear cut margin over WNBK with 11 and WXEL with 4.

Fifteen categories were set aside for radio (14 plus an additional for advertisers with best commercials), including a "public service" classification in which the Richards outlet drew first and second places. Eight were listed for video.

First, second and third place in radio by categories:

(Best Program)—Ohio Story, WTAM; Fairytale Theatre, WGAR; Big Broadcast, WHK. (Best Performer)—Henry Pildner, WGAR; Bob Ledyard, WHK; Esther Mullin, WGAR. (Women's Programs)—Ladies Day, WGAR; Lady Fare, WHK; Women's Club, WTAM. (Children's Program) — Fairytale Theatre, WGAR; Kousin Kay, WJMO; Toddler's Time, WERE. (Public Service)—City Club, WGAR; Ask City Hall, WGAR; Press Club Presents, WHK. (Female Vocalist)—Kendall Sisters, WGAR; Bettie Dorsey, WHK; Louise Barber, WGAR. (Male Vocalist)—Reg Merridew, WGAR; Dick O'Heren, WHK; Ken Ward, WTAM. (Instrumentalist)—Henry Pildner, WGAR; Jack Elton, WTAM; Bob Reed, WTAM. (Live Music)—Range Riders, WGAR; Say It With Music, WHK; Pildner-Merridew-Smiley, WGAR. (Record Program)—Morgan's Inn, WGAR; 10 O'Clock Tunes, WGAR and WHK; Brooke Taylor, WJMO. (Disc Jockey) — Hal Morgan, WGAR; Bud Wendell, WJMO; Bill Randle, WERE. (Sportscaster)—Bob Neal, Jimmy Dudley, Jack Graney, all WERE. (Newscaster)—Jim Martin, WGAR; Charles Day, WGAR; Ed Wallace, WTAM. (Studio Announcer)—Tom Armstrong, WGAR; Marty McNeeley, WJMO; Wayne Mack, WDOK. (Best Commercial)—Gold Bond Beer, Illuminating Co., Ohio Bell Telephone.

Winners in television by categories: (Best Program)—Baseball, WXEL; Cathy and Jack, WNBK; Linn Sheldon, WEWS. (Best Performer)—Linn Sheldon, Gene Carrol, Bob Dale, all WEWS. (Children's Program)—Uncle Jake, WEWS; Uncle Ed, WEWS; Kousin Kay, WXEL. (Music)—Cathy and Jack, WNBK; Take Five, WEWS; Musical Mailbox, WEWS. (Newscaster)—Dorothy Fuldheim, WEWS; Ed Wallace, WNBK. (Women's) — Alice Weston, WEWS; Women's Window, WNBK; Idea Shop, WNBK. (Disc Jockey)—Bob Dale, Doc Lemon, Barbara Page, all WEWS. (Best Commercial)—Leisy's, Erin Brew, Sears' Weather Report.



Strictly Business

(Continued from page 49)

the firm's Atlanta office and soon was named district manager in Chicago.

In 1927 he became manager of national accounts for General Tire, departing in 1929 to sell newspaper space on the *Chicago Herald & Examiner*, and gravitating eventually to magazines and the Curtis Publishing Co., New York.

In 1937 Mr. Harper joined the Edward Petry Co., station representative, for his first radio selling job. Three years later, in 1940, he moved to Mutual, serving there as a salesman in both New York and Chicago. After a year at Mutual he joined the Blue Network and handled the Coca-Cola account.

Mr. Harker sought to cap his climactic sale with retirement after four years at Blue, and actually went so far as to dig stakes in Florida. But after a year there amassing a non-negotiable sun-tan, he followed the sales curve back to New York to take over as national sales manager of Fort Industry.

Last Thanksgiving he was named a vice president of the company which owns WSPD AM-FM-TV Toledo; WWVA-AM-FM Wheeling, WMMN Fairmont, W. Va.; WLOK-AM-FM Lima, Ohio; WAGA-AM-FM-TV Atlanta, Ga.; WGBS-AM-FM Miami; WJBK-AM-FM-TV Detroit.

Mr. Harker married the former Mattie Grinnell in 1936. They reside in their own home in Yorktown Heights, N. Y.

Mr. Harker's only hobby is golf. He is a member of the Whippoorwill Country Club, Metropolitan Advertisers Golfers Assn. and Radio Executives Club.

RADIO VALUES

Sets Radio-TV PI Deals

RADIO VALUES Inc., new Chicago firm which places mail order items on radio and television stations on a per inquiry basis as well as at card rates, expects to have a minimum of 100 stations lined up by fall.

This is the objective of Harry Hobbs Jr., president, who anticipates 50 of the 100 stations to be "top-flight." Despite heated trade uproar about the PI part of the business, Mr. Hobbs says, 40 of some 100 stations approached initially a month ago have agreed to accept Radio Values items, if properly screened. "Between 20 and 25 of the 40 are reluctant to accept PI advertising, but will," he added.

Neale's Letter

Although the corporation was chartered in Illinois in April, no word reached the trade until one of the four stockholders, J. James Neale, vice president of Dancer-Fitzgerald-Sample, New York, wrote 100 station managers. In the letter, he explained that he, Mr. Hobbs and Lowry Crites, media director of General Mills, had organized the company for direct sales of merchandise to radio and TV stations. Mr. Neale outlined a plan by which time would be paid for at card rates or on PI terms. He asked that his name and that of Mr. Crites remain confidential.

Mr. Hobbs, former timebuyer at Dancer-Fitzgerald-Sample, is the only active stockholder. A fourth investor, who acts as treasurer, remains anonymous. He is not associated with the agency or broadcasting business, Mr. Hobbs said.

Because June, July and August are slow months, Mr. Hobbs plans to conduct sporadic tests of merchandise in primary markets during the summer, readying a heavy campaign for fall. Tests of products for audience response were initiated as far back as Christmas when business was placed in two markets for three weeks.

Referring to broadcasters' reaction, Mr. Hobbs said "almost every station" receiving Mr. Neale's letter answered it. "Most, however reported they did not accept advertising on a per inquiry basis. Some said they would think about it and let us know later."

Mr. Hobbs stresses that Messrs. Crites and Neale are inactive in the corporation and "only stockholders." He maintains a Chicago office at 100 W. Monroe St.

MOSBY PROTESTS

FCC TV Restriction Plan

IN FURTHER protest against FCC's proposed restrictions on separate operation of the aural and visual transmitters in television President A. J. Mosby of KGVO Missoula, Mont., has told FCC that sale of test-pattern time will be necessary if television is to reach small communities and rural areas.

Following up FCC's oral argument on the question [BROADCASTING, June 5], Mr. Mosby wrote FCC Chairman Wayne Coy that "TV programming will be limited to Kinetoscope, local sports, and public service originations until coaxial service or relay service is low enough in cost to warrant direct network service in the smaller communities."

"When we enter TV, which we hope to do within the next five years," he continued, "our only chance for success will be through short commercial announcements during the daytime test-pattern periods."

He referred to claims that the commercialization of test patterns might increase competition with FM, saying "this is a weak argument for FM, who might also ask that AM be denied the right of commercialization."

JUNIOR Chamber of Commerce certificate awarded WING Dayton, Ohio.



SINDLINGER SUIT

Asks Nielsen Files Be Opened

SINDLINGER & Co., Philadelphia media analysts, asked a U. S. District Court in Philadelphia last week to open certain files of A. C. Nielsen Co., Chicago radio and television audience rating service.

At the same time, Sindlinger withdrew charges against C. E. Hooper Inc., of New York, that it had interfered with the former's investors and patents.

These actions highlighted court argument last Monday before Judge Guy K. Bard on a motion by Nielsen and Hooper that the $2½ million damage suit filed against them by Sindlinger be dismissed [BROADCASTING, April 3].

Nielsen also asked that if the suit is not dismissed, court jurisdiction be waived to an Illinois court. Judge Bard indicated that a decision, which also involves the question of files to be produced, may be forthcoming within 10 days.

Sindlinger's suit charges the Nielsen and Hooper companies with "malicious and unlawful interference" with the Philadelphia firm's business rights and accuses Nielsen of an illegal filing of patent applications.

Attorney Robert Wolf, of Wolf, Block, Schorr & Solis-Cohen, Philadelphia, said Nielsen's files contain information allegedly proving what "type of business" it conducts in Eastern Pennsylvania and other evidence "pertinent to the case." Nielsen counsel had contended the Chicago firm is not engaged in interstate commerce as defined under the Clayton Anti-Trust Act and therefore not liable to Sindlinger's charges of alleged conspiracy to monopolize and of restraint of trade.

Cites 'Monopoly'

Mr. Wolf argued that Sindlinger's main allegation is that as a consequence of Nielsen's purchase of the Hooper rating service [BROADCASTING, March 6] a monopoly has been created.

Phil E. Gilbert, of Moore & Gilbert, Chicago, representing Nielsen, said some millions of papers would have to be sifted to meet the files request. Grant of the Sindlinger request that Nielsen show in evidence records involving research methods in measuring audience response and also patent applications, Nielsen counsel said, "would greatly damage" the firm's interests.

It was argued that many records contain "trade secrets," among them certain methods still in the developmental stage. Judge Bard ordered Sindlinger attorneys to show cause why the records should be produced and asked for an answering brief from Nielsen counsel.

Sindlinger's suit alleges the Nielsen company knew certain applications for patents on electronic measuring devices were about to be filed by Radox (Sindlinger) and proceeded to file patent applications of its own, blocking Radox patent plans. A patent dispute between the two companies now is in progress in U. S. patent courts, Washington.

The damage suit also seeks an injunction to prevent the continuance of the alleged acts and in validation of all contracts entered into by Nielsen and Hooper with customers since January 1946, the date Sindlinger claims it began experiments with Radox.

In New York, C. E. Hooper said Sindlinger's action in dropping certain charges against his firm "confirms our position that the charges are entirely without foundation." Mr. Sindlinger, meanwhile, told newsmen that he considered the Hooper announcement that it would not fight jurisdiction of the case an admission by the company that "it transacts business in Philadelphia." The Hooper firm said it agreed it was doing business in Philadelphia.

Three counts were dropped against the Hooper firm. They were (1) that Hooper was a party to a patent development program designed to prevent Sindlinger and others from entering the audience measurement field; (2) that Hooper was involved in fraudently filing patent applications for the purpose of interferring with Sindlinger's business, and (3) that Hooper had unlawfully interfered with the business relations of Sindlinger by dissuading investors from investing in the firm and by threatening litigation with Sindlinger and others.

Agreement on the charges to be withdrawn came after a conference Monday among the attorneys representing the three parties in the suit.

CITES SHEPARD

NAB Board Pays Tribute

RESOLUTION paying tribute to John Shepard 3d, Yankee Network founder who died June 11 [BROADCASTING, June 19] was adopted last Tuesday at the opening session of the NAB board of directors in Washington. The resolution follows:

Whereas this board has learned with deep regret of the death of John Shepard 3d,

And whereas Mr. Shepard was a pioneer among radio broadcasters in this nation who, with courageous foresight and devotion, took his place as a leader in the development of this art,

And whereas his leadership and his devotion were reflected as well in his unselfish service as a committeeman and board member of the NAB,

And whereas his departure from our ranks represents a grievous loss in friendship and service to the members of the broadcasting profession,

Be it resolved that this board hereby adopts this memorial to Shepard, a tribute to the memory of a gracious, selfless and generous broadcaster; and that copies of this resolution be transmitted to the family of John Shepard 3d with this board's sincere condolences in the time of their sad loss.

NAB Board

(Continued from page 51)

Counties, Maryland (suburbs of Washington) were transferred to District 4.

In scanning the weekly member service reports the board adopted a proposal to expand the present confidential Management Letter to a four-page newsletter. The FCC actions will be eliminated but special provision will be made for members requesting this service.

Special seminars for FM and TV will be held during the 17 district meetings scheduled this summer and fall when district directors request them, the board decided. The summer-fall district meeting schedule was approved.

Directors who attended the board sessions were:

District Directors—Mr. Fellows; William B. Fay, WHAM Rochester, District 2; George D. Coleman, WGBI Scranton, Pa., District 3; Harold Essex, WSJS Winston-Salem, N. C., District 4; Allen M. Woodall, WDAK Columbus, Ga., District 5; Harold Wheelahan, WSMB New Orleans, District 6; George J. Higgins, WISH Indianapolis, District 8; Charles C. Caley, WMBD Peoria, Ill., District 9; William B. Quarton, WMT Cedar Rapids, Iowa, District 10; John F. Meagher, KYSM Mankato, Minn., District 11; Jack Todd, KAKE Wichita, Kan., District 12; Clyde W. Rembert, KRLD Dallas, District 13; William C. Grove, KFBC Cheyenne, Wyo., District 14; Glenn Shaw, KLX Oakland, Calif., District 15; Calvin J. Smith, KFAC Los Angeles, District 16; Harry R. Spence, KXRO Aberdeen, Wash., District 17.

Directors-at-large—A. D. Willard Jr., WGAC Augusta, Ga., and John Esau, KTUL Tulsa, medium stations; Patt McDonald, WHHM Memphis, and Edgar Kobak, WTWA Thomson, Ga., small stations; Frank U. Fletcher, WARL-FM Arlington, Va., and Ben Strouse, WWDC-FM Washington, FM stations; Eugene S. Thomas, WOIC (TV) Washington and Robert D. Swezey, WDSU-TV New Orleans, television stations.

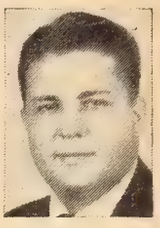
WRDW APPOINTS

Headley-Reed Effective July 1

WRDW Augusta, Ga. has appointed Headley-Reed Co. as its national representative, effective July 1, according to Ray Ringson,



Mr. Ringson



Mr. Ayers

general manager.

Mr. Ringson, treasurer of Radio Augusta Inc., licensee of WRDW, is president-elect of the Georgia Assn. of Broadcasters. James S. Ayers is WRDW sales director. Other officers of Radio Augusta are: Ernest D. Black, president; Allen M. Woodall, vice president; Emett McKenzie, vice president; Charles W. Pittman, secretary. Radio Augusta's officers also are interested in the operation of WDAK Columbus, Ga.; WBML Macon, Ga., and WCOS Columbia, S. C.

Mr. Melvin Brorby
Needham, Lewis, and Brorby
Chicago, Illinois

Dear Mel:

Th' trend is definitely ter WCHS! Yessir, not oney is ever'one atalkin' all over Charleston, West Virginny, 'bout th' sparklin' new shows on West Virginia's Number One Station, but th' business records shows it, too. Jest seen th' figgers fer May on th' boss's desk, an' d'ya know what, Mel? May, 1950, was th' biggest May in th' history of WCHS, an' this here station has had some purty big Mays in th' years gone by! Yessiree, th' bizness men 'round these parts really knows a good thin' when they sees one, an' thet's why they's all abuyin' on WCHS. Now, thet's sumpthin' you nashunal fellers orta keep in mind, don't-cha think? Hit's mighty significunt thet th' folks what knows us best uses us most! Now, more than ever, WCHS is th' number one station in West Virginny, an' it can really do a job fer yuh in one uv th' best markets in th' whole durned country! Keep thet in mind, Mel! Hits worth rememberin'!



Yrs.
Algy

WCHS
Charleston, W. Va.

FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas in TOPEKA

Radio Outpulls Papers

(Continued from page 26)

Radio 61%; newspaper 7%; both 16%; other 16%.

Combined totals for the three tests follow:

% Traffic—Radio 43.6%; newspaper 14.6%; both 9.1% other 32.7%.

% Traffic Purchasing — Radio 68.1%; newspaper 70.8%; both 93.3%; other 46.3%; total 63.6%.

From these figures, ARBI found that using the total traffic (105 customers) who purchased articles as the constant, the purchasing percentages would be: Radio 46.7%; newspaper 16.2%; both 13.3%; other 23.8%.

Another series of tests was conducted in five Safeway Stores in Butte, all featuring the same test items during a five-day period. Summary of results follows:

% Traffic—Radio 23.5%; newspaper 14.5%; both 4.1%; other 57.9%.

% Traffic Purchasing — Radio 99.3%; newspaper 98.9%; both 100%; other 99.1%; total 99.1%.

% Dollar Value of Purchases—Radio 25.3%; newspaper 16.6%; both 5.8%; other 52.3%.

Ten surveys were conducted in department, apparel, furniture and appliance stores in Missoula, Helena, Bozeman, Great Falls and Spokane. Summary of combined totals for the surveys follows:

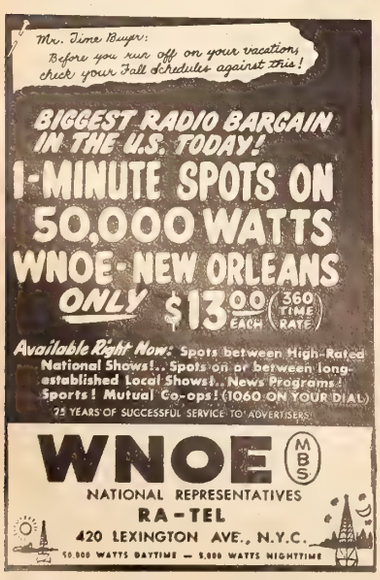
% Traffic—Radio 35.2%; newspaper 23.2%; both 9.7%; other 31.9%.

% Traffic Purchasing Test Merchandise—Radio 64%; newspaper 65.9%; both 69.8%; other 40.8%; total 57.6%.

ARBI pointed out that using the total traffic purchasing (568) as the constant, the purchasing percentages by media would be: Radio 39.1%; newspaper 26.6%; both 11.8%; other 22.5%. ARBI adds that this method of tabulating (purchases of test items only) ignores the complete pulling power of advertising since it does not take into account other purchases such advertising may have stimulated.

The ARBI booklet summarizes two surveys, one in Portland one in Butte, which it described as "not acceptable." In a test at Roberts Brothers, Portland, radio's pull was double that of newspapers but the results were not deemed acceptable because investment in radio and newspaper advertising was not equal ($249.40 in newspapers and $85 on KXL). Results were not given for a test at Howard's in Butte, because of insufficient response ascribed to severe winter weather.

Concluding, the ARBI booklet claims that for the same number of advertising dollars the XL stations, in 92.9% of the accepted tests, delivered for the advertisers participating more traffic, which meant more sales.



Strikers at Work

NEW YORK Newspaper Guild last week purchased a Monday - Saturday quarter hour series on WLIB New York for a unique news program produced by striking news staff members of the *New York World Telegram & Sun*. The show, aired 6:45-7 p.m., began Friday. Guild members, whose strike forced the *World Telegram & Sun* to suspend publication, are continuing to cover their usual news beats and make reports on the guild-sponsored program, which is called *Seven-Star-Final*.

TAX BILL ACTION

House Moves To Beat Adjournment

MOVING with unprecedented speed to beat Congressional adjournment tentatively set for early August, House Administration leaders last week whipped the omnibus tax bill into shape and sped it to the House floor where action is expected this week.

The 1950 revenue bill encompasses a host of varied proposals, among them one to tax profitmaking enterprises — including radio stations—of educational and charitable organizations [BROADCASTING, June 19].

Administration leaders hope to present the package, formally introduced as a bill last Thursday by Rep. Robert L. Doughton (D-N. C.), for debate Tuesday and a possible vote Wednesday. The bill was offered by Rep. Doughton following extensive study and hearings by the House Ways & Means Committee, of which he is chairman.

The giant bill, which comprises cuts in certain excises and increases in certain corporate taxes, would retain the present 10% manufacturers' tax on radio receiving sets in effect since 1941.

No TV Set Tax

No tax would be levied, however, on television sets at the manufacturers' point as advocated early this year by Treasury Secretary John Snyder. The committee held hearings on the Administration's proposal to impose a 10% levy on TV sets, but rejected it following militant opposition from Radio & Television Mfrs. Assn. and a number of individual firms.

The committee voted, however, to exempt radio receivers and parts used in manufacture of receivers which are sold to the U. S. government for military purposes. Law currently calls for a 10% levy.

Other actions taken by the committee as reported to the House floor call for reduction on musical instruments from 10% to 5%; on domestic telegraph, cable or radio dispatches, 25% to 10%, and no change on the latter's international use from the present 10%.

Religious organizations would be exempt from the proposed tax to be imposed on "unrelated active business income" of educational, charitable, labor, agricultural, research and other institutions.

Stations which conceivably may be exempt from the tax include such religious-operated outlets as WWL New Orleans, WEW St. Louis, KGA Spokane and KWBU Corpus Christi. Lay-owned stations which presumably would fall in the taxable category include WGST Atlanta and WHCU Ithaca.

The committee also voted a 10% tax on the dividends of cooperative organizations who, in some instances control radio stations.

Additionally, the group voted to rescind on capital gains an agreement calling for tax reduction from 25% to 15%.

SHIFTING OWNERS

FCC Okays 3 Don Lee Changes

WHAT appeared to be a record of some sort was set by FCC last week when it approved, at one sitting, three different transfers of the same radio property. The property was the Don Lee Broadcasting System's owned stations, and the transfers were all "involuntary."

The first application, filed June 18, 1948, was for transfer to Thomas S. Lee, heir to the estate of his father, Donald M. Lee; the second, filed Dec. 13, 1948, was for transfer from Thomas S. Lee to Lewis Allen Weiss and Willet H. Brown as co-guardians for him; the third, filed last Feb. 27, was for transfer from the co-guardians to Ben H. Brown, special administrator of the estate of Thomas S. Lee, deceased.

The actions clear the way for applications for sale of the radio properties by the estate, when current negotiations to that end have been completed [BROADCASTING, June 19]. Also see story this issue.

Racing Data

(Continued from page 24)

involving request by Arthur B. McBride for transfer of WMIE Miami, Fla., from Lincoln Operating Co. to Sun Coast Broadcasting Co., of which he is co-owner [BROADCASTING, June 12]. Chairman Coy told him the case is "in hearing" and that the record still is open for depositions from Cleveland, Ohio.

Mr. McBride formerly held interest in Continental Press, which he helped organize and which now is owned by his son, Edward J. McBride.

Before the hearing got underway, Chairman Kefauver explained that originally his committee had asked Attorney General J. Howard McGrath and FBI Director J. Edgar Hoover to open the public hearings last week but that both felt they could contribute more to the committee at a later date. They are slated to appear this week, probably Tuesday or Wednesday.

The Attorney General was asked to furnish data on "crime syndicates," on which his office has been assimilating replies. Mr. McGrath replied he had drawn no conclusions as yet.

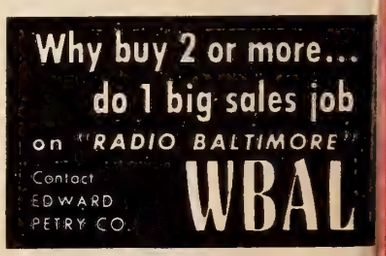
Mr. Coy asked that his statement before the Senate Commerce Committee, which held extensive hearings on the Justice bill (S 3358) to ban transmission of interstate gambling information [BROADCASTING, April 24, 17, 10], be inserted in the record for the Crime Committee.

Compromise Bill

The Senate Commerce bill, reported to the Senate where it now awaits consideration, is a compromise of the Justice bill and FCC plan. It would ban transmission of gambling data (bets, odds, wagers, scratches, etc.) before races but permit radio-TV coverage during and after the event.

Also sitting in during the hearing were Rudolph Halley, chief investigator, and member of the law firm of Fulton, Walter and Halley, and George S. Robinson, newly-appointed general counsel, for the committee. Hearings also were held Friday and continued to this week. Mr. Robinson formerly was special assistant to the Attorney General and was chief counsel in the Federal Grand Jury probe of the Annenberg wire and race services in Chicago.

DEADLINE for scripts in One World radio prize contest extended from June 15 to July 15. Winners to receive all-expense-paid trips to One World meeting in August at San Remo, Italy.



JUNE 26, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

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Ceresota's Success With Weatherman Show
Page 4

TV Networks' Gross For May
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Latest Set Count By Markets
Page 8

SPOT TV

delivers more...

Adds sight, sound and action to your story.

TV has no equal as a sharp tool for sales. It becomes even sharper when you aim it toward the markets where you need sales—toward the stations that draw your customers. That's Spot TV for you.

If you want success insurance in big television markets, use any of these big league stations:

WSB-TV	Atlanta
WBAL-TV	Baltimore
WNAC-TV	Boston
KFI-TV	Los Angeles
WHAS-TV	Louisville
KSTP-TV	Minneapolis-St. Paul
WSM-TV*	Nashville
WTAR-TV	Norfolk
KPHO-TV	Phoenix
WOAI-TV	San Antonio

*On the air September

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA

WKZO-TV

Serving Western Michigan and Northern Indiana

IS NOW ON THE AIR!

WKZO-TV opens its inter-city relay for network service the week of July 9, 1950—is now a member of the CBS *Basic Network.*

A careful dealer-distributor survey showed 57,222 TV sets within 40 miles of WKZO-TV, as of June 1—70,012 sets within 50 miles.

WJEF
tops IN GRAND RAPIDS AND KENT COUNTY
(CBS)

WKZO-TV
tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO
tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN
(CBS)

ALL THREE OWNED AND OPERATED BY
FETZER BROADCASTING COMPANY
AVERY-KNODEL, INC., REPRESENTATIVES

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

JUNE 26, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

WTOP BUYS WOIC (TV)

$1.4 Million Price Is Reported

APPLICATION for transfer of WOIC (TV) Washington from General Teleradio, subsidiary of R. H. Macy & Co. Inc., to WTOP Inc., controlled by the *Washington Post*, will be filed with the FCC early this week. The transaction, announced last Tuesday by Theodore C. Streibert, General Teleradio president, and Philip L. Graham, president of WTOP Inc. and publisher of the *Post*, is understood to involve a figure of approximately $1,400,000.

The joint announcement culminated several weeks of active negotiations. WOIC, affiliated with CBS-TV, will be operated jointly with WTOP, 50,000-w CBS outlet, and WTOP-FM. Upon FCC approval, the television outlet probably will become WTOP-TV. WTOP Inc., is owned 55% by the *Post* and 45% by CBS.

WOIC, assigned Channel 9 (186-192 mc), began operation in January 1949. It has been operated in conjunction with WOR, WOR-TV and WOR-FM New York under the policy direction of Mr. Streibert and the local management of Eugene S. Thomas, former WOR sales manager. The station is understood to represent an investment in tangible equipment and real estate of more than $1,000,000 and, with operating losses, in excess of $1,250,000.

The transaction is the fourth involving a TV station since TV's meteoric postwar rise. Other transactions — with newspapers — were the acquisition by WFAA *(Dallas News)* of KBTV (TV), now WFAA-TV, and by KPRC *(Houston Post)* of KLEE-TV which becomes KPRC-TV. Other sale was the acquisition of KRSC Seattle by KING, that city, with call letters becoming KING-TV.

CBS-WTOP Agreement

John S. Hayes is vice president and general manager of WTOP Inc. While CBS holds a substantial minority interest, Mr. Graham acts as its voting trustee. The *Post* acquired control of WTOP for $855,470 on Feb. 9, 1949. The application for transfer specified that CBS would leave those assets in the WTOP Inc. treasury toward further expansion and development of operations, including TV. The *Post* and CBS further agreed to advance additional funds specifically for TV.

No Other Sales Seen

Mr. Streibert, queried by TELECASTING, said that General Teleradio for the present will confine its activities to the New York metropolitan area. There is no intention, he said, of disposing of any other radio, TV or FM interests.

"Our plans for intercity expansion went by the boards when the TV freeze went into effect," he stated. Immediate effect of the sale of WOIC, he added, "will be to take a little loss off our shoulders."

Mr. Streibert, who also is chairman of the board of directors of Mutual, said that the network necessarily is holding its TV plans in abeyance until the end of the freeze.

WTOP Inc. has had pending before the FCC a petition for Channel 12—one of the many caught in the TV freeze. That petition presumably will be withdrawn coincident with the filing of the WOIC transfer application.

The formal application for transfer is being drafted by Loucks, Zias, Young & Jansky for WTOP Inc.

It was presumed that most of the personnel of WOIC would be absorbed in the WTOP organization. Whether Mr. Thomas, a veteran 15-year man in the WOR organization, would continue with the Washington operation or return to New York was not resolved last week. Mr. Thomas is a TV director of the NAB and was chairman of its Television Committee.

ZIV TV FILMS

Announces Sales to Stations

ZIV Television Productions, New York, last week announced the following sales of its programs:

Yesterday's Newsreel — WOC-TV Davenport; WNHC-TV New Haven, for sponsorship by Whalley Motors Inc.; WSPD-TV Toledo, sponsored by Brondes Motor Sales; WTMJ-TV Milwaukee, to be sponsored by Kingsbury Breweries; WSAZ-TV Huntington, W. Va., for sponsorship by Pancake Realty, and to WABD (TV) New York.

Sports Album — WCAU-TV Philadelphia, sponsored by Samuel Tabuman & Co.; WHAM-TV Rochester, for sponsorship by Harold Forman Clothing Co.; WNHC-TV New Haven, to be sponsored by Cities Service.

Western Films—WLWT (TV) Cincinnati; WLWD (TV) Dayton; WLWC (TV) Columbus; WNBW (TV) Washington; WMCT (TV) Memphis and WABD (TV) New York.

Feature Films—WABD (TV) New York; WBRC-TV Birmingham; WGN-TV Chicago; KFI-TV Los Angeles; WATV (TV) Newark, N. J.; WNBW (TV) Washington.

NBC-TV SAT. NIGHT

FCC Drops Probe

FCC DISCLOSED last week that it had dropped its investigation of NBC-TV's 2½-hour *Saturday Night Revue*, reporting the network has eliminated details which were inconsistent with the Commission's network regulations.

In a letter to Allen B. DuMont Labs, whose complaint touched off the inquiry [TELECASTING, Jan. 9], FCC said it "believes that compliance with its rules and regulations has been achieved, and no further action need be taken at this time in this matter."

But the Commission warned:

"However, a recurrence of these practices which were found to be inconsistent with the regulations, or the institution of similar practices, would be dealt with in the light of the past conduct and the clarification of the applicability of the rules resulting from the developments in this matter."

FCC reported simultaneously that it had granted regular license renewals to "stations which had been on temporary license solely because of their acceptance of NBC's original offer." These were: WISN Milwaukee, WMMN Fairmont, W. Va., and WWJ Detroit (all renewed to May 1, 1953); WWJ-FM Detroit (to March 1, 1953), and WPTZ (TV) Philadelphia (to Feb. 1, 1951).

The letter and grants were announced Thursday. The AM and FM stations involved had been put on temporary because TV stations with which they are associated in ownership had accepted the original offer of the program.

The complaint by DuMont, which charged NBC was trying to "freeze out" competition, was directed primarily against NBC-TV's request to affiliates, late last December, to 2½ hours on Saturday nights for 13 weeks. The variety show was to have started Feb. 4 but was delayed until Feb. 25.

Cited Violations

FCC held at the time that NBC's first offer to affiliates and also a second one violated the network rules, holding that in effect the stations who accepted them gave NBC an option on station time without NBC being similarly bound at the same time [TELECASTING, Feb. 20]. The "option," FCC said, violated the rules in that it could "be exercised on less than 56 days' notice and [was] exclusive as against other networks."

The Commission also found other "objectionable" features in the original plan, pointing out that purchase of time for re-sale to unidentified advertisers—the sponsors had not then been signed—"raises serious problems."

Subsequent modifications in the plan, however, satisfied FCC's objections. The Commission's letter to DuMont noted:

As a result of these changes, NBC has been offering the program on conditions under which the individual stations are informed in advance of the nature of the program and sponsors, and may accept or reject separate segments of one-half hour each without any financial detriment accruing from a rejection of one or more such segments.

These conditions for the sales of time appear to obviate the Commission's objections to the previous arrangements, to the extent that they resulted in options of time to NBC on terms inconsistent with Sec. 3.104 of the Chain Broadcasting Regulations, and in diminution of licensee responsibility.

The number of stations carrying the *Revue*, which is now in summer hiatus but due to return next fall, has varied. The largest number taking any half-hour segment was 22 interconnected stations and 20 on kinescope. Commercially, authorities say a sell-out is assured.

BAROMETERS & Breezy Bits



Clint and Jeanne Youle's 'Weatherman' Makes Ceresota-Minded Viewers

CHICAGO's divorce total for 1949 is two less than it would have been because of television.

This is the claim of a South Side minister, who advises battling spouses to watch Clint and Jeanne Youle, "the ideal couple" on *The Weatherman* show. Their daily spats and subsequent adjustments, sandwiched between commercials and chalk-talks on the weather, are responsible for at least two couples giving up divorce plans, the cleric maintains.

Young Clint and Jeanne (33 and 31) typify a suburban-married couple for WNBQ (NBC) televiewers, who hear mentions of Jeanne's new hairdresser, Clint's beaten-up 1929 Cadillac, their daughters' measles and the number of new shoots on a lilac bush in the back yard. These tidbits are incidental to the meat of the 10-minute show five nights weekly. These same tidbits, however, are responsible for more and more sales of Ceresota Flour.

Standard Milling Co., Chicago, which manufactures Ceresota, Aristos and Heckers' Flour, just renewed the show from June 1 for another 13 weeks—the third consecutive 13-week renewal. *The Weatherman* was sponsored as a test starting last September, and has rolled along casually yet purposefully ever since—selling bags of flour (from 2 to 100-pound sizes) to consumers and retailers alike.

Although Standard Milling has a pretty fair idea of how much additional trading is done across the counter as a result of its entry into video, "sales are not directly measurable," according to P. L. O. Smith, vice president in charge of sales and advertising for the grocery products division. Mr. Smith, who thinks TV is great, has watched a set in his recreation room for more than two years. Five men on his staff are just as TV-conscious.

Mr. Smith admits, however, that Ceresota successfully competes with two other top-brand names in the Chicago area, Pillsbury and Gold Medal, and surpasses grosses of some 23 other brands distributed there. Mr. Smith is convinced that video is a fine advertising medium for consumer package goods. The firm traces some gain in public acceptance by increased retail and grocery sales, response to self-liquidators or premium offers, fan mail and favorable mentions by store owners.

Difficult to Trace

Any actual increase in sales is "almost impossible" to trace directly to television, because "in the flour business sales can unaccountably soar in areas where no advertising is used and can drop to the bottom of the barrel when we buy three or four media in one locality." Standard is accustomed to this fluctuation, as the grain market is such that package flour prices may change as many as 30 times yearly, Mr. Smith said.

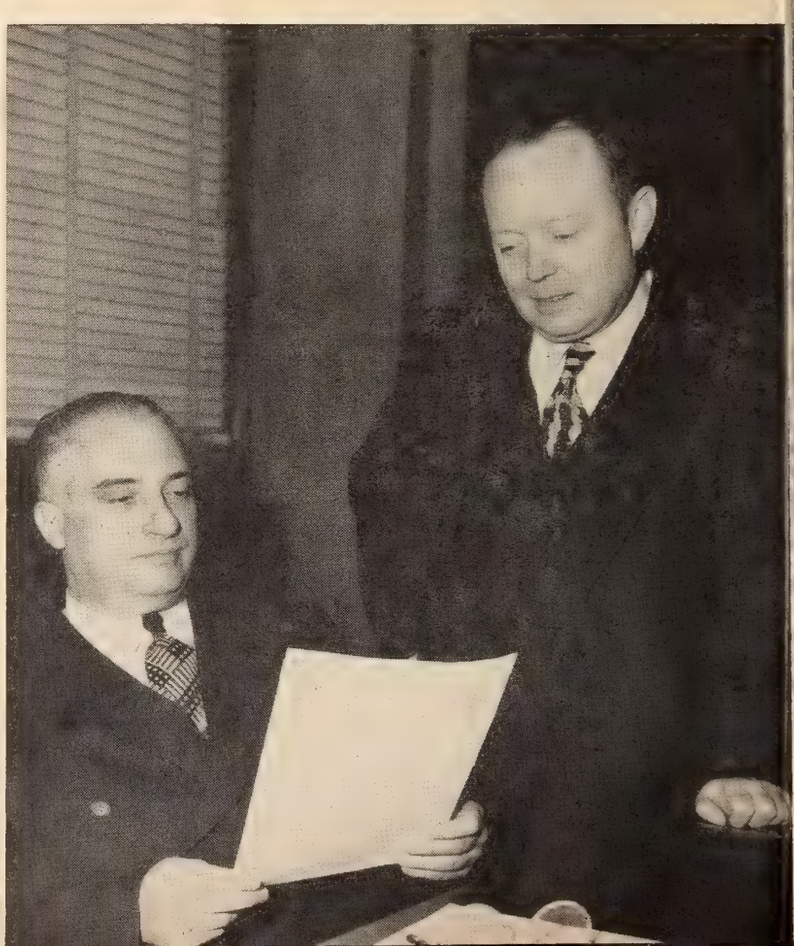
To determine the character of the television audience, Ceresota has offered three self-liquidators in the past few months—an apron, starfish scatter pin and Christmas cards. "We use these premiums only when absolutely necessary, and take them off the show as soon as we've found out what we want to know about reception, coverage and impact. We don't want to spend time or money plugging premiums. It takes away from show content and detracts from the commercial impact," Mr. Smith believes.

Standard Milling, which distributes Ceresota in Ohio, Pennsylvania, Minnesota, Illinois, Wisconsin, Indiana and New England, plans to use more television, but the growth of TV ad budgets will be slow. "Television is going through the same growing pains suffered by radio, which is why we're taking it easy for awhile. Maybe some of the pressure will be off when stations go into daytime programming, and prices will level out. We're only interested in what we can get back for every dollar we spend."

Ceresota Buys

Ceresota bought the show through John W. Shaw agency last fall after *The Weatherman* had been telecast as a local sustainer

* * *



EVEN THOUGH his look is enigmatic when it comes to sales results of *The Weatherman* at NBC-TV Chicago, P. L. O. Smith, vice president in charge of advertising and sales for the grocery products division of Standard Milling Co., states that the show is selling Ceresota flour and winning the brand a lot of friends. With him is E. A. Atkins, sales assjstant.

since January 1949. In the interim it had gained a national reputation. A five-minute feature until it went commercial, the program was expanded to a 10-minute, five-a-week format so that a middle commercial situation and open and close sponsor mentions could be included.

Clint Youle was a staff news writer at NBC Chicago when Bill Ray, news and special events chief, began developing the weather-news package. While Mr. Ray was shopping around for a one-man talent lineup, Clint volunteered his services and told his boss for the first time that he had learned meteorology during a stretch in the Army.

Clint auditioned, sold his brand of carefree, uninhibited weather reporting to management, and carried on casually for several months. His entire report is ad lib, although the sequence is charted in advance. It wasn't until Ceresota started paying the bill that the distaff side of the family was drafted. *The Weatherman* said "yes" when the client asked if his wife was attractive. Jeanne stumbled through her first commercial, readily adopted an off-the-cuff manner, and the Youles became the talk of TV town without either having any experience in acting, radio or television.

Husband Youle charts the weather, follows air currents and hurricane patterns on a map and drawls along his analysis and predictions. Jeanne enters in the middle commercial, surrounded by pastries baked by a Standard Milling home economist for each show. She pegs conversation on a minor incident that happened at home that day, with major blasts directed at Clint when he forgets to put gas in the car or leaves the windows open before a downpour.

Covers Wide Territory

Formal weather terminology is limbered up after the weather reporter visits the U. S. Weather Bureau nightly. For an hour and a half he exchanges notes and notions with airway and regional forecasters. His resume stresses Chicago weather conditions, but overlaps into Wisconsin, Minnesota, Iowa, the rest of Illinois, Indiana and Michigan.

He and Jeanne, "chatting with just enough schmaltz to become bosom buddies of viewers," hit a common denominator of homeliness with their audience. Jeanne said once she was tired of housework, and 20 women wrote in to say they knew just how she felt. Once Clint forecast a light rain for Chicago. After the downpour, an irate fan wired "Light rain my eye. Were flooded out of basement."

Although Ceresota is bought by women, *The Weatherman* appeals to both sexes. Because of everybody's absorption in the subject, Mr. Youle is in demand as forecaster on *Camel News Caravan* when NBC-TV picks up a Chicago segment, and on Morgan Beatty's NBC-AM network show.

The Chicago Federated Advertising Club cited the show as tops in the local TV service class at its recent 1950 awards dinner. More tangible awards, however, go nightly to members of the production crew (two cameramen, floor manager, two property men, boom mike operator). When the show is off the air, they divide up the pastries used in the commercial. Bob Wright, the announcer, acts as host. He is actually Bob Zelens, radio and television director of Shaw agency.

Mr. Zelens describes the show as an eternal paradox — unprofessional but authoritative, unaffected but effective.

He keys the friendliness of the production with the Standard close —"We bid you good health, good weather and good night."



SELL-OUT of NBC-TV's 2½ hour *Saturday Night Revue* is assured as Bill Connolly (seated), general advertising manager for Johnson Wax, contracts for Johnson sponsorship of a segment. With him are (l to r) I. E. Showerman, NBC Chicago vice president; Josh Louis, Needham, Louis & Brorby, and Ed Stockmar, NBC-TV sales

SLOAN PREDICTS

$1 Billion-Plus TV Sales

OVER $1 billion will be spent by American consumers for some five million TV receivers during 1950, F. M. Sloan, manager of Westinghouse Television and Radio Division, told members of the Westinghouse Agent Distributors Assn. meeting in Hot Springs, Va., last Tuesday. Firm's promotion and sales plans were outlined to management representatives of distributors who gathered to see a display of 10 new TV receivers and seven radios in Westinghouse's new fall line.

With only 24 million of 44 million U. S. families having TV service available, Mr. Sloan stressed importance of a "prompt solution" of problems resulting in the current TV freeze. He said improved programming, better receiver performance, replacement sales and comparatively low saturation in 60 TV markets "guarantee an even brighter future" for television.

NAB TV DEPT.

Batson Succeeds Markham

CHARLES A. BATSON, assistant director of NAB's Broadcast Advertising Bureau for a year, rejoins NAB Washington headquarters July 1 as director of the Television Dept., succeeding G. Emerson Markham. Mr. Markham resigned June 16 [BROADCASTING, June 19].



Mr. Batson

In announcing the appointment, William B. Ryan, NAB general manager, recalled that Mr. Batson had directed an extensive survey of TV from the station management viewpoint. The study was titled "Television: A Report on the Visual Broadcasting Art." The results were presented to NAB members at the 1948 district meetings.

Mr. Batson joined NAB in early 1946 as information director, after release from active duty in the Army. After conducting the TV study he was attached to BAB under Maurice B. Mitchell, director. There he has been active in TV advertising, working on standard rate cards and contract forms as well as techniques of commercial production and other aspects of the art. He prepared analyses of TV for Sears, Roebuck & Co. and others and set up the BAB Dealer Cooperative Advertising Service.

In the service Mr. Batson was in charge of broadcasting from the North African theatre to the U. S., United Kingdom and other allied nations, including announcement of the Italian surrender. He entered radio in 1935 in Greenville, S. C. as program director of WFBC.

PULITZER SHOW

Sponsor Prospects for TV

SEVERAL advertisers are interested in sponsoring a television series based on material which has won Pulitzer awards, Dean Carl W. Ackerman of the Graduate School of Journalism of Columbia U. told TELECASTING last week. The Journalism school, administrator of the awards since their inception in 1917, is asking $100,000 for the TV rights to the series, tentatively titled *Pulitzer Prize Playhouse*, he said.

Dean Ackerman declined to identify any of the potential sponsors of the Pulitzer video series, which is being handled for the school by William Morris Agency. It is known, however, that Schlitz Brewing Co. of Milwaukee has expressed considerable interest in the program through its agency, Young & Rubicam, Chicago [BROADCASTING, May 22], and that the Pulitzer Awards Committee, after serious and lengthy deliberations, decided that, with proper safeguards, the dignity of the awards would not be imperilled by brewery sponsorship.

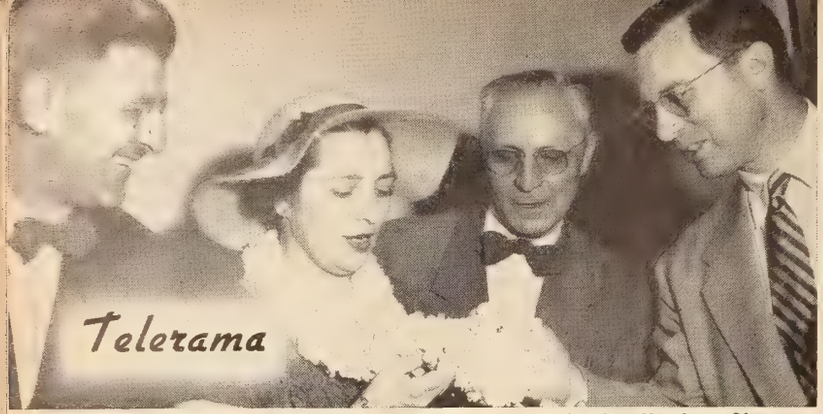
No Sponsors Yet

No offers have been received for sponsorship of a Pulitzer radio series, Dean Ackerman said. Price of $65,000 is being asked for the radio rights to the Pulitzer material, he stated, pointing out that the Morris agency has received clearances from a sufficient number of Pulitzer Prize winners to provide material for a year's series of hour-long radio or video shows. No format has been set yet for either a video or a radio series, Dean Ackerman said.

It was pointed out to Dean Ackerman that there was a somewhat ironical aspect of the school's appeal for radio-TV support after the judges have consistently rejected all proposals that the awards be expanded to include broadcast as well as printed journalistic, literary and musical creations. He replied that the idea for a broadcast television series, if it materializes, "in itself will constitute Pulitzer Prize recognition of television."

Color Deadline

FINAL BLOWS in FCC's heated color TV battle—the proposed findings and conclusions by participants in the lengthy proceeding—are echoing down Commission corridors. Findings are due today (Monday) with July 10 set as deadline for replies, the Commission has announced [BROADCASTING May 29]. Current predictions for color decision cite early fall, but FCC Comr. E. M. Webster last week indicated this may be too optimistic (See story TELECASTING p. 6).



IT'S a Hawaiian lei for Edwina Zanes, start of *Studio Kitchen Show* on WBNS-TV Columbus, Ohio, as Dole Sales Co. launches a TV test campaign on the outlet. Gentlemen inspecting the floral gift are (l to r) Arthur L. Bersdorf and Harry W. Brinker, Dole Sales distributors, and Robert D. Thomas, WBNS-TV sales director.



WORKING out some last-minute details for a new talent show, *Band of Tomorrow*, telecast over KTTV (TV) Hollywood, are Harrison Dunham (l), KTTV general manager, and Freddie Martin, band leader. Mr. Martin and his band are featured on the series.



WATCHING TV debut of *Ace Drummond*, adventure serial on WSB-TV Atlanta, are its creator, Capt. Eddie Rickenbacker (l), president of Eastern Air Lines, sponsor of the show, and J. Leonard Reinsch, managing director, Cox radio and TV interests.



IT looks like Father's Day for Reinald Werrenrath Jr., producer at NBC-TV Chicago, but he apparently is left no time for relaxation as he strains muscles with his children. Getting a free ride are Peter Christian, 6 months; Reinald 3d, 6, and Kirsten, 9.



WATCHING TV sets roll down the production line at General Electric's TV center in Syracuse, N. Y., are Fulton Lewis jr., (l), MBS news commentator, and Willard H. Sahloff, manager of the receiver division at Electronics Park. Mr. Lewis toured GE's manufacturing facilities.

* * *

KRLD-TV Dallas telecast of a book review, claimed as the first show of its kind in the city, is attended by (l to r) Chris Kelley, merchandising executive, Sanger Bros. department store, sponsor; Ila Cornelius Mangold, Dallas author; Miss Herbert Emery, book reviewer; William A. (Bill) Roberts, KRLD-TV commercial manager.



COLOR DECISION

Webster Dims Hopes Of Quick Action

POSSIBILITY the color TV decision may take longer than certain predictions optimistically indicate—in view of the "magnitude" of the decision and the press of other "important business of the Commission" —was suggested last Monday by FCC Comr. E. M. Webster.

Addressing the eastern regional convention of the American Taxicab Assn. at Atlantic City's Hotel Traymore, Comr. Webster expressed concern over being "forced to devote 90% of my time to problems involving broadcasting and television" when many other policy problems are pending which require careful consideration.

Comr. Webster stated he has concluded the way to beat the growing work load will be to delegate specialized responsibility to individual Commissioners or groups of them. He saw FCC's current staff reorganization along functional lines as able to "alleviate the situation, somewhat."

Explaining to the taxicab group that after many months of hearings on color television "we now have the stupendous job of making a decision," Comr. Webster stated:

Decisions of this magnitude are just not made overnight. There are those —and incidentally they do not have any responsibility under the Communications Act—who would have been kind enough to set up a suggested time-table and schedule for the Commission, which, if followed, would mean a decision sometime early this fall. Now, none of them has apparently given any consideration to the physical capabilities of the individual Commissioners and the staff to digest the record, study the matter thoroughly, discuss it among themselves, and render a formal decision. They forget that during all of that time we should also be attending to other important business of the Commission.

Cites Demands on Time

Comr. Webster indicated he is "deeply concerned" that the radio problems of the taxicab industry and other services of "vital importance" to the public "are not getting the attention that you deserve." He asked if he was "doing justice to you and the other radio services when I tell you that back in Washington I am forced to devote 90% of my time" to broadcasting and TV problems.

The "dilemma," he said, is what to do "about the numerous outstanding policy problems constantly before the Commission, some of which have a direct bearing on your industry. The number of such problems flowing before the Commissioners is so great that only a few can be decided with the degree of celerity which they merit." He continued:

Neither our Chairman nor the other six Commissioners can, in my opinion, be well enough acquainted with all the policy problems before us to set up priorities that would result in more efficient decision making. I have come to the conclusion that the only way we Commissioners can render the public the kind of service they have a right to expect to meet the ever-growing volume of work that is thrust upon us is to delegate to individual Commissioners, or groups thereof, limited responsibilities of decision in specialized fields of communications.

Particular need for greater aid from applicants was cited by Comr. Webster in view of the continuing reduction of FCC staff. Because of personnel cuts required by Congress through its appropriations measures (see story this issue). Comr. Webster saw the possibility of reduced service by the Commission even if the current reorganization increased efficiency and cut red tape. With the FCC staff totaling 1,348 at the end of May 1949 and 1,285 today, he saw FCC able to have only 1,170 employes this next fiscal year because of finances.

WEBSTER TALK

Johnson Mulls Reference

SEN. ED C. JOHNSON (D-Col.) said last Thursday he did not believe Comr. E. M. Webster was "making any reference to me" in that portion of his Atlantic City speech dealing with the Commission's proposed color TV timetable (see adjoining story).

The chairman of the radio-minded Senate Interstate Commerce Committee offered the comment in response to speculation that Comr. Webster may have had him in mind when he stated "there are those—and incidentally they do not have any responsibility under the Communications Act—who would have been kind enough to set up a suggested timetable and schedule for the Commission which, if followed, would mean a decision sometime early this fall."

Sen. Johnson pointed out that FCC Chairman Wayne Coy and Comr. George E. Sterling had made "frank statements from the beginning of the color hearings" on FCC's proposed agenda.

Possible schedule for Commission action on the color question and on TV allocations had been cited by Sen. Johnson last May following a meeting with officials of the National Society of Television Producers who had conferred earlier with two Commission members on the FCC timetable [BROADCASTING, May 1].

Comr. Webster had "no comment" to offer to his Atlantic City reference, or whether he had alluded to Sen. Johnson. "There are people who have made suggestions to me and other Commissioners from time to time," he remarked.

Sen. Johnson added that he has "hopes" the Commission may tackle the clear channel problem before the year's end, as indicated by Comr. Sterling [BROADCASTING, June 19]. He said he realizes, however, that the issue "must be associated with the NARBA problems and tied together in such a way as to render a solution that is twofold."

NSTP PETITION

License Changes Sought

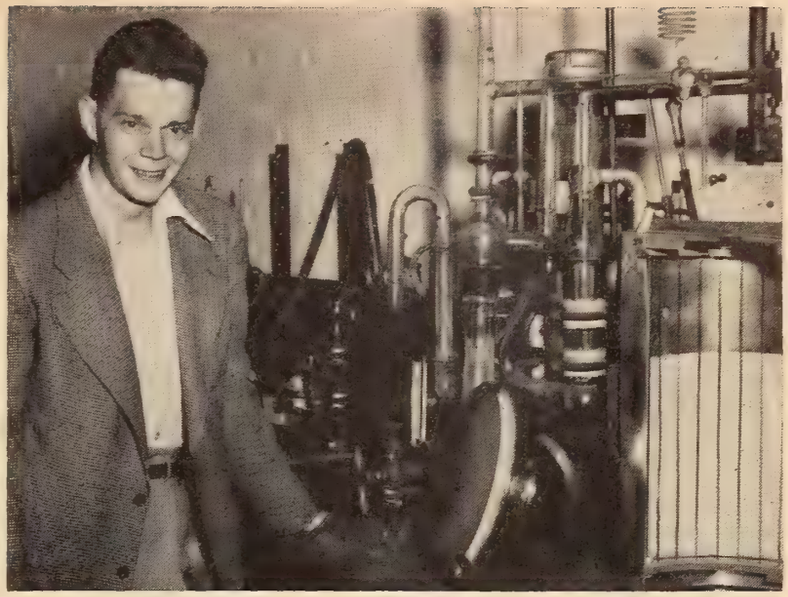
SEEKING more fair and equal treatment for television producers regarding fees for business licenses, National Society of Television Producers, through its attorney, Max Gilford, has asked the Los Angeles City Council for an opportunity to presents its problems at a hearing.

In a letter that compared various inconsistencies found in licenses for other industries, the society stated that the license ordinance should "be either amended to specifically take care of the television producers' problems and by scheduling a lesser rate, or that the entire license ordinance be revised as to all concerned and made more equal and fair and without discrimination which it now has"

Letter stated that the license fee charged a TV film producer making a motion picture involving production costs from $1,500 to $10,000 is a minimum license fee of $50, for one picture. For 10 pictures a year, with total cost of $50,000, the fee is $100 per year; for 26 TV pictures costing $5,000 each, the fee is $200 per year.

Compared to this is the producer of B motion pictures costing $50,000 to $60,000 each, at a rate of three to five pictures a year. His income will be far in excess of the TV producer, although the license fee is the same for both. Producer of A pictures which might yield in excess of $500,000, pays $700 license fee; this fee remains the same even if he makes 50 films costing a million dollars each. The independent producer pays same $700 fee even if he makes only one movie costing $501,000.

Other charges of inconsistency also were listed.



HENRY KASPEROWICZ, of the Allen B. DuMont Labs, inventor of the new DuMont three-color direct view television tube, patent for which has been granted [TELECASTING, **May 22], stands beside video equipment at DuMont's research division in Passaic. A resident of Passaic, Mr. Kasperowicz filed for the patent on the tube in October of 1945, when he was only 27 years old.**

GROSS TIME

May '50 Sales More Than Triple May '49

GROSS TIME sales of three TV networks in May totaled more than three times the gross of all four TV networks in May of 1949, Publishers Information Bureau reported last week.

PIB figures also show that this ratio holds for the January-May 1950 TV network time sales, compared to the same five-month period of last year.

Breakdown by networks comparing time sales for May 1950 and May 1949 and for the five-month period of each year follows with DuMont data not reported for 1950:

* * *

	May 1950	May 1949	5 Mos. 1950	5 Mos. 1949
ABC	367,701	132,146	1,520,680	230,804
CBS	1,009,043	243,241	3,704,312	860,747
DuMont	. . . . .	61,394	. . . . .	354,127
NBC	1,582,555	460,440	5,925,985	2,028,831
TOTAL	2,959,299	897,221	11,150,977	3,474,509

SAG BROCHURE

Explains Stand on TVA

SCREEN ACTORS Guild, seeking to further clarify its position in the current dispute with Television Authority over TV jurisdiction, last week issued a 16-page brochure to its members outlining its contract proposals for telecast motion pictures, comparing them with TVA proposals and reviewing dispute between the two groups.

Stating that the inferiority of TVA's complete schedule of conditions to SAG conditions is the result of "TVA's complete lack of experience in contract negotiations for actors in motion pictures and ignorance of the problems of such actors," the booklet listed 17 distinct points on which TVA contract proposals would undercut working conditions for motion picture actors.

Among points mentioned were continuous employment, rehearsal time, travel time, work on Sundays and holidays. TVA, Guild claims, asks nothing on these, the booklet said.

Ready for a TVA charge that the SAG minimum rate of $55 per day for single role in a single picture is too low, the Guild states that this rate is already established with motion picture producers, whereas TVA is only asking for a higher rate. There is quite a difference, SAG states, "between asking for something and getting it."

Screen Actors Guild brochure stated it wants "an intelligent, honorable settlement of the television dispute," something that National Labor Relations Board elections may bring about. Obviously, it continues, "there can be no settlement as long as the TVA bloc on the 4-A's board seeks to force its will on motion picture actors."

COLOR ON COAST

CBS Showing at Medical Meet

CBS color television will be demonstrated on the West Coast for the first time at the national convention of the American Medical Assn. in San Francisco June 26-29. The colorcasts will be microwaved six miles from the Fort Miley Veterans Administration Hospital to San Francisco's Masonic Temple.

Sixteen receivers will be installed for the demonstration. Smith, Kline & French Labs, Philadelphia pharmaceutical firm, will present the demonstration in cooperation with the Veterans Administration and the Stanford and U. of California medical schools. Dr. Peter Goldmark, director of engineering research and development for CBS, will also participate.

SEMINAR in television production being provided by Dept. of Extension Teaching and Information at Cornell U., Ithaca, N. Y., in connection with its advanced class in radio broadcasting.

ABC-TV NEW BUSINESS

Nears $6 Million

AN ESTIMATED $6 million in television billing was sold, or nearly so, by ABC last week.

Eight programs, including one starring Don McNeill who has been signed to a 20-year contract by the network [BROADCASTING, June 19], were involved.

The contract with Mr. McNeill, the toastmaster of the radio show, *Breakfast Club*, on ABC for the past 17 years, is the longest continuing radio agreement ever signed with a personality. It is effective Jan. 1, 1951, and includes the entire McNeill family—Mr. McNeill; his wife, Kay, and three boys, Tommy, 15; Dennis, 14, and Bob, 9. In addition, the network will get the first option on the boys' services if they decide to follow in their father's footsteps.

The television program will be called *The Don McNeill Show* and is expected to start next October, on ABC-TV Wednesday nights. The present sponsors of the *Breakfast Club*, Swift & Co., Philco Corp. and General Mills, all are currently negotiating for sponsorship of the TV show. Details are expected to be consummated shortly.

Chicago Origination

The newly signed 20 year contract calls for Mr. McNeill to originate his program in Chicago for nine months out of the year, an eight-week vacation annually, two weeks origination in New York and two weeks in various points around the country.

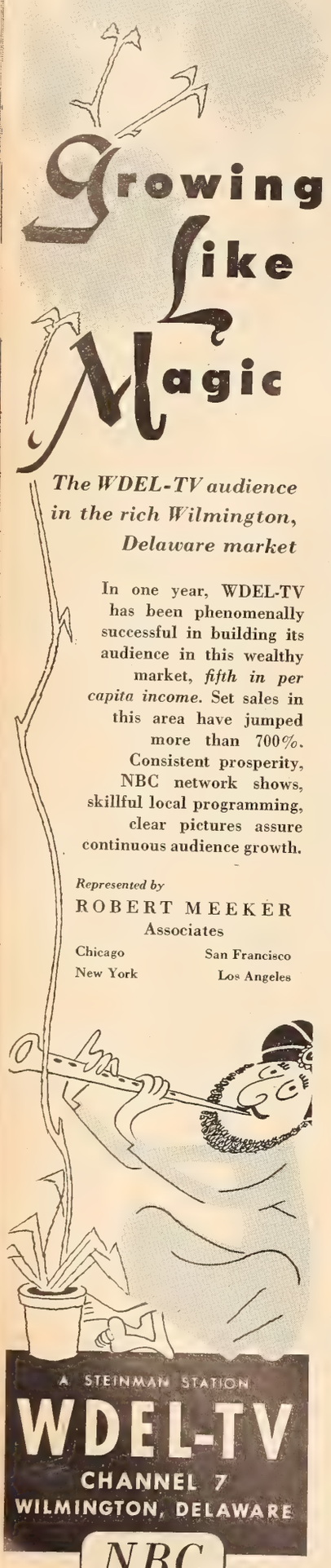
Among the television shows that ABC-TV has already signed up is the *Treasury Men In Action*, bought by Chrysler Sales Div., The Chrysler Corp., Monday, 8-8:30 p.m., starting Sept. 11, through McCann-Erickson, New York.

Another is *Acrobat Ranch*, sponsored by General Shoe Co., Nashville, Saturday, 11:30-12 noon, through Ruthrauff & Ryan, Chicago, starting Aug. 19.

American Safety Razor and Heed deodorant's *Sugar Bowl* with Chico Marx is scheduled to start in October, Thursday, 10-10:30 p.m., through Ruthrauff & Ryan, New York [BROADCASTING, June 19, also see page 19].

Ironite Corp. (mangle irons) will sponsor *Hollywood Screen Test* starting Oct. 2, Monday, 7:30-8 p.m. Brooke, Smith, French & Dorrance, New York, is the agency [BROADCASTNG, June 19].

Three other programs about to be set are Bendix with the *John Reed King Show*, Wednesday, 7:30-8 p.m.; *The Arthur Murray Program*, Champagne Cup, Thursday, 9:30-10 p.m., and the Dodge *Anta Show* slated for Sunday, 7:30-8 p.m.



telestatus



NBC Issues a 'Television Profile'

(Report 117)

TELEVISION costs, already lower per thousand persons reached than those of leading national magazines, are continually declining as the TV audience grows.

This is graphically depicted in *Television Profile*, slick-covered brochure prepared by NBC's TV Sales Planning and Research Dept. "to provide advertisers and their agencies with a convenient, up-to-date report on the latest developments in a rapidly changing medium."

Comparing the cost—time and talent—of a half-hour evening TV program on NBC's 25 interconnected TV stations and that of a black-and-white magazine page, with 15% added for art and mechanical cost, NBC states that as of April 30, 1950, when the 25-station network reached 4,073,100 homes, its cost per thousand viewers was $3.60 compared with $4.49 for *Look*, $5.25 for *Cosmopolitan*, $5.25 for *Saturday Evening Post*, $5.30 for *Life*, $7.53 for *Woman's Home Companion* and $8.56 for *American Home*. By Oct. 31, 1950, NBC estimates its 25-station TV hookup will reach 5,055,000 homes at a cost of $2.90 per thousand.

In a similar comparison of network television's cost per thousand with that of leading newspapers in the 25 cities, NBC reports an average for the newspapers of $3.68, compared with the NBC-TV network cost of $3.60 as of April 30.

Circulationwise, the brochure points out, the 1 million TV sets in use as of Jan. 1, 1949, were more than the circulations of *Glamour*, *New Yorker* or *Fortune;* on Jan. 1, 1950, TV's 3,950,000 circulation was greater than that of *American Magazine*, *Cosmopolitan* or *Time*, and by July 1 of this year it will reach 6,400,000, surpassing *Life*, *Ladies Home Journal* and *Saturday Evening Post*.

Looking ahead, NBC predicts that the nation's TV homes will total 8,600,000 by Jan. 1, 1951; 14 million by Jan. 1, 1952, ahead of the circulations of the newspaper supplement magazines *American Weekly* and *This Week;* 20 million by Jan. 1, 1953, and 24 million by Jan. 1, 1954.

Cites Survey

The brochure also cites a survey made for RCA by Elmo Roper & Staff in June and July 1949 in 33 TV cities, which showed that TV families are more prosperous; have more consumer durables such as washing machines, electric refrigerators, telephones, autos and homes of their own; are younger and are larger in size than non-TV families, with the median number of persons per family being 3.4 for TV families compared with 2.9 for non-TV families.

The Roper study showed the median number of viewing hours per week per person as 14 hours, 24 minutes, with 6.6% viewing less than 3 hours, 25.9% viewing 3 to 10 hours, 51.1% from 10 to 25 hours and 15.3% more than 25 hours. The average viewers per set from 6 to 11 p.m. was 1.14 men, 1.26 women, 0.94 children—a total average of 3.34 viewers per set.

* * *

Three Stations Issue New Rate Cards

NEW RATE CARDS have been announced by three television stations — WBZ-TV Boston, WRGB (TV) Schenectady and WTVJ (TV) Miami.

At WBZ-TV an hour of live-studio Class A time (6-11 p.m., Mon-Fri., 12 N-11 p.m., Sat. and Sun.) becomes $700 while an all-film telecast in the same period becomes $600 an hour. Twenty-second and one-minute slide or film announcements in Class A time become $125 on July 16 when the new rates are effective. Live studio rehearsal charges also are increased and will become $50 per half-hour. Rate protection will be given to Jan. 15, 1951, to present clients providing no lapse in schedule occurs.

On July 1 new rates become effective at WRGB. A base hourly evening rate of $350 gross will apply during Class A time (6-11 p.m.). Three-fourths of the base rate will apply during Class B time (5-6 p.m., Mon.-Fri., 1-6 p.m., Sat. and Sun.). At all other times half the base rate will apply. Base rate for one-minute announcements,

(Continued on Telecasting p. 13)

Weekly Television Summary—June 26, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	3,350
Ames	WOI-TV	11,200
Atlanta	WAGA-TV, WSB-TV	37,500
Baltimore	WAAM, WBAL-TV, WMAR-TV	172,820
Binghamton	WNBF-TV	14,200
Birmingham	WAFM-TV, WBRC-TV	15,000
Bloomington	WTTV	6,050
Boston	WBZ-TV, WNAC-TV	390,762
Buffalo	WBEN-TV	98,082
Charlotte	WBTV	15,633
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	493,938
Cincinnati	WCPO-TV, WKRC-TV, WLWT	130,000
Cleveland	WEWS, WNBK, WXEL	234,796
Columbus	WBNS-TV, WLWC, WTVN	71,000
Dallas, Ft. Worth	KRLD-TV, WBAP-TV, WFAA-TV	
Davenport	WOC-TV	11,447
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	67,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	247,000
Erie	WICU	36,050
Ft. Worth-Dallas	WBAP-TV, WFAA-TV, KRLD-TV	56,740
Grand Rapids	WLAV-TV	34,410
Greensboro	WFMY-TV	12,479
Houston	KLEE-TV	26,823
Huntington-Charleston	WSAZ-TV	13,340
Indianapolis	WFBM-TV	47,500
Jacksonville	WMBR-TV	10,500
Johnstown	WJAC-TV	23,100
Kalamazoo-Battle Creek	WKZO-TV	27,376
Kansas City	WDAF-TV	35,793
Lancaster*	WGAL-TV	48,518
Lansing	WJIM-TV	24,000
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	563,466
Louisville	WAVE-TV, WHAS-TV	34,102
Memphis	WMCT	38,528
Miami	WTVJ	27,400
Milwaukee	WTMJ-TV	114,664
Minn.-St. Paul	KSTP-TV, WTCN-TV	95,650
Nashville	.....	200
New Haven	WNHC-TV	81,800
New Orleans	WDSU-TV	27,771
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,360,000
Newark	WATV	Incl. in N. Y. estimate
Norfolk	WTAR-TV	19,634
Oklahoma City	WKY-TV	30,325
Omaha	WOW-TV, KMTV	24,272
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	508,000
Phoenix	KPHO-TV	10,800
Pittsburgh	WDTV	108,000
Portland, Ore.	.....	887
Providence	WJAR-TV	62,162
Richmond	WTVR	33,913
Rochester	WHAM-TV	41,951
Rock Island	.....	
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Salt Lake City	KDYL-TV, KSL-TV	16,900
San Antonio	KEYL-TV, WOAI-TV	19,025
San Diego	KFMB-TV	40,100
San Francisco	KGO-TV, KPIX, KRON-TV	60,289
Schenectady Albany-Troy	WRGB	82,700
Seattle	KING-TV	30,300
St. Louis	KSD-TV	135,500
Syracuse	WHEN, WSYR-TV	44,878
Toledo	WSPD-TV	40,000
Tulsa	KOTV	25,700
Utica-Rome	WKTV	15,800
Washington	WMAL-TV, WNBW, WOIC, WTTG	136,600
Wilmington	WDEL-TV	36,532

* Lancaster and contiguous areas. Total Markets on Air 62 Stations on Air 105 Sets in Use 6,284,256

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

RESULT STORIES are piling up at WGN-TV!



Here's another you should know about:

A letter from an advertising agency states,

"You might be interested to know that the first week's response of 598 pieces followed by 623 on the second week is the highest mail response reported by any of the 28 stations currently carrying ...(program)...It exceeds the mail count in cities such as New York and Los Angeles both of whom currently have more television sets than Chicago. WGN-TV certainly can take a bow on the strength of its showing so far."

Whatever your business...whether it's cars or cigarettes, sewing machines or soft drinks...your station for results is WGN-TV, Channel 9 in Chicago.

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

COURT CAMERA
KSTP-TV at Murder Trial

TV BEAT has been scored by KSTP - TV Minneapolis - St. Paul with a 30-minute sound-film TV news pickup of the Ruben Shetsky murder trial at Glencoe, Minn. Films were shown on a special edition of *Telefoto News* on KSTP-TV and used later on a repeat show.

Mr. Shetsky, who originally was adjudged guilty of second degree murder, was awarded a new trial several months ago. Telephotographer Dick Hance later was permitted by the judge to shoot films of Mr. Shetsky's appearance on the witness stand.



Mr. Hance goes into action with a KSTP-TV film camera as the drama of the Ruben Shetsky murder trial unfolds in Glencoe, Minn.

Portions of Mr. Hance's film work also were used by NBC-TV, which had previously utilized his Winnipeg floods TV film coverage May 7 and 8 on the *Camel Television Newsreel*. Mr. Hance is northwest representative for NBC-TV news, and has covered two airplane crashes, the Bistrom brothers manhunt, and "Operation Haylift." *Telefoto News* is sponsored on KSTP-TV by Cribben & Sexton (Universal gas ranges) Tuesday, at 6:55 p.m.

WRGB (TV) RELAY
FCC Denies Reinstatement

GENERAL ELECTRIC Co.'s WRGB (TV) Schenectady was denied permission by FCC last week to reinstate its private microwave relay to New York to pick up baseball telecasts originated by WPIX (TV) New York. The Commission cited GE's statement in January that regular common carrier facilities are available. FCC deleted the relay in February.

GE requested reinstatement of the relay on grounds the cost of common carrier facilities for single station operation would be prohibitive, but FCC ruled a grant for this reason would "undermine the purpose" behind its policy on intercity TV relays [BROADCASTING, Dec. 26, 1949]. FCC said it believed GE had received ample time to amortize its investment since the relay was operated nearly 2½ years and the equipment before that had been used for developmental work.

PHILCO CAMPAIGN
$25 Million Is Set For 1951 Line

PHILCO CORP. and its dealers will spend approximately $25 million to advertise the company's 1951 line of radios, TV sets, ranges, refrigerators, freezers and air conditioners. Announcement was made by James H. Carmine, Philco executive vice president, at a Monday news conference in Atlantic City, where Philco introduced its new products to some 6,000 dealers and distributors.

Television will continue as a major medium in Philco's advertising, Mr. Carmine said, with *Philco Television Playhouse* remaining in its Sunday evening hour on NBC and the company also retaining its local TV shows.

He announced that Philco also has "first refusal" on the Don McNeill TV program planned for the fall in addition to its sponsorship of the final 15 minutes of Mr. McNeill's *Breakfast Club* on ABC's radio network five mornings a week. Magazines, newspapers, billboards and direct mail also will be used, Mr. Carmine said.

Philco's 1951 TV line includes 34 models with 27 models listed for radio receivers.

Orders totaling more than $100 million at factory level were booked by Philco for delivery through September at the two-day distributor meeting preceding the dealer sessions, Mr. Carmine reported. The current orders from the company's 1,200 distributors included orders for 343,000 TV sets, he said.

William Balderston, Philco president, told newsmen that with sales of approximately $140 million for the first half of 1950 his company anticipates total sales for the year to reach the $300 million mark, compared with $215 million for last year. Sales of TV sets will account for nearly 50% of this total, he stated.

Sees Million Philcos

Pointing out that Philco has manufactured and sold more than 400,000 TV sets so far this year, Mr. Balderston estimated that the company will produce and sell more than a million video receivers before the year is over, out of an estimated total of about six million TV sets for the entire industry.

Answering questions about the probable effect of the inauguration of color TV on the set sale situation, Mr. Balderston said he expects a continuing demand for black-and-white sets for some time to come, particularly if the standards set by FCC call for a compatible color system.

Pressed for an estimate of the cost of the first color receivers, he said the least expensive sets in the color line might well be priced at $350 to $400. These prices will decline with experience and mass production, he said, but he expressed the opinion that color sets will always cost about 30% more than monochrome receivers.

If color standards are set this fall, as is expected, it will be at least a year and perhaps 18 months or two years before color broadcasting starts and color sets can be sold, Mr. Balderston, said. Eventually color television should be big business for Philco and the other set makers, he opined, but he added that there won't be many color sets sold for another year or more.

MARGE KERR
Heads Morris TV Section

MARGE KERR, N. W. Ayer & Son, N. Y. timebuyer for six years, has resigned to join William Morris Agency Inc., New York, in a newly-created post as head of the creative television program development department.

Prior to joining N. W. Ayer, Miss Kerr was vice president and head of production for Tom Fizdale Inc.

FULL TV COURSE
RCA Equips Music College

TV EQUIPMENT equalling the amount used by many a commercial station has been shipped by RCA to the College of Music of Cincinnati for use in a four-year college TV course, according to RCA's engineering products department. It is believed the Cincinnati school is the first music educational institution in the country to offer such a course leading to the degree of Bachelor of Fine Arts in Radio Education, RCA said.

The equipment is to be used in TV studies which include a survey for beginners, TV production, station operation, newscasting, film equipment operation, film production, continuity writing, and the legal aspects of the TV-radio industry. Among items purchased are studio camera chain, 16mm projector, film camera, microphones, booms, control room facilities, transcription turntables and rack-mounted audio equipment. Installation of equipment is expected to be ready for the college term beginning in September.

TV UPS FURNITURE SALES
'Greatest Boon' in History, NRFA Head Says

TELEVISION is "the greatest boon" to the furniture industry in its entire history, according to Maurice Nee, president, National Retail Furniture Assn. He spoke at a round table news conference participated in by Ross D. Siragusa, president, Admiral Corp., on the opening day of the annual Summer Furniture Market in Chicago, June 19 to 29.

Mr. Nee said last year's sales of TV sets accounted for 5% of the retail furniture volume, "the same percentage as dining room furniture in pre-war years. Television stimulates the purchase of all other household goods," he said.

Mr. Siragusa, reporting that Admiral business in the first half of 1950 has increased between 2½ and 3 times over last year, said receiver prices are down "from $80 to $200, as of this morning. Admiral's drastic reduction in prices will force others to follow suit."

Color Prediction

Predicting that color TV will not be an actuality for 2½ or 3 years, Admiral's president termed color "a great thing for the industry when it happens. . . . We in the industry think the TV freeze will end early in '51, although FCC Chairman Wayne Coy says the end of this year," he added.

The public, temporarily, has stopped buying sets at the rate of production, and the "peak season of six or eight weeks ago has leveled off about 35%," Mr. Siragusa said. He recommended purchase of advertising in direct proportion to sales, saying advertising has done a "fantastic" selling job for Admiral. He cited expenditure of $15 million for advertising this year, compared with $6 million in 1949.

Value of TV advertising was stressed also by Clark Kelsey, publicity director of the American Furniture Mart, who outlined reaction to Congoleum-Nairn's *Garroway at Large* on NBC-TV: "The firm gets immediate next-day response."

20,000 Buyers Attend

About 20,000 buyers from all over the nation are attending the market, which features radio and TV receiver lines of Philco, RCA, Bendix, Westinghouse, Sparton, Air King, Sentinel and Hallicrafters. In addition, allied exhibitors include four showing radio benches and stools, 10 showing radio furniture and 33 exhibiting radio and television furniture.

Furniture again this year has been designed to make the living room a viewing area with turnabout sofas, chairs, tables, hassocks and lamps. Book cases are built deeper to accommodate a TV set on the top, and one table shown has an open well which allows heat from the set to escape without marring the table top.

Furniture for *Howdy Doody* fans features a small swivel chair of plastic, a Roy Rogers chuck wagon, Hopalong Cassidy wallpaper and a Lone Ranger juvenile set.

Complete new TV lines are being shown by Admiral, Westinghouse and Sparton at the furniture and merchandise marts.

INTERCONNECTION AT&T Doubts Practicability

ADDED doubts that interconnection of Western Union and American Telephone and Telegraph Co. intercity TV relay facilities would be technically practical—let alone desirable—were expressed by Bell System officials last week at further FCC hearings on the issue.

Held before FCC Hearing Examiner Elizabeth C. Smith, the further sessions ran Thursday through Friday and were principally devoted to cross examination of F. R. MacFarland, program service manager of AT&T's Long Lines Dept., and Frank A. Cowan, engineering chief of the Long Lines Dept., who previously had testified [TELECASTING, June 12, April 24]. It was expected the hearing would be recessed Friday until early July at which time Western Union would give its rebuttal evidence and testimony on how it proposes to divide tariff revenues with AT&T should the Commission allow interconnection.

At the conclusion of this further hearing it is proposed to recall various broadcasters for additional examination on their TV relay needs and views on interconnection. Earlier they generally indicated interconnection would foster rapid growth of TV, with certain exceptions [TELECASTING, May 8].

Mr. MacFarland testified that since September 1949 there has been no need for allocation of service from New York to Philadelphia and from the latter city to Washington. Five southward channels, he said, provide one channel for each of the four TV networks on a monthly basis with one channel left over for occasional use.

Channel Summaries

Two channels northward are allocated, Mr. MacFarland said, and service must be allocated first between Philadelphia and New York because of allocated service from the West. New radio relay facilities between New York and Chicago will relieve this situation when they are put into effect late this summer, he said.

Summaries of network use of the channels in March, April and May were presented by Mr. MacFarland, who testified the reports showed the second northward channel actually was used on an average of less than one hour daily. He concluded that even though another channel were added either direction between New York and Philadelphia there would be no more usage than at present. Western Union's only existing TV radio relay is between these cities.

Asked by Western Union counsel, William E. Seward, if need for extra channels there existed in June 1948, Mr. MarFarland agreed this was so but explained the need was met with added facilities in latter 1949.

To further questioning, Mr. MacFarland stated the Bell System would have allowed interconnection with Western Union at the time of the need for extra channels but no request for interconnection ever was made. AT&T policy against interconnection with Western Union was made when the Bell System's new tariff which became effective in March of this year, Mr. MacFarland said. He explained this was following FCC's order for modification of the previous tariff to require temporary interconnection with TV relays of private broadcasters.

Mr. Cowan cited technical problems involved in interconnection of the terminal facilities of the Bell and Western Union facilities because of their different functioning characteristics.

There are "many operating problems that I know no solution for," Mr. Cowan said regarding interconnection, but he did not wish to consider such would be "impossible" to achieve. Even though Western Union has modified its proposal to put an operator on a customer's premise where "in and out" network facilities would be terminated, Mr. Cowan still saw division of responsibility and problems of coordination as objectionable features.

Western Union, which would furnish only radio relay facilities, proposes to terminate its relay on the customer's premise in all cases. AT&T, on the other hand, which supplies both coaxial cable and radio relay facilities, terminates these relays at a central office which it controls and brings service to the customer via a local loop. The latter system gives the common carrier greater control and flexibility of operation, AT&T claims.

Mr. Cowan conceded that in some cases such as the NBC Camel Caravan program, which requires multiple switches during some shows and part of which are handled by NBC, that customer-common carrier coordination and split responsibility now exists. He indicated this is done under more favorable conditions than would be the case in general application and said the matter is one of degree.

The AT&T witness agreed that Western Union could train its personnel to handle the coordinated operation successfully but believed this would be "more difficult."

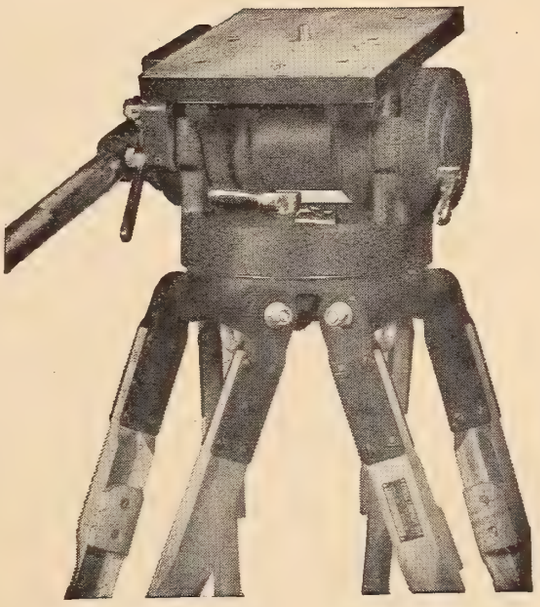
WJAR-TV to DuMont

WJAR-TV Providence last week joined the DuMont Television Network, bringing to 59 the number of stations currently affiliated with the network. WJAR-TV also is affiliated with CBS-TV, ABC-TV and NBC-TV. Station is licensed to the Outlet Co., which also owns WJAR (NBC) and WJAR-FM.

Floating Action! **for all TV Cameras**

"BALANCED" TV TRIPOD

(Pat. Pending)

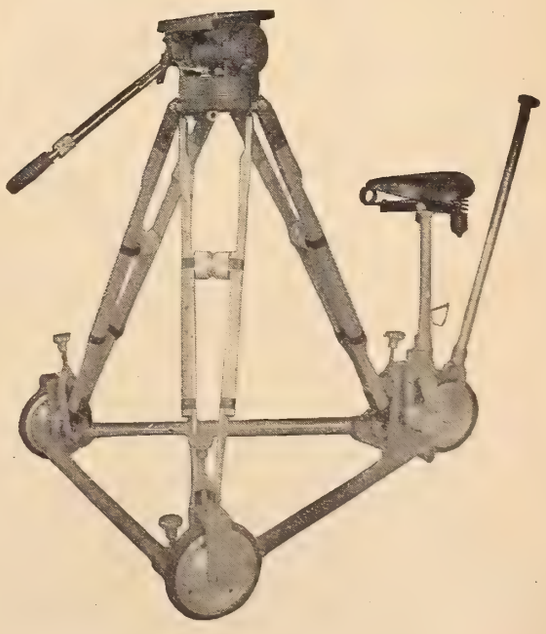


This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.



Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

PHONEVISION

FCC Asks More Data On Promotion

FCC last week said it still was not convinced that Zenith Radio Corp. did not over-promote its pay-as-you-see television system. Until further information can be supplied, the FCC stated in a letter to Zenith's president, Comdr. Eugene F. McDonald Jr., the hold-up on Zenith's request for an extension of the date on which it was to have started Chicago tests on Phonevision will continue [TELECASTING, June 5].

Specific information was lacking, the Commission said, on Zenith's reported contingent credit plan with manufacturers and its stand on encouraging installation of decoder outlets in the manufacture of TV receivers. Subsequently, FCC asked Zenith for detailed explanations of agreements with manufacturers and its future plans in connection with decoder outlets.

Earlier this month, FCC had instructed Zenith to file a verified statement on its Phonevision promotion after asserting that Comdr. McDonald has solicited manufacturers to start building Phonevision decoder outlets and that advertisements have been run stating "Phonevision will soon be here."

In reply, Comdr. McDonald had written the FCC that Zenith's letter to manufacturers was "marked confidential and not intended for publication." Letter's purpose, he said, was to suggest outlets be included in TV receivers now so that if and when FCC approves Phonevision, the public would be able to have the necessary decoding unit installed at "great saving." He also denied that Zenith had published "or approved" any advertisements containing the assertion "Phonevision will soon be here."

FCC said:

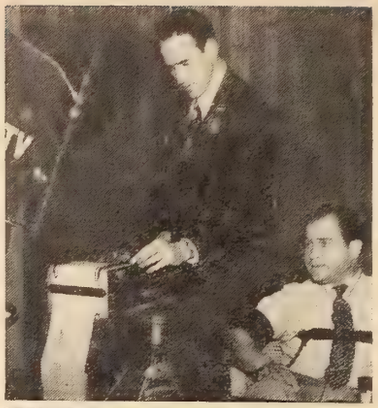
. . . The Commission's letter also stated that the Commission believed that a serious question was raised as to whether your actions have been consistent with the conditions imposed on your special temporary authorization, particularly condition 3 that Zenith avoid action or give impression that Phonevision has been or will be authorized on regular basis or that the authorization constitutes Commission approval of the Phonevision or subscription television principle. . . . The Commission has reviewed carefully your letter of June 2, 1950 . . . and it is of the opinion that your actions have not been consistent with the condition quoted. . . .

Decoder Issue

In reference to Comdr. McDonald's assertion that his firm suggested the manufacture of decoder outlets in TV sets to protect the public, the FCC said:

. . . (FCC) does not feel that the situation in case of Phonevision is comparable to the analogies you draw as to the manufacture by you of two-band FM receivers and television receivers with turret tuners which you state are capable of being readily converted to receive UHF transmissions. In the latter two cases, the new or changed service had actually been proposed or authorized by the Commission, while in the case of Phonevision not only has the Commission made no proposal but it has indicated clearly . . . that serious legal and policy questions remain to be determined. . . .

Emphasizing that the Commission believes any proponent of a new radio service "can best serve the public" in the experimental stage by "exercising restraint" in publicizing the service and in advertising, selling or distributing apparatus to be used, FCC's letter warned that actions to the contrary can lead to "substantial investment by the public in the service." The Commission pointed out it had expressly forbidden promotional activity in the Zenith case.



SEEING is believing underlies this lie detector test telecast by KLAC-TV Los Angeles to determine whether Al Jarvis (r), station's disc jockey, is telling the truth in his commercials. Applying test is Sgt. Oak Burger, Los Angeles Police Crime Lab Technician. Mr. Jarvis, station says, came out with "flying colors" as sincere representative of his sponsor's product, Cook's Early American Wine.

LABOR NETWORK

Urged by AFL Editor

A SUGGESTION that organized labor in 50 large cities file applications with FCC looking toward formation of a labor owned-and-operated television network was advanced last week by an AFL magazine editor.

"Labor can do a peach of a job in the field of TV, just as it has in radio in the . . . highly successful station, WCFL, in Chicago, operated by the Chicago Federation of Labor, and the recently established network of labor-owned FM stations," according to Bernard Tassler, who identified himself as managing editor of an AFL publication called the *American Federationist.*

Mr. Tassler announced he would try to enlist the suport of M. S. Novik, radio consultant, who has been active in formation of labor FM stations. He said he hopes that the AFL and CIO would adopt resolutions along that line at their national conventions.

VIEW COLOR

NAB Directors See Tests

NAB directors took a look at color television Tuesday noon, opening day of the summer board meeting in Washington. They were luncheon guests of RCA at the Wardman Park Hotel.

Frank M. Russell, NBC Washington vice president and for many years an NAB director, escorted the board members through the WNBW (TV) Wardman Park studios and control room during production of a color program. Afterward they watched a color program on black-and-white and single-tube color receivers in the NBC Trans-Lux Bldg. studios.

Many of the directors had their first look at color TV. They asked many questions about the RCA system. The program was observed on a 14-inch screen with 117,000 color dots. RCA engineers explained that new tubes would have double the number of dots, with greatly improved definition and fidelity.

TV TRAINING

School Uses Closed Circuit

THE ELECTRONICS INSTITUTE, Detroit television, electronics and radio engineering school, has announced inauguration of weekly half-hour closed circuit television programs for the purpose of familiarizing advanced engineering students with actual operating technique.

According to Dr. J. W. Head, president of the school, the new program utilizes the school's new television studio which includes three cameras, the programs being fed by coaxial cable to 10 monitor outlets throughout the school. Studio equipment includes three DuMont image orthicon cameras complete with electronic view finders, and an RCA monoscope camera for test pattern. Advanced engineering students at the school, directed by H. W. Reinhold, television engineering instructor, also have constructed some equipment.

Included in the equipment is a distribution amplifier designed by Mr. Reinhold and constructed by the students which supplies composite TV signals, RMA "sync" horizontal and vertical driving pulses, linearity pattern, etc., to the students' work benches in the engineering lab. These signals, the school stated, are used for engineering projects and problems.

HAYES FILM FIRM

Claims Low Cost Library

NEW television film distribution plan, described by its originators as the "cheapest cost per minute program plan in the television field," has been announced by Sam Hayes Productions, Hollywood. Under the new plan, being called "TV Film Thesaurus," stations may be provided with from 39 to 78 weeks of programming under three different plans, ranging from 130 minutes to 240 minutes per week. Rates range from 75 cents to $1.75 per minute, based on the number of TV receivers in the market area.

Plan calls for cash credits to be applied to future bookings after service is used for a certain period, two showings of films per week and special rates for daytime or late evening programming. The thesaurus comprises an entire library of 3,600 reels of motion pictures recently acquired from Hollywood Film Enterprises Inc.

'I'LL SELL YOUR HOUSE'

Realty Firm Sponsors Program on WWJ-TV

SELLING homes through television, pointed up by three factors—appealing entertainment, a desirable product, and effective, straightforward commercials — is going over in a big way for the C. Bruton Realty Co., Detroit, on its WWJ-TV Detroit program, *The George Scotti Show.*

With George Scotti, pantomimist and pianist, as star, the quarter-hour program is built for general audience appeal. Commercials present a live situation, coordinated with flip cards displaying new and used homes and interiors.

Although home-buying is done with more care and caution than buying smaller consumer goods, C. Bruton reports the immediate response has proved astounding. So many calls came in after the first two shows, Mr. Bruton stated, that the firm had to increase its phone lines.

The campaign, stressing the theme, "I'll sell your house through television," was prepared for Bruton Co. by Rex Advertising Co., Detroit.

Instrumental in putting *The George Scotti Show* on the air were Gabriel Dype, WWJ-TV sales; Jack Trustman, Rex Advertising Co.; Mr. Scotti and C. Bruton, head of the real estate firm.

Retained by TOA

THEATRE OWNERS of America has retained the Washington consulting engineering firm of Jansky & Bailey to assist in the preparation for the expected forthcoming theatre television hearing before FCC. Gael Sullivan, TOA executive director, stated Jansky & Bailey will work in cooperation with the association's theatre television committee and Marcus Cohn, TOA television counsel. FCC has set no date for the hearing.

Telestatus

(Continued from Telecasting p. 8)

participations and 20-second station breaks will be $60 for live or film. An additional charge of $10 per announcement will be made on live announcements requiring special production. Current advertisers will be protected through Dec. 31.

Also on July 1 new rates become effective at WTVJ. A one-time hour in Class A time (6-11 p.m., Mon.-Sat., all day Sun.) becomes $300. In Class B time (all other times) the basic hourly rate will be $225. These rates are for film programs only. Spots, either film or slide, in Class A time become $50 on a one-time basis. Class B spots start at $38. Rate protection will be given current advertisers through Jan. 1, 1951.

* * *

Advertest Surveys Variety Programs

MILTON BERLE'S *Texaco Star Theatre* was the most widely remembered and viewed television variety program in the New York area during April, according to a report released last week by Advertest Research.

Information is based on 816 personal interviews in New York-New Jersey television homes and covers television variety programs.

Projecting the sample to the entire number of TV homes in the area, Advertest reports that *Texaco Star Theatre* was viewed regularly in 921,300 New York area homes in April. Of these viewers, a slight majority were in homes with yearly income of over $5,000.

When respondents were asked to name the TV variety program which they considered the family favorite, 25.9% named *Texaco Star Theatre;* 14.3%, *Show of Shows,* and 12.6%, *Toast of the Town.*

Of the two variety shows presented on film—Alan Young and Ed Wynn programs—a majority of respondents said they did not recognize the programs as being on film.

In a question on the content of commercials on favorite variety and dramatic programs, 15.3% of the respondents could adequately describe variety program commercials but not dramatic program commercials, Advertest reports. Only 9.7% could describe dramatic program commercials but not variety program commercials.

A majority (81%) of respondents said they liked hour-long variety programs best.

* * *

TV Has Little Effect On Newspaper Circulation

TELEVISION has exerted "negligible" impact on newspaper and magazine circulation, according to a research study prepared by Owen & Chappell, New York advertising agency. The study compared newspaper and magazine circulation in three big television markets, New York, Philadelphia and Los Angeles, and in three of the largest non-television cities, Portland, Ore., Denver and Des Moines.

Owen & Chappell found that "over-all the impact of television (on newspaper circulation) is indicated as being negligible" and that "there is no evidence that television has played any kind of a part in shaping magazine total circulation trends."

* * *

Canadian Set Sales Reach 13,500

SALES OF TV receivers in Canadian border areas continue to boom. By latest official count 13,500 Canadians had bought TV receivers at an average cost of $400. There are no TV stations in Canada as yet, but viewers in southern Ontario, where most sets are sold, receive U. S. stations in Buffalo, Rochester, Syracuse, Erie, Cleveland, Toledo and Detroit. In the Vancouver area, Canadians can receive KING-TV Seattle.

There are now 13 companies making TV sets in Canada, with production in the first four months of 1950 set at 5,300 sets. Planned production for the year is 31,000 sets. Receivers are now 90% Canadian content. Canadian General Electric is reportedly producing cathode ray tubes at the rate of 4,000 a month, with about half the output going to the United States.

* * *

Summer Affects Chicago Televiewing

JUNE viewing is as high as that in May for late evening movies and Sunday shows, despite other changes reflecting summer audience patterns, according to a study made by Jay & Graham, Chicago, publisher of Videodex ratings.

Contrasting the top 10 Videodex shows for June and May, the firm discovered that the number of tuned-in sets dropped as much as 20%. Popular early-evening network telecasts "had a very significant decrease in audience," with drama programs suffering most and variety the least, the report shows.

Popular Shows

Among the most-popular features reaching less homes in June were *Philco Playhouse, Silver Theatre, Studio One, Kraft Television Theatre, Fireside Theatre, The Goldbergs, Mama* and *Martin Kane.* Movies, however, appeared to hold audiences, especially if the films were top-flight, because they generally are programmed later in the evening, the report shows.

A survey of Chicago viewing found that only one motion picture lost its audience this month, and it was telecast at 8 p.m. Although the initial results of the viewing study were garnered from diaries submitted in the Chicago area only, Jay & Graham reports that the pattern is similar in all other major TV markets on the cable.

* * *

June ARB Reports For N. Y. and Chicago

LATEST report on televiewing in New York and Chicago released last week by American Research Bureau showed Milton Berle's *Texaco Star Theatre* to be the leading program during the check week of June 1 to 8.

Top 10 programs in the two cities were shown as follows:

NEW YORK

1.	Star Theatre	61.2
2.	Toast of Town	52.7
3.	Godfrey Friends	42.1
4.	Talent Scouts	41.3
5.	Philco Playhouse	32.9
6.	Jack Carter Show	31.3
7.	Ford Theatre	30.3
8.	Man Against Crime	28.6
9.	Suspense	27.9
10.	Silver Theatre	27.5

CHICAGO

1.	Star Theatre	51.7
2.	Godfrey Friends	47.8
3.	Toast of Town	45.9
4.	Talent Scouts	38.2
5.	Man Against Crime	37.0
6.	Jack Carter Show	36.0
7.	Ford Theatre	33.2
8.	Stop the Music	32.7
9.	Garroway at Large	30.5
10.	Original Amateur Hour	29.9

* * *

Nielsen Rates May Programs

LEADING television program during first two weeks of May was *Texaco Star Theatre,* according to report released last week by A. C. Nielsen Co.

Rank order in terms of audience delivered and program popularity as reported by Nielsen follows:

AUDIENCE DELIVERED

Number of TV Homes Reached In Total U. S.

Rank	Program	Homes (000)
1.	Texaco Star Theatre	3,428
2.	Toast of the Town	2,172
3.	Arthur Godfrey & Friends	2,066
4.	Philco TV Playhouse	2,066
5.	Godfrey's Talent Scouts	1,945
6.	Martin Kane—Private Eye	1,913
7.	Stop the Music (Lorillard)	1,719
8.	Lone Ranger	1,664
9.	Fireside Theatre	1,647
10.	Lights Out	1,624

PROGRAM POPULARITY

Per Cent of TV Homes Reached In Program Cities

Rank	Program	(%)
1.	Texaco Star Theatre	69.4
2.	Godfrey's Talent Scouts	55.0
3.	Toast of the Town	48.6
4.	Hopalong Cassidy (General Foods)	43.7
5.	Stop the Music (Lorillard)	42.1
6.	Fireside Theatre	42.1
7.	Godfrey & Friends	41.5
8.	Philco TV Playhouse	40.5
9.	Martin Kane—Private Eye	40.3
10.	Lights Out	40.3

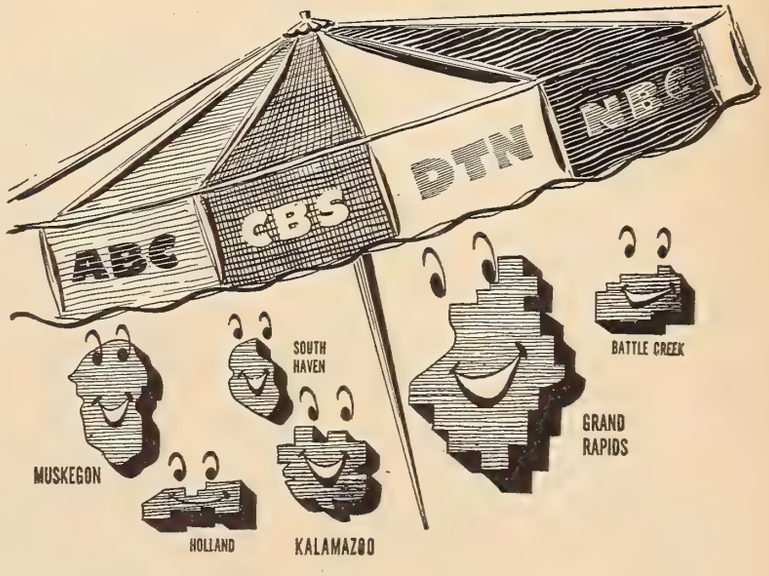
PUBLIC SERVICE

TBA Queries TV Stations

TO AID public service organizations in the preparation of TV material and video broadcasters in getting only material that they can and will use, the public service programming committee of Television Broadcasting Assn. has prepared a questionnaire. It covers the technical and programming specifications of all operating stations, to whom it was sent last week.

TBA anticipates 100% response and it will publish the results.

nothing but smiles under our umbrella!



LEONARD A. VERSLUIS STATIONS
HY M. STEED, MANAGER

WLAV AM-FM-TV

REPRESENTED BY JOHN E. PEARSON CO.



THESE GREAT MARKETS ONE MILLION PEOPLE . . . LOOK FOR TV FROM

WLAV-TV

GRAND RAPIDS, CHANNEL 7

You Get the Sponsors
—We'll Do the Work

TV's TOP

BASEBALL

ROUNDUP

"SCOREBOARD"
by
ACME TELEPHOTO

Fast-moving, 5-minute daily show giving complete visual resume of *TODAY'S* Big League games—on television *TODAY!* Completely produced by local Acme bureau—ready to go on the air, with sponsor's art and copy included.



LATEST SCORES—In breezy cartoon form.



SPOT PICTURES—Day's best action, star players; hot off the wires of Acme Telephoto!

A daily show with top viewer and sponsor appeal. See it now while baseball is hot. Write today!

★ ★ ★

Other timely, top-interest trouble-free **Acme Telephoto** TV shows available on **NEWS, WEATHER, WOMEN.** Also 20-second and 1-minute advertising **SPOTS** with latest news and pictures. Ask about our 15-minute **News-Sports-Weather** package.

All available on 35 mm. filmstrip slides, balop cards or prints; with typed script. Send coupon for details

Please send details on Acme Telephoto's Baseball SCOREBOARD for TV. I am also interested in:
☐ NEWS ☐ WEATHER ☐ SPOTS
☐ WOMEN ☐ 15-MIN. PACKAGE

Name .....
Firm .....
Address .....

ACME TELECTRONIX
Division of NEA Service, Inc.
1200 West 3rd St. Cleveland 13, O.



reel takes

VOCATION, television; career, television; hobby, television. That's how Gordon Levoy, head of General Television Enterprises, Hollywood, divides his time at present.

And, if success is to be measured in monetary terms, as one who has achieved the distinction of regaining the total cost of a television production within a year, he would seem to be putting to good use the some 24 hours involved in these pursuits.

Gordon not only gained back his original investment in this case, but made television history by also showing a profit. This was accomplished when CBS purchased U. S. television rights to his series of 52 quarter-hour *Strange Adventure* television film series in a four-year contract with 10-year options.

He originally had put out $290,000 for the series, with Procter & Gamble paying him $91,000 after the first run showings. CBS paid $225,000 outright for rights. Furthermore, GTE will share in the profits once CBS regains its outlay in telecasting films.

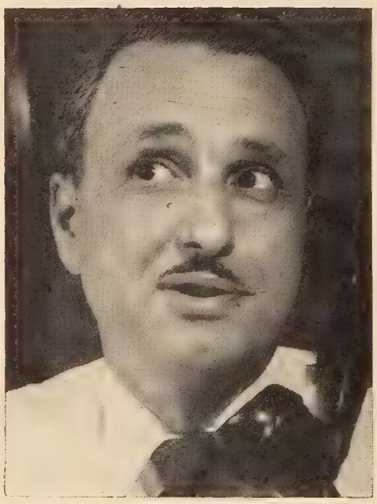
Formation of General Television Enterprises in January 1949 was one of the first positive steps taken in the direction of TV by Gordon Levoy, who had been studying television "disinterestedly" for 20 years, and "interestedly" for three or four years. Firm originally was established for the distribution of television film, to act as liaison between producers, sponsors and networks.

Becomes Producer

A few months after its establishment, however, Gordon found himself in the role of producer when Procter & Gamble contracted him to supply a series of TV programs. Finding no material that he considered suitable, he devised the programs themselves, and sub-contracted them out to film producers, whom he assisted in their production. First series of 13 dramatic plays were produced for GTE by Teleplay; second 13 by Ace Productions; last 26 by Pyramid Productions Inc. Films ran for P&G on 24 NBC television stations last year as half-hour *Fireside Theatre* programs.

Believing that television films should be merchandised like motion pictures, Gordon had sold only first run rights to P&G; 30 days following their first run, film rights reverted back to him. Since then he has sold films under the name of *Strange Adventure* throughout the country on second run as well as first run basis. They are currently on 29 TV stations on both bases.

Future plans for GTE include making of more television films with dramatic format. Any such enterprises will, however, await a sponsor, Gordon says.



Mr. LEVOY

* * *

He feels that gradually television film packages will assume some sort of dramatic form, as happened in the development of motion pictures. With such varied formats as can be offered in this form, every type of audience can be reached, he believes.

A contribution from Canada Gordon Westrich Levoy was born in 1904 in Montreal. The Westrich was his mother's contribution—her maiden name. Following early schooling in that city he proceeded to line up degrees for himself—a B.A. in Liberal Arts from McGill U. in 1925 where he studied under Stephen Leacock; M.A. the following year from the same school; Bachelor of Economics from Montreal Economics Schools; Sc.D. from Science Research Institute of Canada; LL.B. from the U. of Southern California in 1929. The latter degree resulted when he changed his original plan of becoming a teacher of economics and decided to go into law.

Following completion of his degree in 1929 he opened law offices in Hollywood. Gravitating towards the entertainment industry, he helped organize several motion picture firms, one of which was Republic in 1935. During these years through various contacts he grew familiar with the radio and motion picture industries, the combination of which made him ready for his plunge into television in 1949.

Besides his television activities which keep him traveling from coast to coast, Gordon still finds time to function as a motion picture attorney.

The Gordon Levoys, she is the former Edith Cole, were married in 1936. They make their home in Beverly Hills with the alliterate trio of Larry, 12; Linda, 8; and Lola, 4.

TV TOPS MOVIES *In National Economy Says Hodgson*

IN THE four postwar years that represent nearly the entire life-span of television, this young industry has attained a place of greater importance in the national economy than that of the long-established film industry. So stated Richard Hodgson, director of technical operations, TV division, Paramount Pictures Corp., at a meeting of the Allied Theatre Owners of New Jersey in Atlantic City June 16.

"The total investment to date in the television industry," Mr. Hodgson stated, "is estimated at $3,500 million—including stations, receivers, transmitting facilities and manufacturing plants—with the rate-of-investment curve steadily upward. This compares with a capital investment figure for the film industry in this country of $2,280 million."

Mr. Hodgson noted that the American public's investment in TV sets alone is greater than the total national investment in theatre properties, adding that "the potential audience served by the two entertainment forces is now almost the same, comparing 12 million theatre seats in 19,000 theatres having a potential turnover of 2½ per day with a 25 million potential home television audience."

Pointing out that "theatres have an opportunity to lead the broadcasting industry in the presentation of color television programs," Mr. Hodgson urged the theatre men not to adopt a system limited to black-and-white reception. He noted that the Paramount system of theatre TV is convertible to color.

Cost of the Paramount and other theatre TV systems runs to $25,000 per unit for large theatres seating more than 2,000 people at today's prices, with the possibility that this may come down to perhaps $10,000 in a few years when mass production methods are used. For smaller houses, the price would of course be lower, he said. For local originations, the theatre owner will have to spend about $50,000 more for remote pickup equipment, Mr. Hodgson said.

In conclusion, Mr. Hodgson warned that "the theatre industry must put its best foot forward in its case before the FCC this year. It can expect well-organized opposition from the common carriers to any request for allocation of radio frequencies which will permit the theatre industry independent action in the distribution of its theatre television programs. Some of the extravagant and premature claims for theatre television that have been made by representatives of the theatre industry itself have already alienated some of the groups which might have been counted on for support."



film report

JOHN SUTHERLAND PRODUCTIONS, Los Angeles, planning 13 half-hour TV films based on Mark Twain's "Adventures of Tom Sawyer and Huckleberry Finn." Filming to start late this month. **Richard Sokolove** is associate producer and **True Boardman**, writer. . . . Seven TV stations have bought or leased **Tressel Television Productions, Chicago, Projectall.** They are **WBNS-TV** and **WTVN(TV)** Columbus, **WSYR-TV** Syracuse, **WTTV(TV)** Bloomington, **WICU (TV)** Erie, **WLAV-TV** Grand Rapids and **WSPD-TV** Toledo.

Franklin Television Productions, Hollywood, currently producing third of series of 52 Western films for TV. Based on their newly created character Buffalo Bill Jr., first three films are "Border Ambush," "Western Law" and "Shooting of Jim Dawson." **John Jay Franklin** is producer and **Robert Tansey**, director. . . . **Kling Studios**, Chicago, completing 54 TV commercials for 12 clients, included are **Swift & Co., Oscar Mayer, Glidden Paint Co., Consolidated Royal Chemical Co., Hollywood Candy Co., Procter and Gamble** and others.

* * *

For showing on weekly *Request Theatre*, KTTV (TV) Hollywood has purchased full-length feature film, "Hollywood Barn Dance," from **Hollywood Television Distributing Co.** . . . Production of 52 half-hour TV films based on "The Three Musketeers," started by **Wally Kline Enterprises**, Hollywood, at Nassour Studios. . . . Two new markets have purchased **INS-Telenews** weekly review, **WFMY-TV** Greensboro, starting June 25 and **WKY-TV** Oklahoma City. WKY-TV under sponsorship of **Consider H. Willett Furniture Co.**, Louisville. Agency: **Griswold-Eshlemann**, Cleveland.

Gale Dorothea Mechanisms, Jackson Heights, L. I., N. Y., has prepared film "How To Attract Attention . . . through Animation" to help executives interested in visual and sound presentation, for display and sales promotion, see vast range of devices and motions available for animation. Film is available for group viewing by writing maker.

* * *

Hollywood Television Film Distributing Co., 7324 Santa Monica Blvd., Hollywood, has filed papers to incorporate, naming Jack Schwarz, film producer, as president and Seymour Fisher as vice president and general sales manager. Current plans call for creation of 12 regional exchanges in major TV markets. Firm aims to provide central distribution for independent producers who have features available for television use. . . . **KSD-TV** St. Louis, has installed lab for rapid development of films of spot news events, in *Post-Dispatch* building. Installation provides St. Louis viewers chance to see films of local news events same day they occur.

Harry Lehman, president of **Cine-Tel**, Hollywood, has been signed by Adjutant General's Office to produce three 30-minute documentary films for TV on summer encampments of California National Guard. Firm recently completed 20-minute film "Principles of Food Sanitation," for City Health Department, Los Angeles.

Century Television Productions, subsidiary of **Simmel-Meservey Co.**, Beverly Hills, Calif., has started shooting first of series "Wild Bill Elliott Show." Film to be ready for fall showing. Simmel-Meservey, educational film producer, also preparing series of six five-minute films on meal preparation, in collaboration with **American Gas Assn.** Film aimed for teen-age homemaking students.

* * *

Alexander Film Co., Colorado Springs, has announced recent TV commercial productions for 13 organizations, including **Carter Carburetor Corp.**, St. Louis, four 12-second station breaks, agency, **Oakleigh R. French & Assoc.**; **Northome Furniture Industry Inc.**, Dubuque, Iowa, 13 46-second spots on Flexsteel furniture, agency, **Paul Winking**, Chicago; **Frigidaire Div. General Motors Corp.**, Detroit, 6 46-second and 6 20-second spots featuring home appliances, agency, **Foote, Cone & Belding**, Detroit; **Seiberling Rubber Co.**, Akron, 13 46-second spots featuring tires, tubes, etc., agency, **Meldrum & Fewsmith Inc.**, Cleveland. In addition to producing TV films, Alexander distributes most of these campaigns for manufacturer.

SET SALES, SERVICE

TBA Hears Jackson's Views

AT A SPECIAL session of Television Broadcasters Assn. held last Tuesday in New York, representatives of New York television stations heard an address by Hugh R. Jackson, president of the Better Business Bureau of New York, outlining a campaign to standardize advertising practices for the sale and servicing of television receivers in the metropolitan area.

Present at the session were: William Hedges, NBC; Clarence Worden, CBS; Robert Morris, ABC; Norman Drescher, DuMont; Otis Freeman, WPIX, Cy Samuelson, WOR-TV, and Will Baltin, executive-secretary of TBA.

TV FILM & PRODUCTION SERVICES

ALEXANDER FILM CO.
(producers of short-length films since 1919)
5,000 TOP-QUALITY COMMERCIALS
LOW-COST RENTAL SERVICE
COMPLETE PRODUCTION FACILITIES FOR ANIMATED AND LIVE ACTION COMMERCIALS
WIRE OR WRITE
COLORADO SPRINGS

ATLAS FILM CORPORATION
ESTABLISHED 1913
CREATORS and PRODUCERS of TELEVISION COMMERCIALS
1111 SOUTH BOULEVARD
Oak Park, Illinois
CHICAGO: AUSTIN 7-8620

BRAY STUDIOS, INC.
EXTENSIVE LIBRARY OF FILMS
(INCLUDING CARTOONS)
Available for television
SEND FOR CATALOGUE
729 SEVENTH AVE., NEW YORK, 19

Save Time! Low Cost — Save Money! High Powered
FILM COMMERCIALS
"Finest in Film Since 1937"
LABORATORY
FAST 72 HR. SERVICE!
WALNUT 2164
FILM ASSOCIATES, INC.
440 E. Schantz Ave. Dayton 9, Ohio

GRAY — O'REILLY
COMMERCIAL SPOTS FOR TELEVISION
480 LEXINGTON AVE.
NEW YORK
PLAZA 3-1531

RKO PATHE, INC.
625 MADISON AVE.
NEW YORK, N. Y.
PLAZA 9-3600

SARRA, INC.
TELEVISION COMMERCIALS
MOTION PICTURES
SOUND SLIDE FILMS
NEW YORK - CHICAGO
HOLLYWOOD

SILENT FILMS SOUNDED
YEARS OF EXPERIENCE
We co-operate with all or any studio.
WRITE US
SYNCRO TAPE & FILM SYSTEMS
489 Fifth Ave. New York
MUSIC - NARRATION - EFFECTS

TELEFILM, INC.
COMPLETE FILM PRODUCTION FOR TV SPOTS-PROGRAMS
All Production Steps In One Organization
6039 HOLLYWOOD BLVD.
HOLLYWOOD 28, CALIF.
HOLLYWOOD 9-7205

TELESCRIPTIONS
ANIMATED AND LIVE ACTION FILM SPOTS
20-SECOND AND 1 MINUTE
823 VICTOR BUILDING
WASHINGTON, D. C.
STERLING 4650

TELE-TIME
"Your Official Television Time"
PRODUCED BY TELETIME, INC.
342 MADISON AVE.,
NEW YORK 17, NEW YORK
(R.) (C.)

VIDEO VARIETIES CORP.
TELEVISION PROGRAM FILMS
TELEVISION COMMERCIALS
BUSINESS MOVIES
SLIDE FILMS
—FROM SCRIPT TO FINISHED PRINT
OWNERS AND OPERATORS OF WEST COAST SOUND STUDIOS
510 W. 57TH STREET, N. Y. C.
WITH EXPERIENCED MANPOWER AND COMPLETE FACILITIES
41 E. 50TH ST., NEW YORK
MURRAY HILL 8-1162

BROADCASTING - TELECASTING
FILM & PRODUCTION DIRECTORY
IS PRINTED THE LAST ISSUE OF EACH MONTH
GUARANTEED PAID CIRCULATION EXCEEDS 15,000

They climbed the world's tallest tower so you could see farther

Installation of this early NBC television antenna was a job for daring steeplejacks!

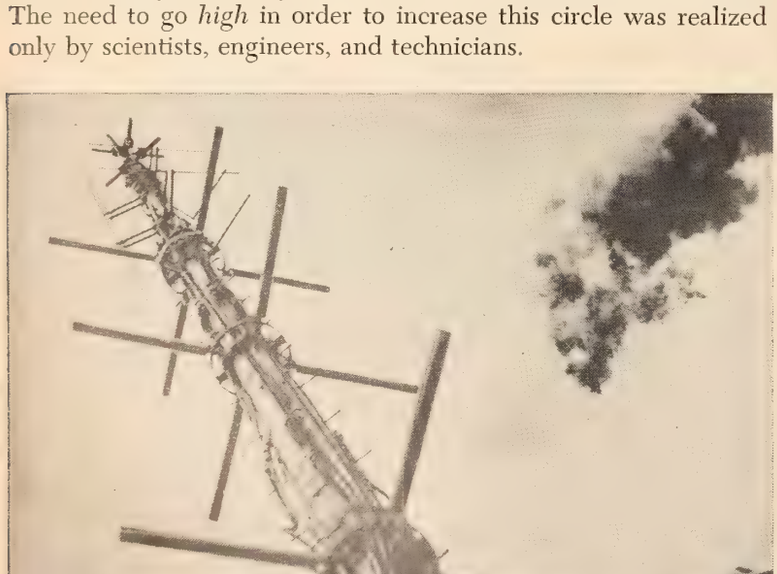
No. 6 in a series outlining high points in television history

Photos from the historical collection of RCA

● Dwarfed ant-small by their height above Manhattan's streets, skilled and daring workmen—in 1931—offered New Yorkers a sight just about as exciting as the high-wire act at a circus . . . but much more significant.

Task of these men, as they clambered about atop the tower of the Empire State Building—1250 feet in the air—was to install an antenna for experimental telecasts from NBC's first television station. "Why did it have to be so high?" was a question on thousands of watchers' lips.

As might have been expected, with television an unfamiliar art, the average layman thought of it in relation to radio broadcasts, whose waves he knew could circle the globe. That telecasts were fundamentally limited by the circle of the horizon was little known. The need to go *high* in order to increase this circle was realized only by scientists, engineers, and technicians.



Steeplejacks at work *on NBC's present television antenna—1250 feet above the sidewalks of New York.*



A familiar sight *on the New York skyline, NBC's television antenna—installed in 1938—is the successor to the one erected in 1931.*

With its antenna installed, this first NBC experimental television station was able to transmit pictures a distance of about 42 miles and farther under highly favorable conditions. Receivers dotted around the New York area picked up the first telecasts, providing encouraging and instructive information to be correlated by RCA scientists.

Facts gathered in this period included new data on the behavior of very short waves, as well as how to handle them. New knowledge about interference was learned, including: *that most of it was man-made* and could be eliminated. Even more important, the early test telecasts proved that RCA's scientists had surmounted the difficulties attendant on taking apparatus out of the laboratory . . . and into its sphere of public use!

Other studies undertaken at the time included basic work on the "definition" most suitable for regular commercial telecasts. Definition as coarse as 60-lines was used in very early days. Then came 341-line, and 441, until today's standard of 525-line definition was finally adopted.

That we may now see sharp, clear pictures on the screens of our home television receivers is in good part the result of experimental work conducted by RCA scientists, and carried out by NBC engineers from their first station in the Empire State Building. A share should also be credited to the steeplejacks who climbed to dizzy heights so that you could see farther!

Radio Corporation of America

WORLD LEADER IN RADIO—FIRST IN TELEVISION

GOP on The Ball

A POLITICAL party has brought its platform into baseball broadcasting in California and the move, believed to be for the first time, has already paid off, according to John Willis, promotion manager of KTMS Santa Barbara, Calif. The Santa Barbara Republican Central Committee is one of the co-op sponsors of the Santa Barbara Dodgers, California League, broadcasts. In the recent primary, notes Mr. Willis, Republican Gov. Earl Warren and Lt. Gov. Knight carried both Democratic and Republican tickets in the area.

MARQUETTE U.

Radio-TV Institute Set

HIGHLIGHTED by a discussion of radio and television from the viewpoint of the producer, public and educator, second annual radio and television institute at Marquette U., will be held in Milwaukee July 11-13.

Scheduled as a special feature of the summer session at Marquette, the institute will be conducted under the direction of Dr. Ella C. Clark, president of the Milwaukee County Radio Council; Joseph Staudacher, director of Marquette U. Radio Workshop, and Rev. Alban S. Dachauer, S. J. Panel composed of representatives of the four major networks will discuss national network programs. Managers of Milwaukee stations will meet during the institute to talk over problems of local shows.

Farm News Reports

FARM market news reports are broadcast regularly by more than half the stations in the populous Northeast, according to the U. S. Dept. of Agriculture. The department's Production and Marketing Administration reports that 58% of the stations replying to a recent survey carry one or more reports on agricultural commodity markets primarily for the benefit of farm listeners.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write

Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

On All Accounts

(Continued from page 14)

tising winning over the text book.

Charles spent five years with Brooke, Smith & French Inc., inching slowly forward to junior account executive for such clients as Florist's Telegraph Delivery Assn., Timken Heating and Bendix Home Washer.

Progress was slow, he recalls, so he decided to pursue the freelance route along which he organized and directed five half-hour shows and 20 daily spots for Sam's Inc. over CKLW Windsor-Detroit —about the biggest chunk of retail radio in Detroit at that time.

During this period he returned to teaching—this time, advertising, sales promotion and personnel training—as special instructor at Wayne U., Detroit. In 1939 he married the former Eleanor Steinberg, a schoolteacher herself.

With the advent of World War II Charles enlisted and was assigned to Army ordnance. He entrusted his advertising clients to W. B. Doner, partner of Fink & Doner, Detroit agency. Upon discharge Charles returned to find Mr. Doner's partner leaving for the West Coast. He teamed up with the Doner firm in 1943 and two years later was named executive vice president.

Charles' favorite hobby is addressing advertising clubs on the problem of setting up standards for the advertising profession comparable to qualifications required for other professions.

The Rosens have two boys—Bobby, 4, and Donny, 3—both of whom like to chant competitive commercials at their father around the dinner-table.

KERB DEDICATED

New Texas Station On Air

BARBECUE and a two-hour program highlighted formal dedication ceremonies June 15 for KERB Kermit, Tex., new 1 kw daytime-only outlet on 600 kc. Station is licensed to Kermit Broadcasting Co., with George H. Cook, hotel owner, as owner and Leroy Bremmer, general manager. Cost of station construction was placed at $65,000.



Mr. Bremmer

Congratulations from state officials and from Rep. Ken Regan (D-Tex.) in Congress were received by the station which took the air June 8. Between 150 and 200 people visited its studios at 107 S. Mulberry St. Station plans to stress news, sports and "live" studio shows. Staff includes, in addition to Mr. Bremmer, who helped build KRSC-TV Seattle and WHK Cleveland, Clarence Garnes, commercial manager; Charles Van Gundy, program director; and Don Bassman and John Rosenberger, announcer-engineers.



Advertisement

From where I sit *by* Joe Marsh

There it Was— Right in The Middle!

Easy Roberts mowed his lawn early last Saturday. Then he sat on the porch, and watched Handy Peterson cutting his grass.

The Roberts' property and the Peterson's border each other—with no hedge or fence between them. So, when Easy notices Handy had left a strip unmowed along the boundary, he walks over and asks why.

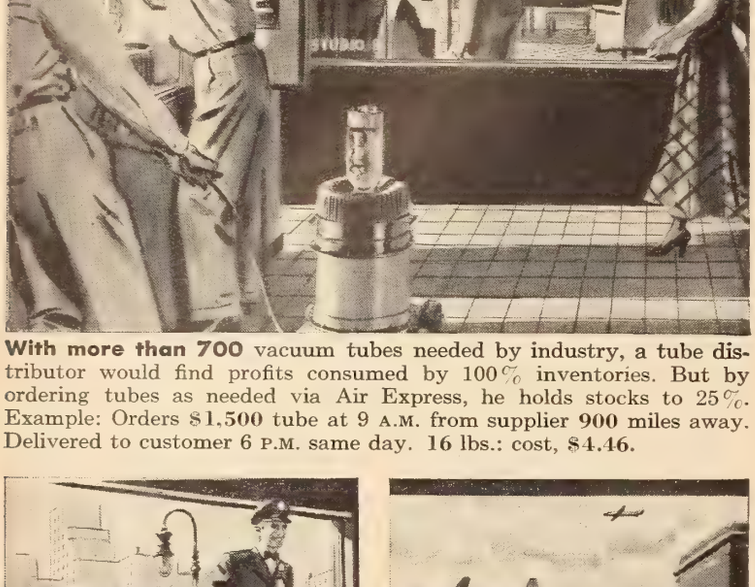
"That's your land," says Handy. "Mine ends here. See, it lines up with that oak tree across the road!" Easy didn't think so, so they went up and down looking for the surveyor's marker. Where did they find it? Right in the middle of their "no man's land"!

Well, they both grin and take turns finishing the job and then retreat to Easy's for a friendly glass of beer together. From where I sit, a little searching around for the truth of the matter often shows that the other fellow is as much right as you are—at which point the whole thing doesn't seem as important anyway.

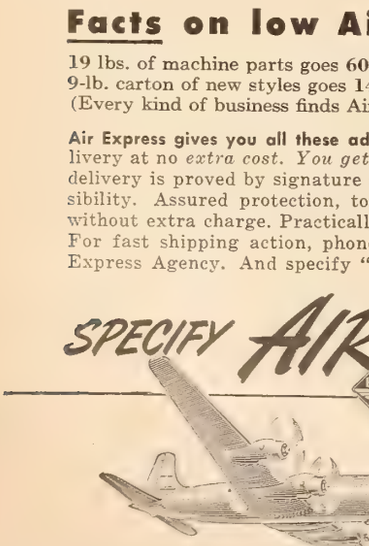
Joe Marsh

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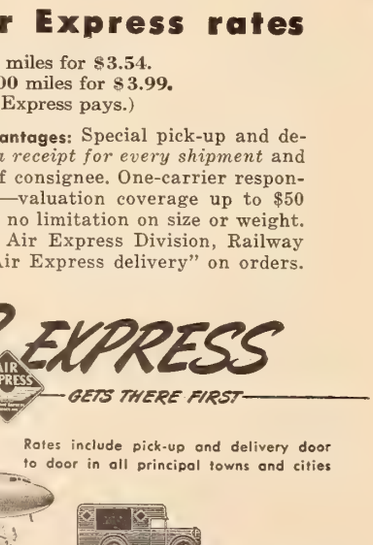
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With more than 700 vacuum tubes needed by industry, a tube distributor would find profits consumed by 100% inventories. But by ordering tubes as needed via Air Express, he holds stocks to 25%. Example: Orders $1,500 tube at 9 A.M. from supplier 900 miles away. Delivered to customer 6 P.M. same day. 16 lbs.: cost, $4.46.



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SCHEDULED AIRLINES OF THE U.S.

RECORDING BILL

New Tailoring Promised

SENATE-APPROVED bill involving certain changes in operation of the Joint Recording Facility on Capitol Hill will be altered substantially to resolve objections of Congressional radio correspondents before it meets with approval of the House leadership, it was learned authoritatively last week.

One provision slated for deletion, it was reported, is that governing Administrator Robert Coar's jurisdiction over making arrangements for "time for radio broadcasts of such recordings" involving interviews with Congressional members. This section had evoked protests from members of the Radio Correspondents Assn.

Other provisions, which originnally were contained in the House legislation passed last August but revised by the Senate, reportedly were slated to be altered. One involves return of the facility to supervision of the House Clerk and Senate Secretary as urged by the House, and another to apply the word "supplemental" to use of the public address system.

The controversial bill is pending before the House Speaker, Sam Rayburn (D-Tex.), who is credited largely with drawing up the House version. It passed the Senate earlier this month at the urging of Senate Majority Leader Scott Lucas (D-Ill.) [BROADCASTING, June 12].

The measure has drawn the criticism of NAB, which set up a "vigilante" committee to study it, as well as of the correspondents' galleries.

Authorities indicated that the bill would go to conference to resolve the differences on the basis that House leadership would not accept the present version.

Eisele Elected

KARL EISELE of Madison Newspapers Inc. has been elected president of the Advertising Club of Madison, Wis. Other new officers are:

E. B. Peterson, U. of Wisconsin School of Commerce, vice president; William R. Walker, Arthur Towell Inc. agency, secretary; Ferne Noreen, Madison Newspapers Inc., treasurer. Eight addtional members named to serve on the board of directors are: Arthur Towell, Arthur Towell Inc.; Catherine Small, Manchesters Inc.; Robert Jones, Mautz Paint & Varnish Co.; William Everson, Advertising Creations; Richard Nickeson, WISC Madison; Howard A. Johnson, WIBA Madison; Jack MacDonald, Oscar Mayer Co.; William Cantwell, Cantwell Printing Co. •

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CONWAY GRANT

FCC Hears Oral Argumen

ORAL ARGUMENT on initial de cision to grand AM facilities t Conway Broadcasting Co., Conway Ark. [BROADCASTING, Feb. 20 was held before the FCC last Mo day. Faulkner County Broadcas ing Co., which received propose denial of its bid for the assign ment, 250 w fulltime on 1230 k attacked the technical qualifica tions of Conway Broadcasting.

Leonard M. Rose, chief enginee of KSGM Ste. Genevieve, Mo., an partner in Faulkner County Broad casting, charged the Conway Broadcasting proposal violate FCC's rules on blanketing sinc the transmitter site is to be on th campus of Arkansas State Teach ers College where the propose grantee operates KOWN (FM Beloit Taylor, Conway Broad casting attorney, explained his fir had told FCC it was willing move the site if necessary. Oth partners in Faulkner Coun Broadcasting are Norbert B. an Elmer L. Donze, brothers, who ow KSGM.

FCC FUNDS

Commission Won't Testi

PLAN to invite FCC testimony o the current single-package 1950-5 funds bill was abandoned last wee by the Senate Appropriations i dependent offices subcommitt [BROADCASTING, June 19].

Authorities said the Commissi had asked for restoration of th House cut from original FCC bu get estimates but that the subcom mittee is pressing to comple testimony and submit its recom mendations to the full committ for report to the Senate for ear action. Only stumbling block a peared to be the Thomas-Tab amendment which would impo 10% cuts on all agency funds.

KCMJ Palm Springs, Calif., joi Southern California Broadcasters Ass as 47th member.

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FCC actions



JUNE 16 to JUNE 22

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

June 16 Applications . . .

ACCEPTED FOR FILING

AM—920 kc

KGAR Garden City, Kan.—CP change from 1050 kc to 920 kc, using 1 kw D.

License for CP

KELK Elko, Nev.—License to cover CP change frequency to 1240 kc.

KERB Kermit, Tex.—License to cover CP new AM station.

WELD (FM) Columbus, Ohio—License to cover CP new FM station.

Modification of CP

KOA-FM Denver—Mod. CP new FM station for extension of completion date.

WAYS-FM Charlotte, N. C.—Same.

WCEN Mt. Pleasant, Wash.—Mod. CP increase power etc. to change from 1 kw D to 1 kw unl. DA-N, on 1150 kc.

WPRA Mayaguez, P.R.—Mod. CP increase power etc. for extension of completion date.

APPLICATION DISMISSED

AM—1380 kc

KREO Indio, Calif.—DISMISSED application for CP change from 1400 kc 50 w unl. to 1380 kc 1 kw unl. DA-DN.

AM—640 kc

Gerald Clouser, Milwaukee — DISMISSED application for CP new AM station 640 kc, power 3 w, hours not specified.

APPLICATION RETURNED

License Renewal

KAYS Hays, Kan.—RETURNED application for license renewal.

June 19 Decisions . . .

ACTIONS ON MOTIONS

(By Commissioner Walker)

Lincoln County Bcstrs. Inc., Libby Mont.—Granted petition for leave to amend its application to delete all references to specific site and for removal of application as amended from hearing docket.

(By Commissioner Hennock)

WJW Cleveland—Granted leave to intervene in consolidated hearing on applications of Johnston Bcstg. Co. and WTNB Birmingham, Ala.

(By Examiner J. D. Bond)

WELS Kinston, N. C.—Granted petition to advance hearing date in re its application and that of WHIT New Bern, N. C.; hearing date changed from Sept. 26 to Aug. 9.

(By Examiner Leo Resnick)

WPAQ Mt. Airy, N. C.—Granted continuance of consolidated hearing on his application and that of WNDB Daytona Beach from June 26 to Aug. 28.

KCBQ San Diego, Calif.—Granted continuance of consolidated hearing on its application and that of KLOK San Jose presently scheduled July 7; hearing continued indefinitely.

Sun Coast Bcstg. Corp., Miami, Fla.—Granted motion to take depositions of Rev. Armin A. Kitterer, Hon. James Connell and Hon. Adrian Newcomb June 27 in Cleveland, in re application for assignment of CP of WMIE Miami, Fla.

(By Examiner Fanney N. Litvin)

KSVC Richfield, Utah—Accepted late filing of its appearance re application for renewal of license. Commission on own motion continued hearing from July 11 to Aug. 7 in Richfield.

KAMC-FM Stillwater, Okla.—Granted continuance to June 26 of hearing scheduled June 15 in re its application.

(By Examiner Hugh B. Hutchison)

Gulf Beaches Bcstg. Co., St. Petersburg Beach, Fla.—Granted continuance of hearing on application to Sept. 18.

FCC General Counsel—Granted extension to June 26 in which to file proposed findings in proceeding re applications of WCMB Lemoyne and WHGB Harrisburg, Pa.

June 19 Applications . . .

ACCEPTED FOR FILING

License for CP

KNCM Moberly, Mo.—License to cover CP new AM station.

KICA Clovis, N. M.—License to cover CP change frequency etc.

WKOP Binghamton, N. Y.—Same.

WLYC (FM) Williamsport, Pa.—License to cover CP new FM station.

License Renewal

WMSL Decatur, Ala.—License renewal AM station.

SSA—1590 kc

KPRS Olathe, Kan.—SSA operate on 1590 kc with 500 w from 7:15 p.m. Aug. 1 to 3 a.m. Aug. 2 and from 5 p.m. Nov. 7 to 3 a.m. Nov. 8 CST.

SSA—1400 kc

KUNO Corpus Christi, Tex.—SSA operate 1400 kc 200 w unl. for 47 days beginning June 15 and ending no later than Aug. 1.

Modification of CP

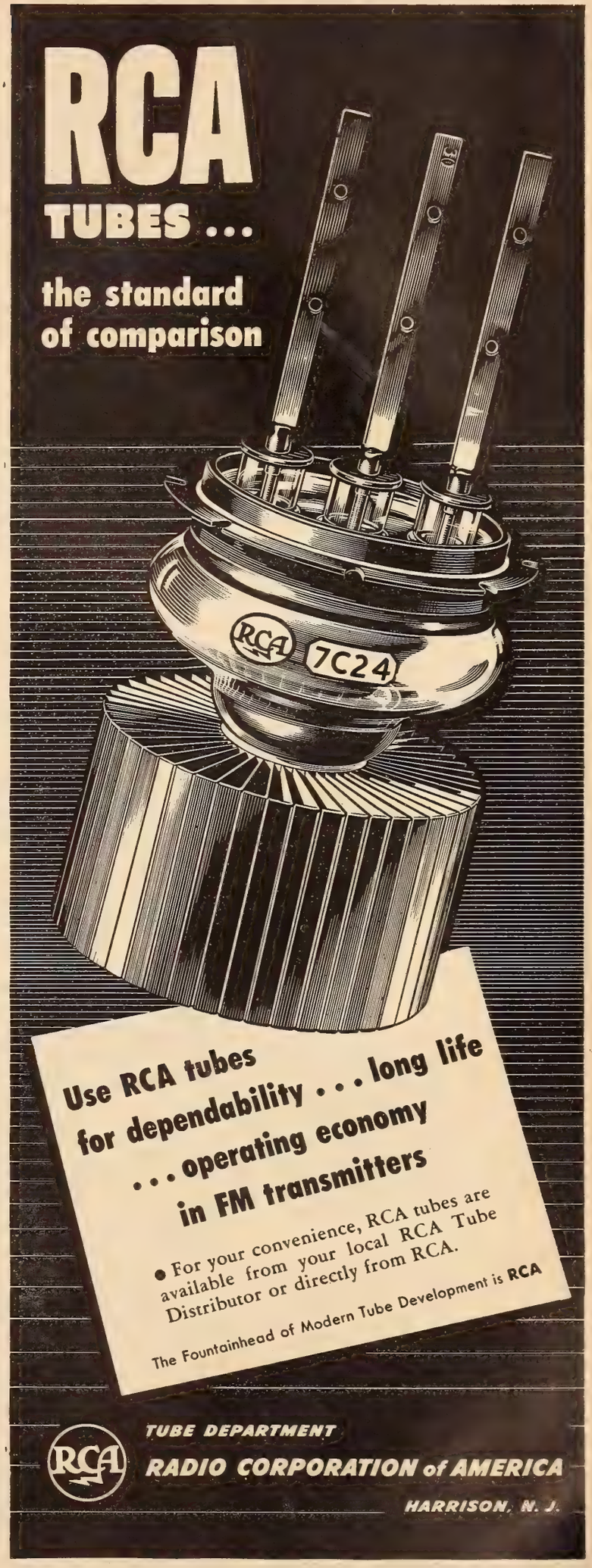
WHP Harrisburg, Pa.—Mod. CP change frequency etc. for extension of completion date.

KFDR Grand Coulee, Wash.—Mod. CP new AM station to change hours from specified 7 a.m.-7 p.m. to unl. with power 250 w, on 1400 kc.

WTVR (TV) Richmond, Va.—Mod. CP for changes in TV station AMENDED to request change in ERP from 17.3 kw vis., 10.3 kw aur. to 28.8 kw vis., 18.7 kw aur. and change trans. site.

Following FM stations requested mod. CPs for extension of completion dates: WAZL-FM Hazleton, Pa.; KTRB-FM Modesto, Calif.; WSB-FM Atlanta; WRGA-FM Rome, Ga.; WFBC-FM

(Continued on page 74)



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FCC Actions

(Continued from page 73)

Applications Cont'd.:

Greenville, S. C.

WHLA (FM) Madison, Wis.—Mod. CP new noncommercial FM station to change operating power from 3 kw to 5 kw.

FM—98.5 mc

KTIS-FM Minneapolis—CP change from 105.9 mc to 98.5 mc.

TENDERED FOR FILING

AM—1310 kc

KWBR Oakland, Calif.—CP increase D power from 1 kw to 5 kw.

Modification of CP

KOEL Oelwein, Iowa — Mod. CP change hours from D to unl., DA-DN (950 kc).

WLBJ Bowling Green, Ky.—Mod. CP increase D power from 1 kw to 5 kw (1410 kc).

APPLICATION DISMISSED

Modification of CP

WLIL Lenoir City, Tenn.—DISMISSED June 15 application for mod. CP change from 730 kc 500 w D to 1490 kc 250 w unl.

June 20 Decisions . . .

BY THE SECRETARY

WGSV Guntersville, Ala.—Granted license new AM station 1270 kc 1 kw D.

LaGrange Bcstg. Co., LaGrange, Ga.—Granted license new remote pickup KA-5267.

Walsenburg Bcstg. Corp., Walsenburg, Col.—Granted license new remote pickup KA-4775.

National Bcstg. Co., Washington, D.C.—Granted mod. remote pickup station license KA-5471 to change frequencies from 31.22, 35.62, 37.02, 39.26 mc to 26.11, 26.15, 26.25, 26.35, 26.45 mc and for use with WRC-FM and WNBW in addition to WRC.

The Elk County Bcstg. Co., St. Marys, Pa.—Granted CP new mobile remote pickup KA-6988.

Roanoke Bcstg. Corp., Roanoke, Va.—Granted CPs new remote pickup KIA-609-610.

Granite State Bcstg. Co., Claremont, N. H.—Granted CP new mobile remote pickup KA-6989.

Following were granted mod. CPs for extension of completion dates as shown: WPRA Mayaguez, P.R., to 7-19-50; WXEL (TV) Parma, Ohio, to 2-4-51; WATV (TV) Newark, N. J., to 1-9-51; KCBC-FM Des Moines to 12-24-50; KFSAFM Ft. Smith, Ark., to 9-1-50; WEPM-FM Martinsburg, W. Va., to 9-21-50; WKAP-FM Allentown, Pa., to 12-21-50; KOCY-FM Oklahoma City to 12-25-50.

WSDX (FM) Louisville, Ky.—Granted license new noncommercial FM station; 90.3 mc; 10 w.

Fairmont Bcstg. Co., Fairmont, Minn.—Granted licenses new remote pickup KA-3833, KA-3684-5.

W. Albert Lee, Houston, Tex.—Granted assignment of license KA-3125 to The Houston Post Co.

Herald Bcstg. Co., Levelland, Tex.—Granted CP and license for new remote pickup KA-6983.

Carleton W. Morris, Area of Bisbee, Ariz.—Granted CP new remote pickup KA-6984.

Radio American West Indies, St. Croix Island, V.I.—Granted CP new remote pickup WUA-237.

WNOV (FM) St. Paul, Minn.—Granted license new noncommercial FM station; 89.1 mc (Ch. 206) 10 w.

KXOK-FM St. Louis—Granted license cover CP for changes in existing FM station; 93.7 mc (Ch. 229) 71 kw, 550 ft. ant.

KMJ-FM Sacramento, Calif.—Granted license new FM station; 97.9 mc (Ch. 250) 7.5 kw; 630 ft. ant.

KVCI (FM) Chico, Calif.—Granted license to cover CP for changes in existing FM station; 101.1 mc (Ch. 266) 9.8 kw, 70 ft. ant.

WLOE-FM Leaksville, N. C.—Granted license new FM station 92.7 mc (Ch. 250) 820 w 70 ft. ant.

WREV (FM) Reidsville, N. C.—Granted license new FM station 102.1 mc 1.6 kw, 330 ft. ant.

WCOH-AM-FM Newnan Bcstg. Co., Newnan, Ga.—Granted assignment of CP to new corporation composed of same partners.

WHOM, WALK (FM) Atlantic Bcstg. Co. Inc., Jersey City, N. J.—Granted involuntary transfer control of permittee corporation from Generoso Pope, deceased, to executors.

KNCS Hanford, Calif.—Granted voluntary assignment of license to Samuel M. and Harriett Beaubaire d/b as Hanford Sentinel & Journal from Samuel W. Beaubaire, individually and with Harriett S. Beaubaire as joint executors of estate of Stanley S. Beaubaire, deceased.

Mario Acosta, Mayaguez, P. R.—Granted CP and license for new remote pickup KA-6975.

Black Hills Broadcast Co. of Rapid City, S. D.—Granted CPs and licenses to cover new remote pickups KA-2766-7-8.

Nueches Bcstg. Co., Corpus Christi, Tex.—Granted CP new remote pickup KA-6974.

Radio American West Indies, St. Croix Island, V.I.—Same KA-6976.

Interstate Radio Inc., Moscow, Ida.—Same KA-4016.

Twin Cities Bcstg. Corp., Minneapolis—Same KA-6973.

Radio Bedford Inc., Bedford, Ind.—Granted CP and license new remote pickup KA-6971.

Beer & Koehl, Ashland, Ohio—Same KA-6972.

Southern Utah Bcstg. Co., Cedar City, Utah—Same KA-3424.

Radiophone Bcstg. Station WOPI Inc., Bristol, Tenn.—Granted mod. license KA-5557 to change freqs. in remote pickup to 26.29, 26.39 mc.

National Bcstg. Co., San Francisco—Granted mod. of remote pickup license KA-4814 to change freqs. to 26.11, 26.15, 26.25, 26.35, 26.45 mc. Same for KA-4815 KA-4816 KA-4821 Hollywood; KA-5481 Cleveland; KA-5469 KA-5470 Washington; granted mod. license KA-4669 New York to delete freqs. 1606, 2074, 2102 kc in remote pickup.

College of The Pacific, Stockton, Calif.—Granted mod. CP change power from 100 w to 350 w in remote pickup KA-2879.

WFTL Ft. Lauderdale, Fla.—Granted license covering move of present tower, increase height, mount WGOR's FM ant. on top and change studio location and change type trans.

WTVB Coldwater, Mich.—Granted license change from DA to non-DA employing east tower for non-directional operation, and make changes in ground.

WQBC Vicksburg, Miss.—Granted license install new trans.

KPLT Paris, Tex.—Granted license changes in trans.

WPLH Huntington, W. Va.—Granted license change trans. location and install. FM ant. on top AM tower.

KECK Odessa, Tex.—Granted license change power etc. 920 kc, 500 w-N 1 kw-D unl.

WRTA Altoona, Pa.—Granted CP install new trans.

WIBW Topeka, Kan.—Same.

KOL Seattle, Wash.—Same.

KMHT Marshall, Tex.—Same.

WHHM Memphis, Tenn.—Granted CP install alternate main trans. at present site of main trans., 1340 kc 250 w un.

KFBC Cheyenne, Wyo.—Granted mod. CP for extension of completion date to 12-14-50.

WCKY Cincinnati—Granted CP install new trans.

WATH Athens, Ohio—Granted mod. CP for approval of ant., trans. and studio locations, and change type trans.

WERH Hamilton, Ala.—Granted mod. CP for approval of ant., trans. and studio locations.

WELS Kinston, N. C.—Granted mod. CP change trans. and studio locations.

WDBL Springfield, Tenn.—Granted mod. CP for approval of ant. and trans. location, specify studio location and change type trans.

WKVM Arecibo, P. R.—Granted mod. CP make changes in trans.; cond.

WNDI Montevallo, Ala.—Granted mod. CP for approval of ant. and trans.

WGTA Summerville, Ga.—Granted mod. CP for approval of ant., trans. and studio locations and change type trans.

KUGN Eugene, Ore.—Granted mod. CP install new trans.; cond.

KJAN Atlantic, Iowa—Granted mod. CP for approval of ant. and trans. location and specify studio location.

WJIM Inc., Oakland County, Mich.—Granted license to cover CP for new exp. TV relay KQB-33.

KHUB Nr. Watsonville, Calif.—Granted CP install new trans.

KMTR Radio Corp., Area Los Angeles—Granted CP new exp. TV rela KA-6944.

WJIM Inc., Oakland County, Mich.—Granted mod. CP to change make c trans. and type of ant., power increas from 10 w to 50 w, and other equipment changes KQB-33.

WTAR-TV Norfolk, Va.—Grante mod. CP for extension of completio date to 12-27-50.

WBNS-TV Columbus, Ohio—Same t 10-1-50.

Edwin H. Armstrong, Alpine, N.—Same to 12-19-50 for KE2XHY.

June 21 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WACR Columbus, Miss.—Mod. C new AM station for extension of com pletion date.

License Renewal

KRKO Everett, Wash.—Request f license renewal AM station.

Modification of CP

KSDO-FM San Diego—Mod. CP F station for extension of completi date.

TENDERED FOR FILING

AM—1340 kc

Saunder's Bcstg. Co., Flagstaff, Ar—Mod. CP new AM station to chan

(Continued on page 80)

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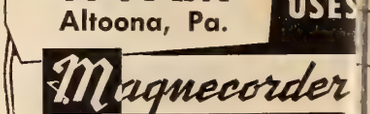
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THE ASSOCIATION OF FEDERAL COMMUNICATIONS CONSULTING ENGINEERS
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CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Wanted—Manager for 1000 watt daytime independent in southern market. Must have character, be energetic and able to sell, have ideas for promotion and know how to get along with people. Attractive salary plus commission, and opportunity to buy into station, if you produce. Box 481F, BROADCASTING.

Salesmen

Florida 5000 watt major network affiliate needs good staff announcer with versatility. Man from southeast preferred. For 40 hours start at $60.00. Send references, background. Box 526F, BROADCASTING.

Salesman for one station market of 80,000. Independent near Chicago. Liberal commission. Box 532F, BROADCASTING.

CBS affiliate in major market is looking for a good local salesman. Excellent opportunity for the right man. Send full particulars first letter to Box 547F, BROADCASTING.

Experienced time salesman with proven sales record for 5000 watt ABC affiliate in its 20th year. Liberal guarantee with no charge back. Straight 15% when sales equal guarantee. Send photo and details Radio Station KMLB, Monroe, Louisiana.

Experienced salesman. Capable of producing billings to earn himself $100 a week or better in rich 300,000 suburban market. Single station, progressive independent. 1000 watts. Real opportunity for solid salesman. WCRB, Waltham, Mass.

Salesman-writer wanted. Emphasis on selling. Market competitive, but good. Salary and commission. WFEB, Sylacauga, Alabama.

Salesman wanted. Send all details H. R. Farrell, WHHH, Warren, Ohio.

Announcers

Announcer-engineer who would be interested in becoming program director of small progressive southern station AM and FM. Experience necessary. Box 467F, BROADCASTING.

Wanted—Sports announcer for well-established, local independent in south Florida. Must be topnotch play-by-play for baseball, football and basketball. A thorough knowledge of all sports plus a good personality essential. Must spend considerable time in field to produce good local sports programs and service sponsors. Not interested in beginners or would-be sportscasters. Opportunity for above average earnings with alert, progressive and well financed station. Unless you have a good reputation and are a glutton for work, do not apply. This is a good opportunity for a good man. Letters of application should contain references, recent photo, and be accompanied by disc. Position open in near future. Box 470F, BROADCASTING.

Disc jockey for major market—Want man with excellent voice, solid on commercials. Comics and gimmick men not our type. Not less than $10,000 per year guaranteed—from there, you're on your own. Give full radio background in letter; if it scans good, we'll ask for disc. Box 566F, BROADCASTING.

Announcer-engineer needed immediately. Accent on announcing. Network affiliate, excellent opportunity. $50-55 to start. Air mail disc, details. Box 551, New Bern, N. C.

Announcer with 1st class license. Experienced only. Accent on quality announcing. Send experience, references, disc. WHBY, Appleton, Wisconsin.

Situations Wanted (Cont'd)

Managerial

Assistant manager-chief engineer regional station 15 years experience all phases desires position as manager progressive station. Will assume full engineering department responsibilities. Excellent reputation with personnel. Highest references include well known radio executives, consultants and employers. Box 482F, BROADCASTING.

Five years experience managing, selling, announcing, and engineering. Desire position small station with future. Box 516F, BROADCASTING.

General manager—Can assure good results on limited budget. Bottom to top experience all phases of radio. Box 523F, BROADCASTING.

Manager radio station representative firm, age 35, wants change to station, city 50-100,000. Offers strong local background plus national contacts. Sept. 1. Full details. Box 534F, BROADCASTING.

All-round station man, strong on sales and ideas. Now managing, but handicapped. Satisfaction guaranteed. Write P. O. Box 358, Sylacauga, Alabama.

Salesmen

Experienced salesman presently employed interested more progressive station. Excellent references. Box 479F, BROADCASTING.

Are you looking for an experienced salesman who can sell and develop business for your station? Straight commission with drawing account to be repaid out earned commissions. Midwest preferred. Please write Box 520F, BROADCASTING.

Salesman, 38, single. Conscientious hard-working, stable. Excellent references. Box 543F, BROADCASTING.

Announcers

Announcer, former staff 5000 watt NBC affiliate. Two years college. Produced, sang, emceed amateur shows in Chicago nite clubs. Graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Consider all offers. Box 420F, BROADCASTING.

Sportscaster-announcer. Experienced all play-by-play sports. University graduate. Available now. Box 445F, BROADCASTING.

Solid staff man. Thoroughly experienced. Mature. Specialty news. Available immediately. Box 466F, BROADCASTING.

Pep up your local news coverage with an experienced newspaper reporter and staff announcer. Deep voice, sincere delivery, college grad, 29, single, vet, references. Box 484F, BROADCASTING.

Experienced staff announcer—4 years fulltime staff, news, copy, DJ, music, sales, console, sports. Available now! Permanent. Disc, photo, references. Box 491F, BROADCASTING.

Combination man—one year experience includes announcing, engineering, selling. Desire permanent location. Married, settled, car, available immediately. Box 502F, BROADCASTING.

Desire position competent organization. Nine years radio. Accounting and announcing. Box 503F, BROADCASTING.

Chief announcer—Family man desires immediate opportunity. Audition disc, resume. Box 506F, BROADCASTING.

Young man with a voice looking for old station with money. Object mercenary. Two years starving. Box 509F, BROADCASTING.

Situations Wanted (Cont'd)

50,000 watt experience in sports and news. Some network announcing with Cedric Foster. Citation from FCC and Mutual during Texas City disaster. Interested in making a permanent connection with an established station. Box 528F, BROADCASTING.

Dislike work. Must eat. Born poor. Must work. Dodged work—four years. Posed as announcer. Dodge at your station? Also write news. Box 529F, BROADCASTING.

Announcer, three years college, NBC trained, 28, married. Photo and disc on request. Box 533F, BROADCASTING.

Morning, all night character. 8 successful reputable years. Employed 3,000,000 market. Combination, ticket, married. $80. Box 536F, BROADCASTING.

Five year staffer available July 10. Diversified metropolitan experience. Good seller. Desire change. Now employed 5 kw southern net affiliate. Small family. Box 540F, BROADCASTING.

Sportscaster. Experienced all sports. Currently broadcasting baseball. Outstanding recommendations. Box 544F, BROADCASTING.

Staff announcer, sales, programming and production, public relations, music librarian, morning man, sports color, 3½ years experience, both network and independents, married, 27. Family man, hard worker. Dependable, desire permanent position. Presently employed; not a floater. All replies answered. Free to travel. Box 545F, BROADCASTING.

Radio school graduate. Experienced announcer. Best references. Available immediately. Single. Box 546F, BROADCASTING.

Sportscaster-announcer—College grad. Player Background play-by-play, commentary, young, ambitious. Box 550F, BROADCASTING.

Announcer, experienced—metropolitan area (FM). Single, 33, desires steady position. Strong on sportscasting. Free to travel. Disc and resume available. Box 551F, BROADCASTING.

Attention—Northeastern stations, available immediately, announcer, 4 years experience, staff, New York, all around, console operation, good voice, references, write—Box 552F, BROADCASTING.

Announcer 2 years commercial experience as staff man. College grad. Will travel. Tops in sports, 4 years radio at N. Y. U. Box 554F, BROADCASTING.

Experienced announcer, college speech major, play-by-play sports, salary secondary to opportunity, will travel, Box 555F, BROADCASTING.

Nine out of ten people prefer me—make the thirty day test! Box 556F, BROADCASTING.

Announcer-newscaster—with personalized and original DJ ideas that bring sales and listeners. 4 years staff experience in all phases. Can operate board, do play-by-play and write copy. Seek steady position, contact immediately for disc, references and photo. Box 558F, BROADCASTING.

Eastern stations: Experienced versatile announcer. Operate console. Formerly on N. Y. C. station. Top references. Salary secondary. Box 561F, BROADCASTING.

Announcer, will start at bottom, location midwest. References. Young, single. Box 563F, BROADCASTING.

Ready to travel—experienced in all phases of staff announcing. Disc upon request. P. O. Box 617, Evanston, Illinois.

Staff announcer, college graduate, 24, single. Specialize in classical music, sports. Will travel. Willing to work and learn. Disc, photo available. Write to Robert Brooker, 2202 Beverly Road, Brooklyn 26, N. Y.

Announcer, married. 2½ years experience. Free to travel. Age 28. All-round staffer. Desire to learn selling. Lawrence N. Bosi, 3101 W. Fifth Ave., Chicago 12, Ill.

Ability available. We have well-trained personnel who have had actual experience in metropolitan stations as announcers, actors, commercial writers, disc jockies, producers and script writers. Give us your requirements and we will send resumes, photos and disc. Write or wire collect. Columbia Institute, 9th and Chestnut St., Philadelphia 7, Pa.

Staff announcer, 25, single, capable, versatile. College graduate. 2½ years net and independent experience. Will travel. Want permanent position. Jack Edwards, 11402 Superior Ave., Cleveland 6, Ohio.

Situations Wanted (Cont'd)

Announcer, nineteen months experience Mutual affiliates and independent. Age 25. Operate console. M. Gull, 5009 S. Talman Ave., Chicago 32. Republic 7-5791.

Will you give me my first job in radio 22 years old, have own ideas for D. show, announcing-control board. Sylvester Leaks, 652 E. 163 St., Bronx 5 N. Y.

Sell more with Martin. Very strong news and commercial sell; good narrative, sports, disc style. Top references Pennsylvania, Ohio, West Coast. Write Jay Martin, % Sperling, 618 W. Rosco Chicago 13, Ill.

Announcer for summer replacement, years experience, available immediately. Will travel. Norman Morris 5829 Woodbine Ave., Philadelphia, P

Good early morning men, announcers and writers. Practical announcer willing to work and learn. Pathfinder School of Radio, 1222-A Oak St., telephone HArrison 0473, K. C., Mo.

Announcer, age 22, will travel, all round man, good knowledge of hillbilly music, disc jockey, no floater, sober operate console, commercial man Available immediately, disc on request. Donald Redanz, Mt. Morris New York.

Sports announcer—play-by-play baseball, basketball, 3 yrs. experience, good coverage, can write sports, Col. grad Contact Mike Wynn, 370 Columbus Ave., New York 24, N. Y. Phone T 7-2617.

Technical

Engineer—Employed. Must have job near Philadelphia. Married. Have car Box 399F, BROADCASTING.

First phone license, married, veteran will travel. No experience, ambitious Box 434F, BROADCASTING.

Engineer—Six years experience FM AM. Interested in permanent position with opportunity to break in as combination man. Mature, married, will go anywhere. Box 462F, BROADCASTING.

1st phone, 2nd telegraph. Desire combination position east coast. 6 months engineer, 3 months combination, years marine radio officer experience Age 21. Presently employed. Box 518F BROADCASTING.

Chief engineer. Have a proven record of economical, sound engineering department operation. 14 years broadcast experience. Excellent reference from important stations. Built regional station where now chief in 1946 Thoroughly experienced personnel direction and management side of union negotiations. Engineered stations from 1 kw to 50 kw, FM and AM. Seek engineering supervision of station with valid plans for TV. Salary open. Reply Box 524F, BROADCASTING.

Engineer, 30 months experience. Interested also sales and announcing. Excellent references. Box 531F BROADCASTING.

Chief engineer, long and extensive experience all branches of AM and FM broadcast engineering including directionals. Ready for TV. Outstanding references. Box 541F, BROADCASTING.

Vet, 24, first phone ticket, married car. Some broadcast experience. Willing to travel. Box 549F, BROADCASTING.

Engineer, first phone, seeking radio or television position. Eight months kilowatt transmitter experience. Graduate SRT-TV. Single, car, will travel. Box 553F, BROADCASTING.

Engineer, first phone, seeking radio or TV position. Single, will travel. Box 557F, BROADCASTING.

First phone license. Experienced, married, car. Want to work in New York, New Jersey or Pennsylvania. Box 564F, BROADCASTING.

College student desires vacation replacement transmitter job. Reliable and experienced. Box 238, Poplar Bluff, Missouri.

Young man desires a position as an engineer in a college town. Single, no experience or disabilities. Available at any time and place. W. M. Dickinson, 515 West 5th, Mitchell, S. D.

Engineer, first. Inexperienced. Veteran wants permanent position anywhere in U. S. John Phoenix, 1119 23rd St., Des Moines, Iowa.

Situations Wanted (Cont'd)

Production-Programming, others

Women's and children's programming. Experienced in radio and TV. Wrote and acted in own children's show on commercial TV. Experienced in women's and children's programming in radio. Also in commercial copy and public service and dramatic writing. Theatrical training. B.S. Degree from leading eastern college. Ideas galore and shows ready for airing. Prefer TV. Will work anywhere. Box 409F, BROADCASTING.

Experienced promotion man, presently employed, wishes to devote fulltime to promotion at a well established station. Box 459F, BROADCASTING.

Program director—Six years experience, programming, production, sales, announcing, copy and traffic. References and disc on request. Box 522F, BROADCASTING.

Special events director. Able spot, carry out assignments local or area level. Washington news, network announcer experience; law degree. References. Box 525F, BROADCASTING.

Midwest stations—Here's your gal Friday ready to start anytime. Write to Box 527F, BROADCASTING.

Over ten years spent climbing the ladder the hard way. Now I would like to pass my knowledge on to other "aspirants" and instruct. Not a technical man, but all phases of production work. Let me tell you all about it. Presently employed. Box 535F, BROADCASTING.

Now taking applications for fall proof of performance tests. Box 539F, BROADCASTING.

News—thoroughly experienced. Distinctive voice, delivery, writing. (5 yrs. newspaperman; 4 years radio). College graduate. Dependable. Permanent position news-conscious station, AM or AM/TV, that can afford top newsman, editor. Best references. Box 542F, BROADCASTING.

Continuity director, women's broadcaster and teacher of radio production available immediately for position with future. Seven years experience, including director of civic benefit musical comedies. Am 28 years of age and willing to accept radio or television position that is promising regardless of salary. Box 559F, BROADCASTING.

Proof positive performance for publicity, promotion, or public relations position. At present, metropolitan radio, television publicity-promotion director. Bonus: newspaper, sales, and house organ experience. University grad. Sober, reliable, family man. Box 565F, BROADCASTING.

Television

Announcers

Desire opportunity in TV station. SRT-TV and Radio Announcing graduate. Dale Carnegie Course graduate. College graduate. Single, 26, car. Box 383F, BROADCASTING • *TELECASTING*.

For Sale

Stations

West south central network outlet in good market can be purchased on basis of three times last year's net of $40,000. $50,000 cash required. Box 515F, BROADCASTING.

Two extremely desirable stations in areas which will not be troubled by TV for a long time to come. One has CBS, the other NBC affiliate. One presently grossing $275,000, the other $175,000. Both are highly profitable and priced right. Harvey Malott Co., Scarritt Bldg. Kansas City, Mo.

Equipment, etc.

Frequency meter, G. R. 720-A, factory overhauled and guaranteed. Box 517F, BROADCASTING.

One distortion and noise meter type 1M-71A (cost $575.00 new). Made by General Radio Co. with RCA color finish. Excellent condition. $375.00 FOB. Box 530F, BROADCASTING.

For Sale

Federal field intensity meter, 101-C, used only few hours. $100 down, balance $400 C.O.D. Box 548F, BROADCASTING.

200 stations have saved $500,000 by using my shortwave remote pickup equipment. Complete, guaranteed, ready to install, as per my article in NAB Handbook. Low priced. Write Wm. C. Grove, KFBC, Cheyenne, Wyoming.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

For Sale—Professional Fairchild recorder. Original cost $1300. Guaranteed perfect condition. Will sell for half price. National Academy of Broadcasting, 3338 16th St., N. W., Washington, D. C. DEcatur 5580.

Wanted to Buy

Stations

Daytimer, preferably within 700 miles Raleigh, N. C. Management-engineering partnership looking for station now operating in red. All replies confidential. Box 537F, BROADCASTING.

TV station wanted—by financially responsible non-broadcaster. Possibilities more important than location. CASH! No brokers. Details. Box 560F, BROADCASTING.

Experienced broadcaster will buy minority, control or 100% interest, then actively manage station to greater profit. Box 562F, BROADCASTING.

Equipment, etc.

Universal, RCA 73-B, recording lathe, Presto or Altec 50 watt recording amplifier, RCA turntables, Magnecorder tape recorders. Box 458F, BROADCASTING.

Wanted—Used towers, transmitter for 5 kw installation. Five guyed towers, overall height 200 feet above base insulators, equipped with A-3 lighting. Transmitter should be recent model. Please give complete information, manufacturer's name, model number, age, date last used, condition, location, whether available for inspection, price. Box 495F, BROADCASTING.

Western Electric 640AA Condenser microphone with or without preamplifier. Send particulars to Pacific Network, Inc., 6906 Santa Monica Blvd., Hollywood 38, California.

Miscellaneous

Davis Frequency Measurement Service —111 S. Commercial, Emporia, Kans. Phone 2709.

Help Wanted

Production-Programming, others

PROGRAM DIRECTOR

WANTED

If you have been a successful program director for at least five years; have ideas, energy and the know-how to build high Hoopers; if you can build shows that will sell; if you know music, copy, production; if you have the type of executive ability which gets results without antagonizing others; if you are looking for financial advancement, future security and the opportunity to associate yourself with a leading, midwestern, network affiliated, 5000 watt station—send us complete details about yourself, including past positions, salaries, etc. and attach small photo. Personal interview will be arranged at a later date. All replies will be held in confidence.

BOX 367F, BROADCASTING

For Sale

Equipment, etc.

FOR SALE

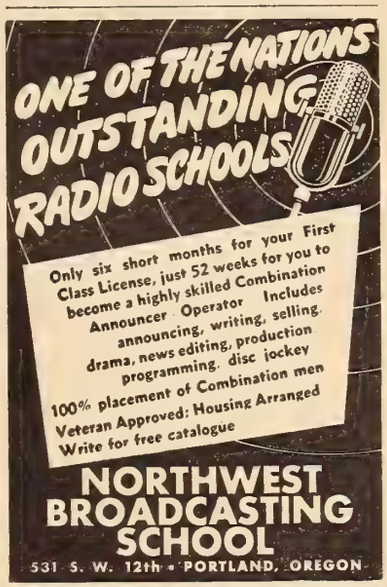
RCA phasing and branching equipment, complete with 3 line termination units housed in weatherproof steel cabinets. Ready for immediate delivery. Make offer.

BOX 519F, BROADCASTING

Wanted to Buy

I will make a down payment up to $75,000 for the outright purchase of a going and profitable radio station. Or a station with real prospects. I have been in the radio business many years and am well-known throughout the trade as a station owner. Send sufficent details for preliminary examination. All replies confidential.

Box 538F, BROADCASTING



Miscellaneous

FREE

TRANSCRIBED SPOT

AUDITION

Top-flight talent! Produced in leading Hollywood studio! Send copy & we'll send you audition plus productions booklet. You will be billed for actual disc & postage cost only. Write . . . 1553 N. Hudson—Hollywood 28, Calif.

RICHARD STROUT

PRODUCTIONS

TV & AM O-P-E-N-I-N-G-S!

TV:—Assist. Dir.-Producer(s), DJ's & Writers.
AM & TV:—Times SALES (Men & Women).
Vacation relief annor., writers & engineers.
Female copywriters (traffic & women's shows).
Personality Deejays (straight & gag —AM & FM).
Announcer-technicians—1st fone lic. (Male or female).

RRR-RADIO-TV EMPLOYMENT BUREAU

P.O. Box 413, Philadelphia 5, Pa.

FREE (Screened applicants) to Employers for 5 years!

Announcer-program director. Capable, experienced. Good voice, pleasing personality. Reliable family man. Details and disc on request. Box 496F, BROADCASTING.

If there is a station in the midwest who wants with our sincere recommendations, an excellent man in sales or management: Married, children, age early 30's, executive and agency experience, I have just the man for you. Please write or call Wythe Walker, The Walker Co., 347 Madison Ave., MU 3-5830.

For All To Know

PLAY-BY-PLAY broadcasts of U. of Cincinnati football games this fall will be aired on WKRC Cincinnati, but the sponsor, General Electric Supply Co., that city, elected to use a simulcast recently to reveal the details. "On-the-spot" coverage of actual contract-signing was given simultaneously over WKRC-AM-TV. Firm sent telegrams to Black Daylight Television dealers in the area, alerting them to the announcement made by GESCO's district manager, Bill Longstreet. On hand were Joseph Effinger, GE factory representative; Larry Garttman, GE Supply Corp.; Herman Fast, WKRC general manager; Hubbard Wood and Joel Stovall, WKRC; Ed Kennedy, WKRC-TV; Dick Bray, football play-by-play sportscaster; Sid Gillman, U. of Cincinnati coach; Chic Mileham, U. C. athletic director; Robert Acomb, president of Robert Acomb Inc., GE Supply Co. agency.

FOR SALE

MAJOR NETWORK AFFILIATE IN PROSPEROUS EASTERN MARKET

This long-established regional station has top audience and is top grosser in its area. It is now operating at a substantial profit which can be easily increased. Located in one of America's richest and most stable markets whose industrial growth and wealth will double in the next ten years.

TV application on file, all preliminary engineering and legal fees underwritten. Physical plant has been geared toward consolidated TV operation under one roof to provide for low-cost construction and fast, pay-as-you-go operation.

An opportunity with unusual possibilities. Price $280,000. Financing can be arranged.

BOX 521F, BROADCASTING

allied arts



JOAN LAW BISHOP, Foote, Cone & Belding, Chicago, named manager TV sales department Advertest Research, New Brunswick, N. J.

GRACE GIBSON Radio Productions, Hollywood, appoints Cheshire & Assoc., same city, to handle sale and distribution of her seven transcribed dramatic program series. Gibson sales office in Hollywood closed; staff and equipment consolidated with Cheshire offices at 6533 Hollywood Blvd.

RAY BERQUIST, film writer-producer, to Larry Finley Productions, Hollywood transcription firm, as vice president in charge TV production. **WALLACE BOSCO** to TV department as writer.

CY WAGNER, midwest radio-TV editor *Billboard*, to Mutual Entertainment Agency, Chicago, as manager TV-radio department and executive assistant to Vice President **JACK RUSSELL**.

WALT (Kousin) KAY, WJW Cleveland, to freelance radio-TV program work through Foster & Davies Inc., Cleveland.

STUART REYNOLDS, formerly with Don Lee network and BBDO, L. A., in sales capacity; **PAUL RAYMOND**, NBC New York, and **ELIZABETH STEWART** form **Reynolds Productions** for packaging radio-TV television shows. Offices at 321 S. Beverly Drive, Beverly Hills; phone Crestview 1-6155. Firm currently working on 11 radio and 16 TV packages, in addition to TV film commercials.

WILLIAM WINTER, LEE GIROUX and **SAM FRIEDMAN**, S. F. radio-TV personalities, form **WILLIAM WINTER Productions**, TV package firm. Offices at 26 O'Farrell St., S. F.; telephone Yukon 2-1611.

All-Day VD Program

WASH (FM) Washington has turned over its 9 a.m.-5 p.m. period July 1 to the D. C. Bureau of Health for an all-day review of VD activities. The bureau has enlisted newspaper cooperation for the eight-hour broadcast, which will be free of commercials. The event will launch a new bureau VD campaign. The bureau is assembling dramatic and documentary material along with talks by prominent civic and medical officials.

STANDARD RADIO Transcription Service, Hollywood, Chicago, N. Y., distributing open-end weather jingles on "bonus" no-cost basis to stations using Standard library. Cover all climatic conditions and feature Dick (Two-Ton) Baker, radio-recording star. Fifteen seconds long, can be sold to local clients.

RUSSELL GILBERT teaching eight-week evening course in TV production-writing National Academy of Broadcasting, Washington. Was with NBC New York and Selznick Pictures. Course for advanced students, writers, teachers.

Equipment • • •

SHALLCROSS MFG. Co., Collingdale, Pa., announces new multi-purpose transmision test set for efficiency tests on carbon microphones, receivers and magnetic microphones. Features compact, substantial construction and is fully portable, firm says.

KOTV (TV) Tulsa, Okla., using new electronic optical effects mixing unit, designed by **Chief Engineer GEORGE JACOBS**, for producing montage effects similar to motion picture camera.

ALLEN B. DUMONT Labs Inc., Clifton, N. J., instrument division announces new cathode-ray oscillograph for impulse-testing high-voltage transformers, insulators, lightning arrestors. Withstands surge potentials of great amplitude, firm says.

RADIO ENGINEERING Labs. Inc., Long Island City, N. Y., introduces new REL Model 695, 50 w, 153 mc FM remote pickup equipment, for emergency broadcasts, as well as regular program use.

WXYZ Detroit using two new William Stancil Hoffman studio type, rack-mounted tape recorders. Machine, same type used by networks for delayed broadcasts, will record up to one hour on tape at 15 inches per second, **Chief Engineer CHARLES KOCKER** said.

PERCY LEBARON, vice president in charge power tube division Raytheon Mfg. Co., awarded honorary doctor science degree, June 4, U. of Massachusetts.

W. E. HENGES, Cleveland district manager Graybar Electric Co., appointed assistant to president, Sept. 1. Successor, **C. E. KIRKPATRICK**, manager Memphis plant. **J. W. HORNE**, manager outside construction power apparatus sales Jacksonville, to district manager Cleveland. **WILLIAM McNULTY**, New York sales, to manager Syracuse branch.

BRAND & MILLEN Ltd., Long Branch, Ont., signs 10-year agreement with Crosley Div., Avco Mfg. Corp., to manufacture Crosley TV and radio receivers in Canada.

JOHN F. RIDER Publisher Inc., N. Y., announces July release new book, *TV Installation Techniques*, by **SAMUEL L. MARSHALL**, George Westinghouse Vocational High School TV instructor. Designed to furnish information on TV receiving antennas stressing mechanics of installation. Price $3.60.

ARTHUR A. BRANDT, general sales manager Electronics Dept., General Electric Co., Syracuse, N. Y., named general sales manager General Electric Receiver Div., New York. **HARRISON VAN AKEN**, accountant Receiver Div., Bridgeport, Conn., to Receiver Div., Syracuse, as assistant manager. **W. M. SKILLMAN**, in various district and headquarters executive sales positions, appointed manager marketing services.

R. A. HACKBUSCH, president-managing director Stromberg-Carlson Co. Ltd., Toronto, elected president Radio Mfrs. Assn. of Canada.

Technical • • •

AL ISBERG, chief engineer KRON-TV San Francisco, elected chairman S. F. Chapter Institute of Radio Engineers for 1950-51. **J. R. WHINNERY**, associate professor electrical engineering U. of California, elected vice-chairman; **ALLAN R. OGLIVIE**, plant manager Remler Co., named secretary-treasurer.



Mr. Isberg

ROBERT F. WOLFSKILL, Commercial Radio Monitoring Co., Kansas City, father of girl, Jane Ardis.

LESLIE GRADICK named to engineering staff Van Nostrand Radio Engineering Service, Atlanta, Ga.

EDWARD T. PFUND Jr., engineering staff WLAW Lawrence, Mass., receives bachelor of science degree in physics, magna cum laude, from Tufts College.

REINHARDT SHERFLING, WBKB (TV) Chicago engineer, and Dorothea Frieda Isbrandt announce marriage May 27.

GLENN E. WEBSTER to Scott Radio Labs., Chicago, as distribution manager. Was at NBC and Collins Radio Co.

HEALTH INSURANCE

AMA to Buy Radio Time

TIME will be bought in mid-July on 300 stations for the American Medical Assn.'s campaign to promote voluntary health insurance and to block socialized medicine [BROADCASTING, June 12]. Tentative list includes all markets of 25,000 population and over, reports Russel M. Seeds Agency, Chicago which is handling the radio portion of the nationwide drive which begins in October. Radio time totaling $300,000 will be purchased.

Number of spots to be allocated per week per station will depend on the station's size. Exact length of the campaign has not been set yet by Whitaker & Baxter, public relations firm directing the educational drive. Harry Goldsmith Jr. is Seeds account executive.

Ad Council Drive

THE ADVERTISING COUNCIL is reviving its Student Nurse Recruitment program. Campaign is being prepared for all media by J. Walter Thompson Co., New York volunteer agency. Radio campaign will get under way this month. Television is also planned.

BUSY WEEKEND

WPTR Speeds News Coverage

NEWS staff at WPTR Albany N. Y., found itself in a busy weekend beginning June 17 when Gov. Thomas E. Dewey announced he would not be a candidate for re-election. Its instant and complete coverage of the story further proved that radio news can be both speedy and accurate, according to the station.

When Gov. Dewey made the announcement at his news conference Saturday morning, Ed Graham WPTR's news editor, broadcast direct from a telephone booth in the State Capitol via the two-way "beep" telephone instrument. At noon, a roundup of statements by potential candidates to succeed Gov. Dewey was broadcast direct from the booth.

With word of a $400,000 fire at Voorheesville Army Supply Depot about 10 miles west of Albany Mr. Graham left the Capitol to cover it. Program Director Howard Maschmeier then rushed to the Capitol to watch for the announcement by Lt. Gov. Joe R. Hanley that he would seek the gubernatorial nomination. And all that day, Mr. Graham's successive interviews with a political correspondent and Gov. Dewey's secretary were taken by the telephone "beep", as was Mr. Graham's broadcast, later that day, from a building at the scene of the Voorheesville fire. On Monday morning Mr. Graham was back at Lt. Gov. Hanley's office in time for the official to announce his candidacy for the governorship—again via the telephone.

CALIFORNIA INDEPENDENT REGIONAL

$300,000

This regional independent—located in one of the major markets—is earning at the rate of 20% return on the investment price. Revenues and profits increasing with every indication that for some long time to come this condition will continue. The terms of a sale that the owner will accept would be $100,000 in escrow at signing of the contract, $100,000 on FCC approval and the balance out over four years.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

Curb Espionage

(Continued from page 24)

gressional committees are marking time following hearings on probes involving alien and/or un-American activities.

New evidence has been turned up by the 81st Congress in recent months to substantiate the FBI chief's warnings.

In the wake of demands for intensified top-level loyalty inquiries, at least one radio station already has called for anti-Communist pledges and others presumably may be expected to follow suit. Earle C. Anthony, president and general manager, KFI-AM-FM-TV Los Angeles, has asked the stations' staff members to sign loyalty oaths [BROADCASTING, June 12], thus following the path of Stewart-Warner, Chicago, radio-television and electrical manufacturer, which months ago took similar action in the equipment field.

Additionally, there has been growing concern in the labor union field where the CIO fortnight ago took action to oust American Communications Assn. and other left-wing unions from its ranks. Other unions, notably United Electrical Radio & Machine Workers (CIO), have moved to expunge Communist members from their rolls.

Hearings Concluded

Meanwhile, the House Un-American Activities Committee has concluded hearings on the Mundt-Ferguson-Nixon bill (S 2311) but has taken no action. The Senate Judiciary Committee had approved the upper chamber version, 12-1, and sent it to the Senate where the bill now pends.

The measure seeks to (1) make unlawful a conspiracy "to perform any act which would substantially contribute" to a U. S. totalitarian government; (2) require the Communist Party movement to operate "in the open"; (3) restrict international travel of American Communist members, and (4) deny government employment to American Communist members.

Communist political and front organizations would be required to register with the U. S. Attorney General in line with requirements governing registration of Republicans and Democrats.

Another bill (S 1832), designed to curb subversive activities among alien and national groups, also is on the Senate's agenda following extensive hearings by a Senate Judiciary immigration and naturalization subcommittee. Committee spokesmen expressed "hope" last week the Senate may take action before Congress adjourns.

Included in the committee's voluminous report, released the past fortnight, is a summary of activities of the Gdynia-American Line which, the committee charged, used two American foreign-language stations to spread Polish Communist propaganda [BROADCASTING, Feb. 20, Jan. 9].

Larry E. Kerley, identified as an editorial worker on the New York *Journal American,* told the subcommittee that a Max Bedacht, secretary of the International Workers Union, with a number of aliases, put two former Russian espionage agents in touch with Communist organizations and that he was a board member of People's Radio Foundation organized in 1944 to comprise "FM stations."

The purpose, he stated, was "to get a network for communicating their codes and espionage information." The foundation, he testified, numbered charter members who were "all Communists or Communist fronters."

Mr. Kerley also cited Millard Lampell and Norman Corwin, two writers in United Nations' Radio Division, as having been associated with Communist front organizations, and added that Sam Novick, whom he described as president of the Electronics Corp. of America which made radar equipment for the Navy during the war, and Eric Bernay, identified as president of the Keynote Recording Co., also had been "active in pro-Communist activities for many years."

The foundation and use of foreign-language programs also figured prominently in hearings before the House Un-American Activities Committee. It noted the Justice Dept. had cited the foundation as subversive and that the foundation had applied unsuccessfully to FCC for an FM license in 1945. It listed Messrs. Corwin and Lampell as among its sponsors.

With respect to foreign-language broadcasts, Matthew Cvetic, an undercover FBI agent working in Communist ranks, testified that he helped prepare scripts for broadcasts on WLOA Braddock, Pa., on behalf of the American Slav Congress. Programs were aired in Polish, Ukranian, Slavic and Croatian.

These claims were revealed in testimony and reports made public the past fortnight by both committees.

RADIO-TV MUST BE ON GUARD

'Red Channels' Warns of Communist Actions

RED CHANNELS. By American Business Consultants, New York. 213 pp. $1.

RADIO and television industry leaders must be on guard against Communists and their sympathizers infiltrating the radio, TV and allied fields, *Red Channels,* a report on Communist influence in radio and television, maintains.

The report was released this month by American Business Consultants, New York, who also publish *Counterattack,* an anti-Communist newsletter. It quotes testimony by J. Edgar Hoover, director of the FBI, before a Congressional committee in 1947, that the Communist Party now is concentrating more on radio and television as the media for propaganda rather than on printed media or the moving picture.

"The greater proportion of those in the broadcasting industry are of sturdy mind and sound patriotism," the report says. "Radio-TV has erred no more than other comparable fields." But, the report continues, while every safeguard must be used "to protect innocents and genuine liberals from being unjustly labelled," it is not too late "for those of the patriotic and intelligent majority to immediately undertake a suitable counter-attack."

This propaganda is disseminated in a number of ways, the report states, chief among them are dramatic shows and other radio-TV productions, joining of Communist fronts and participation by artistes in various movements.

Quoting an editorial from BROADCASTING, the report urges action and awareness of the threat by industry. The editorial, entitled "Double-Talk in Red" [BROADCASTING, Aug. 15, 1949], said in part:

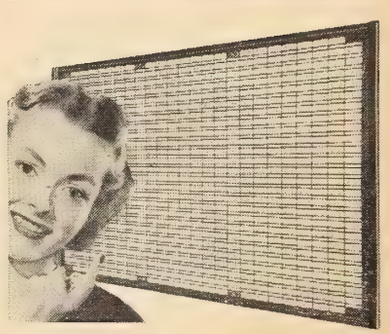
Communists and Communist sympathizers have no place on our air. It is the duty of the station licensee (and the network to which a portion of that responsibility necessarily is delegated) to ascertain that those who harbor views contrary to our form of government be denied access to our microphones. . . .

Specific Aims

The report charges specifically that the Cominform—or its agents—seek to gain the following in American radio and TV: (1) channels, (2) financial support, (3) prestige by association of prominent stars or artistes with Communist front organizations, and (4) increasing domination of the airwaves for use in time of emergency.

Red Channels also publishes a list of names and organizations associated in some manner with the industry to show a number of people have lent their names—knowingly or unwittingly—to alleged Communist Party or front organizations.

Earlier this month, KFI-AM-TV Los Angeles instituted what is believed to be the first instance of a broadcast licensee requiring a loyalty oath from station employes [BROADCASTING, June 12]. Station management asked all employes, from executive to janitor, to sign an oath disclaiming membership in the Communist Party or subversive groups.



"LOOK . . . Here's Your Answer"
The BOARDMASTER Tells You at a Glance

Save time and prevent errors with the BOARDMASTER Visual Traffic Control. Across-the-Board at a Glance—All Programs and Announcements in proper sequence—spotlighted by Color.

Accommodates 18 or 20 hours daily, 7 days a week. Type or write on quarter hour segment and stationbreak cards, post on board. Simple system, easy to maintain.

COMPACT & ATTRACTIVE
Size, 24"x38½" — correct size for 100% visibility. Permanently constructed of Aluminum with black finish. Precision workmanship. Weight, 9 lbs. Immediate delivery.

FULL PRICE $49.50 WITH CARDS

TESTED AND ACCEPTED: The BOARDMASTER system is used by over 1800 AM, TV and FM stations.

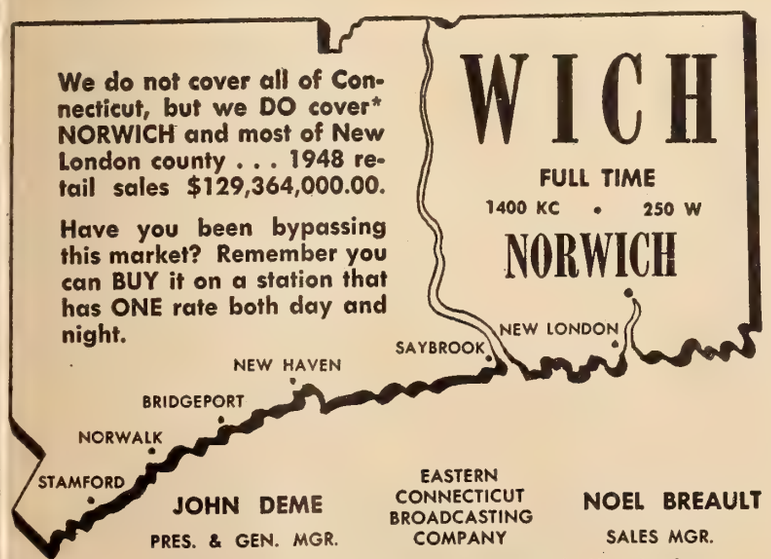
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GRAPHIC SYSTEMS
55 West 42nd St., New York 18

We do not cover all of Connecticut, but we DO cover* NORWICH and most of New London county . . . 1948 retail sales $129,364,000.00.

Have you been bypassing this market? Remember you can BUY it on a station that has ONE rate both day and night.

WICH
FULL TIME
1400 KC • 250 W
NORWICH



JOHN DEME
PRES. & GEN. MGR.

EASTERN CONNECTICUT BROADCASTING COMPANY

NOEL BREAULT
SALES MGR.

*You'd be surprised at our coverage in New London.

FCC Actions

(Continued from page 74)

Applications Cont.:

from 1220 kc 250 w D to 1340 kc 250 w unl.

AM—1450 kc

WHFC Cicero, Ill.—CP to change studio location from 6138 W. Cermak Rd. to 3350 S. Kedzie Ave., Chicago.

AM—1090 kc

KAUS Austin, Minn.—CP AM station to change from 1480 kc 1 kw unl DA-2 to 1090 kc 10 kw DA-N.

June 22 Decisions . . .

BY COMMISSION EN BANC

Petition Granted

KCBS San Jose, Calif.—Granted petition insofar as its requested reinstatement of application for CP increase power on 740 kc fulltime from 5 kw to 50 kw; withheld action on reinstated application as amended pending final determination on Commission's initial ruling to deny bid of Pacifica Foundation for 1 kw D on 710 kc at Richmond, Calif.

Petition Denied

WAVL Apollo, Pa.—Denied petition of WAVL for reconsideration and grant without hearing of its application to change facilities from D to unl., using 100 w-N and make changes in ant.; scheduled hearing in this proceeding, heretofore continued indefinitely, for Nov. 24 at Washington.

Hearing Scheduled

WJVA South Bend, Ind.—Set Aug. 7 and South Bend as time and place for hearing on application for renewal of license which on May 23 had been designated for hearing.

STA—International

WRUL Scituate, Mass.—Extended STA for period ending Sept. 30 for this international station (formerly WRUW) to operate with power up to 80 kw during periods of its day when broadcasting under Dept. of State direction.

International

Grant CPs to NBC, CBS and Crosley Bcstg. Corp., licensees respectively of international broadcast stations KRCA (1-2) Dixon, Calif.; KCBR (1-3) Delano, Calif., and WLWO (1-8) Mason and Bethany, Ohio, to make antenna modifications which do not involve electrical problems or change licensed facilities of these stations in programming for Dept. of State.

Hearing Designated

WVET Rochester, N. Y.—Designated for hearing at Rochester on Aug. 14 application for consent to transfer control of licensee corporation from William O. Boswell Jr. and 19 other stockholders to Security Trust Co. of Rochester.

Modification of CP

WMAY Springfield, Ill.—Granted mod. CP change trans. location, specify studio location, and make changes in DA-D; engineering cond.

Hearing Designated

WKBZ Muskegon, Mich.—Ordered hearing in Washington Nov. 17 on application to increase power 850 kc from 1 to 5 kw, change DA and install new trans.; made KOA Denver and WJW Cleveland parties.

WTAD Quincy, Ill.—Designated for consolidated hearing with application of KWOC Poplar Bluff, Mo., application of WTAD to increase D power from 1 kw to 5 kw and install new trans., operating unl. on 930 kc, and made KIOA Des Moines party to proceeding with reference to WTAD only; and WKY Oklahoma City party with reference to KWOC only. Hearing scheduled Sept. 6.

Lakewood Bcstg. Co., Dallas, Tex.—Denied petition for reconsideration and grant without hearing of application for new station 1480 kc 1 kw unl. DA and ordered that consolidated hearing involving above application and those of KVOL Lafayette, La., and KRMD Shreveport, heretofore indefinitely continued, commence Nov. 20 in Washington.

Modification of License

WMBG Richmond, Va.—Granted mod. license for utilization of existing FM-TV tower for D non-directional AM operation; subject to engineering cond. and agreement by applicant to satisfy all legitimate complaints of blanket interference within 250 mv/m contour.

Extension Denied

WBMS Boston—Denied application for extension of completion date to construct new ant. tower; gave applicant 20 days to request hearing.

Extension Granted

KWBB Wichita, Kan.—Set aside action of April 21 in denying application for extension of completion date and granted said application extending to Oct. 10 time to complete construction.

Hearing Designated

Marshall Fromby, Spur, Tex, and Dalrad Assocs., Memphis, Tex.—Designated for consolidated hearing in Washington Nov. 24 application of Formby for new station 1260 kc 250 w D with application of Dalrad for new station 1260 kc 500 w D.

KREI Farmington, Mo., and Pyramid Radio Bcstg. and Television Co. Inc., West Frankfort, Ill.—Designated for consolidated hearing in Washington Nov. 27 application of KREI to change from 1350 kc to 800 kc, using 1 kw D, and application of Pyramid for new station 800 kc 1 kw D; made KXIC Iowa City, Iowa, party.

KSMI Seminole, Okla.—Designated for hearing in consolidated proceeding with applications of KWHK Hutchinson, Kan. et al, to be held July 18 at Hutchinson, and July 21 at Wewoka, Okla., application of KSMI to change power and hours from 500 w D to 1 kw unl., install DA-2 and change trans. and studio locations from Seminole to Wewoka, Okla.; made KHBG Okmulgee party with reference to KADA only, and made KAKE Wichita, Kan., party with reference to KWHK only.

South St. Paul Bcstg. Co., South St. Paul, Minn.—Commission on own motion amended order of May 10 designating for hearing application of South St. Paul Bcstg. Co. by deleting Issue No. 1 therefrom.

License for CP

WBAP-FM Ft. Worth, Tex.—Granted license to cover CP for Class B FM station; 100.5 mc 50 kw 435 ft. ant.

Waiver Denied

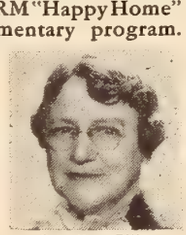
KOB-TV Albuquerque, N. M.—Denied request for waiver of Sec. 3.661 (a) of rules to permit it to operate 12 hours weekly instead of minimum 16 required in present operating period.

Prairie Bcstg. Co., Beaver Dam, Wis.—Designated for hearing in Washington Nov. 14, application for new station 740 kc 250 w D and made WGN Chicago party.

Beach Bcstg. Co., New Smyrna Beach, Fla.—Ordered hearing in Washington Nov. 16 on application for CP new station 1230 kc 250 w unl.; made WGGG Gainesville, Fla., and WONN Lakeland, Fla., parties.

Available!*

Caroline Ellis, talented 15-year veteran radio personality, directs the KMBC-KFRM "Happy Home" women's commentary program. Gifted with a wonderful voice and a rich background, Caroline Ellis is one of the best known woman broadcasters. Repeatedly, her program has the highest rating of any woman's program in the Kansas City Primary Trade area.



Caroline Ellis

Caroline is sponsored by the Celanese Corporation of America, and has just completed a successful campaign in behalf of a regional advertiser, with seasonal business.

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*Available Tuesday and Thursday.

KMBC of Kansas City

KFRM for Rural Kansas

FCC roundup

New Grants, Transfers, Changes, Applications



Box Score

SUMMARY TO JUNE 2

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,137	2,116	178		301	277
FM Stations	698	498	237	3*	18	13
TV Stations	105	40	69		352	182

* Two on the air.

* * *

Docket Actions . . .

OPINIONS AND ORDERS

North Cambria Bcstrs. Inc., Barnesboro, and WVAM Altoona, Pa.—By memorandum opinion and order dismissed petition of WVAM requesting application of North Cambria Bcstrs. be designated for hearing. Granted North Cambria CP for 500 w day only on 950 kc; conditions. WVAM based protest of grant to North Cambria on grounds it already renders service to Barnesboro (3,831 pop.) and maintains auxiliary studio in that city. FCC ruled WVAM does not give primary service to Barnesboro. Order June 22.

WIBK Knoxville, Tenn.—By order dismissed as moot petition requesting reconsideration of FCC action Aug. 11, 1949, dismissing as moot application for consent to transfer control from J. Harold Smith and Myrtice Rhodes Smith to James T. Cox Jr. and C. L. Schenck. FCC has denied license to WIBK. Order June 22.

WFCB Dunkirk, N. Y.—By memorandum opinion and order modified CP to enable WFCB to employ directional antenna daytime subject to proof of performance and extended program test authority for 30 days. Dismisse as moot petition of WBNY Buffalo fo rehearing of Dec. 15, 1948 order grant ing WFCB's original CP for 1410 k with 500 w unlimited. Comrs. Hyd and Sterling favored special servic authorization as requested by WFCB See story this issue. Order June 22.

WDMJ Marquette, Mich.—By mem orandum opinion and order denied pe tition of WEBC Duluth, Minn. request ing that application of WDMJ to chang from 1340 kc, 250 w unlimited to 132 kc, 1 kw unlimited DA-N be set fo hearing and granted application o WDMJ. Order June 22.

Non Docket Actions . . .

AM GRANTS

Oskaloosa, Ia.—Oskaloosa Bcstg. Co. granted new station on 740 kc, 250 w day. Estimated construction cost $30, 500. Principals include: Everett G Wenrick, partner in shoe store in Oska loosa and Segourney, president 20% E. B. Seeger, 33⅓% interest Seege Auto Supply Co., vice president 6 plus; Don Hemphill owner Canary Cot tage Restaurant, treasurer 10%; P. M Day, physician and surgeon, 10%; Clar ence Powers, mortician and 50% owne Powers funeral home, 50% interest i 2 farms, 10%; Lyman A. Abbott, owne Abbott's Radio & Television shop, 2% C. C. Kitchen, optometrist, 5%; Cath erine E. Raetz, housewife, 5%; Harol E. Fleck, attorney and 66⅔% interes in firm of Fleck & Jones. 19% of stoc is retired to treasury. No program test to be authorized until KSTT Davenpor ceases operation on 750 kc. Grante June 22.

Jonesboro, Ark.—Radio Jonesbor Inc., granted new station on 970 k 1 kw unlimited. Estimated constructio cost $24,092. Principals include: A. I Hendrix, 98% owner Al Hendrix Motor and ⅓ owner Court Square barbe shop; R. H. Holbert, 50% owner Hote Noble; H. B. Wall, 50% owner Wall Dept. Store; Curtis V. McKinney, cash ier Citizen's bank; Herbert J. Parker 33⅓% owner Parker Motor Co.; Merr M. Crall, 28% interest City Drug Store ⅓ owner Snyder Drug Co.; James F Lyons, ⅓ owner Jonesboro Sportin Goods; Neal B. Bunn, director Jones boro high school band; and Earl Young manager Malco Theatres in Jonesbor and owner Young Candy Co. Grante June 22.

Lexington, Neb.—Nebraska Rural Ra dio Assn. granted new station on 101 kc, 25 kw day, directional. Principal

June 22 Applications . . .

ACCEPTED FOR FILING

License for CP

KVMC Colorado City, Tex.—License to cover CP new AM station.

WTMV-FM East St. Louis, Ill.—License to cover CP new FM station.

Modification of CP

KWPC-FM Muscatine, Iowa—Mod. CP new FM station for extension of completion date.

FM—89.9 mc

WIUC (FM) Urbana, Ill.—CP make changes in existing non-commercial FM station to change frequency to 89.9 mc, power to 50 kw.

License Renewal

Applications for license renewal were filed by following AM stations: WJHO Opelika, Ala.; WDWS Champaign, Ill.; WHDF Houghton, Mich.; KTRC Santa Fe, N. M.

APPLICATION RETURNED

License Renewal

WCOH Newnan, Ga.— RETURNED application for license renewal.



in association include: J. A. Person, land owner, farming and stock raising, president; I. A. Burns, owner Golden Rule Farms and Flying B. Farms, vice president; Max Brown, Nebraska Co-operative Council, secretary-treasurer; A. T. Boom, Consumers Cooperative Propane Co., Sutton, Neb., manager; W. W. Peterson, Farmers Elevator Co.; F. L. Philips, Alma Cooperative Equity Co., Alma, Neb., and D. O. Stelk, farming. Permittee has more than 20 certificate holders. See story Broadcasting, June 27, 1949, page 41. Granted June 23.

New Rochelle, N. Y.—New Rochelle Bcstg. Service, granted new station 1460 kc, 500 w, day. Estimated construction cost $20,288. Julian H. Gins, sole owner is president and owner of New Rochelle Bcstg. Service Inc., license of WGNR (FM) New Rochelle. Granted June 22.

KWBG Boone, Ia.—Granted increase in hours of operation from 1 kw day to 1 kw day 500 w night, directional night, on 1590 kc. Granted June 22.

KNPT Newport, Ore.—Granted change in facilities from 1230 kc, 250 w unlimited to 1310 kc 1 kw unlimited, directional night. Granted June 22.

KWIE Kennewick, Wash.—Granted switch in facilities from 1230 kc, 250 w unlimited to 610 kc 1 kw unlimited, DA-N. Granted June 22.

WEED Rocky Mount, N. C.—Granted switch in facilities from 1450 kc, 250 w unlimited, to 1390 kc, 1 kw unlimited DA-DN. Granted June 22.

WKNK Muskegon, Mich.—Granted increase in power from 1 kw unlimited to 5 kw day, 1 kw night on 1600 kc. Granted June 22.

WPAB Ponce, P. R.—Granted switch in facilities from 1370 kc, 5 kw unlimited to 550 kc, 5 kw day, 1 kw night. Granted June 22.

OPERATIONS SUSPENDED

KWBM Williston, N. D.—Granted request to remain silent for period of 90 days from June 22, pending refinancing and reorganization. Action June 22.

KSTV Stephensville, Tex.—Granted authority to remain silent for 90 days from May 22. Action June 22.

FM GRANTS

Mesa, Ariz.—Sun Valley Bcstg. Co., granted Class B FM station, Chan. 284 (104.7 mc), 50 kw, ant. 140 ft. Estimated construction cost $18,016. Sun Valley is licensee of KTYL AM outlet at Mesa. Granted June 22.

Lexington, Ky.—American Bcstg. Corp., granted new Class B FM station, Chan. 233 (94.5 mc), 2.95 kw, ant. 320 ft. ABC is licensee of WLAP AM outlet at Lexington. This is reinstatement of previously held CP. Granted June 22.

ALLOCATION PLAN AMENDED

Adopted order amending Revised Tentative Allocation Plan for Class B FM station to add Chan. 284 to Phoenix, Ariz. and delete Chan. 275. Deleted Chan. 284 from Prescott, Ariz. and add Chan. 241.

TRANSFER GRANTS

KSWA Graham, Tex.—Granted assignment of license from George W. Smith Jr., Clay E. Thompson Jr., Harold V. Newsom and Guy C. Hutchison, partnership d/b as Graham Bcstg. Co., licensee, to new corporation Southestair Inc., composed of same partners with exception of Mr. Smith, who sells his 53.332% for $8,850. Newcomer corporation is Noel E. Thompson who buys 10%. Holdings are now: C. L. Thompson 70%; Mr. Newsom 10%; Mr. Hutchison 10%. KSWA operates with 500 w day on 1330 kc. Granted June 22.

WMSL Decatur, Ala.—Granted acquisition of control in Tennessee Valley Bcstg. Co. Inc., licensee, by Frank Whisenant through purchase of 63% of stock from Mutual Savings Life Insurance Co. for $25,600. Mr. Whisenant is on board of directors of Mutual Savings and 2% stockholder. WMSL is assigned 250 w fulltime on 1400 kc. Granted June 22.

KMED Medford, Ore.—Granted assignment of license from Mrs. W. J. Virgin, licensee, to Radio Medford Inc. for consideration of $290,000. Principals in new corporation include: H. B. Murphy, stockholder in Pinnacle Packing Co. Inc. (fruit growers, packers, storage, etc.), treasurer 20%; Dwight Findley, physician and surgeon, assistant treasurer 20%; V. J. Robinson, 1/3 interest Daniels-Robinson Ins. Agency, president 10%; B. L. Lageson, dentist, assistant secretary 20%; J. L. DeArmond, 50% owner Ross & DeArmond Lumber Co. Inc., vice president 10%; William M. McAllister, attorney and 51% stockholder in Medford Tank Lines, secretary 10%. KMED operates with 5 kw day, 1 kw night on 1440 kc. Granted June 22.

KCSJ Pueblo, Col.—Granted transfer of control in Star Bcstg. Co. Inc., licensee, from Frank S. Hoag Jr. to KMYR Bcstg. Co. for $35,000. KMYR Bcstg. is licensee of KMYR Denver. F. W. Meyer is president and 50.2% owner transferee. KCSJ is assigned 1 kw fulltime on 590 kc, directional. Granted June 22.

WTWT Stevens Point, Wis.—Granted assignment of license from Evans Radio Co., licensee, to Stevens Point Bcstg. Co. for $54,000. Principals in Stevens Point Bcstg. include: William F. Johns Sr., 20% owner Ridder-Johns Inc., Chicago, 15% interest WOSH Oshkosh, Wis., president 6 3/22%; William F. Johns Jr., 55% owner WOSH, vice president 2 21/22%; Ryland J. Rothschild, in real estate and mortgage loan business, 9 1/11%; Roland J. Faricy, partner in Faricy, Burger and Moore, law firm and holder of real estate, 9 1/11%; Harry D. Lovering, 60% owner Lovering Construction Co., and owner Lovering Equipment Co., 9 1/11%; Fred W. Renshaw, night supervisor ABC Chicago, 9 1/11%; Skellet Inc., holder of real estate and various stock for corporate investment, 9 1/11%; Walter F. Villaume, 50% interest in Minnesota Macaroni Co., 9 1/11%; Byron E. Calhoun, 40% owner Cambridge-Radisson Co., Minneapolis hotel; Warren E. Burger, member law firm Faricy, Burger and Moore, 9 1/11%; Wendell H. Smith, vice president Famous Brands Inc. (foor distributors) 18-2/11. WTWT is assigned 250 w day, 1010 kc. Granted June 22.

WMMJ Peoria, Ill.—Granted assignment of license from Julian B. Venezky, receiver for bankrupt WMMJ to WPEO Inc. for $15,000. Principals in new corporation include: J. R. Cary, 25% owner Cary Motor Co. (Ford dealers), Madisonville, Ky., 50% owner Acme Loans Inc. and 50% owner of farm, president 33⅓%; Ned Trent, stockholder in Cary Motors, vice president 33⅓%; T. E. Brewer, general and commercial manager WCIF Madisonville, vice president 33⅓%; J. Chase Scully Jr., attorney and director Peoria Malleable Casting Co., no stock interest. WMMJ is assigned 1 kw day on 1020 kc. Granted June 23.

KSIJ Gladewater, Tex.—Granted assignment of license from Barnes H. Broiles, Carl B. Everett, John Ben Sheppard, Thomas C. Unis and Henry Wade d/b as The Gladewater Bcstg. Co. to Taylor W. Lee, with same firm name. Mr. Lee assumes expenses of transfer and outstanding debts and accounts payable. Mr. Lee has extensive business interests including oil operations, president and 98% owner VaLee Canning Corp., VaLee Gin Co., and Red Gate Gin Co., 50% interest Raymondville Gin Co., Raymondville. KSIJ is assigned 1 kw day on 1430 kc. Granted June 22.

WEAT Lake Worth, Fla.—Granted assignment of license from Robert W. Rounsaville, licensee, to Warren H. Brewster for $60,000. Mr. Brewster owns 29% WLNH Laconia, N. H. which he plans to sell. Other business interests include 33% Brewster Hotel Corp. WEAT is assigned 250 w fulltime on 1490 kc. Granted June 22.

WROL-AM-FM Knoxville, Tenn.—Granted assignment of licenses from S. E. Adcock d/b as Stuart Bcstg. Co., licensee, to new firm Mountcastle Bcstg. Co. Inc. for $301,294. Paul Mountcastle is president and 100% owner of firm. He is president of Life and Casualty Ins. Co. of Tenn., and less than 25% stockholder, president and 21% interest Fireproof Storage and Van Co. and other business interests. Paul Mountcastle Jr. is treasurer of corporation and W. H. Linebaugh, business manager of WROL, is vice president. WROL is assigned 5 kw fulltime, directional on 620 kc. Granted June 22.

WWON-AM-FM Woonsocket, R. I.—Granted assignment of license from Associated Electronics Enterprises, licensee, to Woonsocket Bcstg. Co., for $70,000. Principals in Woonsocket Bcstg. include: Millicent S. Palmer, president; Andrew P. Palmer, publisher Woonsocket Call (daily paper), vice president; Esther P. Hudson, treasurer and director the Evening Call and director Buell Realty Co.; Harriet B. Hudson, treasurer and director of the Evening Call and director of Buell Realty; Florence H. Palmer; Chas. W. Palmer and C. Leroy Kettlety. Evening Call owns all stock of the Woonsocket Call. WWON is assigned 250 w fulltime on 1240 kc. Granted June 22.

WKPA New Kensington, Pa.—Granted transfer of control in Allegheny Kiski Bcstg. Co., licensee, from Frank Recco to Cooper family presently stockholders. Mr. Recco sells 139 shares for $10,000. Transfer brings holdings of the Coopers to 54.9%. WKPA is assigned 250 w day on 1150 kc. Granted June 22.

WFRL Freeport, Ill.—Granted transfer of control in Freeport Bcstg. Co. Inc., through transfer of 1 share of stock from Mrs. Barker to Vincent S. Barker (husband). Prior to transfer each held 50% of stock but felt that Mr. Barker as active manager should have control. WFRL is assigned 1 kw day on 1570 kc. Granted June 22.

KFRC San Francisco—Granted transfer of Thomas S. Lee Enterprises Inc., d/b as Don Lee Bcstg. System to Thomas S. Lee heir (2) granted transfer from Thomas S. Lee heir to Lewis Allen Weiss and Willet H. Brown as co-guardians for Thomas S. Lee (3) granted transfer from Mr. Weiss and Mr. Brown to Ben H. Brown, special administrator of estate of Thomas S. Lee, deceased. No monetary consideration is involved. Transfers involve AM stations, KFRC San Francisco assigned 5 kw fulltime on 610 kc; KGB San Diego assigned 1 kw fulltime on 1360 kc; KDB Santa Barbara 250 w fulltime on 1490 kc; KHJ Los Angeles, assigned 5 kw fulltime on 930 kc; and KHJ-FM Los Angeles. Granted June 22.

KDAL on 24 Hours

KDAL Duluth, Minn., owned and operated by Red River Broadcasting Co., went on a 24-hour daily schedule June 11. Announcer Bob Daniels is handling the CBS outlet's *Daniels in Duluth* all night show. KDAL operated with 5 kw on 610 kc.

New Applications . . .

AM APPLICATIONS

Walnut Ridge, Ark.—Southern Baptist College Bcstg. Service, 1320 kc, 1 kw day. Estimated construction cost $9,300. Applicant is a non-profit incorporated educational institution. Principals include; President of the board Fred Carter, engaged in banking, cotton ginning and farming; H. E. Williams, president Southern Baptist College and Ben H. Lincoln, teacher, secretary. Filed June 19.

Sidney, Neb.—Sidney Bcstg. Co., 1540 kc, 250 w day. Estimated construction cost $10,650. Principals include: William C. Grove, general manager and 16% owner KFBC Cheyenne, Wyo., 11% interest KCSJ Pueblo, Col., 25% KRAL Rawlins, Wyo., and has application pending for new station at Denver, Col., 50%; Lewis W. Grove, manager of Denver branch of Mine and Smelter Supply Co., and minor stockholder, 50%. Filed June 21.

Fort Valley, Ga.—Peach Belt Bcstg. Co., 1150 kc, 1 kw day. Estimated construction cost $15,950. Principals in Peach Belt include: Ed Stevens, 20.6% interest Stevens Industries Inc., president and 50% owner WDWD Dawson, Ga., president and 40% owner WGRA Cairo, Ga., president 26⅔%; Hattie interest WGRA, 10.43% interest in Stevens Industries, vice president 13⅓%; Geise Dozier, vice- president and 6.98% owner Stevens Industries, vice president and 3⅓% interest E. Williams, vice president and 16⅔% WGRA; Ed G Young, 3⅓% and William C. Woodall, 50%, owner WDWD, 33⅓% WGRA, secretary 26⅔%. Filed June 22.

TRANSFER REQUESTS

WGRY Gary, Ind.—Assignment of CP from George M. Whitney, Carolina L. Whitney and Fredrik K. Feyling d/b as Steel City Bcstg. Co. to WGRY Inc., a new corporation of same partners. Due to illness in the family Mr. Feyling decreases his holdings to 8.57% and George and Carolina Whitney increase theirs to 45.715% each. Partners prefer corporate form of operation. WGRY is assigned 500 w day on 1370 kc. Filed June 19.

WLTR Bloomsburg, Pa.—Assignment of license from Bloom Radio Inc., licensee, to Harry L. Magee d/b as Bloom Radio. Mr. Magee desires to operate as sole owner rather than owner of all stock. WLTR is assigned 1 kw day on 690 kc, directional. Filed June 19.

WDSG Dyersburg, Tenn.—Acquisition of control in State Gazette Bcstg. Co., licensee, by Russell M. D. Bruce and A. L. Ward through purchase of 33 sh. of stock for $7,000 from S. D. Wooten Jr. Sale of stock took place in December 1949 and transfer is filed to conform to FCC regulations. WDSG is assigned 250 w fulltime on 1450 kc. Filed June 21.

WKNX Saginaw, Mich.—Assignment of license from O. J. Kelchner, William J. Edward and Howard H. Wolfe d/b as Lake Huron Bcstg. Co., licensee, to Lake Huron Bcstg. Corp., new corporation in which original partners still retain ⅓ interest each. WKNX is assigned 1210 kc, 1 kw day. Filed June 19.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Acuff Rose

M-I-S-S-I-S-S-I-P-P-I

On Records: Kay Starr—Cap. 1072; Ella Fitzgerald—Dec. 27061; Red Foley— Dec. 46241; Bill Darnel—Coral 60220; Bradford & Romano —Vic. 20-3808; Art Mooney—MGM 10721; Jack Pleis—Lon. 693.

On Transcription: Jack Rivers—Standard

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Sell

Ohio's third largest market

with

WFMJ

5,000 watts AM

and

50,000 watts FM

WFMJ

1390 AM – 105.1 FM

Youngstown, Ohio

Headley-Reed Co.,

national representatives

At Deadline...

WESTERN UNION OFFERS TV TARIFF CHANGES

POSSIBLE completion of TV interconnection hearing before FCC seen by next week, earlier than previously expected, as Western Union offered proposed tariff modifications Friday after finish of AT&T cross examination (early story page 65). Same broadcasters interrogated previously to be recalled Thursday for conclusion of proceeding [TELECASTING, May 8].

Col. J. Z. Miller, Western Union director of research, testified that after final ruling on interconnection WU will amend its tariff to (1) drop provision for one-year minimum contract and substitute charge when terminal equipment is installed or removed from customer's premise, (2) include provision for occasional or seasonal service at "appropriate rates to be determined later," and (3) furnish one-way channels in addition to present reversible channels offer, also at rate to be determined. He also indicated Western Union will try to meet all other requirements of broadcasters which "may materialize from time to time."

Broadcasters to be recalled include: Adrian Murphy, CBS vice president and general executive; Rodney K. Chipp, director of engineering, DuMont Television Network; Ernest Lee Jahncke Jr., vice president in charge of stations, ABC; William S. Hedges, NBC vice president in charge of integrated services; J. R. Poppele, vice president in charge of engineering, WOR-AM-TV New York and WOIC (TV) Washington.

ASCAP-TV MEETING

MEETING of TV broadcasters committee Friday in New York with an ASCAP group to continue negotiations over terms of per program licenses for use of ASCAP music on TV was "amicable but produced little progress," according to one of participants. Counsel Stewart Sprague for broadcasters and Herman Finkelstein of ASCAP will continue discussions pending another get-together of two committees. (See NAB board story page 19).

WMAW REVAMPS GIVEAWAY

WMAW Milwaukee revising format of Lucky Social Security Numbers giveaway after receipt of letter Thursday from Milwaukee District Attorney saying scheme constitutes lottery (see story page 47). Roth Appliance Distributors, which began sponsorship last Monday, plans to keep show on air. Agency, H. Ellis Saxton, Milwaukee.

JOHN FOX JOINS AGENCY

JOHN FOX, formerly business manager of sales promotion department of CBS, has joined William Douglas McAdams, New York agency, as director of production.

FCC STAND ON WITNESS HIT

LETTER requesting FCC's reason for supporting its star witness, Clete Roberts, in investigation of news policies of G. A. (Dick) Richards' stations (see story page 26), reported sent to Commission Friday by Reps. Anthony F. Taurello (D-N. Y.), Hugh J. Addonizio (D-N. J.) and Peter W. Rodino Jr. (D-N. J.). Mr. Roberts has been attacked by Congressmen for his views on people of Southern Italy [BROADCASTING, June 19; also see story page 51].

INDUSTRIAL LEADERS LAUD RADIO AT KY. MEET

RADIO is "key in revitalized program of industry to tell its story," Louis J. Bowse, managing director of Associated Industries of Ky., declared Friday at closing sessions of Kentucky Broadcasters Assn. (earlier story page 21). "Industry long has recognized radio as one of basic techniques of any good public relations program," he said. "We are depending upon radio as medium of communication to get the story of business before public."

Willis Munro, advertising manager of Ashland Oil & Refining Co., one of Kentucky's largest oil operators, lauded broadcasting for its "mighty fine selling job." He asserted impact of a few powerful blows by radio is better than many light taps in other media.

Simultaneously, Ashland Oil announced that, beginning July 1, it will sponsor half hour quiz show on 30 Kentucky stations. Program will be devoted to Kentucky's history, geography, sports, literature and music, and will originate in 13 Kentucky cities. Ashland Co. broadcast 12 quarter-hour programs on 28 stations last year. New show is titled *Know Kentucky Better and You'll Love Her More.*

NEW RTMA COMMITTEE HEADED BY BALCOM

NEW reorganization committee named by Radio-Television Mfrs. Assn. president, R. C. Sprague of Sprague Electric Co., to carry out plan to revamp association, including proposal to retain salaried president. Prompt meeting of group, which replaces committee that expired at recent RTMA convention, asked by President Sprague.

Chairman of new committee is Max F. Balcom, Sylvania Electric Products, ex-RTMA president. Other members are: J. J. Kahn, Standard Transformer Corp., chairman of expired committee; Benjamin Abrams, Emerson Radio & Phonograph Corp.; Dr. W. R. G. Baker, General Electric Co.; William Balderston, Philco Corp. (L. F. Hardy, alternate); W. J. Barkley, Collins Radio Co.; Frank M. Folsom, RCA (F. B. Elliott, alternate); Paul V. Galvin, Motorola Inc.; Arie Liberman, Talk-A-Phone Co.; W. A. McDonald, Hazeltine Electronics Co.; E. F. McDonald Jr., Zenith Radio Corp. (H. C. Bonfig, alternate); Leslie F. Muter, Muter Co.; A. D. Plamondon Jr., Indiana Steel Products Co.; Robert C. Tait, Stromberg-Carlson Co.

Dr. Baker was appointed chairman of RTMA's Television Committee, succeeding Mr. Balcom. John W. Craig, Crosley Division of Avco Mfg. Corp., and Raymond C. Cosgrove, RTMA past president, also named to committee.

WGN GETS TV SITE

WGN Chicago late Friday signed an exclusive five-year contract with Chicago Fair officials to operate TV center along lakefront site for three months each summer. Contract signed by WGN General Manager Frank P. Schreiber and Crosby M. Kelly, executive director of fair, which is outgrowth of Railroad Fair of past two years.

SHEA TO CECIL & PRESBREY

DAN E. SHEA, formerly with Lever Brothers and Armour & Co., has joined Cecil & Presbrey, New York, as director of merchandising.

Closed Circuit

(Continued from page 4)

VHF-UHF allocations—in time for "thaw" this year, as hoped for. It's doubtful FCC can move that fast.

TWO Dancer-Fitzgerald-Sample accounts, Falstaff Beer and General Mills, understood to be interested in pro and college football broadcasts on MBS, which will probably be extension of baseball's game of the day idea.

EVEN before NAB members are polled for convention views it's obvious that next meeting will have plenty of workshop programming to spice high-level talks. First scanning of sites included Houston, Miami and Cleveland but hotel facilities and accessibility are problems. New York, Chicago and Washington still mentioned. When NAB board next meets in mid-November, it's good bet that site will be Sea Island, Ga.

WILLIAM H. WEINTRAUB Co., New York, preparing spot announcement campaign for *Flair* magazine on both July and August issues.

FCC giving thought to legislation permitting it directly to specify standards for both FM and TV receivers because of serious oscillator interference situation, particularly with respect to CAA's new omni-directional radio range system. Unless manufacturers come up with "oscillation killer," FCC may go direct to Congress at this session.

RE OSCILLATOR radiation problem, RCA-Victor already has moved to suppress interference through revision of circuitry in its TV receivers. Beginning in September, its new line will entirely suppress low-band emissions (Channels 2 through 6) and will reduce interference in upper end covering Channels 7 through 13. Higher frequencies more difficult to control.

WHILE industry committee has had no answer from AFM head, James Petrillo, on request for discussion of terms for TV musical films, general impression is that he does not like flat fee for overall musical film rate and 50% for TV use only any more than committee likes movie scale plus royalty deal AFM has made with Gene Autry and few others. Committee probably to meet soon to make plans for pressing negotiations with AFM executives.

ORIGINAL plan to keep NAB general manager chained to Washington desk likely to be relaxed when membership drive gets under way. It's expected William B. Ryan will take to road for personal selling in major trouble areas, now that board appears convinced headquarters operation is starting to roll in business-like manner.

PROSPECTS for House committee action on Senate-passed McFarland Bill (S-1973) to reorganize FCC procedures are brightening. Chairman Robert Crosser (D-Ohio) of House Interstate & Foreign Commerce Committee plans meeting with key committeemen this week on subject of hearings. NAB and networks pushing for action.

CHANGES expected in lineup of Canadian network programs this fall, according to present inquiries and bookings. More daytime programs contemplated on both Trans-Canada and Dominion networks. Important evening commercial programs expected to change times.

FASTEST GROWING TV MARKET

Ownership of TV sets within the WLW-Television area has increased more than 600% in the last year. During a recent four-months' period, growth of set owners *more than doubled* the national rate—totaling 268,000 (unduplicated) as of June 1st. It's the 2ND LARGEST TV MARKET IN THE MIDWEST . . . 6TH LARGEST IN THE NATION.

REACHED MOST EFFECTIVELY

Videodex Reports for May prove that the three micro-wave-linked Crosley Stations—WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus —offer the best method of reaching this important TV market. WLW-Television has an average Share of Audience of *47.5% from 11 A. M. to 11 P. M. seven days a week,* as compared to an average of 31.5% for the five other stations located in the WLW-Television area!

AT LOWEST COST

On a cost-per-thousand basis, WLW-Television reaches this large audience *at lower cost than any other combination* of the eight TV stations located in these three cities. ACT NOW to take advantage of the present low rates. For complete information, contact any of the WLW-TV Sales Offices in New York, Chicago, Hollywood, Cincinnati, Dayton, or Columbus.

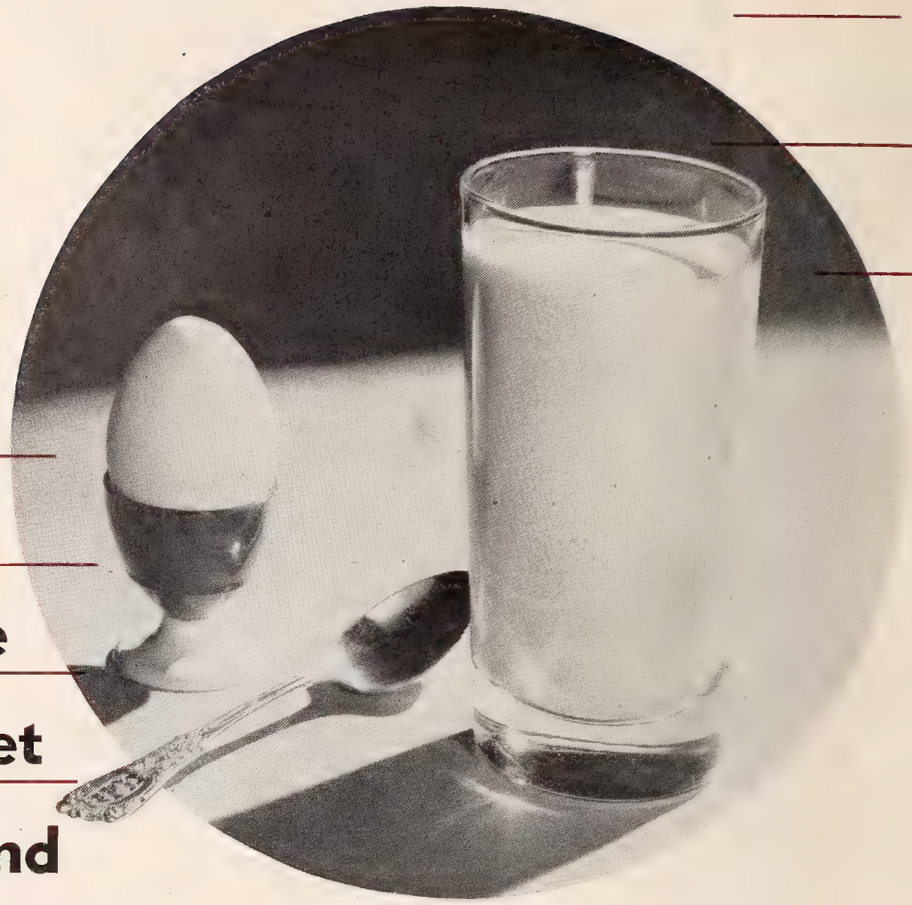
ON WLW-TELEVISION . . .

WLW-T
CINCINNATI

WLW-D
DAYTON

WLW-C
COLUMBUS

Television Service of the Nation's Station • Crosley Broadcasting Corporation



To an account executive with radio budget problems and an ulcer

Perhaps you have never smelled the fragrance of new-mown hay tedding on rolling acres, or watched the clean steel of a plow slipping through the fertile black soil of Iowa. Antonin Dvorak made powerful music for the *New World Symphony* from such ingredients. We, more interested in powerful buying power, prefer to hear the music made by the seasonal *finale*—the clunk of hard ears of corn hitting a backboard—the hiss of a thresher spewing kernels of wheat for tomorrow's bread. *Iowa's 34.8 million acres of tillable soil produce, among an abundance of other things, 10% of the nation's food supply and contribute to the high per capita wealth of Iowans, currently 61% above the national average.*

The half-acre in the country to which you repair week-ends—or aspire to—is about 1/320th the size of an average Iowa farm. If you feel that you ought to have a gold mine in the back yard just to meet your country living costs, compare your situation with an Iowan's. *Iowa's rockless soil produces more wealth each year than all the gold mines in the world.*

Before you dash out for a harried lunch of soft-boiled eggs and a glass of milk (while many an Iowan is tuning his radio to WMT and sitting down—at home—to a leisurely noon-day meal of sizzling steak, golden roasting corn dripping with freshly churned butter, tender garden peas, strawberries and cream . . .) please consider this:

A one-minute Class A commercial on WMT has a potential audience (within the 2.5 mv contour) of more than 1.1 million people—and it budgets at $27.00 (52-time rate). It's a market worth reaching—and in Eastern Iowa WMT *reaches.*

Please ask the Katz man for additional data.

5000 WATTS

WMT
CEDAR RAPIDS

Day & Night

600 KC

BASIC COLUMBIA NETWORK


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BY
NORWITZ

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